



# *Atwood's Printing* press release

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

July 2010

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



## Tricks of the Trade: Arranging a Barter

What do you do really well? Have you ever considered offering to teach someone that skill in exchange for something else? How about things you own? Are there things you would be willing to trade for something else?

This system of bartering has existed as an informal unit of currency in many parts of the world for centuries. And now it's making a comeback. In a time when cash is no longer king, it seems appropriate that we look to what we can trade instead of what we can spend. Here are some tips on bartering:

- Figure out what you want to get, and what you can give. Consider your professional expertise. What hobbies do you have that you could teach someone? Are there chores you would be willing to perform in exchange for something? What would you sell if you were having a garage sale, and is it worth trading?

- Find someone who is willing to trade. Make a list of all the people you know that have something you want. Then make a list of people that may be interested in what you have to offer. See if there is any overlap, and start there.

There are also many websites that can help you make the connection. You can also approach people that have something you want and simply ask if they are interested in a trade. You won't know if you don't ask.

- Figure out the details. In most cases, you will want to make an even exchange, so you will need to determine the dollar value of your goods or service.

Remember that, in certain situations, the law requires you to report bartering transactions on your tax return, especially if you engage in business-to-business bartering. Be sure to decide on a time frame for the exchange. And, if your exchange is worth a lot of money or is ongoing, it is best to put something in writing.

The next time you need something, consider what you have to give and see if you can arrange a trade. It's a sustainable way to meet the needs of others, and have your needs met at the same time.

✿ More ideas available at:  
[www.TheGreenestDollar.com](http://www.TheGreenestDollar.com)

## wise words

“Patience is a key element of success.”

—Bill Gates



## Brochures

Inform and Inspire

When people want to know more about your company's products and services, does your brochure give them the information they need? If not, consider a redesign that will inform and inspire your customers and prospects, and bring in new business.

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



[twitter.com/atwoodprint](https://twitter.com/atwoodprint)  
[facebook.com/atwoodprint](https://facebook.com/atwoodprint)

# The Black Hills, South Dakota and Wyoming



Bret Atwood, Owner

## The Commotion of Completion

Touring a printing firm can be an interesting experience. At first glance, the factorylike atmosphere of noisy machines, oily smells, and people scurrying in every direction can make a print shop appear to be a very chaotic place.

But in the midst of all the commotion, we've created a work-flow process that enables us to manufacture dozens and dozens of unique print orders on a daily basis without error. Our work-flow systems provide you with peace of mind. We'll not only do your printing on time—we'll do it right!

Seen from a distance, the Black Hills' granite spires and pine-covered cliffs rising several thousand feet above ageless prairies do appear to be black. But once you enter these hills, a world of color and variety unfolds.

The Black Hills cover an area 125 miles long and 69 miles wide in western South Dakota and eastern Wyoming. They include rugged rock formations, canyons and gulches, open grassland parks, tumbling streams, deep lakes, and caves. Famous Black Hills attractions include Mount Rushmore

National Monument, Badlands National Park, and the Crazy Horse Memorial.

Today's travelers usually visit one of the above attractions while visiting the Black Hills. However, in the 1870s, men were drawn to the Black Hills for different reasons ... there was gold in those hills. An 1870s gold strike in

Deadwood Gulch, South Dakota attracted many people, including Wild Bill Hickok and Calamity Jane. Soon 25,000 people were digging in the hillsides, otherwise known as the "Paha Sapa," the sacred hills of the Lakota Sioux.

These mountains have value beyond gold for many, from past and present

Native Americans to the flood of visitors that arrives every year. The Black Hills can be a special place for physical and spiritual renewal.

Whether you visit Mount Rushmore, take a walk through history in one of the



Granite spires in the Black Hills of South Dakota.

Old West towns, or venture through the Badlands' natural beauty, you won't be disappointed. Diverse in its history and appeal, the Black Hills are a reminder of the power of nature and a celebration of American achievement and vision.

☛ For more information about this area, visit [www.BlackHillsBadlands.com](http://www.BlackHillsBadlands.com).



## {wellness}

### Knead the Stress Away

Ahh ... a good massage can make you feel like all the stress has left your body, and help you reach a state of ultimate relaxation. Though there are several different types of massage, experts don't believe that any one type is better than another. The key is pressure that is firm enough to leave a temporary indentation on the skin.

Here are some of the benefits of massage:

- Alleviate pain and improve range of motion in your back.
- Increase joint flexibility and improve circulation.
- Decrease anxiety, reduce fatigue, and improve concentration.
- Can reduce stiffness and pain due to arthritis.
- Can provide relief from carpal tunnel syndrome, sports injuries, and fibromyalgia.

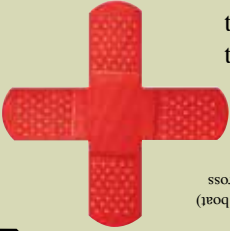
Whether you get a massage as a means to pamper yourself, to relieve pain and stiffness, or to manage stress, there is no doubt that massage therapy can be a powerful ally in your health-care regimen.

☛ For more information, visit [www.massageenvy.com](http://www.massageenvy.com).



## {terrific trivia}

1. If you go aft on a boat, where do you go?
2. To which organization was the only Nobel Peace Prize given during the First World War?
3. What was the name of the first artificial satellite?



