

PRINTING PARTNERS

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Massage for Stress Reduction

by Phyllis Ingmire, C.M.T.



With today's economic climate, many times we are all feeling that we just can't afford those little extras we like to indulge in. Who needs the relaxation of massage?

Most everyone! Massage is a great stress reducer and can help break the cycle of chronic stress by inducing deep relaxation. Massage helps eliminate toxins from the body and allows the body to help heal it. Connective tissues that bind together or separate our muscles and organs become more elastic and the body rids any tension or trauma (such as overuse).

When the body relaxes, the adrenal organs rest and stress is eliminated. Today we often hear that our adrenals are in constant overload, not only from stress, but the way we treat ourselves – constantly "feeding" ourselves caffeine infused drinks from first thing in the morning till we are ready to "go to sleep".

Massage improves concentration, energy, sleep; can reduce symptoms associated with arthritis, chronic pain, fibromyalgia, anxiety, pre and post-surgical pain. Care Homes now include touch therapy for many individuals. Seniors with Alzheimer's, Parkinson's, Dementia or simply having lost a spouse experience reduced irritability, pacing and restlessness after massage.

Massage can also be viewed as an ongoing, preventive measure resulting in fewer doctor visits, over the counter medications and prescriptions!

Massage touch releases endorphins just like exercise which can result in better rest at night. Sleep is the body's first line of defense to fight off illness. Without good sleep we simply do not perform at the best level we can. When we find ourselves under so much stress these days Massage is a good way to kick some stress out of your life. Stress increases cortisol into the bloodstream, blood flow is restricted and the nervous system is affected. Heart rate goes up, breathing becomes more rapid and shallow and the liver dumps sugar into our bloodstream to feed our cells. Our bodies do not burn the adrenaline and sugars off as they were designed to when we deal with stress in wrong ways – slamming doors, shouting or just ignoring it.

Not dealing with the overflow of insulin in our bodies forces sugars and fats into our cells and can lead to severe health issues – anxiety, depression, lethargy, insomnia, panic attacks – just to name a few.

Continued stress sets the stage for diabetes, heart disease and stroke. Taking the time to deal with the stress is the best answer. Massage can be an easy way to do that. It is really not just a luxury but can be one of the many tools you use to keep your stress in check.

The Healing Light Institute
3215 Fortune Court • Auburn, CA
530 889 2300 or 530 906 2838

What's in a Name

by Brad Weston



of our new services in a brand new name.

It's about time! At Auburn Printers, we have been providing marketing and cross media support for dozens of our clients for years. So when we added one-to-one "Purl" direct mail and web support technology it was time to reflect all

AUBURN PRINTERS & Integrated marketing

We are now called "Auburn Printers & Integrated Marketing. As you can see below we will be keeping our "inspirational liaison" Prince Perfect.

Keeping our environment in mind, we have decided not to throw away any of our old brochures and marketing materials. Instead we will be replacing the old logo with the new logo when the time comes for us to reprint our collateral.

So what does the new logo mean to you? Our new services, are affordable, scalable, on the cutting edge and a perfect new alternative to help you drive new and existing customers to you. It's the way for you to see and measure the return on your marketing and print investments.

For a presentation of these new services and how it can benefit you and your company please give me a call to set up an appointment. I look forward to hearing from you in the near future.



AUBURN PRINTERS & Integrated marketing

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Child Advocates of Placer County

by Don Klienfelder

Each year about 400 children in Placer County are removed from their homes because of abuse and/or neglect. Through no fault of their own, they are pulled from their families and homes, interviewed multiple times, placed into a receiving shelter, and eventually transferred to a foster home, group home, or if possible, to an extended family member. In our county this is all handled by 18 dedicated but over-worked social workers and a hand full of attorneys. And we have one of the best run child welfare agencies in the state.

Over 30 years ago a judge in Seattle recognized these same conditions in his county and realized that given the limited resources and information provided to his court, he could not in good conscious state that he was always making decisions that were in the best interests of the foster children he saw daily. He wondered how he could get a better understanding of what these children really need and want. Ideally, he wanted someone who would establish a bond of trust with the youth, while providing the court with an objective view of the youth's life. His solution became the first Court Appointed Special Advocate (CASA) program in the country.

Today there are over 950 CASA programs nationwide, overseeing 60,000 CASA volunteers who serve 250,000 children. All CASA programs have the same basic structure: we recruit, train, screen and supervise community volunteers who then advocate for the best interests of abused and neglected children in court, with the objective of placing them in safe, permanent living

situations. As the local CASA program, Child Advocates of Placer County has grown from 18 volunteers in 2006 to over 120 volunteers today! These community volunteers mentored and advocated for 189 foster children in the last year. These children came from all over Placer County, and ranged from age 1 to 19 years old.

