

Notes from Jeff

Is Christmas before Thanksgiving?

It is always interesting to see the world through the eyes of a child. My almost 5 year old son Alex was quite confused, even **disturbed about** all the **Christmas decorations** we saw in November. We all know that the commercialization of Christmas has been rampant for many years. It seems like every year stores put out their decorations earlier & earlier. Almost every time we went into a store Alex would say, "Daddy, they don't know that Thanksgiving comes before Christmas". Typically, I would respond by telling him that he was correct. You can imagine that as November went on Alex was saying this more & more often. Then it got to the point that he was saying the same thing about people who decorated the front of their house before Thanksgiving.

Thanksgiving night as we were driving home from my sister-in-law's house we saw many holiday light displays in people's front yards. Not once did Alex mention anything about the lights being up too early. I guess in his mind Thanksgiving was over and it was now OK to decorate for Christmas. Maybe he is sensitive to the order of celebrations because he has a birthday between Thanksgiving & Christmas. Maybe it's just because he likes order in the world. That apple didn't fall far from this tree.

Outrageous Advertising

Why do **Super Bowl commercials** get talked about for weeks? Because they are unique, different - even **OUTRAGEOUS!** Most of us cannot afford to advertise during the Super Bowl, but we do have the opportunity to do advertising that gets people's attention. A friend of mine, Bill Glazer, **figuratively** wrote the book on



unique ways to get your customers to notice him & buy years ago. He has become a master of unique marketing in several different businesses. Now he has **literally** written the book on outrageous advertising titled, *Outrageous Advertising that is Outrageously Successful*. Since its release mid October it has reached best seller status at Borders and in USA Today. In early November Bill's book became the #1 BEST SELLER on AMAZON!!!! This truly a remarkable achievement, especially when you learn that this is Bill's first book.

Here is a picture of Bill and me with a signed collectors edition of his book when he was in town a few weeks ago. I have a few additional copies of his book that **I would like to give away** to a few customers that want to find unique ways to increase their sales. All you need to do is go to our website and

click on 'Contact' then describe the most unique marketing idea you have ever used or seen someone else use. That's it! I only have a few books, so do this right now.

Problem Solved

In November we printed & mailed an operation manual for a longtime customer. We mailed this book to about 5,000 retail locations across the country. Unfortunately, about a week after they were mailed it was discovered that there were a couple errors in the book - one in particular was a crucial piece of information. Our customer acknowledged that they approved the copy, but needed us to reprint & mail new books. **TIME WAS OF THE ESSENCE!!** My staff worked quickly to make the necessary changes to the book as well as make the new revision distinctive from the 'bad' one. Our customer asked that we get these in the mail as quickly as possible. The only problem is that we were just a couple days before the Thanksgiving holiday. After discussing the situation with several staff members we hatched a plan to get this book printed fast. We had different staff members working on Friday, Saturday, & Sunday of Thanksgiving weekend to get it completed. This allowed us to get the books mailed several days sooner than was otherwise possible. I am so lucky to have a staff that is truly **AMAZING** and **DEDICATED** to serving our customers - **even if it means working over a holiday weekend!**

Have a great Holiday Season!

- Jeff Dettmer

Comments Corner

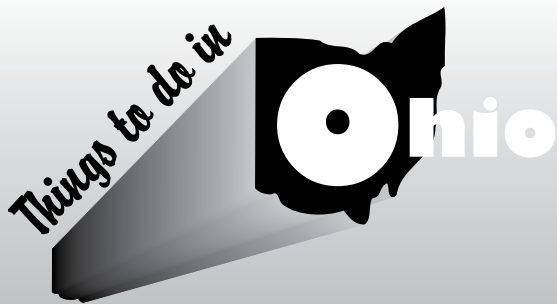
I used your minivan note pads to reward great clients and I am working on my second order to reactivate past clients that have not been in in the last 12 months. So far it has helped me to re-activate lost customers and increase sales with my current clients and I still have the rest of November and December to send them out. (I only mailed out 150 note pads!)

I have only used this note pad idea once but I plan on using it several times in the upcoming year. I have also referred you to some other businesses that plan on using note pad shapes too. Thanks again for the great idea at our last GKIC meeting!!

-Corey Maher, Maher Brothers Car Care

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





The Cleveland Orchestra

Holiday Concerts

If you love this time of year, then you probably love all the music associated with the holiday season. One of my family's many holiday traditions is to attend a winter concert or production. This year, the Cleveland Orchestra has several wonderful concerts lined up! If you're looking for a new tradition, or a great night out, try going to a show this year! You won't regret it! Below is a list of the concert schedules. For more information, visit www.clevelandorchestra.com.

