

PRINTING PARTNERS

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Junk mail or welcome mail?

by Courtney Ferguson

What makes some mailings work, while others hit the wastebasket without even being opened? Large corporations have spent fortunes discovering how to make their direct mail efforts profitable – here are some of their secrets:

1. Be respectful. That's the basis of a good marketing relationship. I am always amazed when I see headlines such as *"Would you like to save time and money?"* In a covert, but unmistakable way, it's disrespectful. Who wouldn't like to save time and money?

Let's change the headline slightly, so it solves a more specific problem your particular market may be facing. *"What if you could reduce the time you spend invoicing by 3 hours or more each month?"*

See the difference? The alternative headline uses a "rifle" approach, rather than the disappointing "shotgun" approach. It hits a target market – and offers a clear, desirable solution to a problem. It addresses the prospect as an individual, rather than part of a huge, faceless market.

2. Make your prospect the hero; talk about benefits. Your prospect, at this point, couldn't care less about your company's mission statement, when you were founded, etc. Put your prospect first, and imagine how he or she is feeling. What problems can you solve? What opportunities can you offer? Once you're clear on the answers, you're ready to attract, inform and inspire your way to a sale.

Now here's where you add empathy to the respect. Avoid statements such as "We at the XYZ Company understand your frustrations." Perhaps ask another question. (By the way, the question mark is the most valuable character on your keyboard.) *"What's more frustrating than waiting for payment? Not only does it jeopardize your cash flow, but the morale of your entire staff."* Again, the alternative speaks volumes about your attitude.

So far, you're communicating three vital advantages: I respect you; I understand you; I can help you. A breath of fresh air to your prospect! Also, use the word YOU at least 15 times more than I, US, or WE. Examples: You'll like the results...Your staff will thank you for...You'll be the manager who makes a difference. Each links YOU with a benefit and answers the question every prospect asks: What's in it for me?

Getting your copy right is just as important as your mailing's design and printing. I encourage you to double check your copy for respect, empathy and clear, appealing benefits. That's what makes the difference between 'junk' mail and welcome mail!

Courtney Ferguson, award-winning copywriter and Creative Director, runs a direct marketing consultancy in Penn Valley and can be reached at 530.432.8023 or courtney@bardalisa.com.

Rabbit Redux

by Brad Weston



Hard to believe it's coming on 10 years since *Prince Perfect* – Auburn Printers' rabbit mascot – was born. Springing (or should I say, hopping) from the imagination of well-known local artist J. Randall Smith, with a little help from me,

he has represented us well...and he still looks marvelous!

As some of you probably remember, we ran a "name that rabbit" contest back then, and Cheryl Maki came up with the perfect winning name, chosen from over 300 entries.

In living up to his name, reflecting his intelligent, confident, trustworthy nature, Auburn Printers continues to reach for perfection in all that we do. In honor of *Prince Perfect's* 10th birthday, you'll be seeing more of this familiar icon around town, having been "SuperSized" to one of our delivery vehicles. So, honk when you see him!

Shop News: As another famous rabbit does, we keep on going...and...growing. A new piece of equipment – a MailCrafters inserter – has been added to our Mail Center, to even better serve your direct mail needs. We can now automatically collate, stuff (up to 6 items) and seal your envelopes, and then process them for mailing. By completing everything under one roof, you save time, money and direct mail headaches.

Feel free to give me a call if you would like to see any of our equipment in action – we are here to help you stay on time and on budget.



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Northern Sierra Wine Country – Nevada County

by Lynn Wilson

Nevada County has long been famed for its historic towns and stunning, unspoiled landscape. And now, gaining more, and more recognition is the growing and equally unspoiled Northern Sierra Wine Country nestled right amongst the mountains and valleys. Nevada County has 14 wineries each displaying a great diversity in style. Climate, geography, and winemaking talent have merged resulting in highly distinctive, top quality wines.

With four distinct seasons, the vines thrive. In the summer a combination of cool nights and warm days produces highly desirable wine making fruit. Many of the varietals grown in the region are familiar like Chardonnay, Syrah, Zinfandel, and Cabernet Sauvignon, while others like Cabernet Franc, Barbera, Viognier, and Tempranillo are growing in popularity and are a treat for those looking to expand their horizons.

Welcoming tasters are three tasting rooms in historic downtown Grass Valley, and two in Nevada City. In the surrounding area, wineries vary in size, most considered boutique wine producers making high quality distinctive wines. They offer expansive vineyards, charming tasting rooms, spectacular views, wine caves, and picnic areas creating a great wine tourism experience.

