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Timely Information and a Good Mix of Fun from Your Locally Owned Printer.



wise words

“Excellence is in the details.
Give attention to the details,
and excellence will come.”
— Perry Paxton



Your Attention, Please!

It's amazing what you are able to accomplish when you put your mind to it and focus on the task at hand. If you've found yourself drifting while trying to complete a task, here are a few tips for regaining your train of thought and getting back on the fast track to success:

- *Focus on single-tasking.* When you're working on a high-priority project, devote your attention to one and only one project at a time.
- *Write down any disruptive thoughts* such as appointments you need to make, groceries you're worried you may forget to purchase, or items you don't want to forget to pack.
- *Fuel your brain by feeding an empty stomach.* A growling stomach is not only distracting, but it can also shorten your attention span. Great foods to fuel your brain include high-fiber whole grains, dairy, and fruits.
- *Try aromatherapy for treating mental fatigue.* The aroma of peppermint oil can increase mental alertness.

- *Prevent distractions.* Turn off your email and cell-phone alerts, so you won't feel compelled to check every random message that dings. Also, log out of social-media sites.
- *Use relaxation techniques* such as deep breathing, stretching your neck, and taking brief breaks to stay fresh and on target.
- *Drink plenty of water.* Hydration will not only help you feel healthier and more energized overall, but it will also help you avoid headaches.
- *Reward yourself with a small treat after completing a difficult project or task.* Think of something you like that will make you feel good about your accomplishment. Coffee, lunch with coworkers, renting a movie, taking a bubble bath, or buying a new book are a few possibilities.

We all need help staying focused from time to time. With a little forethought, even the toughest tasks can be tackled successfully.
• For related tips, check out www.foodforthebrain.org.

Marketing with Newsletters

Newsletters are a great marketing tool to help you keep in touch with your audience. Not only can they offer helpful industry information and announce new products or services, but they can also introduce new employees and promote upcoming sales and events.

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211 N. Black River St.
Sparta, WI 54656
Located in Jones Plaza

608-269-9797

{ recipe }

Deep Dish Pizza Casserole

- 1 lb. hamburger, browned and crumbled
- 1 jar pizza sauce
- 1 can refrigerated pizza crust dough
- 2 cups shredded mozzarella cheese
- Oregano seasoning

Coat a 9"x13" baking dish with non-stick cooking spray. Unroll the pizza crust dough and press into the bottom and halfway up the sides of the dish. Combine browned hamburger with pizza sauce and pour evenly over dough. Sprinkle oregano seasoning over the meat mixture. Bake uncovered at 425° for 12 minutes. Top with cheese and bake another 5 to 10 minutes longer, or until cheese is melted.



Susan Boyle was born April 1, 1961 in Scotland. She was diagnosed at a young age with learning disabilities caused by a difficult childbirth. After leaving school, she took her only job as a trainee cook for six months. Her real passion was singing at church. Her mother encouraged her to perform on the British musical reality show *Britain's Got Talent*, but it wasn't until after her mother died that she entered the show as a tribute to her mom. It was on the show that she gained instant fame with her powerhouse singing performance and inspirational personality.

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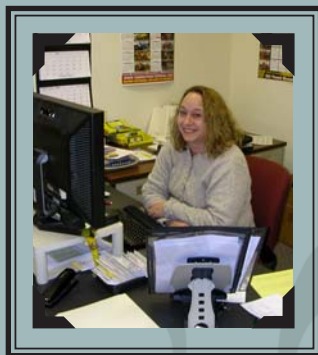
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Fax: 608-269-9798
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Sporking the Earth

According to the Clean Air Council, enough plastic eating utensils are thrown away every year to circle the equator 300 times.



New Graphic Artist

Evans Printing would like to welcome Jackie Unseth as our new Graphic Artist. Jackie is from Viroqua, WI. She graduated from Western Technical College with an associates degree in Printing and Publishing. She has several years experience in the printing business and looks forward to helping you with all of your printing needs. Feel free to give Jackie a call or e-mail her at jackie@evansprinting.com to discuss your upcoming projects.

Mount Hood, Oregon: A Year-Round Paradise

Mount Hood is an awe-inspiring stratovolcano in the Cascade Volcanic Arc, located 50 miles southeast of Portland, Oregon. Part of the Mount Hood National Forest, Mount Hood and the surrounding region feature diverse and dramatically photographic scenery, including 60 miles of forested mountains, 77 waterfalls, and a myriad of lakes and streams.

Visitors would be wise to take a drive on Hood National Scenic Byway. This road features a variety of spectacular landscapes, including pastoral valleys, beautiful waterfalls, temperate rain forests, wild rivers, and many geological wonders.

The Historic Columbia River Highway Scenic Byway winds past arched bridges, tunnels, mossy stone walls, and countless waterfalls, including the 620-foot Multnomah Falls, before arriving at the lookout at Crown Point, which offers breathtaking views and overlooks picturesque riverfront towns.



Many visitors to Mount Hood also enjoy Barlow Pass at the summit of the Cascades, where people can hike parts of what was the Oregon Trail.