1. To the stern (back of the boat)  
2. The International Red Cross  
3. Sputnik 1, 1957



## Offset vs. Digital

There has been an obvious growth in the realm of digital printing technology in recent years. With this have come exciting new options for those using commercial printers. But is there still a place for traditional offset lithography? Understanding the difference between digital printing and offset lithography is critical in choosing which is right for you.

### *Advantages of Digital:*

- Shorter turnaround.
- Every print is the same.
- Your printer will have less waste due to not having to balance ink and water during press runs.
- For low-volume jobs, digital printing can be less expensive. The setup costs involved in offset printing increase the per-unit cost of those pieces. Small digital print runs can provide a lower cost per unit.
- Digital printing allows the use of variable data printing, allowing you to personalize your materials.

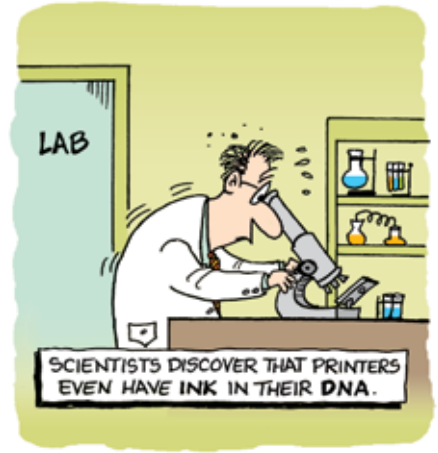
### *Advantages of Offset:*

- High image quality.
- The unit cost goes down as the quantity goes up.
- While today's digital presses are close to the cost/benefit ratio of offset for high-quality work, they are not yet able to compete with the volume an offset press can produce.
- Many modern offset presses use computer-to-plate systems as opposed to the older computer-to-film work-flows, further increasing quality.

We are here to answer any questions you may have about digital versus offset printing. Please don't hesitate to ask.

☎ Visit us at [www.atwoodprint.com](http://www.atwoodprint.com) to see the many ways we can help you.

## Gutenberg's Army®



## {top 10 list}



### Top Ten Highest-Earning Deceased Celebrities\*

- |                          |                      |
|--------------------------|----------------------|
| 1. Yves Saint Laurent    | 6. Charles Schulz    |
| 2. Rodgers & Hammerstein | 7. John Lennon       |
| 3. Michael Jackson       | 8. Dr. Seuss         |
| 4. Elvis Presley         | 9. Albert Einstein   |
| 5. J.R.R. Tolkien        | 10. Michael Crichton |

\*for the year 2009



In 1984, a banner debuted at the Metrodome in Minneapolis. It read, "FRANKIE SWEET MUSIC VIOLA."

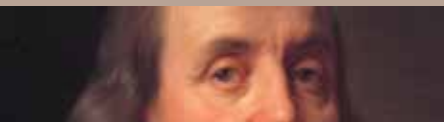
Twins pitcher Frank Viola had definitely noticed the banner. In fact, when the banner appeared, he pitched well—never losing a game.

In 1987, the banner's creator, Mark Dornfield, introduced himself to Viola and the two talked for two hours. Viola went 15-0 with four no-decisions (all Twins victories) in banner games that season.

The Twins also made the World Series that season. When Viola learned that Dornfield didn't have tickets, his wife Kathy Viola called to offer him tickets to games 1 and 7. With the banner unfurled, Viola won both games, the World Series, and was named Series MVP.

☎ More fun facts can be found at: [www.TheBaseballPage.com](http://www.TheBaseballPage.com)

## {ben's friends}



- Men of genius are admired; men of wealth are envied; men of power are feared; men of character are trusted.
- The open hand holds more friends than the closed fist.
- Molehills of debt build mountains of worry.

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## EXTRAORDINARY PRINTING AT EXCEPTIONAL PRICES

{ it's just how we do it here }



### {recine}

#### Kickin' Stuffed Peppers

*1 pound mild pork sausage  
1 (8 ounce) package Neufchatel cheese, cubed  
15 fresh jalapeño peppers, halved lengthwise and seeded  
1/4 cup grated Parmesan cheese*

Preheat oven to 350°F. Lightly grease a baking sheet.  
Place a skillet over medium-high heat; add sausage and cook until brown; drain and return pan to heat. Stir the Neufchatel cheese into the sausage and cook until completely melted; remove from heat.  
Spoon equal portions of the sausage mixture into the jalapeño halves and arrange onto the prepared baking sheet; sprinkle the Parmesan cheese over the stuffed peppers.  
Bake in the preheated oven until the peppers are soft and the tops are lightly browned, about 30 minutes.

Justin Timberlake was born in Memphis, Tennessee on January 31, 1981. His career in the entertainment business began at the age of 11 when he appeared on *Star Search*. From there he took a role on *The Mickey Mouse Club*. At the age of 14 he became a member of the "boy band" \*NSYNC. From the time their first album was released until today, Justin has experienced success in music, film, television, producing, song writing, and several business ventures. He is considered one of the most influential entertainers in pop culture.

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#### Consider Digital

Digital printing produces less waste chemicals and paper than lithography.

— [www.DynamicGraphics.com](http://www.DynamicGraphics.com)