

Notes from Jeff

The 3/50 Project

Over the past few months you may have heard people speak more & more about supporting local businesses. There is a movement afoot called *The 3/50 Project - saving the brick & mortars our nation is built on*. The basic precepts of the program are that if just half of all Americans spend \$50 each month at local businesses then more money would stay in the local economy. For every \$100 you spend at a local business \$25 more dollars stay in the local community than if you spent that \$100 at a national chain. You will find a flyer in this newsletter that goes into more detailed explanation of the program. It just goes to show that **the small choices we make every day do matter**.

Did you know...

...that we just installed two new digital presses?

Our two new presses **complement our existing 11 presses & copiers**. Our new small format digital press is perfect for personalized letters, small quantity brochures & postcards. Our new wide format digital press is designed for posters up to 42" x 60". We can even laminate & mount them on foam board.

Recycle all Your Paper & Cardboard

A few months ago I wrote about **our recycling program** that has been in place for **more than a decade**. You can see the positive environmental impact that we have had on our recycling ticker on page 2 of every issue of *INKlings*. At that time, I announced that we were opening up our recycling program to our customers. We have had a **tremendous response** to this program. **I want to thank all of you who have dropped off your paper and cardboard for us to recycle for you**. For those of you who have not done this we **have made it pretty easy**. The next time you are in the neighborhood just pull your car up to our side door on Spring Street and come in. We will have you unloaded and on your way in just a few minutes. We accept your newspapers, magazines, used office paper, envelopes, and even cardboard.

Problem Solved

Easels & Pads as Easy as Pie

Last month, we had a customer come to us with a project that they needed in 5 days for the **launch of a new product** that had already been advertised. As you know, we produce most projects in 5 days or less. However, this project was very involved and had many steps. They needed a **Point-of-Purchase** display consisting of a full color sign mounted on foam board with an easel attached to the back. Then each easel sign needed a note pad of 100 sheets of a response form attached to the easel. You've probably seen this type of product at various retail stores. They only needed about 600 of these, but that translates into 60,000 response forms. We put together a plan to accomplish what the customer was asking us to do and were able to pull out all the stops to meet the deadline. This feat was only accomplished because of the **extraordinary efforts of our staff**. I'm so lucky to have them.

Have a great month!
- Jeff Dettmer

Comments Corner

It's never said enough, but you guys really do a superb job!

