



Berea Printing Company

188 Front Street
Berea, OH 44017
440.243.1080

www.bereaprinting.com

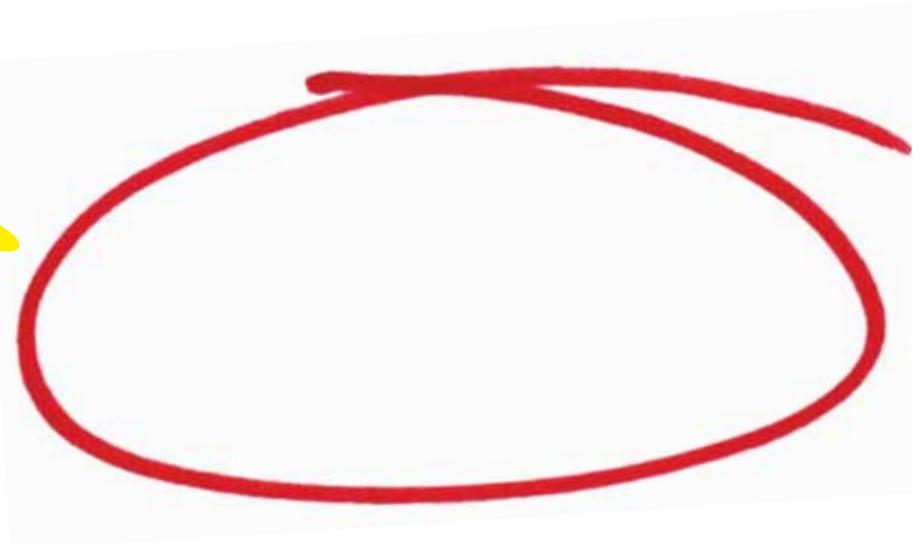


1: a slight indication or suggestion
2: a slight knowledge or vague notion

October

in this issue...

- Die Cutting
- Black Magic Cake
- Corn Maze
- Lady Liberty
- A Million Thanks



Notes from Jeff

NEW SCHOOL

My boys are very fortunate that a couple weeks ago they started the school year at a **brand new school!!** There aren't too many school districts constructing new buildings with all the pressures on budgets, etc. The Berea School District has taken a proactive approach for many years now and had this project ready just when the economy was starting to sputter.



Alex & Owen love construction and even as babies & toddlers **they were mesmerized** watching road crews & building construction. Well, for the past three years we frequently visited the construction site to see the demolition of Fairwood Elementary and all phases of construction of Grindstone Elementary. I think this gives them a keen understanding of how a building comes together as well as an appreciation for the incredible facility they have in which to learn.

This is the first new school built in the District in over 40 years and it replaces 4 small elementary schools, which were combined into this 800+ student school. It is easy to tell how proud the teachers & staff are to be working in this new building. The

school district will actually save money operating this building for many reasons including the fact that it uses geothermal heating & cooling.



I was on the design committee for this building and we worked with an architect that is known for his liberal use of windows to infuse natural light deep into the building. He delivered! This is one of the most light & airy schools I have ever been in. With Alex in First Grade & Owen in Kindergarten I'm so excited that they will benefit from this superior learning environment for several years.

-Jeff Dettmer



QA JEFF'S GEEK SPEAK

I have been told many times that I should have my own TV show about printing. Now I have the next best thing - Video Q & A! If you have a printing question you would like answered just email it to us at design@bereaprinting.com.

WHAT IS DIE CUTTING AND HOW CAN I USE IT TO MARKET MY BUSINESS?



To find out the answer, go to:
www.bereaprinting.com/geekspeak.htm

RECIPES

My Recipe for

Black Magic Cake

A yummy dark chocolate cake, perfect for spooky parties!

PREP TIME 15 Mins. **COOK TIME** 35 Hrs. **READY IN** 1 Hr. **SERVINGS** 24

INGREDIENTS

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

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.



<http://allrecipes.com/recipe/black-magic-cake/detail.aspx>



Are you ready for fall? Enjoy a fun filled fall weekend at Ridgeview Farm. There will be hayrides, a corn maze, pumpkin picking, a petting zoo, and other activities available. Fill up on great Amish food and have fun spending quality time with your family.

Date: Sept. 24 - Oct. 30
12 pm - 6 pm
Location: 5488 Kinsman Rd. (Rt. 87)
Mesopotamia, OH 44062



Client's Corner:

I had a fantastic experience working with Berea Printing Company. If you are looking for a first class experience when it comes to working with a printing company, you've come to the right place! Customer satisfaction is their top priority and I'm looking forward to working with you guys again in the future! Thank you!

Victoria Braun
Piranha Marketing
Tempe, AZ



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

Did you know?

WE CAN PRINT...

FOLDOVER BUSINESS CARDS

CHECKS

COPIES

DOOR HANGER

REMITTANCE ENV.

