

# Notes from Jeff

## Disney Wine & Dine

*Here we come!!*

If you haven't read the last few issues of INKlings then you might not know that I am training for **my first Half Marathon** (13.1 miles). I just started running in January for the first time since College and even then I didn't run very much. I'm writing this article just 5 days before the Half Marathon.

Yesterday, I ran a local 5K race (3.1 miles) to get my mind into race mode. **My wife had the idea that I should push our boys** (4 & 5) in the double jogging stroller. I'm not sure why I agreed to push the **extra 100 pounds** for 3.1 miles, but I did. During the race I had the opportunity to pass about a dozen people, which they didn't appreciate because I was pushing the extra weight. But they didn't know that my body is ready to run a Half Marathon, and I run much slower for that length. In fact, **I am not used to passing anybody**. I finished that 5K with 9 minute miles, which I was very pleased with.

I feel ready for the Half Marathon. I know that I could have done more training, but there is always room to have done more. **My goal is to finish**. Based on my training runs It should take me about **2 hours 30 minutes**. I'll let you know how I did in the next issue of INKlings.

## BIZ EXPO

*(times two)*

Each year the Berea Chamber of Commerce sponsors a Biz Expo which showcases local businesses. In the past several years it has been a great event that many local businesses have used to showcase their products & services to the community. This year it is being held on October 26th from 5-7 pm at Polaris Career Center. If you have an interest in **showcasing your business** please contact the Berea Chamber of Commerce at 440-243-8415.

Two days later on October 28th we will be exhibiting at the Strongsville Rotary Biz Expo. We have exhibited at this show since it started and this year the Strongsville Chamber of Commerce is getting involved and **it will be much bigger** as a result. I encourage you to exhibit at either or both shows or at least attend. You never know what it might lead to.

## Did You Know?

*we do signs*

We have been producing signs for over 10 years now, but a lot of people don't seem to know that. They think that you need to go to a sign shop. We take great care of many client's sign needs just like we do with their printing needs. We just upgraded our sign printer to a **state of the art machine** that is also the **most environmentally friendly sign printer in the world**. In addition to that it also gives us the ability to produce more types of signs than we could before.

Some of the sign types we can produce are banners that hang over the road, banners on light poles, vehicle signs, window decals, yard signs, vehicle wraps, magnetic signs, trade show displays, wall art, removable adhesive fabric signs, and a whole bunch more. **Check out the insert** in this issue of INKlings for more information about our signs.

- Jeff Dettmer

### *Client's Corner:*

*We want to express our appreciation to Jim at Gibbs Butcher Block in Olmsted Falls, OH for referring Frontier Tiles to us. For 43 years our company has been built on referrals so we really appreciate them.*

*If you live in the area you MUST visit Gibbs Butcher Block. They have the most incredible variety of sausages that you can imagine. On Saturdays they are even grilling them up so that you can sample several varieties.*

*Share your great experience with us at  
[www.bereaprinting.com](http://www.bereaprinting.com)*



Things to do in



# Boo at the Zoo

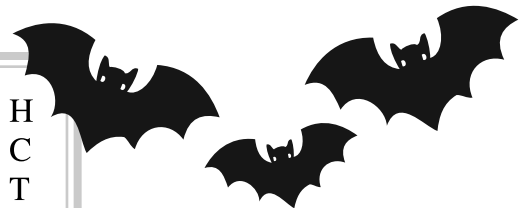
## Cleveland Metroparks Zoo

An event favorite in Cleveland, Boo at the Zoo offers families a fun alternative to traditional trick-or-treating. This event is offered to children ages 3-11 accompanied by their parents. Guests are encouraged to wear Halloween costumes while walking through the park to different candy stations. Each child will receive their own treat bag! There will also be live entertainment, animal shows, hay maze, magic shows and refreshments available to guests.

