

Notes from Jeff

Happy New Year!

Well, by now you have probably recovered from all your holiday festivities and are getting back into your regular work/school routines. I hope you had an enjoyable time with your family & friends. In my opinion it is never dull around the holidays because of all the gatherings and special activities. They are fun, but can be exhausting at the same time.

We had a fun & hectic time as you would expect with two preschoolers in the house. Add to that the fact that my son Alex turned 5 just before Christmas and it seemed like two solid weeks of partying. We had family in from North Carolina, Milwaukee, Chicago, & Youngstown.

I don't do New Years Resolutions...

I have never been one to resolve to do (or not to do) something just because it is the beginning of a new year. I do, however, constantly challenge myself. Sometimes I set a goal to create a new product or finish a project in a certain timeframe. Other times I will work hard to become better at something more subjective like being a better father to Alex & Owen.

Many people choose physical goals as resolutions like 'to lose 20 pounds' or 'to go to the gym 3 times every week'. I'm sure these work for some people. But if the activity that I have seen at Lifeworks (the gym where I work out) is any indication almost all of the 'resolutioners' **fall off the wagon** by the middle of February. Over the years I have noticed the incredible surge of people who workout in January and February. Sometimes it is so crowded that it is difficult to get on the machine I want. But, I know that it is **only temporary** and by the end of January the crowd dies down and by March 1st pretty much the only people I see there are the ones that I saw there the previous year.

Tackle the Tower

If you are a regular reader of my column you will remember that my wife, brother-in-law & I did Tackle the Tower last February. It is a race up the stairwell in the Erieview Tower in downtown Cleveland. We are going to do it again and it seems like we are getting quite a group together as well. Last year was my first time and I wanted to complete it in under 10 minutes. I climbed the 37 flights (that's 646 stairs) in 6 minutes 52 seconds. **This year my goal is to complete it in under 6 minutes.** I have already

started training, but only have a month to go, since it is on February 6th. The Stairmill at Lifeworks is going to see a lot of action this January. Stay tuned for an update in the next issue of INKlings.

Problem Solved

Hot Off the Press - literally

We received an email from a longtime customer New Years Eve morning explaining her need for full color **posters to be printed THAT DAY**. Our team went into action and preflighted the file and got the process moving even though we were short staffed because it was New Years Eve. By 1:30 we were calling the customer to let them know that their posters were completed and looked great! We always try to work gaps into our schedule to accommodate these last minute projects. These quick turn projects have become very common and **we are glad to handle them for you too**.

- Jeff Dettmer

P.S. If you think that customer Loyalty is dead, then you must check out the enclosed insert from my friend, Dan Cricks, an internationally renowned marketing expert. This inexpensive teleseminar will be packed with great info. I get new ideas from Dan every month.

Comments Corners

Dear Jeff,

"We want you and your staff to know how much we appreciate all the design services and printing that your firm provided for our recent 50th anniversary celebration luncheon. The designs for our "Save the Date" invitation and name tags were beautiful and the printing, as always, was excellent."

Sincerely,
Carol Jordan,
Co-Chairperson Alpha Xi Delta, Cuyahoga West Shore Alumnae

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



Things to do in



The Cleveland Museum of Art

If you love taking a trip to art museums to check out some of the master painters, then you can't miss the Cleveland Museum of Art's current exhibit, Paul Gauguin: Paris, 1889. This exhibition includes 75 paintings, woodcarvings, ceramics and works on paper by Paul Gauguin and his contemporaries during 1889. *Paul Gauguin: Paris, 1889* recreates the independent exhibition that Gauguin organized, which was recognized as the first Symbolist exhibition in Paris. You can also see some of Gauguin's early set of lithograph prints and his development of his famous motifs.

Date & Time: October 4, 2009 – January 18, 2010

Address: 11150 East Blvd • Cleveland, OH 44106
www.clemusart.com • 216-421-7340

Admission: Adults: \$12.00 • Students/Seniors: \$10.00 • Children 6-17: \$6.00 • Children 5 and under: FREE
Free for CMA members; \$10 per person adult groups of 10 or more
\$8 senior groups of 10 or more.



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

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

- | | |
|----------|-----------|
| Blizzard | Mittens |
| Boots | Scarf |
| Cold | Shovel |
| Earmuffs | Skating |
| Freezing | Sled |
| Frigid | Sliding |
| Frost | Slippery |
| Icicle | Snowboard |
| Icy | Windy |
| Jacket | Winter |
| January | |

Puzzle Answer Keys available at www.bereaprinting.com

RECYCLING TICKER: Our current TOTAL of paper recycled since 1995 is **530,161 lbs.** We have saved...



4,145 Trees



730 yds. Landfill



1,606,374 gal. Water



940,079 kw Electricity



13,689 lb Air Pollutants

sled (sled) noun, verb, sled•ded, sled•ding

—noun

1. a small vehicle consisting of a platform mounted on runners for use in traveling over snow or ice.
2. a sledge.

—verb (used without object)

3. to coast, ride, or be carried on a sled.

—verb (used with object)

4. to convey by sled.