Handel's "Messiah"

Thurs., December 10, 2009 at 8:00 pm or Sat., December 12, 2009 at 8:00 pm

Christmas Concerts (1)

Fri., December 11, 2009 at 8:00 pm or Sat., December 12, 2009 at 3:00 pm

PNC Holiday Musical Rainbow: The Music of Chanukah

Fri., December 11, 2009 at 10:00 am or Sun., December 13, 2009 at 12:30 pm

Christmas Concerts (2)

Sun., December 13, 2009 at 3:00 pm, Sat., December 19, 2009 at 3:00 pm
or Sun., December 20, 2009 at 3:00 pm

Eileen Ivers – An Irish Christmas

Wed., December 16, 2009 at 8:00 pm or Thurs., December 17, 2009 at 8:00 pm

PNC Holiday Musical Rainbow: Christmas Brass Quintet

Thurs., December 17, 2009 at 10:00 am or Sat., December 19, 2009 at 11:00 am

Christmas Concerts (3)

Fri., December 18, 2009 at 8:00 pm, Sat., December 19, 2009 at 8:00 pm
or Sun., December 20, 2009 at 7:00 pm

PNC Holiday Musical Rainbow: All About Kwanzaa

Fri., December 18, 2009 at 10:00 am

Burning River Brass

Mon., December 21, 2009 at 8:00 pm

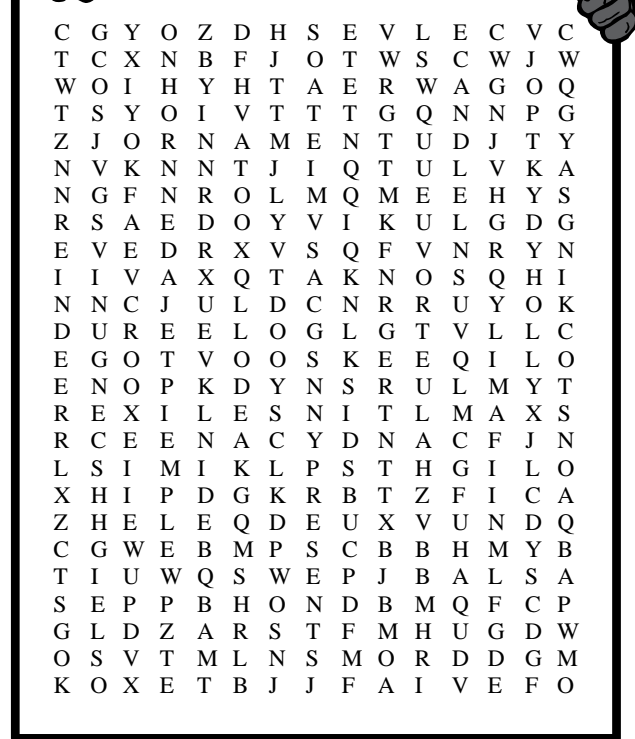
New Year's Gala Concert & Dance – Broadway ROCKS!

Thurs., December 31, 2009 at 9:00 pm



*Find the words in the
puzzle on the right and have fun!*

- | | | |
|------------|-----------|-----------|
| Angel | Family | Santa |
| Candle | Holly | Sleigh |
| Candy Cane | Lights | Stockings |
| Caroling | Mistletoe | Tinsel |
| Chimney | Ornament | Tree |
| Cookies | Presents | Wreath |
| Elves | Reindeer | |



Puzzle Answer Keys available at www.bereaprinting.com

RECYCLING TICKER: Our current TOTAL of paper recycled since 1995 is **526,565 lbs.** We have saved...



4,100 Trees



722 yds. Landfill



1,587,998 gal. Water



929,291 kw Electricity



13,533 lb Air Pollutants

mis•tle•toe (mis-uhl-toh)

—noun

1. a European plant, *Viscum album*, having yellowish flowers and white berries, growing parasitically on various trees used in Christmas decorations.
2. any of several other related, similar plants, as *Phoradendron serotinum*, of the U.S.; the state flower of Oklahoma.

Origin:

bef. 1000; ME *mistelto*, appar. back formation from OE *misteltān* (mistel mistletoe, basil + *tān* twig), the -n being taken as pl. ending; c. ON *mistilteinn*

Word Origin & History

O.E. *mistiltan*, from *mistel* "mistletoe" + *tan* "twig." First element is from P.Gmc. **mikhstilaz* (cf. O.H.G. *mistil*). Venerated by the Druids; the custom of hanging it at Christmas and kissing under it is mentioned by Washington Irving.

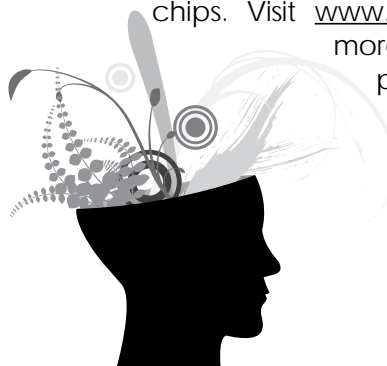
Online Etymology Dictionary, © 2001 Douglas Harper
Dictionary.com Unabridged
Based on the Random House Dictionary, © Random House, Inc. 2009.