Date & Time: October 21-24 & 28-31, 2010 from 6-9 pm

Location: 3900 Wildlife Way • Cleveland, OH 44109  
(877) 772-5425 • www.clemetzoo.com

Admission: Ages 2 and up: \$8 in October;  
Children under age 2 are free and do not require a ticket



T C S H A S E C O O X S D E R N N H  
E D Y Q J K T F P E J C A V C P E C  
W B T Z I A M S M R W A N C O B L T  
F N O Q M Y F P I H C R Q I T Z V Z  
E O X U N A U P E E F E U T G O I J  
I H E L J H W G H M G C O P M K R F  
B Z C C A U L D R O N R Z X W A A Y  
M L I G H T N I N G V O E E I J I F  
O L U K L H E G W W H W N T N I B X  
Z U J I K G P R K E Y V X C L U O M  
S F E U G I J A Z R N Y M E B O L R  
Q C L S T L B V I E I C B M O L P A  
W W T X O I C E H W E R G E Z I T V  
W P E R W W M Y C O T B Y T Y N S E  
D H E U J T N A M L S Z Z E E U K N  
F M B L P F O R F F N M J R R S E P  
Z N C R Y P T D E W E E H Y I D L D  
E E F V Q U A X A Q K U P Q P V E Y  
Y K T T O M B S T O N E H R M F T S  
Z D F I F L N X D W A L B B A V O Y  
B F Z K C I J Y U D R K B E V K N C  
F P Z A A Y B R G S F R E T S N O M  
O S V H S L I E Z P Q W C O F F I N  
H J C D J D S W S J X P G O B L I N  
M U E L O S U A M X W K E U N D H D

Find the words in the puzzle  
to the left and have fun!

- |              |             |
|--------------|-------------|
| Beetlejuice  | Mausoleum   |
| Cauldron     | Monster     |
| Cemetery     | Ouija       |
| Chainsaw     | Poltergeist |
| Coffin       | Raven       |
| Crypt        | Scarecrow   |
| Elvira       | Skeleton    |
| Frankenstein | Tombstone   |
| Goblin       | Twilight    |
| Graveyard    | Vampire     |
| Lightning    | Werewolf    |
| Linus        | Zombie      |

Puzzle Answer Keys available at [www.bereaprinting.com](http://www.bereaprinting.com)

RECYCLING TICKER: Our current TOTAL of paper recycled since 1995 is **552,317 lbs.** We have saved...



4,411 Trees



777 yds. Landfill



1,714,513 gal. Water



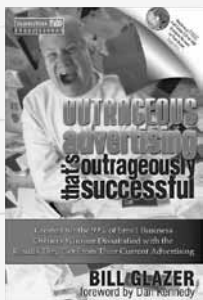
996,050 kw Electricity



14,609 lb Air Pollutants



**a**fter more than 30 years of success as a business owner, marketing consultant, professional speaker and copywriter, Bill Glazer finally wrote his first book in 2009. His uniquely successful style of marketing is entertaining, magnetic and most importantly **profitable** for many different business types. His Best-Selling book "Outrageous Advertising that's Outrageously Successful" and the accompanying seminar "Outrageous Academy" inspired me.



I learned so much from his book & seminar that my brain was like popcorn popping with Outrageous ideas of products to help small businesses grow. In the Spring of 2010 I created **OutrageousMarketingProducts.com** to make these NEW & OUTRAGEOUS PRODUCTS to grow your business available.

The **response** we have received **has been overwhelming**. Small businesses from across the USA as well as internationally have been looking at and using our OUTRAGEOUS products to grow their businesses. I have decided that it is finally time to tell you, **our loyal clients** for 10, 20 30 years and longer **what we've been up to** and to keep you informed about how other businesses are using **OutrageousMarketingProducts.com** to grow their businesses.

The ideas are still popping in my brain, so there will be new products that we will introduce here as well. Of course, you will have to be on the lookout for special offers and opportunities that we will have in this column each month. This is a growing part of our business and it has given us the opportunity to help many businesses increase their sales.

**We want to help you too!**

[www.OutrageousMarketingProducts.com](http://www.OutrageousMarketingProducts.com)



# tip OF THE MONTH

Did you know that October is National Popcorn Popping Month? You and your family can celebrate popcorn during October by not only eating this yummy treat, but by making crafts and games out of it! One of the best crafts to do with popcorn is to string it together to make a necklace or garland. A game children can play is to jump around and pretend you are popcorn kernels popping. Of course, the most popular thing to do with popcorn is to eat it! There are many different recipes online for popcorn treats including popcorn balls, apple-cinnamon crunch popcorn, asian popcorn, chili popcorn and many others.