No matter the season, the Mount Hood region offers endless outdoor adventures. The innumerable rivers, lakes, and trails are a haven for travelers who enjoy camping, hiking, golfing, bicycling, kite-boarding, white-water rafting, kayaking, fishing, and sailboarding. The city of Hood River is known as the "sailboarding capital of the world."

And who could forget about snowboarding and skiing? Mount Hood is home to four distinct ski areas, including Timberline Lodge, which is the only skiing and snowboarding area in North America that is open year-round.

After a visit to the beautiful Mount Hood region, it will be easy to understand why pioneers called it "paradise." For more information about Mount Hood, visit www.mthood.info.

{ terrific trivia }

1. What show featured the first toilet shown on TV?
2. How long does it take the average person to fall asleep?
3. How high can a bison jump?
4. Which state grows the most sunflowers?



1. Leave It to Beaver
2. 7 minutes
3. Up to 6 feet
4. North Dakota

{ top 10 list }



World's Tallest Roller Coasters

Kingda Ka, NJ	456 ft.
Top Thrill Dragster, OH	420 ft.
Superman: The Escape, CA	415 ft.
Tower of Terror, Australia	377 ft.
Steel Dragon, Japan	318 ft.
Millennium Force, OH	310 ft.
Intimidator, VA	305 ft.
Thunder Dolphin, Japan	262 ft.
Fujiyama, Japan	259 ft.
Eejanaika, Japan	249 ft.

{ ben's friends }



- Success comes in cans, not in can'ts.
- A hard thing about business is minding your own.
- Never mess up an apology with an excuse.
- Big shots are little shots that just keep shooting.



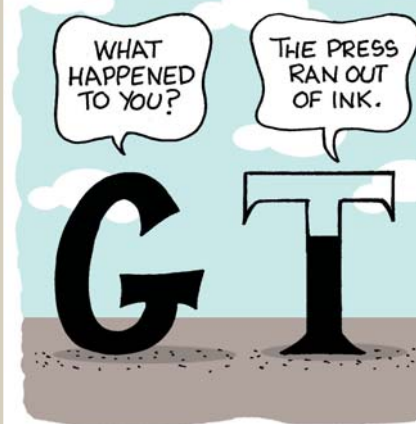
Make Me Feel Important!

Newsletters are not only a great way to keep in touch with your customers and promote upcoming specials or events, but they can also be used to make your customers feel important. Here are a few tips on how to use a newsletter to promote the significance of your customers:

- Include a customer testimonial section to highlight customers who are having success using your products or services.
 - Feature highlights of an online customer portal or discussion board, where customers have chatted about industry trends, new products, and other relevant issues newsletter readers will find useful.
 - Offer a "sneak peek" at new products or promotions, to make recipients feel special and encourage them to spread the word about their insider knowledge.
 - Offer contests or giveaways in each newsletter, and feature the previous issue's winner, with a brief write-up.
 - Create an "Ask an Expert" section featuring different industry experts to answer customer questions. Include a byline with the name and business of the customer who asked the featured question.
 - Tell customers how much you appreciate their business by creating an exclusive promotion for subscribers.
 - Keep track of birthdays of customers who are in your newsletter database, and send them a birthday gift or discount.
- Need help creating a newsletter your customers look forward to receiving? Call us—we have the answers!

• Visit us at www.evansprinting.com to see the many ways we can help you.

Gutenberg's Army ©



easy being green.



Don't toss extra coffee mugs. Reuse them in creative ways!

- Donate to churches or nonprofits.
- Use to pot a plant.
- Turn into a candle.
- Store pens, scissors, markers, rubber bands, or paper clips.
- Conveniently store utensils, napkins, take-out menus, etc.
- Create a mini-care package with packets of coffee, tea, or hot chocolate.
- Create a sweet "bouquet" with colorful lollipops.
- Use as a handy paint cup for touch-up projects.
- Create a first-aid kit by filling with bandages, gauze, and aspirin.
- Turn into a "get well soon" kit by adding a thermometer, cup-o-soup, and cold medicine.

{ wellness }

Please, Get Your Own!

- Think twice next time you consider sharing one of these common items:
- **Bath towel** – Moist towels are a breeding ground for yeast and fungus, which can cause or spread infections such as athlete's foot and jock itch.
 - **Nail clipper** – Nail fungus grows under nail beds, and sharing clippers increases the chance that fungus, bacteria, and viruses can spread from their nails to yours.
 - **Razor** – Shaving creates tiny cuts in the skin, which can transfer blood-borne diseases as well as bacteria that cause staph infections.
 - **Hairbrush** – Hairbrushes can transfer germs, lice, and ringworm.
 - **Toothbrush** – Sharing a toothbrush passes bacteria and viruses from mouth to mouth.
 - **Makeup** – Makeup counter samples often have high levels of contaminants, ranging from staph bacteria to E. coli.
 - **Cell phones** – When was the last time you disinfected your cell phone? Enough said.
 - **Pens** – Not only are pens touched by dirty hands, but they often find their way into people's mouths, both of which can have germs.

• For more health tips, visit www.familydoctor.org.

