

PRINTING PARTNERS

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PRINTING PARTNER

State of the Sierra

by Nikki Streegan

Sierra Business Council congratulates Auburn Printers for their fabulous production of the State of the Sierra report in 2007. We are honored that an affiliate and member of SBC is the recipient of Silver honors from the Sacramento Printers Association's 2008 Gallery of Excellence.

The State of the Sierra represents the third edition of the Sierra Business Council's indicator project to identify trends affecting the social, natural, and financial capital of the Sierra Nevada. The report provides an integral understanding of our region's wealth by highlighting unique assets, recognizing issues that affect our quality of life, and offering sustainable opportunities to enhance and improve the Sierra Nevada.

Written in partnership with the Sierra Nevada Conservancy (SNC), the collaboration provides high-quality research and outreach tools to improve people's understanding of the economic, social, and natural conditions of the region.

The Sierra Nevada region is under considerable pressure to change because of population increases. The rapidly growing population throughout much of the region has acted as a catalyst for a host of challenges – housing needs, land use changes, and community infrastructure needs – facing the residents of the Sierra Nevada. However, the burgeoning population presents unique opportunities to enhance our rural and historic communities, encourage migration and start-up business, and maintain our region's natural and scenic resources.

The Sierra Business Council is the only business organization serving the entire Sierra Nevada region. We are a nonprofit association of 750 businesses, agencies, and individual members committed to promoting a new perspective on regional wealth while emphasizing collaboration in planning and policy making.



Sierra Business Council
PO Box 2428, Truckee CA 96160
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www.sbcouncil.org

Opportunity from Adversity

by Brad Weston



With the collapsing housing market, turmoil on Wall Street and rising fuel and food costs adding to concerns that Americans will

cut back spending, what's a business owner to do?

Whether you believe the economy is teetering on a recession or not depends on who you're listening to and how the current economy directly affects your business. If a sluggish economy makes you nervous, plan a *more aggressive* approach to marketing.

Resist the temptation to stop marketing until the economy shifts. Businesses who try to save money by cutting out marketing during a downturn only weaken their position. The strong ones eliminate unproductive marketing dollars, but *not* their marketing efforts.

Keep your name out there. Communicate regularly and consistently with customers and prospects – think newsletters, emails, mailings.

Get creative with your marketing...and your budget. If you haven't tried direct mail, go for it! Consider a postcard campaign. They're economical and easy, and get your name and message in front of your target quickly.

To get that message to a well-defined audience, tune up your in-house database or buy a specialized list. Marketing is most effective when it's targeted.

And don't stop there. Look for other affordable ways to *consistently* market your business and reach your best customers and prospects. Then, do it over and over again.

While a slow economy can close many doors, if you know where to look, and you persevere, you may just find a world of opportunity.



AUBURN PRINTERS, INC.

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What are Certified Papers?

by Jeff Hinchman

By now most everyone has heard something about *Certified Papers* used for printing and packaging. These certifications are designed to promote responsible management of the world's forests. The programs are based on the premise that responsible environmental behavior and sound business decisions can co-exist to the benefit of landowners, manufacturers, customers, the environment and future generations.

Currently, the two most widely endorsed certification programs are FSC and SFI. The Forest Stewardship Council (FSC) accredits third-party certifiers to ensure that forest and forest products companies meet criteria for environmental, economic and social standards.

Sustainable Forestry Initiative (SFI) is a system of principles, objectives and performance measures developed

by professional foresters, conservationists and scientists. Landowners and companies that sell forest products seek certification as a way to verify to consumers that they have practiced forestry consistent with certifier standards.

Most of our country's major paper/forest products manufacturers have one or more of these certifications. Several other certification programs are available to manufacturers and distributors.

As our world's environmental issues become more critical, we must all contribute to the long-term protection of wildlife, plants, soil and water quality. Specifying FSC or SFI certified papers is one way that we as consumers can help to promote responsible forestry practices.

xpedx, the first US merchant to be both SFI and FSC certified, is North America's largest distributor of printing papers. (800) 222-5475



Are You Ready To Go Green?

by Merrill Kagan-Weston



St. Patrick's Day is coming. I'm not Irish, but I'm always thinking green. How about you?

We, at Auburn Printers, will always be environmentally sympathetic. Just ask me and I will show you the difference in cost between virgin paper and pre-consumer recycled stock, and 100% post consumer paper on your next printing project.

Are you ready to spend more to help the environment? Do you want your grandchildren to experience Mother Earth as you have? It will cost. Until we unite together and don't purchase virgin pulp products, the cost of FSC & SFI certified papers would always be more costly than their virgin counterparts.

