

# PRINTING PARTNERS

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**PRINTING PARTNER**



## The End is Near, Will You be Ready?

by Brad Weston

The end that I am referring to is the current recession. Economists say we are in the beginning of the recovery stage even though it doesn't quite feel like it. According to most of the print and marketing data I read on a daily basis things are looking up! Larger companies are starting to spend money on advertising their business and have already formulated their 2010 marketing plan. Will you be ready? What would you do if your main competitor or several of your main competitors started spending money to promote their business? You have to compete, you need to position yourself ahead and excel with your message. You can't afford to lose more of your business, this is a good time to actually gain market share. Before you hire Auburn Printers & Integrated Marketing or any other marketing company to get your business in front of all your potential clients, take some time to ask questions and do it right:

- Who is your ideal customer, and how do I find more?*
- How do I use my best customer to help me get new ones?*
- How much profit do I make with a good customer?*
- How much am I willing to spend for a good customer?*
- Do I have a database?*
- Does the content of the material touch my customer on a personal level with good offers and incentives?*

Write these questions down on a piece of paper and look at them each day. This will give you a tremendous start to the insight you need to make resourceful marketing choices. And by the way there are many choices. Websites, promotional products, e-mail blasts, telemarketing, direct mail, social networking, personal networking, printed collateral, newspaper, magazine, TV/Radio and billboards. To some degree they all work, but they work exponentially if you use multiple channels and have a branded look with a common offer or value statement.

I'm always here, give me a call to talk about your ideas and challenges. I don't claim to know it all, but I do know two heads are better than one. If you take a moment and stand back, you may be able to see the forest through the trees. I'M HERE FOR YOU!



## Backing Up

by Karel Grulich

**Part1-The Questions:** How many times have you lost your valuable computer data? Maybe you have received a virus which destroyed your hard drive or your computer will not start anymore? Maybe you just accidentally deleted your files and now you want them restored? Maybe somebody stole your laptop with all of your files? How many of you backup every day to save all of your work? These are just a few questions to ask why it makes sense to backup and safely store your valuable data and sometimes even life's work!

**Part2-The Reality:** The reality is that there are two types of computers:

- 1) Computer that already crashed
- 2) Computer that will crash

This is just the reality as any hardware will fail with time!

In addition you might run in to any of the issues already mentioned in part 1.

**Part3-The Solution:** As with any problem, there is always more than one solution.

Here is a list of the most common backup solutions:

Tape backup – Good for rotation scheme but wears out and has to be changed daily.

CD Backup – Good for small data as it only stores 700 MB of data.

DVD Backup – Similar to CD but it can backup up to 4.7 GB or more on a dual layer DVD.

Hard drive backup – Backup is possible to an additional hard drive. You can backup your data up to the size of the hard drive. I prefer internal hard drive backup as external hard drives can easily be removed and someone can walk away with your data and personal information

Off site backup – As data storage cost is getting cheaper, it makes more and more sense to consider offsite backup solution. There are many providers out there but only few really offer state of the art solutions with high grade military encryption to protect the stored information. Starting at only \$0.35 per day, it makes sense to backup your data offsite and have it safely available anytime, anywhere.

We offer any of these solutions so please don't hesitate to contact us for more information or comments.

For more information or comments please contact:

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## Take a Breathe and Relax!

*Used by permission, Lynn D. Johnson, Ph.D.*

Breathing patterns can help you relax under stress, and the wrong breathing pattern can build more tension. When you breathe, you use muscles in the shoulders, rib cage, and a large, flat muscle under the ribs called the diaphragm. Breathing high in the chest, just using the rib cage muscles, seems to make people more tense and nervous. Using the diaphragm promotes more calm feelings. Put your hands on your stomach, and take a deep breath. Do your hands move as the air rushes into the lungs? If not, you are using the rib cage and not the diaphragm.

### **MEDITATIVE BREATHING**

Practice breathing with the diaphragm. Concentrate on filling the bottom part of the lungs. You can feel your stomach (both front and sides) move out to make room for the new, fresh air coming in. If you place your open hands on your stomach, you should feel the area below your navel expand first. Your lungs contain three lobes, a lower, middle, and higher lobe. Fill the lower lobe first, then the middle, and finally the highest lobe. Then as you exhale, empty the top, then the middle and then the lowest. Breathe in fully, filling the lungs from the bottom up. Then exhale fully, emptying the lungs from the top to the bottom. Practice this ten minutes once or twice a day. Say to yourself "In" on the in-breath, pause, and "Out" as you exhale.

### **CONTROLLED BREATHING:**

This is helpful if you find thoughts interrupting your meditative breathing.

- Take a deep breath in, counting to four as you breathe in
- Pause and notice the full feeling in your lungs
- Breathe out slowly, to the count of eight or more
- Pause and notice the empty feeling in your lungs. Then take the next full breath, being sure to first breathe from the diaphragm, then the higher in the chest.
- If you notice thoughts intruding into your mind, just notice the thought (but don't go with it), acknowledge to yourself that thoughts are flitting by, and return to your breathing.

