

PRINTING PARTNERS

Brought to you by Auburn Printers, Inc.
and our Printing Partners



**PRINTING
PARTNER**

"Here's the Scoop!" Ice Cream and Coffee Shop Give Away

For the past seven years, Ron and Melinda Rucker, have owned Here's the Scoop! and have grown the business every year since they bought it. The owners want people to send their essays to decide who to "give" their ice cream and coffee shop to. The essay idea fits in with Rucker's philosophy of belief in giving back to the community. They are well-known in the area for their donations, giving a guestimated \$5,000 to \$7,000 annually in gift certificates to fund-raisers and events alone. This is in addition to helping various clubs on the McClatchy High School campus raise money through selling ice cream at a discount.



Please submit a 100 - 300 word essay with two "questions":

I want to own *Here's the Scoop!* because....

What skills, experience and resources do you have that will help you continue the success of this business? (Examples: work, family financial, community involvement, future plans.)

Send \$150 entry fee with your essay. Everything is available online—the entry and essay submission forms, rules and regulations at: www.winthisbiz.com. You can also submit your entry and essay through the post office or courier service. Submit essays until November 30, 2008 (11:59 p.m. PST)

Claim the life you've been waiting for:

Be your own boss; become a real entrepreneur today
Experience satisfaction and success in your life
Pursue your dreams; work and have fun
Make money, eat dessert every day
and have the time of your life
Step out of your box and really live your life!

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(across from C.K. McClatchy High School)



Back From Chicago And My Head Hurts

by Brad Weston

Each time I go to Chicago for our annual printers trade show I come back with great ideas as to how we can improve our company and the service that we provide our clients. This year was no exception, but in the midst of the economic slowdown we have to be careful in what and how we shape the future of Auburn Printers.

One thing that I learned is our clients need us more than ever to assist with the sales, promotion and marketing of their company. We are not going to make a name change, we will still be Auburn Printers and "Prince Perfect" will still be our inspirational leader, but we are going to be so much more than a printing company going into 2009. When we added the Canon 7000 for short run color printing we knew the next generation of service would be VDP, variable data printing or extreme personalization. Coming on the heels of that we will be taking the next step into "PURL" and "GURL". This is the use of personalized websites for each piece of mail that goes out in a direct mail campaign. Tying all of this together will be more of a formal approach to our client's whole marketing efforts by using surveys, automated email, cross-media presentations and follow up postcards. The exciting part is using all the medias together in a cohesive plan to create marketing success. In the near future information will be mailed to you showing how in tough economic times we can provide very affordable marketing value in DIRECT MAIL PRINTING, PERSONALIZED WEB, E-MAIL & DISPLAY ADVERTISING. Please stay tuned. The future will very exciting.

AUBURN PRINTERS, INC.

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The Power Networking from the Perspective of "Give First – Share Always"

by Stephanie Sherwood

In today's challenging economy small business owners and professionals are relying on some fundamental relationship networking truths: Having the ability to establish rapport and support with others is critical; people ultimately will do business with those they know and trust; creating relationships out of acquaintances is the fastest way to grow your business; and demonstrating integrity and establishing trust is critical to your business success.

Here are a few tips to help you as you work towards turning your networking into an opportunity to build a relationship - not just gain a contact.

1) Be a Giver and/or a Connector. When you focus on "giving" and helping others, the "getting" will come later ... and it will come in unexpected ways. One key thing to remember is that no one likes a person with a "taker" mentality. When you are generous and sincere, people will notice and respect you for your kind nature. This simple act of being a giver/connector gets you focusing on others and in turn others start to focus on you as the "go to gal" or "networking hero".

2) Be Truly Present. It's one thing to be in the room and it's totally different thing to show-up and be present. Simply this means - leave the office at the office, the home "stuff" at home, the errands on the "to do" list, the cell phone in the car and check your troubles and worries at the door. People will look forward to seeing you and meeting you if you are energetic, positive, and outgoing.

3) Listen with focus. When someone is speaking with you, give that person your entire focus. LISTEN! Really hear what the person is

saying. Keep your eyes and ears focused and thoughts focused too. The greatest gift that you can give to another person is to truly hear what that person is saying.

4) Be Genuine. Be genuine in your interactions with others at an event. No one likes feeling like they are getting "schmoozed". And we all hate the "used car sales approach". When you are interested in learning about someone and their business for the sake of learning about the other person, you will leave a lasting impression as someone who genuinely cares. When your actions are not genuine and not sincere people pick-up on that. It makes them start to question your integrity. Again – it all goes back to trust and respect.

As a business woman what if there was a place you could go for a few hours every month that honored you as a woman, where you would feel welcomed, be surrounded by like-minded successful business women that interact with each other from a place of sharing and support and where networking isn't about gaining a stack of business cards, but on building relationships - would you come?

eWomenNetwork is a membership-based women's business organization dedicated to helping women business owners, professionals and entrepreneurs prosper by providing a variety of affordable and effective marketing strategies that help women tell the story about their amazing business, product or service and connect them to valuable resources, referrals and support. To learn more about eWomenNetwork- please visit www.ewomennetwork.com. To be connected to the South Placer or Folsom chapter please contact Stephanie at 916.521.2540

OR stephaniesherwood@ewomennetwork.com.