Here's an easy example. For 1,000 8½ x 11, 2-sided brochures or flyers, using 70 lb. coated book stock, the cost difference is:

- Least expensive (and unfortunately) not recycled: \$44.01
- FSC Certified, 25% post consumer recycled sheet: \$55.96
- FSC Certified, 100% post consumer recycled sheet: \$81.61

The more recycled paper we as consumers purchase, the more that will be manufactured, which will eventually bring the cost closer to virgin sheets. So if possible, try to specify recycled paper!

I'll get down off my soapbox for now...

Crystal Gala Comedy Nite

A FUNDRAISER TO BENEFIT THE PROJECTS OF
SOROPTIMIST INTERNATIONAL OF AUBURN

Mrs. Hughes
She could be your neighbor—only funnier!!

Beth Schumann
opening for Mrs. Hughes,
founding member of the Mixed
Nuts, comics on meds

Saturday
March 15, 2008

The Ridge
Golf & Country Club

1200 Golf Club Drive, Auburn, CA

Live & Silent Auction
No Host Bar
Hors d'Oeuvre
Complementary Glass of Wine
Door Prizes

Tickets

\$35 if purchased prior to 2/29/08
\$40 if purchased after 2/29 or at the door

Doors Open 6:30
Live Auction 8:00
Comedy Show 9:00

Event Sponsors

Wells Fargo Bank
Open Door Catering
Maki Heating & Air Conditioning

FOR TICKETS OR INFORMATION CONTACT

JEANETTE YETKA, TICKET SALES CHAIRMAN

(530) 889-2650

IMPROVING THE LIVES OF WOMEN AND GIRLS IN LOCAL COMMUNITIES AND THROUGHOUT THE WORLD!

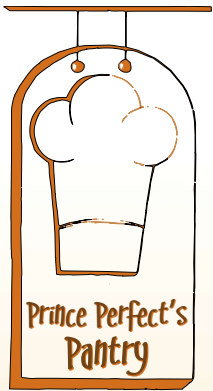
Did You Know?...

- Consumers do read their mail. According to the USPS, 85% of households read some or all of the advertising mail they receive.¹
- Direct mail accounts for only 2.2% (in weight) of the total municipal solid waste generated in the US annually.³ That figure will decline as greater strides are made in paper recovery and recycling.
- Over the past decade, much progress has been made using our resources more efficiently, increasing recycling efforts and improving forest management. In fact, there is more forestland in America today than there was in 1900.
- According to a recent survey, at least 66% of the US population has access to magazine recycling and at least 61% has access to recycling for catalogs and mixed paper.²
- In 2006, a record 53.4% of paper consumed in the US (53.5 million tons) was recovered for recycling. Paper recovery now averages nearly 360 pounds for each man, woman and child in the US.²
- Recovered paper accounted for 36.6% of the US paper industry's fiber needs in 2005. But, US mills still do not have enough recycled content to meet current demands.²

1 USPS, 2005 Household Diary Study
2 American Forest & Paper Association
3 US Environmental Protection Agency

Auburn Printers supports the Direct Marketing Association's (DMA) initiative to encourage consumers to recycle catalogs and mixed paper. DMA member companies, which represent many of the country's leading brands, will be adding "Recycle Please" logos to their catalogs and direct mail.





Baked Spinach & Artichoke Dip

Ingredients:

- 2 6-oz. packages fresh baby spinach
- 1 tablespoon butter
- 1 8-oz. package 1/3-less-fat cream cheese
- 1 garlic clove, chopped
- 1 14-oz. can artichoke hearts, drained and chopped
- 1/2 cup light sour cream
- 1/2 cup shredded part-skim mozzarella cheese
- Fresh pita wedges or baked pita chips

Directions:

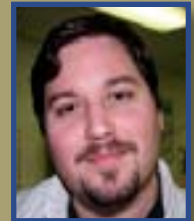
1. Microwave spinach in a large, microwave-safe bowl at HIGH 3 minutes or until wilted. Drain spinach well, pressing between paper towels. Chop spinach.
 2. Melt butter in a nonstick skillet over medium-high heat. Add cream cheese and garlic; cook 3 to 4 minutes, stirring constantly, until cream cheese melts. Fold in spinach, artichokes, sour cream, and 1/4 cup mozzarella cheese; stir until cheese melts.
 3. Transfer mixture to a 1-qt. shallow baking dish. Sprinkle with remaining 1/4 cup mozzarella cheese.
 4. Bake at 350° for 15 minutes or until hot and bubbly. Serve immediately with fresh pita wedges or baked pita chips.
- Yield: 11 servings (serving: 1/4 cup)

Calories 113; Fat 7g, Protein 5.5g; Sodium 340mg; Carbohydrate 8.5g (not including pita wedges or chips)

Tech Tips

by Aaron Tate

Soft Proofing in a Hard World



All that people really want out of life is love, happiness, and the ability to proof their printing jobs on-line. We can't help you with the first two, but we've got you covered on that last one. Our new on-line, or soft proofing, system allows you to view your proof, request changes, upload new files, and even pay for your order all without having to get dressed.