Practice this two times a day or more for TEN minutes each time. RATE how tense you feel at the beginning of the exercise and again at the end. Rate your tension from 1 to 10. (One equals completely relaxed and calm, five, is average, and ten is the most tense you ever feel.)

Another breathing technique some people find helpful is to practice very GENTLE BREATHING. In this style you:

- breathe out and in equally, perhaps to the count of six, so neither is longer nor shorter than the other
- breathe so quietly than you cannot hear your own breath, only feel it
- pause to the count of three
- breathe out quietly to the same count as your in-breath
- carefully notice what part of your body moves with the breath: does your chest move more than your stomach, or does your stomach move more than your chest? Notice whether breathing with your stomach (diaphragm) is more relaxing for you than breathing with your chest and shoulders.

Again, practice two times or more a day, about ten minutes each time. If your fingers or toes tingle during the exercise, or if you feel lightheaded, you may be breathing too fast. Slower breaths will allow your body to re-balance itself.



### **Tech Tips**

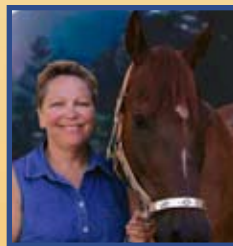
*by Ann Moore*

## **PDF workflow: Saving time and money with PDF in print**

Nowadays people expect faster turnaround, cheaper prices, and higher quality. A PDF workflow is the right tool to deliver that, it allows the standardization required to take full advantage of a digital workflow for print. PDF is uniquely suited to the task of collecting the many pieces of a print project, delivering those pieces, and acting as a vehicle for creating the final printed work. In a PDF workflow, all of the components of a print job are captured into a single file. This approach makes it possible to proof, deliver, and print from the PDF file.

However, it requires that the files need to be created correctly so that they will image correctly the first time. It is important to be sure that the source files are built correctly. Preflighting is a process of methodically checking a project to look for problems. This process is especially important in a PDF workflow, because some problems, like low-resolution graphics, cannot be resolved by simply converting the project to PDF. By preflighting the project before creating the PDF, such issues are resolved long before your file gets to your printer.

After you create your PDF, you can preflight it in Adobe Acrobat. Preflight tools contained within Adobe Acrobat assure the designer and the print provider that the project will produce the results expected.



*by Merrill Kagan-Weston*

When we decided to become Auburn Printers and Integrated Marketing, we felt the need to add Advertising Specialties to our palette of services so that when we create a solution to your marketing needs, we can also find an item for you to leave with your customer to



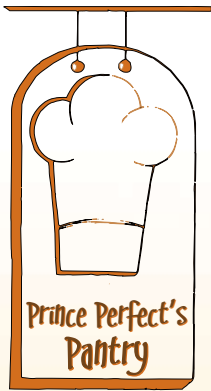
remember you.

Now that the images for our calendar have been chosen, I can focus on helping my customers and horsey friends find a personalized gift that they can give to their cherished accounts as a holiday gift.

I have hand picked several items for the equestrians, outdoor enthusiasts and have samples available of those as well as lovely wine and cheese lovers items for the wine makers division of our business.

We also have lots of edible goodies which can be personalized with your logo. We can order as little as 4 items for you or as many as 4000. We are offering a 15% discount on any promotional items that are ordered between now and November 15th (they can be delivered to you later if they are perishable). If in doubt about the quality of the merchandise, we can also order a sample or a taste!

If just a holiday card is in your budget this year, why not personalize it with a picture of you, your staff or your horse? With our new Canon digital press we can print as little as 25 personalized holiday cards at affordable prices on a variety of papers. Please call your sales rep for a price quote today!



## Tortilla Soup

### Ingredients:

Olive oil, for drizzling, plus 2 tablespoons  
 3 ears corn on the cob  
 1 red bell pepper, split and seeded  
 1 pound chicken breast tenders  
 1 teaspoon poultry seasoning  
 1 teaspoon ground cumin

### Salt and pepper

1 medium zucchini, small dice  
 1 medium yellow onion, chopped  
 3 cloves garlic, chopped  
 1 to 2 chipotle peppers in adobo sauce, chopped  
 1 (28-ounce) can stewed tomatoes  
 3 cups chicken stock

### Directions:

Heat a grill pan to high and a soup pot to medium-high. Drizzle oil on corn and place on grill pan. Add red pepper to grill with corn. Char vegetables 10 minutes, total, turning occasionally. Remove to cool, 5 minutes. Remove charred skin from the pepper.

While vegetables cook, dice chicken. Add 2 tablespoons oil to hot soup pot. Add chicken to pot.