Make It POP! Add a metallic!



by Merrill Kagan-Weston

In order to stand out, sometimes it's necessary to go beyond the limits of CMYK printing. Our Komori Press prints five colors. What can that mean for you? We have an extra cylinder so we can print the standard four colors

(cyan, magenta, yellow & black) and add a metallic color on the fifth cylinder for a little more than the cost of the printing plate.

The printing of metallic inks is not a new process; in fact, inks with metal -flake have been around for years. Originally only a few variations of silver, gold, copper and bronze inks were available for use as spot colors. However, Pantone's (the current mixing guide for all color inks) current ink-mixing formula guide which has expanded over the years now has over 300 metallic ink formulations.

Coated papers yield the best results when printing with metallic inks, as they allow the pigments in the metallic base inks to lay in a manner which allows for the greatest reflectability. Uncoated or textured papers cause the reflected light to be scattered, resulting in a much less vibrant effect.

You may realize that printing with metallics increases product visibility. So for your next four color project, think about adding that metallic color for a greater ROI!

Business Card Etiquette

When doing business abroad it is important to understand the local culture. Culture includes areas such as a country's norms, values, behaviors, food, architecture, fashion and art. However, one area of culture that is important for the international business person is etiquette.

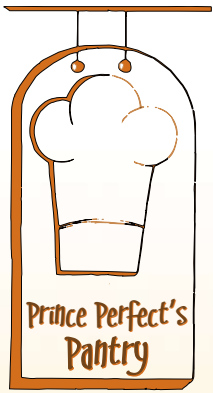
Understanding business etiquette allows you to feel comfortable in your dealings with foreign friends, or clients. Knowing what to do and say in the right places will help build trust and open lines of communication.

One aspect of etiquette that is of great importance internationally is the exchanging of business cards.

Unlike in North America or Europe where the business card has little meaning other than a convenient form of capturing essential personal details, in other parts of the world the business card has very different meanings.

For example, in Japan the business card is viewed as a representation of the owner. Therefore proper business etiquette demands one treats the business card with respect and honour.

- Business cards are an internationally recognized means of presenting personal contact details, so ensure you have a plentiful supply.
- Demonstrating good business etiquette is merely a means of presenting yourself as best you can. Failure to adhere to foreign business etiquette does not always have disastrous consequences.
- When travelling abroad for business it is advisable to have one side of your business card translated into the appropriate language.
- Business cards are generally exchanged at the beginning of or at the end of an initial meeting.
- Good business etiquette requires you present the card so the recipient's language is face up.
- Make a point of studying any business card, commenting on it and clarifying information before putting it away.



Southwestern Soup

Ingredients:

- 1 pound pork tenderloin, cut into 1-inch pieces
- 1 cup chopped onion
- 1 green bell pepper, seeded and chopped
- 1 jalapeno pepper, seeded and minced
- 2 cloves garlic, minced
- 1 teaspoon chili powder
- 1 teaspoon ground cumin
- 1/2 teaspoon salt
- 1/4 teaspoon freshly ground black pepper
- 5 cups reduced-sodium chicken broth
- 1 (14-ounce) can diced tomatoes

- 1 (14-ounce) can pink beans, rinsed and drained
- 1 cup diced fresh avocado, for garnish
- 2 tablespoons chopped fresh cilantro leaves, for garnish
- Lime wedges, for garnish

Directions:

In the bottom of a slow cooker, combine pork, onion, bell pepper, jalapeno, garlic, chili powder, cumin, 1/2 teaspoon salt, and 1/4 teaspoon ground black pepper. Stir to combine. Add broth, tomatoes and beans, cover and cook on LOW for 6 to 8 hours or HIGH for 3 to 4 hours.

When ready to serve, ladle soup into bowls and top with avocado and cilantro. Garnish soup with lime wedges. Serve with cornbread, if desired.

Tech Tips

by Ann Moore

Basics for creating your project



Creating your own electronic files for commercial printing has never been as easy as it is today in our age of expanding technology. While creating your own electronic files in-house has advantages (more control over design and initial production costs, easy access to your collateral materials) there are many hidden dangers and pitfalls that may increase the cost or complications in your job. Don't despair, many hidden challenges may be overcome in advance by simply asking your commercial printer for their input and job specifications BEFORE you begin production of your job. Some examples of things which should be considered in the construction of an electronic file:

Color(s): your job will need different construction if it contains "spot" colors or 4-color process

Bleed: this term refers to when the image extends to the very edge of the printed piece - in order to "bleed" we generally ask that the image extend AT LEAST one eighth of an inch beyond the "live" area.

Folds: Some jobs just fold in half, others have three or four (or more) folds. You may think you can split the sheet evenly into thirds (or fourths) - but (depending upon the thickness of your paper) you may need your inside panel to be slightly shorter than the front panel in order to allow the fold to end up even.

