

**Fun clients
 Fun projects**

When **Delta Consultants** wanted help creating a corporate wearables website, they called PrintMedia/PAR. For the past three years, Delta employees have been choosing from hundreds of styles, colors, and embroidery options...ALL ONLINE at an easy-to-use website designed just for Delta employees.

Employees can shop, choose, place their order, select credit card option, shipping method, and all is carefully managed to meet Delta's branding requirements. Gift certificates for employee recognition can be ordered and presented for special events and occasions; then redeemed later by the recipient.

If you and your company are interested in setting up a wearables website, call PrintMedia/PAR for guidance in selecting popular styles, colors, and prices. You will be guided through the options and choices you will need to make in order to create a successful eCommerce site.



It's faith in something and enthusiasm for something that makes a life worth living.

Oliver Wendell Holmes

eCommerce delivers real benefits

The Aberdeen Group
 Executive White Paper,
*The Commerce Network:
 A Foundations for
 eCommerce Success*

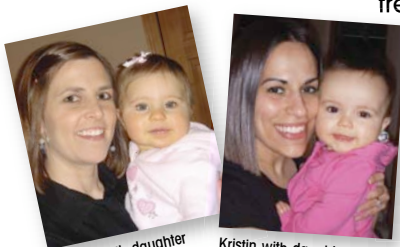
BUYERS	TRADITIONAL/MANUAL	eCOMMERCE
Savings on materials and services		5 - 10%
Purchase and fulfillment cycles	8.36 days	2.27 days
Administration costs	\$114 per order requisition	\$31 per order requisition
Reduction of maverick buys		51%
Inventory		25-50% reduction in inventory costs
Reduction in sourcing cycles		25 - 30%
Reduction in data errors		40-80%

Need a mood boost?

The next time you need a mood boost, forget chocolate. Forget the wine and mood music, too. Researchers have discovered something else that works even better. And best of all, it's calorie-free, doesn't require exercise, and can be done almost anywhere. What is it?

Looking at personal photos! Researchers examined how much people's moods rose after eating chocolate, sipping a drink, watching TV, listening to music or looking at photos. They found that the music and chocolate left people's moods unchanged. Alcohol and TV gave a slight lift. **But the winner by a long shot was viewing personal photos**, which made people feel significantly better. So next time you feel down in the dumps, pull out the photo albums or if technology suits you, load your favorite photos onto a digital viewer that you can take with you anywhere you go.

Prevention Magazine



PrintMedia/PAR Broomball team finishes season

Braving the cold and snow, in spite of busy schedules, Brant Dennis (Phil's son) assembled the Broomball team for fun, exercise, and to win! Outfitted in special jerseys with the company logo, the team fiercely met all opponents.

The experienced team battled through an exciting season. In the playoffs, they finished third, with one sprained hand and one broken thumb as the only injuries. Games were played at Lord Fletcher's Restaurant on Lake Minnetonka. The team is already planning strategy for a winning season next year.

Top L-R: Mike Lugga, Brant Dennis, Michelle Thyren, Paul Thyren, Matt Michaels, Phil Dennis.
 Front L-R: Tov Rezabek, Nicole Dennis, Natalie Michaels.



We receive the nicest emails



Alicia Bakken with Delta Tumbler

Thanks for giving us the opportunity to get the Stainless Steel Tumblers on special for half-price. What a great value! We filled with chocolate and presented to our employees for Valentine's Day. A very well-received gift. (See photo at left)

Barb Hammerschmidt, Delta Consultants, St. Paul, MN

The mugs arrived today! They look great! Thanks for your good work on this project for us.

Rick Reed, Faith Presbyterian Church, Minnetonka, MN

Yes, we loved the posters! Everything went very well (as I knew it would with you on our team!) and I'm confident you'll be the first call with our future printing projects.

Shirleen Hilgenberg, Ham in the Fridge, Minneapolis, MN

Exceptional exceptional exceptional-EVERYTHING was just perfect. We handed out awards during our holiday party and they were a tremendous hit. Many thanks for all of your efforts--so appreciated.

Melissa McInnis, The Lund Partnership, Inc., Lakewood, CO

The Tombstone awards arrived and they look great. Thanks again for your work on this project.

Kathleen O'Brien, Medtronic, Inc., Minneapolis, MN

Yeah! Nice job on the Lendal paddle and shaft boxes. Thank you for all you have done with this project. It is truly a pleasure working with you.

Gayle Roy, Old Town Canoe, Old Town, ME

Take risks: if you win, you will be happy; if you lose, you will be wise.

Anonymous

The new feel goods

The economic crisis has undesirable byproducts--high prices, limited credit availability and market volatility, to name a few. However, some Americans have found a silver lining in the misery and are practicing **brightsid**ing. It's about living with boundaries and finding pleasure in pastimes that don't involve exchanging money for goods.

As consumers welcome the financial limits they are undoubtedly going to find themselves in, marketers must find ways to speak to these new **less-is-okay attitudes**. Especially since these attitudes may stick around even after the economy rebounds. Speak to the **new "feel goods,"** which include **personal connections, being smart and resourceful and slowing down to live in the moment.** The opportunity for marketers now is to help consumers find the bright side on **living in-bounds** and to offer them new practical benefits and emotional rewards from their trade-offs.

From a survey by Yankelovich, publisher of the MONITOR®, the longest-running, most in-depth study of consumer value and lifestyle trends. The MONITOR predicts the forces shaping consumer attitudes, values, lifestyles and behavior and identifies marketplace opportunities.

BRIGHT•SIDING

Customer art form centered on living with a positive spin and recognizing the pleasures, pastimes and other bonuses that are side effects of uncertainty and adversity.

Final thoughts

From 1802: I believe that banking institutions are more dangerous to our liberties than standing armies. If the American people ever allow private banks to control the issue of their currency, first by inflation, then by deflation, the banks and corporations that will grow up around the banks will deprive the people of all property until their children wake up homeless on the continent their fathers conquered.

Thomas Jefferson

Attitude is Everything: Studies show that people who have a positive view about aging live an average of 7.8 years longer than those who do not. If you want to predict a good fortune for yourself, act and think positive, and the world will be yours. Always be positive about yourself when you talk. If you're negative, it causes others to lose faith in you; you also lose faith in yourself. Always be positive in your speech, regardless of whether someone else is around, as you are the most important one that will hear it.

Edward W. Smith, author of Sixty Seconds To Success

To live is so startling it leaves little time for anything else.

Emily Dickinson

Step 3 (the last) on the way to retirement

Step 1: Sell the business (accomplished March 1, 2008).

Step 2: Work 20 hours a week to help PrintMedia/PAR with transition for one year (completed 2/28/09).

Step 3: Work 10 hours a week for one more year to help with special projects, promotional product research and marketing...and write PARTiculars (commencing March 1, 2009 thru February 28, 2010).

As I begin my final year at PrintMedia/PAR, I want to thank Phil Dennis for being the right person at the right time to purchase PAR. He has assembled a top notch team for sales and customer service to help on all projects you will need. His commitment to top quality, best possible service, and always getting the right vendor for your projects makes "letting go" and moving out easy. A special thanks to YOU for helping make this transition fun, interesting, and successful.

How lucky I am to have found the right profession in printing and promotional products that has provided a challenge, interesting work, financial security, great customers and vendors PLUS many special friends for over 48 years.

Phyllis Rivard



Phil Dennis & Phyllis Rivard



Thank you for reading PARTICULARS

Please email or call to receive this 16 oz. Stainless Steel Travel Tumbler FREE! Features spill-resistant lid, double-wall with exclusive N-Dome™ Raised Imprint.