



Atwood's Printing

press release

Timely Information and a Good Mix of Fun from the gang at Atwood's Printing.

November 2010

www.atwoodprint.com



A Plethora of Options for Cooking Turkey

'Tis the season for feasting, and nothing says giant feast better than a well-cooked turkey. For many families, it is one of the most cherished meals of the year. Perhaps you're looking for a new way to enjoy the turkey this year. Here are some options:

Traditional Oven-roasted Turkey:

Cooking a turkey in the oven is the traditional way to prepare it. It's flexible, easy, and makes for wonderful homemade gravies. At times, roasting can make your bird a little drier than some other options.

Deep-fried Turkey: This is quickly becoming one of the most popular methods for cooking the turkey, and there are several good reasons for this. If you're short on time or oven space, this is an excellent choice. A deep-fried turkey cooks up in less than an hour and takes up zero room in the oven. Another bonus is that the moisture is locked in, making for an ultra-juicy turkey with really crispy skin. Naturally, there are some downsides. You need special equipment, a safe outdoor space, and lots and lots of

peanut oil. Safety is key when it comes to deep-frying a turkey.

Slow-cooked Overnight Turkey:

With this method, the turkey is super moist and tender. Either overnight or all morning, you cook your turkey over a low, low heat in a crock-pot or in your oven. Do your research, however, to be sure you are handling the meat in a safe manner.

Cooking from Frozen: If you spaced out and forgot to thaw your turkey, don't despair. There is a method for cooking your bird straight from its frozen state! While most people just use this cooking method as a last resort, others swear by it for ending up with a wonderfully moist bird.

Smoking and Grilling Turkey: If you have a large BBQ smoker and can smoke a turkey in your home, this is an excellent option. Super tender and full of flavor, most smoked turkey recipes call for a brined bird to be cooked for a long time over a low, smoky heat.

☞ More ideas and resources at www.divinedinnerparty.com.

wise words

"Small cheer and great welcome makes a merry feast."

— William Shakespeare



Holiday Cards

Holiday cards are a great way to wish the best to your customers at the end of a successful year, while reminding them where to come for their printing needs in 2011. Vivid color, photo inserts, pop-ups! Call us today to fulfill your holiday card needs.

**follow us
on your social
networking sites!**



twitter.com/atwoodprint
facebook.com/atwoodprint

Exploring the Arts in Marfa, Texas



Bret Atwood, Owner

In 1440, Johannes Gutenberg, genius that he was, came up with a printing process that served humanity for over 500 years, until the late 20th century.

Many things have changed in printing since those early days. But though the processes are different, the heart behind printing has remained the same.

In 2010 and beyond, let our printing firm help you create the best printed products for your company using the latest and greatest technology and our always fantastic customer service.

Driving to Marfa, Texas conjures images of the old days of the West. One drives seemingly forever to get there. This remote town was as far from New York City as artist Donald Judd could get. Allegedly fed up with the New York City art scene, Judd moved to Marfa in 1972. It is here that he lived and worked, established an outpost, and created an art legacy that was unusual for this part of the country.

Judd bought a defunct military outpost, restored it, and filled it with his minimal sculptures.

Minimal, or minimalist, art is defined as a piece that is stripped down to its most fundamental features. It is a unique experience to walk through these buildings and see the machined perfection of his pieces while capturing glimpses of the austerity outside in their reflections. Judd's works, as well as pieces by other artists housed in his galleries, are maintained by the Judd

Foundation. In addition to the military buildings, there are 15 spaces throughout Marfa that provide opportunities for contemporary artists to show their pieces.

While in Marfa, visit the Chinati Foundation, which also boasts a permanent collection of John Chamberlain's car sculptures, or search for the famous

Marfa Lights, a phenomenon seen by some on the outskirts of town. Marfa has a number of interesting minimalist galleries, several outstanding restaurants, glider rides, and is close to Big Bend, the Davis Mountains,



and the McDonald Observatory.

Beware: Marfa operates on "Marfa time." While businesses post business hours, it feels as if shops are open at their owners' pleasure. So bring a flexible attitude and enjoy this slice of urban flair in remote West Texas.

☛ For more information about this area, visit www.marfacc.com.



{wellness}

Well and Fun Are Good...

Thanksgiving heralds the beginning of the holiday season with all of its joys and stresses. Family visits, gift-giving, holiday cooking, and a new year arriving are all thoughts flashing through our minds.

It is important this time of year to remember one of the bigger components of health and well-being: FUN. Of course, fun doesn't kill the flu virus, but surely fun and joy boost the system. Haul out the art supplies with the kids and don't be intimidated by the mess. Bake pies or cookies that are old favorites, and share them with neighbors. Decorate the house. Window-shop or shop from local artisans. Run a food campaign or a toy campaign. Having a blast and keeping it simple can go together; it wards off all manner of ills and creates great memories.

Is there medical evidence fun makes you "more well"? Certainly, there is plenty of evidence for the converse. Stress, as we all know, is not good for health and well-being. This season, take a few minutes to think about your ideas of fun and talk about everyone's ideas. You will feel healthier and happier for it.

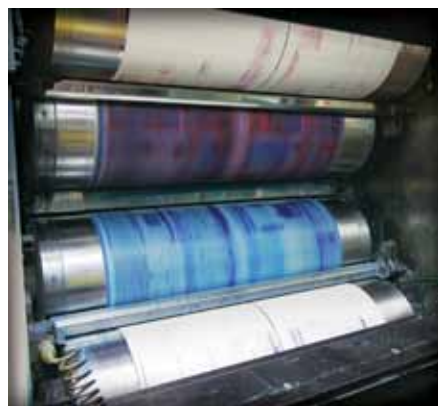
☛ For more information, visit www.medicalnewstoday.com.

