

# PRINTING PARTNERS

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**PRINTING PARTNER**

## All Businesses Need Insurance

By Ralph Smith CLU ChFC

The dream of owning a business becomes a reality for thousands of people each year.

For many of these would-be captains of industry, that means starting the operation on a small scale. However, your enterprise may be in jeopardy if you don't have business insurance.

You need business insurance because most beginning entrepreneurs don't have the financial resources to handle adversity if it should come. Adversity can happen in many ways: fire can destroy your inventory, a power outage could cause your goods to spoil or a customer could be injured accidentally while visiting your location.

Business insurance can protect you from these hazards and others by providing many or all of the coverages listed below:

- Accidental direct physical loss coverage for business personal property,
- Broader off-premises property coverage,
- Loss of income coverage and
- Extra expense coverage.

This list above is just a sample of what's available. You should contact your agent to see what coverages are right for your business.

Many entrepreneurs start their businesses on shoestring budgets and try to cut corners by keeping expenses at a minimum. But when you consider what you get, business insurance becomes a tool you can't afford to work without it.



430 Grass Valley Highway  
Auburn, CA 95603-3714  
Phone: (530) 885-8652

## Multi-Touch Marketing

by Brad Weston



Marketing is nothing more than the tools that you use to communicate with your customers. If you don't stay aware and market yourself, you will lose customers.

Every business evolves, offering new and different products and services. If you want your customers to continue to buy and new customers to find you, you must market yourself. Multi-touch marketing is statistically proven to have more impact than just single source advertising. During these tougher economic times it's hard to spend the money. There are all forms of advertising to communicate: "word of mouth", newsletters, websites, direct mail, "store signage", magazines, brochures, e-mail, billboards and dozens of others. But, if you want to make the biggest bang for your marketing buck, you must have multiple touches. Using several different types of advertising with a consistent and branded message of your company will pay off several times over when the day is done. Ask yourself a question, "if I stop communicating with my customers and projects will I lose them?" Or worse yet is your competitor still marketing, communicating and sending the message of new products and services that they can provide?

By far the best form of marketing is "word of mouth" but, today that isn't enough. Think about your marketing "big picture" and see if you can do better and remember it is vital to measure results. When someone calls, comes by or signs up, find out where they found you. Marketing is the lifeblood of customer communications and retention. Do it, use multi-touch, and measuring it will always pay off in the end. If you have questions or want any additional information call me or e-mail me at [bradw@auburnprinters.com](mailto:bradw@auburnprinters.com)



# AUBURN PRINTERS, INC.

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13020 Earhart Avenue • Auburn, CA 95602



## PRINTING PARTNER



### Current Banking

by Kelly Fulfer, Vice President,  
Senior Relations Officer



In these times of economic uncertainty, the world of financial services is changing as people witness bank failures, mega-mergers and bailout packages.

The treasury has taken major steps to ensure the stability of the financial system.

FDIC insurance basic coverage was increased from \$100,000 to \$250,000 for individual accounts, joint accounts, business accounts, and for each named beneficiary on trust accounts. In addition, non-interest bearing checking accounts now have unlimited coverage at institutions participating in the FDIC's Temporary Liquidity Guarantee Program. These changes are in effect through December 31, 2009. Ask your banker if your institution is participating in this program.

In addition to the change in the FDIC insurance coverage, the treasury also introduced the Capital Purchase Program: the purchase of equity stakes in U.S. banks to increase the capital levels of those institutions. The goal of this program is to infuse capital into the nation's credit markets and restore the free flow of capital and credit to the consumers and businesses that form the core of our economy.

Although the steps taken thus far are critical to the health of the economy, it is even more critical for consumers to take an active role in their own financial future. Make conscious decisions on who you choose to bank with. Ask tough questions, expect honest and accurate answers. A personal relationship with your banker is critical to understanding and surviving the changes in the marketplace. Remember, you have a choice in financial institutions. Make an informed decision.

SOROPTIMIST INTERNATIONAL OF AUBURN PRESENTS

# CRYSTAL COMEDY GALA

## Goes Glitz & Green




GAYLA JOHNSON      JACKIE KASHIAN

**SATURDAY, MARCH 7, 2009**  
DOORS OPEN 6:30

**THE RIDGE EVENT CENTER, AUBURN**  
\$35 UNTIL FEBRUARY 27, \$40 AFTER 2/27

For ticket information call Barbara Warmuth 530-906-6432 or see any Soroptimist of Auburn member. The festivities include Silent and Live auctions, no host bar, hors d'oeuvres and Comedy Performances by Gayla Johnson and Jackie Kashian. Soroptimist International of Auburn works to improve the lives of women and girls in our local community and around the world.