Each year the Northern Sierra Wine Country hosts three events. Fall brings the Gold Harvest Wine Trail, a self guided winery and vineyard tour celebrating harvest's bounty. Spring offers the annual A Grape Affair, where all wineries gather together for a unique wine festival. In March, we present the Winter Wine & Food Masquerade, a wine and food pairing dinner showcasing the talents of local winemakers and chefs.

Find out more at NorthernSierraWineCountry.com or 866-355-WINE. Brochures and wine touring maps can be found at local Chambers of Commerce or any tasting room – or just call to have one sent to you.

Lynn Wilson, President of NSWC, is owner and winemaker of Pilot Peak Winery in Penn Valley.



Auburn Printers & The Environment

by Merrill Kagan-Weston



If you've ever read this column before, you already know that as a baby boomer & child of the 70's there is no way I could sleep at night unless I personally have done everything in my power to make Auburn Printers' staff continuously aware of what waste does to our environment.

I was at the first Earth Day Celebration in Philadelphia on April 22, 1970 (I skipped school to go) and haven't stopped respecting Mother Nature since.

In the late 70's, I came west to Los Angeles and worked for Peace Press, a cooperatively run, commercial printer who specialized in publishing alternative energy books. My environmental roots are very deep!

We recycle 100% of our waste paper, aluminum and unusable ink. You often can find me picking empty plastic beverage bottles from our regular trash!

We no longer use film to produce our printing plates – our computer to plate technology has eliminated it and the disposal of film and the chemicals used to process it. We take every step possible to remove harmful chemicals from the printing process and use water wherever possible.

Auburn Printers has won California's WRAP Award (Waste Reduction Awards Program) for the last 9 years for our recycling efforts. We offer FSC (Forest Stewardship Council) certified paper choices that are post-consumer recycled, acid free, and carbon neutral.

We support Placer Land Trust, PARC, Placer Nature Center and the American River Conservancy. Being environmentally responsible has always been and will remain a priority for us.

To all the parents that have sent their children away to college for the first time, here is a wonderful poem written by a wonderful father, Dr. William Kirby.

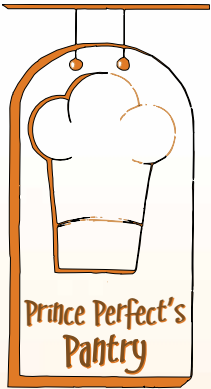
*My son left home today
Unfolded his wings and flew away.
Oh, he has left before,
But this is different,
Nevermore,
Will he be expected at the door.
Hi Dad, How was your day?*

*His new life beckons far away
Maybe not in miles,
But his horizon has grown
As it should, but still, I feel a little alone.*

*This is how it is supposed to be
From his first steps this is our goal.
But then the day comes and it touches our soul.
I turn away so he can't see the tear
Formed from a lot of pride and a little fear
Fear for both of us as our paths diverge
Pride and fear, my emotions merge.*

*I pray I have given him the tools he'll need
To walk a straight path wherever it may lead
And I hope he'll know, I'll always be there
To support him in whatever he may dare
My son left home today
Unfolded his wings and flew away
But he'll always know and I'll never have to say
That the door to home and my heart
Will always be open along his way.*

To James With Love, Dad



Apple Coffee Cake

This is so easy! And, if your butter is at room temp, there's no need for an electric mixer.

Ingredients:

- 1 cup flour
- 1 tsp baking powder
- 1/2 tsp salt
- 1 cup sugar
- 1 tsp ground cinnamon
- 5 1/2 Tbsp unsalted butter, room temperature
- 1 egg, beaten
- 1/2 cup whole milk
- 1 medium baking apple, peeled and sliced

Directions:

1. Preheat oven to 375°F. Grease a 9" square baking dish or pie pan (4-cup capacity).
- 2 Sift flour, baking powder and salt. In a bowl, combine 1/2 cup sugar with cinnamon; set aside.
3. In the bowl of an electric mixer, cream the butter with the remaining 1/2 cup sugar. Beat in the egg until blended.
4. Add flour mixture in three additions, alternating with the milk, beating until just combined.
5. Spread half the batter in the baking dish. Lay apple slices on the batter so they just cover the batter (you may have to overlap some slices). Sprinkle apples with half of cinnamon-sugar mixture. Spread remaining batter over apples. Sprinkle remaining cinnamon-sugar on top.
6. Bake for 25 minutes or until golden brown and apples start to bubble at the edges. Serves 6.

Frequently Asked Questions

How do I determine what rate my post card will be?