{terrific trivia}

1. How many Pilgrims were on the Mayflower?
2. Which state produces the most turkey?
3. What do you call the red skin that hangs from a turkey's neck?



1. Believed to be 102
2. Minnesota
3. wattle



Fonts and Ink Usage

Most of us probably choose a font for legibility, mood, or beauty. Recent research by Printer.com, a Dutch company, brings to light new info for choosing fonts. Their study shows that your choice of fonts will impact your ink or toner costs for the year. The University of Wisconsin at Green Bay was used for the study, and their estimated savings is between five and 10 thousand dollars a year when they choose certain fonts.

The crux of ink usage is obviously in the design of the letters. Narrow or light versions of a font will use less ink than their bold or black counterparts. Serif fonts tend to use less ink, as the lines are thinner. Century Gothic, for example, uses on average 30% less ink than Arial. The top five fonts according to Printer.com for low ink usage are Century Gothic, Times New Roman, Calibri, Verdana, and Arial. Of course, it makes sense to check your print quality and use draft quality, InkSaver, and APFill whenever possible.

Another interesting endeavor in the font world is Ecofont. Essentially, they offer a "holey" version of fonts. Ecofont Vera Sans, based on an open-source font, is free to use and can be downloaded from the Web. Ecofont software will soon be available. With it, one can apply the holey concept to the font of their choice.

One final piece of interesting research comes from Matt Robinson. In "Measuring Type," he has artistically shown how a number of typefaces rate in terms of ink usage. It is worth the Google search to see his interesting pictorial done with ballpoint pens. He recommends the Garamond typeface for reducing printing costs.

☼ Visit us at www.atwoodprint.com to see the many ways we can help you.

Gutenberg's Army®



{top 10 list}



Top 10 Thanksgiving Problems

- | | |
|---------------------|-------------------------|
| 1. Uneven cooking | 6. Too salty |
| 2. Frozen turkey | 7. Lumpy gravy |
| 3. Stuffing trouble | 8. Gluey potatoes |
| 4. Timing dilemmas | 9. Soupy pecan pie |
| 5. Burned drippings | 10. Cracked pumpkin pie |

If any of these sound woefully familiar, don't worry. The link with suggestions for quick fixes is: <http://www.finecooking.com/articles/emergency-fixes-top-ten-thanksgiving-disasters.aspx>

easy being green.



Orange, brown, yellow, and red are the colors we traditionally associate with Thanksgiving, but this year, consider going green.

- Shop locally to support local farmers and ensure the food is fresh and seasonal.
 - Use nontoxic cleaners to make your house sparkle.
 - Decorate by bringing the outside in. Pinecones, acorns, colored leaves, and stark branches are a great centerpiece.
 - Use real plates and silverware instead of disposable.
 - Consider composting food scraps, and use food-storage containers instead of baggies and plastic wrap to store leftovers.
- These simple steps will ensure a green and happy holiday.

☼ More at: www.earth911.com

{ben's friends}



- He that would live in peace and at ease must not speak all he knows nor judge all he sees.
- Be civil to all, sociable to many, familiar with few, friend to one, enemy to none.
- Fortune favors the brave.
- When in doubt, don't.

Atwood's Printing

5635 S. Laburnum Avenue
Richmond, Virginia 23231
ph. (804) 226-1500
fax. (804) 222-0007
www.atwoodprint.com



{ we like to make an impression }

{recine}

Onion Soufflé

3 Tbsp butter
3 large onions
1 cup water
1 Tbsp flour
3 egg yolks and whites
separated

3 Tbsp sugar
2 Tbsp cream
¼ tsp salt
Sugar and nuts for topping
(to taste)

Melt two tablespoons of butter in a saucepan. Add three large, sliced onions and one cup of water; cover tightly and let the onions steam until tender and all the water is cooked out. Then allow them to become a yellowish color. Remove from heat and mash the onions. Add one tablespoon of flour, the yolks of three eggs, and three tablespoons of sugar, beaten together. Next, add one tablespoon of butter, two tablespoons of cream, a quarter of a teaspoon of salt, and the whites of the eggs stiffly beaten. Divide into small, buttered baking dishes suitable for serving in, sprinkle a little sugar and chopped nuts over the top, and bake at 425° for about an hour.

Meryl Streep was born Mary Louise Streep on June 22, 1949. As a child, Meryl thought she would be an opera singer. Years later, she overslept for her interview to law school and took this as a sign that she was destined for other work. Meryl received her degree in drama from Yale. Without a doubt, Meryl Streep is one of the most celebrated actors of her time. She has received more Academy Award nominations, 16, with two wins, and the most Golden Globe nominations, 23, with seven wins. She is known for her perfectionism. For her part in *Music of the Heart*, she learned to play the violin by practicing six hours a day for eight weeks. She also can master any accent. Meryl has four children and is married to sculptor David Gummer.

Atwood's Printing

Published at:
5635 South Laburnum Avenue
Richmond, Virginia 23231

How to reach us:

Phone

804-226-1500 Local
804-226-1500 24-hour voice mail

e-mail

Letters to the editor
bret@atwoodprint.com
Customer Service
mail@atwoodprint.com

Fax

804-222-0007

Web

www.atwoodprint.com
twitter.com/atwoodprint
facebook.com/atwoodprint



"Tree-free" Paper

There are a number of "tree-free" and synthetic varieties of paper that can be used for printing.

— www.dynamicgraphics.com