Thank you to our sponsors: GREEN: Harris Industrial Gases/Auburn Iron Works  
DIAMOND: Ceronix, Inc., Double Bar A Enterprises  
GOLD: Edward Jones/Sue Anderson  
CRYSTAL: Lee Francia Long Term Care Insurance, EZ Way Driving School, Maki Heating & Air, Belle Beauty Supply, Auburn Printers, MPrint Studios Graphic Design



### Tech Tips

by Jordan Hickok

### Fusion Pro & Digital Printing

In the world of mass mailing postcards, letters, and advertisement, most people wouldn't know where to start. Here at Auburn Printers we start off with software called Fusion Pro Desktop developed by Printable Technologies. Fusion Pro is Variable Data Printing software that lets the user change anything they want on each printed piece. So, if I wanted to appeal to the mail recipient, I could put their first name in big bold letters right on the front. Or a specific picture targeted to their interests. Fusion Pro is a very powerful tool in the world of marketing and advertising.

In order to print each piece with a different name and picture, normal style of offset printing wouldn't work. That's why we have the new Canon 7000 Digital Printer. With this printer we are able to print each postcard with a different look and appeal on full color copies that can be as big as 13" wide and 19" long.

Fusion Pro Desktop and our Canon 7000 is a great solution to fulfill your marketing and printing needs.

### Do you Know Where your Customers Come From???

by Merrill Kagan-Weston



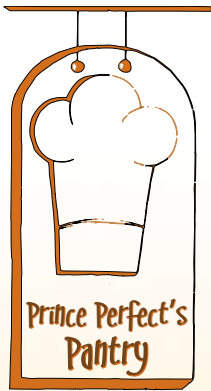
Money may be tight, business may be slow but, we must, we must, keep on marketing ourselves to keep our businesses alive!

In Brad's article he speaks to the value of multi-touch marketing. We all know that just one form of advertising isn't sufficient any longer. How do you know if what you are doing regarding advertising is really of value? If you are using multiple forms of advertising, how do you know if they are effective?

We can help you with that!

If you use email blasts, billboard advertising, radio or TV spots, we can help you measure your response rate. If you use direct mail or other print advertising, such as magazines and newspapers, that's even easier to measure.

Our Integrated Marketing Specialist, Ellen Bandula can help you measure your marketing results and increase your ROI. Please feel free to call her at our office, or email her at [ellenb@auburnprinters.com](mailto:ellenb@auburnprinters.com).



## Breakfast Casserole

### Ingredients:

- 6 eggs
- 1 cup half and half
- 2 tablespoons green onions, chopped
- Salt and pepper
- Butter to grease pan
- 6 slices of Texas Toast (thick cut, crusty white bread)
- 1 pound spicy pork sausage, cooked and drained of fat
- 1 cup grated Cheddar cheese

### Directions:

In a small bowl, beat the eggs until they loosen up. Add the half and half, and green onions. Mix well, highly season with salt and pepper and set aside.

Butter a 12 by 10-inch baking pan. Line the pan with the bread, cutting and rearranging, if needed. Sprinkle the bread with the cooked sausage and cheese. Pour the egg mixture over the entire pan. Cover and refrigerate overnight.

Preheat oven to 350 degrees. Cook covered for 25 to 30 minutes or until the egg mixture is set.



## Employee Highlights

Jaydon Willams,  
Mailing Coordinator

Jaydon joined the Auburn Printers team roughly 10 years ago as an Electronic Prepress assistant. After

about eight months he heard the highway calling and decided to pursue another one of his dreams; music. He spent the next 10 years playing in various bands, recording music for other musicians, and working (bumming around) in record stores. After having his fill of dirty bars and whacky hours Jaydon returned to Auburn Printers as a delivery driver in the summer of '08. Now as the Mailing Coordinator for Auburn Printers, Jaydon is eager to help you with any mailing issues you may have... And you might even catch him playing drums for his new band Gold City Unlimited.



## PRINTING PARTNER

### With the Holidays Over, What do we do Next?

by Gary Moffat,  
Owner, Carpe Vino (Oldtown Auburn)

If you have yet to reach your 35th birthday, it is likely that the economic recession in which we are mired is your first experience with truly scary times. For those of us who lived through the 70s in a conscious state, we are all too well aware of the serious nature of our national economy and the impact on our local community. It's bad and it could get a lot tougher in the months ahead, but the plain fact is that in time, we will get through this.