For a fun family event, make your favorite popcorn recipe, rent your favorite movie and pretend you are at the movie theatre. You can't go wrong with an evening at the movies! Have fun and enjoy your popcorn this month!

## RECIPES

### My Recipe for **Kat's Pumpkin Roll**

*A perfect treat to eat while celebrating fall!  
This is a moist rolled-cake with a rich cream cheese filling.*

PREP TIME 20 Mins. COOK TIME 15 Mins READY IN 55 Mins SERVINGS 10

#### BREAD INGREDIENTS

3/4 cup all-purpose flour  
1 cup white sugar  
1 teaspoon baking soda  
2 teaspoons pumpkin pie spice  
1 cup pumpkin puree  
3 eggs

1 teaspoon lemon juice  
2 tablespoons confectioners' sugar

#### ICING INGREDIENTS

1 (8 ounce) package cream cheese, softened  
1/4 cup butter  
1 teaspoon vanilla extract  
1 cup confectioners' sugar

#### DIRECTIONS

1. Preheat oven to 375 degrees F (190 degrees C). Grease and flour a 9x13 inch jelly roll pan or cookie sheet.
2. In a large bowl, mix together flour, sugar, baking soda, and pumpkin pie spice. Stir in pumpkin puree, eggs, and lemon juice. Pour mixture into prepared pan. Spread the mixture evenly.
3. Bake at 375 degrees F (190 degrees C) for 15 minutes.
4. Lay a damp linen towel on the counter, sprinkle it with confectioner's sugar, and turn the cake onto the towel. Carefully roll the towel up (lengthwise) with the cake in it. Place the cake-in-towel on a cooling rack and let it cool for 20 minutes.
5. Make the icing: In a medium bowl, blend cream cheese, butter, vanilla, and sugar with a wooden spoon or electric mixer.
6. When the cake has cooled 20 minutes, unroll it and spread icing onto it. Immediately re-roll (not in the towel this time), and wrap it with plastic wrap. Keep the cake refrigerated or freeze it for up to 2 weeks in aluminum foil. Cut the cake in slices just before serving.

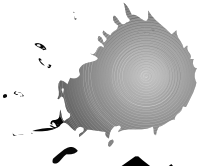




Berea Printing Company

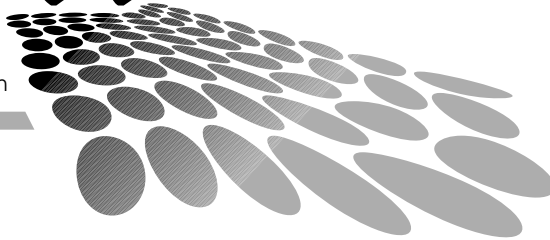
188 Front Street  
Berea, OH 44017  
440.243.1080

www.bereaprinting.com



# inklings

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



October

## Guess Me, If You Dare!

*Match each scary movie character with their description!*



1. \_\_\_\_\_ Villain on Elm Street

10. \_\_\_\_\_ Spooky Tale Teller

2. \_\_\_\_\_ Death Personified

11. \_\_\_\_\_ Long Wax Face

3. \_\_\_\_\_ Soul Sucker

12. \_\_\_\_\_ Blood Sucker

4. \_\_\_\_\_ Psychopathic Cannibal

13. \_\_\_\_\_ Decapitated Equestrian

5. \_\_\_\_\_ Murderous Doll

14. \_\_\_\_\_ Prom Ended Badly

6. \_\_\_\_\_ Goalie Masked Cutter

15. \_\_\_\_\_ Precious Obsessive

7. \_\_\_\_\_ Villainous Clown

16. \_\_\_\_\_ Chainsaw Maniac

8. \_\_\_\_\_ Green Gobbling Ghost

17. \_\_\_\_\_ 7th Day Avenger

9. \_\_\_\_\_ Corpse Parts Unified

18. \_\_\_\_\_ Sexy Vampire

- a. Pennywise
- b. Samara
- c. Frankenstein
- d. Dracula
- e. Slimer
- f. Edward
- g. Hannibal
- h. Carrie
- i. Headless Horseman
- j. Leatherface
- k. Chucky
- l. Grim Reaper
- m. Crypt Keeper
- n. Gollum
- o. Dementor
- p. Freddy Krueger
- q. Jason
- r. Scream