*-Joseph Pavelka
Berea High Athletic Boosters*

*Share your great experience with us at
www.bereaprinting.com*



Things to do in



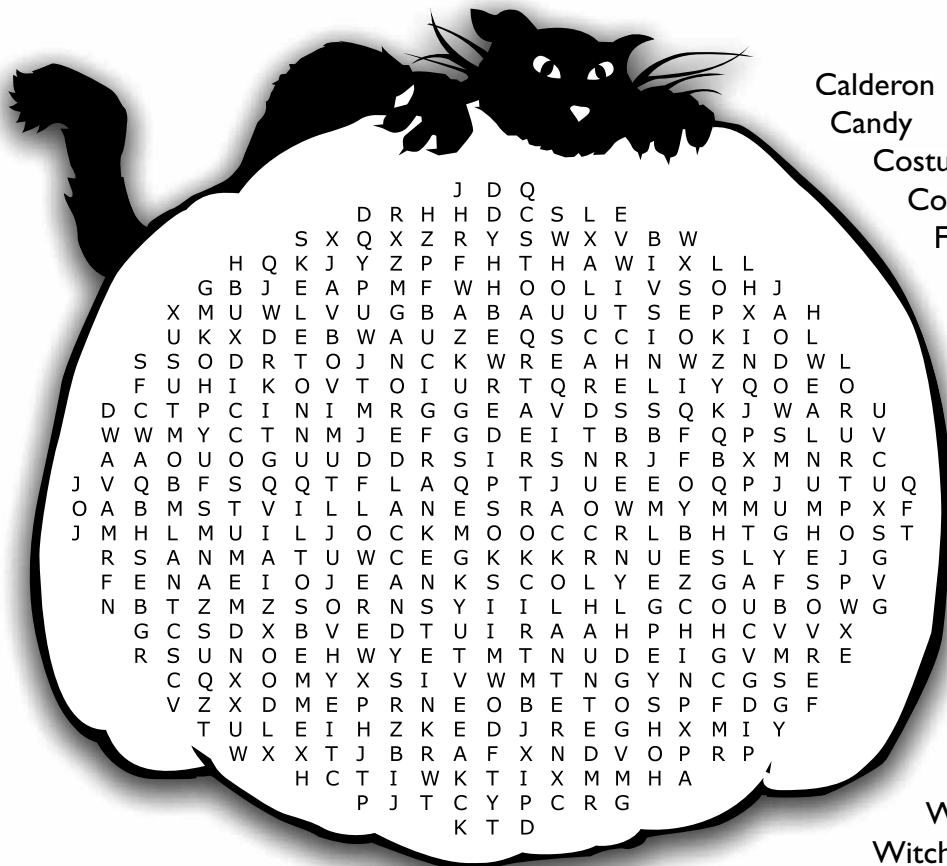
Patterson's Apple Farm

Chesterland, OH

A perfect place to celebrate the month of October is Patterson's Apple Farm! You can jump and play in some hay stacks, hike through their woods and find the hidden tree house, whined your way through the corn maze, hop on a wagon ride and pick your pumpkin right out of the field! For hours and more information please contact 440-729-1964 or email info@pattersonfarm.com.

Date & Time: September 13 – November 2, 2009
 Address: 11414 Caves Road • Chesterland, OH 44026-1320
www.pattersonfarm.com/ • 440-729-1964
 Admission: Weekends \$6/person • Weekdays \$4/person

Find the words below in the puzzle and have fun!



- Calderon
- Candy
- Costume
- Count Dracula
- Frankenstein
- Ghost
- Haunted
- Haunting
- House
- Jack-o-Lantern
- Monster
- Mummy
- Pumpkin
- Skeleton
- Spider
- Spider Web
- Trick-or-Treat
- Vampire
- Werewolf
- Witch
- Witches Brew

Puzzle Answer Keys available at www.bereaprinting.com

RECYCLING TICKER: Our current TOTAL of paper recycled since 1995 is **522,979 lbs.** We have saved...



4,055 Trees



714 yds. Landfill



1,569,674 gal. Water



918,533 kw Electricity



13,377 lb Air Pollutants

mum•my (muhm-ee)

—noun

1. the dead body of a human being or animal preserved by the ancient Egyptian process or some similar method of embalming.
2. a dead body dried and preserved by nature.
3. a withered or shrunken living being.
4. a dry, shriveled fruit, tuber, or other plant organ, resulting from any of several fungous diseases

—verb (used without object)

5. to make into or cause to resemble a mummy; mummify.

Origin:

1350–1400; ME mummie < ML mummia < Ar mūmiyah mummy, lit., bitumen < Pers mūm wax

The American Heritage® Dictionary of the English Language, Fourth Edition
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Carving pumpkins is a must in October! To give your pumpkins a body try stacking 2 or more pumpkins on top of each other. You can also attach other veggies like carrots or small gourds to give your pumpkin facial features. If you want to try a silhouette effect on your pumpkin, start by drawing a solid image. Next, carve the outline of your image, but do not cut all the way through your pumpkin. Slowly cut away the flesh around the outside of your image. This will leave a solid image in the middle. Once lit, you will see



a nice glowing pumpkin with a silhouette in the center! These are just a few beautifully spooky ideas to try! Have fun carving and don't forget to toast the pumpkin seeds!

RECIPES

My Recipe for Black Magic Cake

A delicious dark chocolate cake! It's perfect for your scarey Halloween parties!