That is minute consolation to small businesses that have suffered through one of the leanest holiday seasons in memory. Most merchants are feeling the double sting of lower revenues and higher costs. Same goes for most service providers and professionals-from attorneys to CPAs to hair stylists to massage therapists. People concerned about the future-especially the health of their retirement funds-have gone on an austerity binge and are watching every penny carefully. . .as they should.

As we start the new year, the goal for many local businesses is simple: survive long enough to ride out the fury of an economic storm that will, indeed, pass. If your business is in that mode-and you have much company-here are some thoughts for hanging in:

1. Don't get depressed. You can't do anything if you have an "all-is-lost" or "woe-is-me" mindset. Invest your energy in analyzing your business and markets to isolate every area of opportunity. Stay away from chronic moaners, naysayers and doomsday types.

2. Review your cost structure. With a goal of conserving resources, do a line-by-line budget review and slash unnecessary expenditures. If it does not relate to customer satisfaction, product or service quality, get rid of it for now. If you do nothing else, take the time to do this. And, if you don't have a formal business plan, sit down and craft one for 2009.

3. Rethink your business model. Are you in a "me-too" segment filled by many providers? If so, find a niche or consider developing an exit strategy. How many spas and restaurants can one community support? If yours is to survive, being different and better may not be enough.

4. Focus on and reward your best customers. No one is more likely to make a purchase from you than someone who already has. Stay in touch with them. . . email minimally; get on the phone and call if you haven't seen them lately. Stay in your customer's face and be nice.

5. Get in the game with consistency. In our town retailers have taken a rap for not maintaining regular hours and for not recognizing customers when they enter establishments. This certainly is not uniformly true, but the complaint is heard often enough to create concern. The fix is simple enough: maintain your hours faithfully and greet every warm body that crosses your threshold.

6. "Build it and they will come" is baloney. Hanging out a shingle is not enough. Fail to market your business aggressively and you'll be in trouble, especially in a down market. The mechanics are simple enough, but following through takes an investment in time and money. Regular advertising, a push email program and direct mail works, as does networking through social organizations and your local Chamber.

7. Think Local First. It is essential that people understand that they will have a stronger community if they shop local first before leaving in search of products and services. It is incumbent on business to proactively attempt to educate the community, and that's the purpose of the Chamber and its idea of "Think Local First." We all need to walk the talk and patronize each other's businesses when we can.

8. Support your Chamber of Commerce and recruit new members. If you are a member get involved, and encourage other businesses to do the same or to join if they are not already engaged.

The year ahead is going to be a challenge-no one will argue that forecast. We can all get through this, though, if we redouble our efforts in our own businesses and then pull together as one. Our survival as individuals and as a community depends on it.





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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!

*Stumble out, in the night  
From the pouring rain  
Made the block, sat and thought  
There's more I need  
It's always back to you*

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

Last Issue's *Off the Record* lyrics were *With arms wide open* by Creed,  
and the winners were: Mike Sheakley, Luxury Home Magazine;  
Doug Rietz, Art of Marketing; Terry Armstrong, Sun City Roseville  
Community; Vickie Streeter, Century Lighting; Lori, Wells  
Construction.



## Frequently Asked Mailing Questions . . .

### What is Move Update?

Effective Nov. 23, 2008 the Postal Service increased it's effort to improve the percentage of deliverable mail. The Move Update standards provide ways for mailers to reduce the number of mailpieces that require forwarding or return by the periodic matching of a mailer's address records with customer-filed change-of-address orders. To learn more about fulfilling their requirements please contact Jaydon, Mailing Coordinator, at Auburn Printers 530-885-9674.

### What is the best way to prepare a mail file?

The best type of file for us to receive is a tab-delimited text file containing just the the fields you would like printed on the mailpiece. You should make sure that all lettering is mixed case except for the country field, which should be all caps, if you are mailing internationally. Please prepare list consistently. For example, do not place a business name in the address 2 field. For more details contact Auburn Printers at the phone number provided in question #1.

### What is variable data printing?

Variable data printing (VDP) is the ability to personalize mailpieces with information pertaining to the person you are mailing to. For example, the ability to match the name printed on the letterhead to the name on the front of the envelope. Another more advanced example would be the ability to create a direct mail piece with the recipients name in the call to action (I.E. John Smith, have we got a deal for you!). There are many ways to use this new technology so be creative and let Auburn Printers figure out how to bring it to life. Contact Auburn Printers for more details.



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one of our upcoming issues.

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