Here are a few ways to keep your holidays beautiful, bright and a little greener!

Decorate your home with LED lights. These will look wonderful and save you money on your energy bill!

Use local and organic foods for your feast. Support your local farmers by purchasing goods for your holiday dinner. Not only will the items be cheaper, but they'll taste better too.

Recycle your Christmas tree. Every year about 10 million trees end up in a landfill. Many cities now offer programs to turn your trees into mulch or wood chips. Visit www.earth911.org to find out more about the tree recycling programs near you.



I hope these tips will not only help you reduce your holiday costs, but make this year a special time for you and your family. Happy Holidays!

RECIPES

My Recipe for Sweet Party Mix

You can't just eat one helping of this tasty party mix!

PREP TIME 25 Mins.

COOK TIME 5 Mins.

READY IN 30 Mins.

SERVINGS 10

INGREDIENTS

3 cups Rice Chex	3 cups dry roasted peanuts	1/2 - 1 lb. M & M's
3 cups Corn Chex	3 cups small thin pretzels	
3 cups Cheerios	1 lb. melted white chocolate	

DIRECTIONS

1. Stir together cereals, nuts and pretzels. Pour in melted chocolate. Mix together. Add M & M's.
2. Spread on large cookie sheet to cool. Enjoy!

My Recipe for Warm Cranberry Wassail

A warm treat on a cold winter night! This not only smells great, but it's a flavorful holiday classic!

PREP TIME 10 Mins.

COOK TIME 20 Mins.

READY IN 30 Mins.

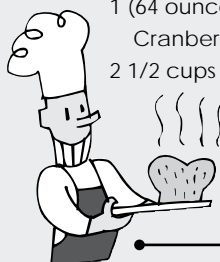
SERVINGS 14

INGREDIENTS

1 (64 ounce) bottle Ocean Spray® Cranberry Juice Cocktail	1/4 cup sugar (optional)	1/2 teaspoon ground nutmeg
2 1/2 cups apple juice	3 (3 inch) cinnamon sticks	Orange slices, garnish
	1 teaspoon whole allspice	Whole cloves, garnish

DIRECTIONS

Combine all ingredients, except garnishes, in a large saucepan. Heat to boiling, reduce heat and simmer 10 minutes. Strain punch to remove spices. Place in a heat-proof punch bowl. Garnish with orange slices studded with cloves.





Berea Printing Company

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inklings

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

December



- What did Ralphie want for Christmas?
 - Pony
 - Football
 - Sled
 - Red Rider BB Gun
- What was the standard reply whenever Ralphie said what he wanted for Christmas?
 - Too Dangerous
 - You'll shoot your eye out
 - Too Young
 - Too Expensive
- What did Ralphie's father win, and Ralphie's mother broke?
 - Leg lamp
 - Plaque
 - Clock
 - Trophy
- What was the name of the boy who stuck his tongue to the flag pole?
 - Slick
 - Charlie
 - Flick
 - Conner
- When Ralphie says "My mother was about to make another brilliant maneuver in the endless battle of the lamp," what does she do?
 - Turns it off
 - Breaks it
 - Moves it
 - Throws it out
- What is the name of Ralphie's brother?
 - Richie
 - Randy
 - Ronnie
 - Ricky
- What famous movie were the characters from that were seen at the parade, and later at the department store?
 - Rudolph
 - Christmas Carol
 - Snow White
 - Wizard of Oz
- What did Ralphie's Little Orphan Annie decoder ring tell him to drink?
 - Nestle Quick
 - OJ
 - Ovaltine
 - Apple Cider
- Why did Ralphie's family eat Christmas dinner at a Chinese restaurant?
 - Turkey burned
 - Oven was off
 - Dogs ate it
 - Didn't buy a turkey
- What did Ralphie tell his mom when he broke his glasses and cut his cheek on Christmas morning?
 - Dog bite
 - Icicle fell on him
 - He fell
 - He got in a fight
- In how many years had Ralphie's mother not had a hot meal for herself?
 - 5 years
 - 10 years
 - 12 years
 - 15 years
- To what letter and number does Ralphie set his Little Orphan Annie decoder ring for his first secret message?
 - B2
 - D2
 - B3
 - D1
- What was the name of the villain that Ralphie told would be pushing up daisies if he returned?
 - Black Beard
 - Black Bart
 - Butch Cassidy
 - Captain Hook
- What was the name of the place where the Parkers ate their Christmas dinner?
 - Lo Mein
 - Chop Suey Palace
 - China Garden
 - Empire Buffet
- What did Ralphie give his teacher for Christmas?
 - Fruit basket
 - Drawing
 - Fruit cake
 - Apple