Our CASA volunteers are sworn Officers of the Court, and as such meet weekly with their children and interview all associated parties (parents, social workers, teachers, family members), review all court documents, and then with our assistance develop court reports that state the child's situation, indicate the child's wishes, and make recommendations as to what court actions the CASA believes would be in the best interests of the child. The CASA volunteers also appear with the child at all court hearings to help clarify the child's wishes and best interests

But perhaps the greatest service our volunteers provide is being a reliable, stable adult in the lives of children who have undergone very traumatic experiences. Once a foster child realizes the CASA is a volunteer who is there strictly out of the kindness of their own heart, a lasting bond of trust forms. And it is this bond as much as anything else that helps a child grow into a successful, well-rounded adult.

We conduct three CASA training classes a year. Our CASA volunteers come from all walks of life and range from college students to octogenarian retirees. To become a CASA volunteer you do not need to be familiar with the law or have any special previous experience. All that is required is about 15 hours a month, a good heart, and the dedication and desire to help a youth in need.

Interested in becoming a CASA?
Call us at 530-887-1006,
or email us at info@casaplacer.org.



Tech Tips

by Ann Moore

Using Microsoft Products for your Project

Microsoft software programs are not designed for creating artwork to send to your printer. They are designed to create your project and print to your local desktop printer.

Some of the problems that will happen is that text wrap is linked to printer chosen. Moving documents from one machine to another will cause text to reflow. Making changes or moving document from one machine to another can cause page size and margins to change, sometimes drastically.

- Color issues. They work in RGB mode only and cannot print with spot or CMYK colors. Sometimes when they are converted to CMYK the colors change.
- Resolution issues. In many cases, any high-res graphics are converted into low-res (and RGB).
- Font handling issues. Fonts can easily change without warning and will often rewrap. These are no indicators of what fonts are used in file.
- Graphic handling issues. Many common formats (PDF, TIFF, EPS) either can't be placed or don't work correctly in these programs.

Sending all links and fonts along with your document can help with some of these problems. Providing final lasers of what your project is supposed to look like, helps with font issues. Creating a final PDF is recommended to help with text flow and font issues, make sure fonts are embedded.

by Merrill Kagan-Weston

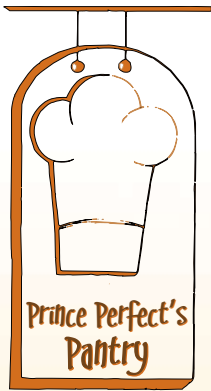


Welcome to my new column as "the horse fanatic." Printing has been my vocation since the 1970's, but, my love of horses goes back further.

For the past few years, I have focused new sales efforts into partnering with the equestrian businesses, horse related associations, non-profit trail associations and land conservancies, assisting them with their print related marketing needs. It seems to be a good time to focus my portion of this publication on just that.

I consider myself, a printing professional, (since I've been in this business almost as long as Gutenberg) but, I'm quite sure I will always be a novice equestrian. However, pairing the two has been energizing.

Right now I am looking for a few more subjects to add to our 2010 Auburn Printers Calendar. The theme this year is Horses In Landscape. Submissions will be considered through September 15th. You can contact me through my website : www.thehorsefanatic.com



Broccoli Delight Salad

Ingredients:

4 cups fresh chopped broccoli
 1/2 cup grated cheddar cheese
 3/4 cup white raisins
 1/4 cup chopped red onion
 1/4 cup sunflower kernels

1/4 cup red wine vinegar
 1/4 cup sugar
 3/4 cup mayonnaise
 10 bacon strips, cooked and crumbled

Directions:

In large bowl mix broccoli, onions and sunflower seeds. Mix mayonnaise and raisins in separate bowl, spread over broccoli mixture. It is best if you let sit overnight, but you don't have to. Mix red wine vinegar and sugar and pour it into the "rested" broccoli mixture and finally add the

cheese and bacon.

Additions for variety — Use your imagination or just do it with the above ingredients. Nuts, dried cranberries are just a couple of ideas.

Recipe submitted by Dave Johnson, Keller Williams Realty

Employee Highlights



Marilyn Burchfield,

I started in the printing industry by being a soccer mom and working on the soccer yearbook over 25 years ago. I was the senior estimator for one of the largest printing companies in Sacramento until I retired in June of 2005. Upon retirement my husband and I traveled for almost 4 years before deciding to stay home for awhile. My friend Kelley talked me into working part-time for Auburn Printers to give me something to do. Now I am the part time receptionist and the go-to-girl. After starting back to work with Auburn Printers I realized how much I missed the interaction with co-workers, the smell of the ink (crazy huh?) and talking to customers. In my spare time I teach water aerobics at Courthouse Athletic Club, usher concerts at the Sleep Train Amphitheater and volunteer for Placer County Child Advocates as a CASA. What is spare time, by the way? When you call on Tuesday or Thursday I am the one at the front desk and on the phone, I look forward to talking with you.



