

**Fun clients
 Fun projects**

When **Gayle Roy (Johnson Outdoors, Old Town, ME)** asked PAR/PrintMedia to help with producing a zipper-lock plastic bag for Carlisle canoe/kayak accessories, we accepted the challenge. Printing, laminating, and converting on plastic is “similar” to ink on paper, but the production issues are different. Production times are longer; minimums are greater; overruns are larger; and finding the right vendor to do all is a challenge.

Thanks to a collaborative team: PAR/PrintMedia, vendor and client, we were able to prepare digital files, plates, proofs, print and convert, but not without obstacles. Each was met with communication, attention to details, and a final product that met Johnson Outdoors' specifications and needs.



If you are looking for a printed (or blank) custom bag, let us help with the planning, graphics, sourcing, and production. We can help eliminate the hassle of demanding projects. If you would like samples or more information, please call or email PAR/PrintMedia.

Get happiness out of your work or you may never know what happiness is.

Elbert Hubbard

**Four51 offers
 online ordering
 and job tracking**

PAR/PrintMedia now offers Four51, a web based technology platform for on demand printed products, direct marketing materials, promotional products and office supplies. **Four51** offers control of corporate branding, complete order history and controlled access of who can approve and place orders. Compliance is assured for branding standards, procurement requirements and work flow.

You can save time and money with the organizing and streamlining features of Four51.

Call today if you are interested in a demonstration and details of how **Four51** can make your purchasing process faster, easier and more cost effective.

Take a tour at
www.Four51.com

**Find your
 funny bone**

Taking your mind off your problems - even if only for a few minutes - helps relieve stress. Take time to laugh, which decreases stress hormones and helps your body relax. Laughter may help your body fight colds and other illnesses. People under stress have lower immune systems, and laughter helps reduce that stress. Remember that no one is perfect. Being able to laugh with your loved ones draws them closer. When you are happy and laughing, it rubs off on people.

Find your funny bone. Here's how:

- **Listen** to funny audiotapes on your way to work.
- **Watch** a comedy on television or **see** a funny movie.
- **Play** with the kids or **teach** the dog a funny trick.
- **Think** about something humorous that has happened in your life.
- Go out to lunch with friends who make you **laugh**.
- Pick up and **read** a humorous book.

Milissa Tennen, Health A to Z writer

**Three ways to get something done: do it yourself,
 employ someone, or forbid your children to do it.**

Monta Crane

**PAR/PrintMedia
 welcomes
 Gail Hyer
 Graphic Production
 Coordinator**

Gail Hyer joins **Natalie Michaels**, PAR/PrintMedia's Office Manager, to work with clients and vendors to manage the endless details of print projects and promotional products. Gail brings over 15 years of graphics and design experience as a designer and production manager—including design, file management, trouble-shooting files and all aspects of customer relations.

Originally from Akron, Ohio, Gail moved to the area over 20 years ago. She was attracted by the professional sports teams and creative theatre and arts in the Twin Cities area. Gail loves movies (calls herself a “movie maven”) and books. She volunteers as a foster parent to cats at Pet Haven Inc. of Minnesota (pethavenmn.org). With her cat, Dickens, Gail lives in Hopkins.

Note: Carrie Hill, PAR/PrintMedia's Graphic Designer, has accepted a job closer to her home in Elk River, MN. We will miss her and wish her well.



Gail Hyer

Your 2009
 Computer Calendar
 is enclosed.
 If you need more, call
 or email PAR/PrintMedia.

We receive the nicest emails



Custom molded PVC Keychain for City of Eagan.

Thanks for your help with our recent direct mail campaign. RTS Bindery Services was able to reach new prospects AND tell our story to existing clients about ALL of our expanding services. Working with PAR/PrintMedia is like having a production planning/marketing department in-house. Thanks for all your help.

Jim Roberts, RTS Bindery Services, Maple Grove, MN



Looks great! Appreciate the beautiful work.

Sarah Bridges, sarahBRIDGESpeople, Minneapolis, MN

The key rings arrived this afternoon and look GREAT! THANK YOU for all your help in getting the quick delivery made just in time!