PREP TIME 15 Mins

COOK TIME 35 Mins

READY IN 50 Mins

SERVINGS 24

CAKE INGREDIENTS

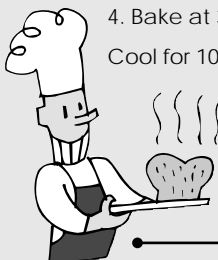
- | | |
|----------------------------------|----------------------------|
| 1 3/4 cups all-purpose flour | 2 eggs |
| 2 cups white sugar | 1 cup strong brewed coffee |
| 3/4 cup unsweetened cocoa powder | 1 cup buttermilk |
| 2 teaspoons baking soda | 1/2 cup vegetable oil |
| 1 teaspoon baking powder | 1 teaspoon vanilla extract |
| 1 teaspoon salt | |

FROSTING INGREDIENTS

- 2/3 cup heavy cream
- 2 tablespoons honey
- 10 ounces semisweet chocolate, finely chopped

CAKE DIRECTIONS

1. Preheat oven to 350 degrees F (175 degrees C). Grease and flour two 9 inch round cake pans or one 9x13 inch pan.
2. In large bowl combine flour, sugar, cocoa, baking soda, baking powder and salt. Make a well in the center.
3. Add eggs, coffee, buttermilk, oil and vanilla. Beat for 2 minutes on medium speed. Batter will be thin. Pour into prepared pans.
4. Bake at 350 degrees F (175 degrees C) for 30 to 40 minutes, or until toothpick inserted into center of cake comes out clean. Cool for 10 minutes, then remove from pans and finish cooling on a wire rack. Fill and frost as desired.



FROSTING DIRECTIONS

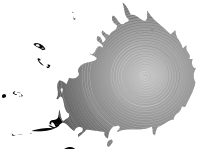
1. Stir together cream and honey in a small saucepan; bring just to a boil. Remove from heat. Add chocolate; stir until smooth.



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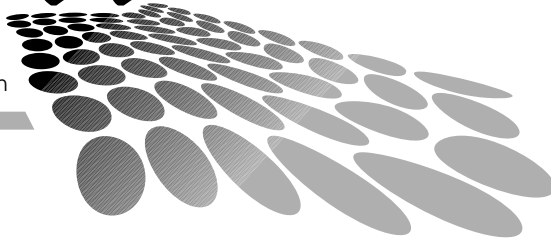
188 Front Street
Berea, OH 44017
440.243.1080

www.bereaprinting.com



inklings

1: a slight indication or suggestion
2: a slight knowledge or vague notion



October

halloween

Trick or



- What country did the carving of Jack o' Lanterns originate from?
 - England
 - Ireland
 - Scotland
 - Mexico
- Choose the color that pumpkins are not grown in?
 - Orange
 - Green
 - White
 - Purple
- What does the color orange represent in the Halloween color scheme?
 - Harvest
 - Pumpkins
 - Leaves
 - Moon
- What was the first wrapped penny candy in America?
 - Loli pops
 - Hershey Kiss
 - Tootsie Rolls
 - Reese's
- What is the most popular candy that trick-or-treaters receive?
 - Snickers
 - 3 Musketeers
 - Crunch
 - Popcorn
- Why is Halloween on Oct. 31?
 - Costume day
 - Last day in Celtic calendar
 - Harvest day
 - Pumpkin day
- Halloween is considered to have evolved from what ancient festival?
 - Beltane
 - Samhain
 - Ostara
 - Lamma's
- What were the first Jack-o'-lanterns made out of?
 - Pumpkins
 - Watermelon
 - Turnips
 - Gourds
- How much does the world's largest pumpkin weigh?
 - 100 lbs.
 - 249 lbs.
 - 751 lbs.
 - 1,385 lbs.
- How many pounds of candy did the average American consume in 2002?
 - 5 lbs.
 - 12 lbs.
 - 18 lbs.
 - 24 lbs.
- How many words in the dictionary rhyme with orange?
 - None
 - 1
 - 3
 - 12
- What can cause bad luck if it crosses your path?
 - Frog
 - Rat
 - Black cat
 - Dog
- Is Halloween, October 31st, a public holiday in the USA?
 - Yes
 - No