PRINTING PARTNER

TUPPERWARE JUST MAKES CENTS

by Cindy Burris

I can show you how to save **\$1,500** on groceries a year using plastic storage products.

Studies show that the average household throws away 25% of the food it buys-- usually because it goes bad before it gets eaten. Solution? Plastic storage products...

The average American home throws away 65% of the fruits and vegetables it buys. That is \$6.50 for every \$10 bought. Using containers keep fruits and vegetables up to 4 times longer.

If you are trying to find ways to save money, buy in bulk and save. You will save money buying in bigger quantities and also save the environment with less packaging. Keep your dry goods fresh and safe inside by using plastic storage! You instantly can see the contents, so you know whether you need to purchase more or not. They have virtually airtight seals that lock in freshness, and keep critters out. I can come to your home and help you organize your cupboards or pantry. Please let me know if you'd like a chart that will tell you how much will fit in each size.

You can go to my website to see the containers or contact me and I'll mail you a catalog. I have past hostesses that will gladly tell you how much in time and money they have saved.

Want to save an extra **\$600** a year? Take your own coffee in a great reusable cup that you can use over and over... An average cup of premium coffee is three bucks. For the

consumer who spends \$3.00 each weekday that's 261 days X \$3.00 = \$683 saved for a year. Save 261 coffee cups from ending up in the landfill.

Want to save **\$1,400** by drinking this...tap water. On average, Americans shell out \$1,400 per person each year on bottle water, according to Elizabeth Royte, author of Bottlemania. The cost to drink the same amount of tap water is a mere 49 cents—for a whole year!

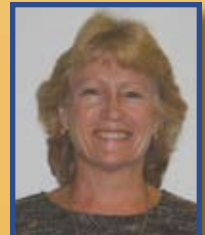
Plus did you know that about 40% of the bottled water we buy—including Aquafina and Dasani, is just repackaged tap water. An insulated tumbler or the sports bottles are the perfect product to use. Keep 6-8 in the refrigerator with water at all times so they are easy to grab the cold water on your way out the door.

DID YOU KNOW...by the time a child is 17 years old they have used over 1700 baggies: Wow---think of the cost to you and the environment!

If you pack your child's lunch or take your own to work you will save about **\$750** or more a year! When you use reusable products to pack your lunch instead of eating out, you save an average of \$3.00 or more a day—5 days a week for 50 weeks. So....you not only save money and the environment, think of the healthy eating choices you can make too!

My product, Tupperware also has a generous fundraiser program, where a group or organization gets 40% of all sales from the excellent fundraiser catalog.

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FOROPTIMIST
Read for wisdom.



You're visiting a winning business...



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OFF THE RECORD

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



*Blazin' through the neon jungle
Remember someone that you met
And one more block, the engine talks
And whispers: home at last
Whispers, Whispers, Whispers home at last, Home at last*

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

Last Issue's *Off the Record* lyrics were *Black or White* by Michael Jackson., and the winners were: Brian Lowenthal, Point Click Print; Grace Blackburn, Blackburn Consulting; Jeffery Philpott, SMA America. We stumped our readers, we only had 3 winners.



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one of our upcoming issues.

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

History of Printing

The earliest dated printed book known is the "Diamond Sutra", printed in China in 868 CE.

Before Gutenberg, printing was limited in the number of editions made and nearly exclusively decorative, used for pictures and designs. The material to be printed was carved into wood, stone, and metal, rolled with ink or paint and transferred by pressure to parchment or vellum.

In 1041, movable clay type was first invented in China. Johannes Gutenberg, a goldsmith and businessman from the mining town of Mainz in southern Germany, borrowed money to invent a technology that changed the world of printing. The Gutenberg press with its wooden, and later metal movable type printing brought down the price of printed materials and made such materials available for the masses. It remained the standard until the 20th century. The Gutenberg printing press, developed from the technology of the screw-type wine presses of the Rhine Valley. It was there in 1440 that Johannes Gutenberg created his printing press, a hand press, in which ink was rolled over the raised surfaces of moveable hand-set block letters held within a wooden form and the form was then pressed against a sheet of paper.

The printing press also facilitated the preservation and dissemination of knowledge in the standardized form – this was very important for the advancement of scholarship, and science and technology. The printing press has certainly fueled the start of the 'information revolution', which is at par with the Internet of today. Printing could spread new ideas and information quickly, and with much greater impact.