Tom Colbert, City of Eagan, Eagan, MN

This is exactly what I was thinking, glad you can understand what my thoughts are on this. This is good work. Thank you for your fun work on this project.

Michael Bang, North Star Dance Studio, Mpls., MN

Thank you. You have the patience of Job.

Debbie Ferguson, Delta Consultants, York, SC

I think the next best thing to solving a problem is finding some humor in it.

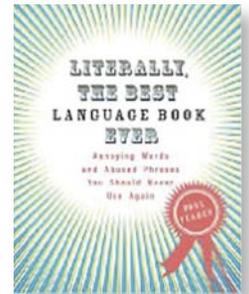
Frank A. Clark, humorist

Highly opinionated

Do you hear lines such as: I could care less This doesn't help the problem and it drives you bonkers?

By turns gleefully precise and happily contrarian, this book is a highly opinionated guide to better communication. In **Literally, the Best Language Book Ever**, author Paul Yeager attacks with a linguistic scalpel the illogical expressions and misappropriated meanings that are so commonplace and annoying in everyday conversation.

Identifying hundreds of common language miscues, Yeager provides an astute look at the world of words and how we abuse them every day. For the grammar snobs looking for any port in a storm of subpar syntax, or the self-confessed rubes seeking a helping hand, this witty guide can transform even the least literate into the epitome of eloquence.



One thing we can do

The plastic bags you bring home from the supermarket probably end up in a landfill. Every year more than 500 billion plastic bags are distributed, and less than 3% of those bags are recycled. They are typically made of polyethylene and can take up to 1000 years to biodegrade in landfills that emit harmful greenhouse gases. Reducing your contribution to plastic-bag pollution is as simple as using a cloth bag (or one made of biodegradable plant-based materials) instead of wasting plastic ones. For your next trip to the grocery store, BYOB.

Better yet, consider using recyclable or biodegradable tote/grocery bags for your next promotion. Call PAR/PrintMedia for samples, ideas, pricing and help to find the right bag with the BEST possible imprint just for your company.

A friendship founded on business is better than a business founded on friendship.

John D. Rockefeller

Spend yourself happy

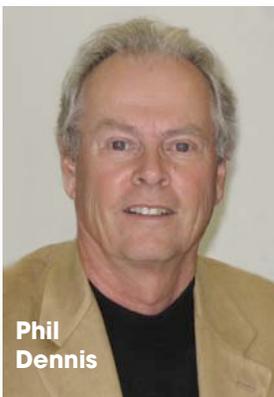
It turns out money can buy happiness. But there is a catch. *You have to spend it on others.* Americans are significantly happier when spending **pro-socially**—on gifts or charity.

The difference was seen at all income levels and even when volunteers were given five bucks and a random assignment to spend it either on themselves or others. Plus, the good feeling can last six to eight weeks—longer than that glow from your vacation.

If you are looking for "last minute" holiday gifts for clients, prospects, employees, your favorite suppliers, call PAR/PrintMedia for ideas. We can share ideas with you that will satisfy your desire to thank, recognize and honor those special people on your list.

It is better to know some of the questions than all of the answers.

James Thurber



Phil Dennis

Green is smart business

The **"green trend"** continues to be hot, with more businesses concerned about our environment. When you select **eco-friendly promotional products and papers**, you will build brand awareness and generate customer good will, all while helping the environment. With a rapidly expanding assortment of products to choose from, **it's easier than ever to go green!** Consider:

- **Recycled.** You can find golf balls, pens, key chains, sport bottles, notebooks and much more.
- **Biodegradable.** Consider wearables, mugs, ice scrapers, letter openers made from corn.
- **Organic.** Choose food items like coffee and tea, or personal care items like lip balm and lotion. Organic apparel is very comfortable and easy care, with t-shirts, hats and more available in organic fibers. Totes, biodegradable plastic bags, flashlights, and radios that don't require batteries can promote your business AND help reduce waste.

We can help you find the perfect green products for your next promotion. Give us a call today.

Phil Dennis