Season with poultry seasoning, cumin, salt and pepper. Lightly brown the chicken. Add zucchini, onions, garlic and chipotle peppers. Cook vegetables with chicken 5 to 7 minutes to soften. Add tomatoes and stock. Bring soup to a boil, reduce heat to medium low. Scrape corn off cob and add to soup. Chop grilled red pepper and stir into soup.

### Garnishes:

chopped cilantro, avocado, diced tortilla chips; broken into pieces, shredded cheddar or pepper jack cheese, sour cream.



## Employee Highlights

### David Tennant,

Hi! I'm the newest member of the sales staff at Auburn Printers & Integrated Marketing. I moved to Auburn back in November of 2008, got the house set up, and soon needed something to do. My wife, Lynn, and I owned our own printing company in Memphis, Tennessee, for just over 20 years so printing is where I started to look for work. So, the end of a short story is, here I am at Auburn Printers & Integrated Marketing and love it! Bringing a vast amount of printing and advertising specialties experience with me, I look forward to being of service to both Auburn

Printers & Integrated Marketing and to you as a customer. Hope to see you soon!



## PRINTING PARTNER

## Foothill Employer Advisory Council

by Cindy Burris

In these difficult economic times, it is even more important for small businesses to take advantage of the monthly lunch-hour workshops provided by the Foothill Employer Advisory Council. Formed as one of many regional branches of the statewide California Employer Advisory Council, which began in the 1970s, our local FEAC is a non-profit employer organization partnering with the Employment Development Department to provide a valuable business forum and assist businesses in keeping up-to-date on current issues, trends and legislation.

The costs for a business to become a member of FEAC remains \$25 per year, and the monthly luncheons are \$15 for members and \$20 for non-members. The lunchtime workshops are held at The Sizzler Restaurant on Lincoln Way in Auburn on the 2nd Wednesday of the month from 11:45 a.m. – 1:00 p.m.

Workshop speakers are professionals in their areas of expertise, and topics have included employee handbooks, hiring checklists, interview techniques, managing difficult employees, responding to unemployment insurance claims, handling workers' compensation claims, how to avoid wage-hour liability, employer obligations to customers and employees under ADA, OSHA requirements, and deciphering the maze of federal and state leave laws. After the luncheon and speaker presentation, there is a question/answer session to provide clarification by these professionals.

The monthly lunch workshops are not held in July or August and in October of each year, the FEAC works with the South Placer Employer Advisory Council to sponsor a day-long seminar to address current issues and new legislation in more depth. Many members feel that the highlight of membership is the opportunity to attend the annual seminar, which usually brings in about 150 employers county-wide. Each membership belongs to the business, which enables more than one representative to attend each of the monthly lunch workshops. Our members often decide to join FEAC because of the networking opportunities. By attending monthly workshops and annual seminars, members are able to speak with other business owners and human resource professionals to share ideas and solutions to problems. The brainstorming among human resource professionals from differing types of businesses is an important part of the sessions.

Another benefit of becoming a member of the FEAC is access to a free management hotline to obtain legal assistance on employer-employee issues. Each council contributes to pay the legal counsel's salary.

We recommend that business owners, human resource managers, office managers and personnel staff attend the monthly workshops and annual seminars. This low-cost service to the business community is worth every penny spent.

For more information on how to become a member of the Foothill Employer Advisory Council, go to [www.foothill.ceac.org](http://www.foothill.ceac.org)

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## OFF THE RECORD

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



*Off in the night,  
while you live it up, I'm off to sleep*

*Waging wars to shape the poet and the beat*

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

Last Issue's *Off the Record* lyrics were Last Issue's *Off the Record* lyrics  
were *Diamonds On My Windshield Lyrics* by Tom Waits, and the  
winners were: John Sproull, Oars Rafting; Valentina Kalchik,  
Earthtec, Inc; Becky Money, Wells Constuction, Inc; Dana Manar,  
The Equestrian Connection.



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

For more information call 530.885.9674 or e-mail  
info@auburnprinters.com.

## Frequently Asked Questions . . .

**What does CAPS stand for?**

The Centralized Account Processing System offered through  
the US Postal Service streamlines the way you pay the  
postage for the direct mail we process for you. We use your  
check & deposit it directly into our postal account.

**How Can I Increase the ROI on my direct mail postcards?**

By using Variable Data Printing, your mail piece becomes  
personalized to the person you are sending it to thus,  
adding interest. It can be as simple as "Hey Joe... how's that  
1999 Econoline Van holding up?" to also, adding a picture  
of the 2010 version of the same vehicle. The text & image  
can change on each and every postcard! Please call your  
Auburn Printers & Integrating Marketing Salesperson for a  
full presentation.

**Can I get a discount by ordering my personalized Client  
Holiday gifts now?**

Yes you can. Order by November 15th & we will discount  
the product by 15%. We have a full line of edibles as well as  
gift items that can be personalized with your company logo.  
You can personalize as little as 4 items. We have catalogs  
full of "stuff" to help put your name in front of your client  
all year long.