Only cards between 3.5 x 5 and 4.25 x 6 fall under the less expensive postcard rate. They are automatically given first class service. Cards more than 4.25 x 6 but under 6.125 x 11.5 fall into the letter (or oversize) category; cards larger than 6.125 x 11.5 but under 15 x 12 are considered flats and fall into a higher price category. For these cards, either first class or a less expensive standard rate can be selected.

Will using recycled paper affect the quality of my printed piece?

Technological advances are overcoming quality issues, while increased consumer demand is resulting in a wider variety, availability and lower prices. Recycled content papers now share the same printing and performance characteristics as their virgin equivalent and are offered in a wide range of colors, weights and styles, including the brightest whites.



Employee HIGHLIGHTS

Donna Carver, Accounting/Human Resources

Numbers are Donna's game, although she had no idea that would be the case when she started working in accounting departments back when. She's been with us since August '06 and says "I really feel like I'm at home. It is great to finally be appreciated for what I do". Donna loves to indulge her new granddaughter and exercise her green thumb in her flourishing rose garden. Her passion is riding with her husband on their Harley. No matter what the day brings, they can hit the road "and all is good".



Printing Partner

SELLERS: How to Speed Up the Sale of Your Home and Achieve Top Dollar

by Susan Teixeira

Today's buyer's market presents certain challenges in selling your home. But, whatever the market, these tips can help put you on the road to "SOLD":

1. Understand why you are selling your home. Your motivation to sell is the determining factor for how you will approach the sale of your home. It will affect everything from what you set your asking price at, to how much time, money and effort you are willing to invest in order to prepare your home for sale.

2. Before setting a price, consult with a good listing agent. As a seller, you will want to get a selling price as close to the list price as possible. If you start out by pricing too high, you run the risk of not being taken seriously by buyers and having your house sit on the market for a long time. If you price the home too low, you could be costing yourself thousands of dollars.

3. Find a good real estate agent. Upwards of three quarters of all home sellers say they would not work again with the agent who listed their home. Usually this is a result of poor marketing and communication on the part of the agent. Take the time to locate the agent who is going to best represent your needs during the transaction.

Working with a full-time professional real estate agent is critical. Choose your agent by asking questions of him or her. Find out how knowledgeable they are about houses currently for sale in your price range and also of houses that have recently sold. Can your agent recommend a good lender that has the reputation of excellent customer service and low rates to assist your new buyer with financing? A good listing agent can get your house sold quickly at top dollar and help you find a new home.



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OFF THE RECORD

Name the song title and artist
of the following lyrics and
WIN an Auburn Printers
Chocolate Bar!



*Well I'm going home, Back to the place where I belong,
And where your love has always been enough for me.
I'm not running from. No, I think you got me all wrong.
I don't regret this life I chose for me.
But these places and these faces are getting old.*

Just fax your answer to 530.885.6517. The first five correct
answers will WIN!

Last Issue's *Off the Record* lyrics were *Jesus Take the Wheel* by
Carrie Underwood, and the winners were: Kathleen Henkel,
Diane Idle and Richard Wright.



Become an Auburn Printers *Printing Partner*
by submitting an article to be featured in
one of our upcoming issues.

For more information or to contact the editor, call
530.885.9674 or e-mail karink@auburnprinters.com.

Direct Mail Moment

by Stephen Bearden

To get the biggest bang for
your postal buck, it's important
to plan all parts of your mailing.

Making sure you design your
piece to go through USPS machinery
more easily (and qualify for
discounts), is an important goal.

Equally, if not more important,
is the mailing list. Experts say that
the list accounts for up to 40% of a
mailing's success. Having the right, targeted list for your
market can make a big difference in your response rate.

Dirty data, or Undeliverable As Addressed (UAA)
mail, costs the Postal Service \$1.8 billion to process each
year – an amazing 10 billion pieces of mail that never
reach their destination. Cleansing your list and keeping
it up-to-date with all addresses correct and current can
make a big difference in postage and increase response
rates due to improved deliverability.

When you purchase mailing services be sure to ask
prospective vendors about their procedures for processing
your mailing list. CASS-certified software standardizes
addresses, uses abbreviations, corrects spelling and format
and appends Zip+4. To correct addresses, an additional
process, DPV, that verifies accuracy of deliverable
addresses, is now required in the CASS process. Other
services such as NCOA (change of address data) are also
available.

Complex as it may seem, the USPS is there to help.
Most anything you want to know about direct mail is
available at www.usps.com/directmail, or just ask us.