Origin:

1350–1400; ME sledde < MD; akin to G Schlitten sled, sleigh; cf. slide

Word Origin & History

1388, “a sledge used for transport of heavy goods,” from M.Du. sledde “sled,” from P.Gmc. *slido (cf. O.S. slido, O.N. sleði, Dan. slæde, Swed. släde, O.H.G. slito, Ger. Schlitten “sledge”), from the same root as O.E. slidan (see slide). In ref. to a sledge used for travel or recreation, it is attested from 1586, now mainly Amer.Eng. The verb meaning “ride on a sled” is first attested 1780.

Dictionary.com Unabridged

Based on the Random House Dictionary, © Random House, Inc. 2009.

January is a month when kids are glued to the TV in the morning, waiting to hear the magic words... Snow day! After the excitement wears off and the kids are getting bored, here are a few games you can play in the snow.

Snow Jumping Hurdles: Pack up a bunch of snowballs to build a course of hurdles. Follow the leader by running and jumping over the hurdles!

Flag in the Snow: Tie a white cloth to the end of a stick or wooden spoon. Each child has a chance to hide the stick in the snow within a designated area. Whoever hides the stick in the best spot wins!

Hat Trick: Build yourself a great snowman with all the trimmings, except the hat. Each child picks out a hat, stands a few feet away from the snowman.

Take turns trying to toss the hat onto its head.

There are many other games out there you can enjoy on your snow days! I hope you and your children have a safe and fun winter season playing in the snow!



RECIPES

My Recipe for Quick Slow Cooker Turkey Chili

This is an easy chili recipe that's great for the winter season!

PREP TIME 15 Mins.

COOK TIME 4 Hrs.

READY IN 4 Hrs. 15 Mins.

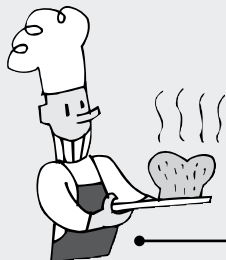
SERVINGS 8

INGREDIENTS

- | | | |
|---|---------------------------------------|-----------------------------|
| 1 tablespoon vegetable oil | 1 (15 ounce) can black beans, drained | 1 pinch ground black pepper |
| 1 pound ground turkey | 1/2 medium onion, chopped | 1 pinch ground allspice |
| 2 (10.75 ounce) cans low sodium tomato soup | 2 tablespoons chili powder | salt to taste |
| 2 (15 ounce) cans kidney beans, drained | 1 teaspoon red pepper flakes | |
| | 1/2 tablespoon garlic powder | |
| | 1/2 tablespoon ground cumin | |

DIRECTIONS

1. Heat the oil in a skillet over medium heat. Place turkey in the skillet, and cook until evenly brown; drain.
2. Coat the inside of a slow cooker with cooking spray, and mix in turkey, tomato soup, kidney beans, black beans and onion. Season with chili powder, red pepper flakes, garlic powder, cumin, black pepper, allspice and salt.
3. Cover, and cook 8 hours on Low or 4 hours on High.





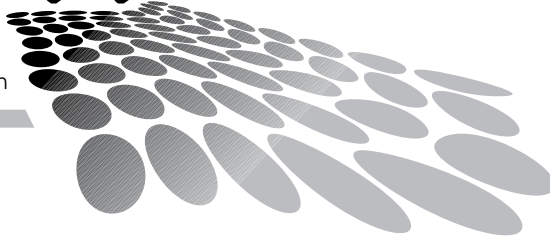
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inklings

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



January 2010



trivia

How much can
you
solve
about

SHERLOCK HOLMES?

- Sherlock Holmes is one of the most famous characters in literature. Who is the author?
a. J.R.R. Tolkien b. Arthur Conan Doyle
c. Aristotle d. Alfred Lord Tennyson
- The word Sherlock means what?
a. Intelligent b. Detective
c. Blond d. Mystery
- Holmes' best friend and biographer is named what?
a. Dr. Watson b. Henry DeTamble
c. Mr. Rochester d. Mr. Mark Darcy
- What time period did the author set for the Sherlock Holmes stories?
a. 1940's Europe b. Victorian England
c. 22nd century d. Romantic Era
- Who was Holmes' most famous nemesis?
a. Captain Hook b. Dr. Jekyll
c. Mr. Kurtz d. Professor Moriarty
- When was first story, *A Study in Scarlet*, published?
a. 1880 b. 1884
c. 1887 d. 1888
- What two words did Doyle write in his diary after finishing his last Sherlock Holmes story, "The Final Problem"?
a. I'm done b. At last
c. Killed Holmes d. Final story
- Who was the model for Holmes?
a. Doyle himself b. A Friend
c. His Father d. College Professor
- What was Doyle's profession before he quit to start writing the Holmes stories?
a. Optometrist b. Teacher
c. Lawyer d. Psychiatrist
- When did Doyle complete the last story?
a. 1875 b. 1891
c. 1907 d. 1914
- In what year was Doyle knighted?
a. 1890 b. 1892
c. 1899 d. 1902
- Under the pseudonym A.C. Smith, Doyle played this sport for his home team:
a. Rugby b. Football
c. Soccer d. Golf
- Which TV doctor is based directly on Sherlock Holmes?
a. Dr. Benton, ER b. Dr. Dorian, Scrubs
c. Dr. House, House d. Dr. Shepherd, Grey's
- The famous deerstalker cap that Holmes wears was not described by Doyle, but by the illustrator of the stories. Who was the illustrator?
a. Sidney Paget b. Robert Seymour
c. Gustave Doré d. Daniel Maclise