JEWEL CASE INSERTS

NEWSLETTER



Client of the MONTH



A great place for any meal of the day or just a good cup of coffee. Cafe Ah-Roma is a gathering place for people from all walks of life. We focus on the needs of the communities we serve by presenting discussion groups, poetry Sundays, open mic nights, and an eclectic assortment of performers. We have a strong commitment to Fair Trade coffees and living wages. We serve hand-crafted sandwiches on homemade breads, as well as vegetarian and vegan items. Mary, Michael and I have spent the majority of our working lives in restaurants, and have developed an understanding and appreciation for the hard work, long hours and low pay that permeates this industry. With that in mind, we have endeavored to create a cafe that celebrates the uniqueness and equality of the staff and patrons alike, providing both with a sense of being and belonging.

www.cafeah-roma.com - Berea, Downtown Cleveland, North Ridgeville



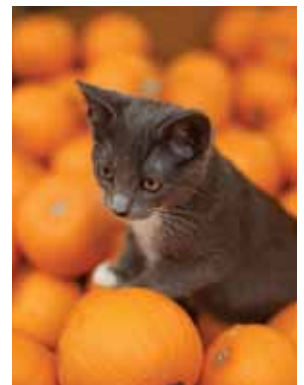
RECYCLING TICKER: Our current TOTAL of paper recycled since 1995 is **582,459 lbs.** We have saved...

 8,789 Trees  844 yds. Landfill  1,868,537 gal. Water  1,086,476 kw. Electricity  15,919 lbs. Air Pollutants

E	E	G	I	T	J	M	O	N	T	H	O	D
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R	E	R	I	I	C	N	L	U	C	U	L	B
R	E	D	I	C	K	E	A	T	N	L	L	O
D	A	L	I	A	E	A	O	U	W	L	A	N
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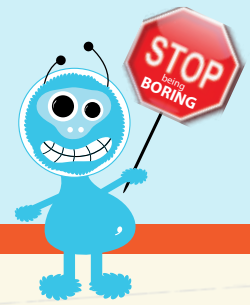
Find the words in the puzzle to the left and have fun!

- October
- Leaves
- Fall
- Autumn
- Football
- Cooler
- Jacket
- Raking
- Cider
- Apples
- Mill
- Hayrides
- Bonfires
- Halloween
- Month
- Colorful
- Orange
- Red
- Brown
- Yellow





www.OutrageousMarketingProducts.com



How do you thank your customers/clients? Or maybe the question should be: Do you thank your customers/clients?

If your answer is that you rarely formally appreciate your customers, or that you don't have the time for such frivolous correspondence, then you are missing out on a perfect opportunity to increase your profits not to mention your relationship and reputation.

According to Lisa Ryan, the Appreciation Strategist and founder of Grategy <<http://www.grategy.com/default.html>> , 68% of the time customers leave "because they feel ignored, unappreciated, or taken for granted." Furthermore, Lisa states that "In environments where gratitude prevails, customer satisfaction increases while employee and customer turnover plummets." Just imagine what a little attention to a simple "Thank You" could do for your bottom line!

I know, I know... it is easier said than done. It takes time to write out Thank You notes - that often don't even make it past the gatekeeper. And figuring out a unique and sincere way to show your appreciation is hard and time-consuming.

Let us help you! **A Million Thanks** is an is a HUGE (2' x 3') thank you note that is done for you. Simply go to our website, input the message, the addresses, and of course a few dollars. We take care of the rest!

When your 100 best clients receive a MONSTER-sized note of gratitude, rolled up in a 2 foot long tube - **imagine how appreciated they will feel!** And, because your Thank You note is so unique and creative, they are sure to share it with their co-workers and friends. Think of the word-of-mouth advertising you will garner from simply recognizing your customers.

It's an amazing win-win! For you, it feels great to sincerely thank the people who regularly impact your profits; your customer, who has just been recognized and thanked, feels valued. How fantastic is that?!? **Check out the enclosed insert to see one!**

OUR PERSONAL, IRON-CLAD 44 YEAR GUARANTEE

If under any circumstances you don't think we have produced what we told you we would, just let us know. We stand behind our actions and will repair or reprint your project at no additional cost and **MAKE IT RIGHT!**
For over 44 years we have built our business on this Guarantee and our reputation speaks for itself.

lady liberty
trivia

- | | | |
|--|---|---|
| 1. What was Liberty Island known as before the Statue was erected?
Brooklyn Island Bedloe's Island
Ellis Island Atlantica Island | 6. When was the statue unveiled?
Oct. 28, 1854 Oct. 28, 1893
Oct. 28, 1886 Oct. 28, 1909 | 10. How many tons does the statue weigh?
175 270
510 225 |
| 2. How many rays shine from Liberty's crown?
Twelve Seven
Eight Five | 7. The Statue's sculptor, Frederic-Auguste Bartholdi, is said to have based the Statue's face on which of his female relations?
His daughter His sister
His wife His mother | 11. What is the statue's full official title?
Liberty Enlightening the World
Liberty and Freedom for All
The Statue of Eternal Liberty
World of Liberal Enlightenment |
| 3. Where was the Statue of Liberty made?
Paris, France New York City
London, England Washington D.C. | 8. A new torch was installed in 1986. Where does the original one stand?
Central Park
New York Museum
Rockefeller Centre
Main Lobby of the Statue | 12. How many steps are there from the bottom of the pedestal to the crown?
589 354
292 402 |
| 4. From which New York City national monument do you buy the tickets for the ferry to Liberty Island?
Empire State Building Castle Clinton
Rockefeller Centre Grand Central | 9. In which of these films has an image of the Statue of Liberty NOT appeared?
Wayne's World Titanic
X-Men Independence Day | 13. Where is the Statue of Liberty Museum?
Empire State Building Central Park
The Statue's base Battery Park |
| 5. Who wrote the poem which is engraved on the base of the statue?
George Washington Mark Twain
Emma Lazarus Shakespeare | | |