Your Printing Partner will be more than happy to answer questions you have about the best way to get your project from concept to completion with minimum cost and trauma.



Employee Highlights

Ellen Bandula, Sales

Ellen joined Auburn Printers this summer as the newest member of the Sales team. Prior to joining us Ellen worked as a make up artist for MAC and did pharmaceutical sales for Bayer. After having her son, Nicholas, she knew the travel associated with pharmaceutical sales was going to be too much. As a resident of Auburn the fit with Auburn Printers was easy to make. Ellen continues to learn more about the printing industry every day and is looking forward to helping you turn your ideas into print reality.



PRINTING PARTNER

Set Your Business Up for Challenging Times

By Caterina Rando, MCC

While the economy is impacting many businesses, it does not have to negatively impact yours. Many businesses thrive in difficult times. Let's ensure that yours is among them. Apply these ideas to keep your business thriving.

Keep it Positive

It can be easy to get cynical about revenue when all around you, you hear other business owners complaining about things being slow and that their costs are rising. However most of your reality is directly linked to your perception. If you think business is slowing down, you start to slow down and you now have a self-fulfilling prophecy. Instead, make a commitment to tune out the nay-sayers, smile more, focus on what can you do to make things better and make a commitment to stay positive. Positive energy gives you more physical vitality, which allows you to get a lot more done.

Pump Up Your Planning

The productivity experts say one minute of planning saves four minutes of task achievement down the road. Take time every day to review your goals and take time daily to plan and re-plan how you are going to meet those goals. Stay focused and in action.

Work On Your Business

There is working in your business, which is what you do when you are generating revenue. Then there is working on your business when you are doing things that will provide more revenue down the road. For example, developing a new product, learning a new system that expedites tasks, or taking a class to get new ideas. When you work in your business, you are creating what I call now-money-now; when

you work on your business you are creating more-money-later. It is important to do both to build a profitable and sustainable business.

Reconnect with Your Champions

Your champions are clients who think what you do is fantastic. They are a great source of referrals for you. When was the last time you invited a few of them out for lunch, held an event to thank them for their support or simply picked up the phone to reconnect and discuss how you could help each other? You will find these connections can result in lots of new revenue for your firm.

Reassess Your Implementation Team

As a business owner you have more ideas than time to implement them. You need a team of people to help you get things done. They do not need to be employees - they can be outside specialists whose help allows you to stay focused on what you need to do. Get someone on your to do your marketing, web updates, bookkeeping, and whatever else you know is better left to someone else.

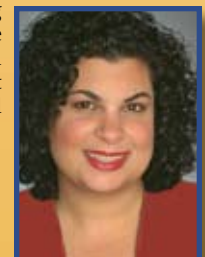
Look For What is Missing in the Marketplace

In challenging times your clients prefer to get a new product or service they need from you, who they already know, like and trust, rather than getting a new service from a new vendor. Ask yourself what else do your clients need that you could provide? The answer to this question could be a huge new revenue stream for your business.

Consistency Over Time Creates Results

One common challenge I have seen over the years is that for some businesses, when things are going well the marketing gets neglected. Whatever you do to get clients, make sure you are doing it consistently, especially in challenging economic times. If you are consistent in what you know works for you, your business will do just fine.

Caterina is the creator of the Business Breakthrough Coaching Program
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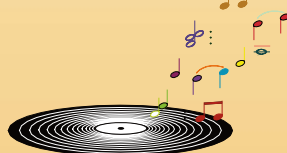
You're visiting a winning business...



This newsletter is printed on FSC Certified recycled paper.

OFF THE RECORD

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



Well I just heard the news today
It seems my life is going to change
I closed my eyes, begin to pray

Then tears of joy stream down my face

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

Last Issue's *Off the Record* lyrics were *4 in the morning* by Gwen
Stefani, and the winners were: Tina, Holden Law Group; Vickie
Streeter, Century Lighting; Barbara Weaver, NorthState Specialty
Contracting; Troy, AERC.

Frequently Asked Questions

**What does FSC stand for...
and what does it mean?**

FSC stands for the Forest Stewardship Council. It is an Environmental Certification ensuring that fiber is sourced from responsibly managed forests and a Chain of Custody is followed. This Chain of Custody tracks and records the possession and transfer of wood and fiber from the forests of origin, through the different stages of production, to the end user.

What is the difference between Gloss and Dull paper?

Well, besides the obvious difference of shine vs. no shine there are a couple of differences that make gloss or dull the best choice for your project. Gloss is best for reproducing photos, however, it reflects light so it is not as good for reading. Dull is best if you will be writing on or reading the piece. With that in mind, it also comes down to personal choice. What look do you like?

When should I use digital vs. offset printing?

Digital print is best for short runs (small jobs); it is faster and less expensive. However, if your job will be in the sun or if it needs folding or stitching you will want to go with offset. As your job gets bigger there is a point where offset becomes the least expensive way to print, let your "Printing Partner" guide you as to when the job becomes too big for digital and traditional offset is the way to go.



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