It may seem like magic, but it is actually pretty simple. Just send us your print job like usual—web-order, cd, carrier pigeon. We'll look the files over, then send you an email with a link to your soft proof. This proof is perfect for checking your job's layout and formatting. The only limitation to soft proofing is they don't show exactly how your colors will print, since you are looking at your computer screen and not an actual printed piece. In color-critical situations, you'll still want to see a high quality printed proof.

Why choose on-line proofing? You'll save both time and money, since we're not printing out a color-accurate proof on expensive equipment and paper, and since you don't have to change out of your Spiderman Pjs to come look at a proof. And saving both time and money will free you up to ask out that hottie from the coffee shop—which ultimately may lead to love and happiness. Isn't it great how life works out?



Employee Highlights

Kelley Buxton, Operations Manager

I was born and raised a printer... while others had paper routes, I was making scratch pads, collating or gluing the tabs on presentation folders. So it was only fitting I would continue my roots and join the fabulous world of printing. I have worked for several Sacramento printers and worn numerous hats, including bindery, mailing, customer service, production planning and inside sales. After taking a hiatus to raise my son and obtain a bachelor's degree in business management, I am thrilled to say I am back in printing and LOVING IT!



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It Takes A Community

by John Bush

Puppies and kittens – cuddly and cute, full of energy and life. Even the hardest heart stirs at the sight. At AnimalSave, we rescue these animals, provide necessary medical aid, and find them “forever homes” through our foster/adoption program.

We have many happy stories of the rescued animals that find life and bring joy to the families, children and seniors of our community. But, there is another side of the story. It is the pain and suffering of so many animals as a result of over population and its impact not only on them, but on the people and communities in which they live.

Every day in the U.S. 70,000 puppies and kittens are born. There will never be enough homes for all these animals, no matter how hard animal welfare organizations work to find them. As a result, over 5 million dogs and cats in the U.S. are euthanized each year – the highest kill rate of any nation – at a cost to taxpayers and private agencies of over a billion dollars yearly.

Animal welfare experts agree that prevention through spay and neuter programs is the only realistic approach to the overpopulation problem. “The issues we are solving are societal problems, and it is going to take the community to solve them”, says Ed Boks, director of Center for Animal Control and Care in New York City.

AnimalSave has made a commitment to address the problem in our community. In February we take delivery of a new mobile spay and neuter van – a self-contained surgery vehicle that will bring spay and neuter services to low income and underserved populations of Nevada County and surrounding areas.

AnimalSave, a not-for-profit 501 (c)(3) organization, sees our spay and neuter program being supported by fees, grants and donor investments from individuals and businesses. We welcome the partnering of our community in this mission.

John Bush is President of AnimalSave
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Grass Valley-Nevada County
Chamber of Commerce



FOROPTIMIZE



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!



*Kind of morning that lasts all afternoon
just stuck inside the gloom
4 more exits to my apartment but
I am tempted to keep the car in drive
And leave it all behind*

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

Last Issue's *Off the Record* lyrics were *Home* by Chris Daughtry, and the winners were: Kay Mulligan, Rural Community Assistance; Lori Burson, Wells Construction; Susan Wipf, CA Park & Recreation Society; Connie Tepner, CA Dept. of Forestry; Stuart Sharpe, Consultant.



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.

It's a Leap Year!

You have a 1 in 1500 chance of being
born on February 29th.

About 200,000 people in the US &
4 million people in the world are Leap Day Babies, also
known as Leapers.

The Egyptians were the first to come up with the
idea of adding a leap day once every four years to keep
the calendar in sync with the solar year. Later, the Romans
designated February 29 as that day.

A solar year is just about 365 ¼ days long, but not
exactly. To make up for the extra minutes, a leap year is
omitted three times every four hundred years.

So, in addition to the rule that a leap year occurs every
four years, a century year is not a leap year unless it is
evenly divisible by 400.

AP NEWS

We've Made Some Changes!

Your short run projects are now more affordable with faster
turn around times due to our increased press capacity,
enhanced digital workflow and online soft proofing.

Gold, Silver & Bronze!

AP just won 6 awards (one gold, four silver, one bronze)
for excellence in print production from the Sacramento
Printers Association Gallery of Excellence.