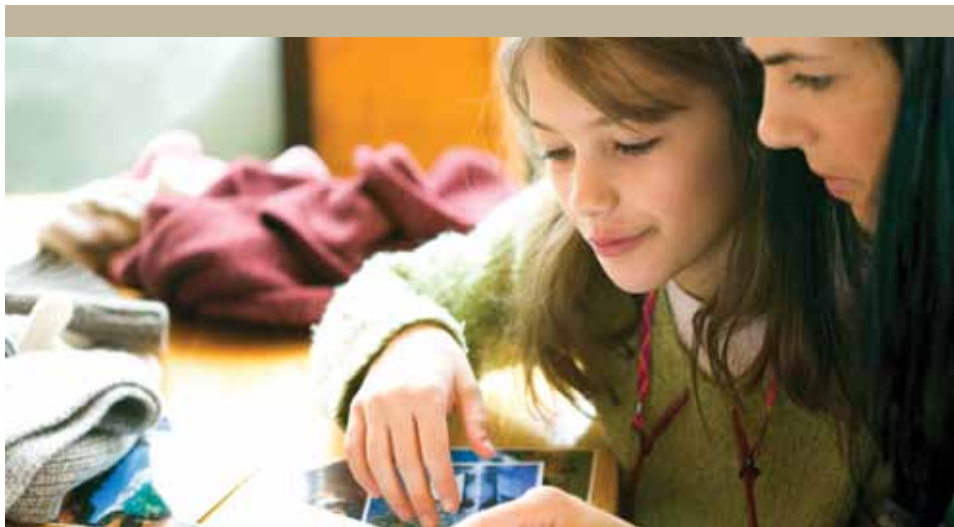




# *Atwood's Printing* press release

Timely Information and a Good Mix of Fun from the gang at Atwood's Printing.  
august.09. [www.atwoodprint.com](http://www.atwoodprint.com)



## Working on Your Memory

What makes us remember a story that happened many years ago? How can we automatically remember and sing difficult phrases from long songs? Learning is the acquisition of new knowledge, and memory is the retention of that knowledge. Thus, learning and memory are the basis of all our knowledge, abilities, and planning.

There are two categories of memory. Declarative memory is for facts and events (dates), and procedural memory is for procedures and abilities (driving a car). Declarative memory is easier to build, but it is easily lost or forgotten, while procedural memory requires repetitive practice. Short-term memory falls into either category, is temporary, and is stored in the brain for a short time. Long-term memory is lasting and has more capacity.

As we get older or busier, we tend to forget both short-term and long-term facts. The good news is there are things that can be done to strengthen the memory. Here are just a few:

- Learn. Stimulate your memory by learning new skills.
- Pay attention. Concentrate on things that you consider to be the most important, and make a point to remember them.
- Relax. It's difficult to pay attention to what you're reading or listening to if you are tense.
- Visualize images. See figures with the "eyes of the mind."
- Drink lots of water and eat right. B12 vitamins, thiamin, and folic acid are essential for memory.
- Get proper amounts of sleep. To have a good memory, the brain needs time to rest.

There is no quick fix for strengthening your memory. Like improving any other skill, improving your memory takes time and dedication. But when you focus on enhancing this skill, your professional and personal life will both benefit.

☼ More resources available at [www.mindtools.com](http://www.mindtools.com) or [www.memory-improvement-tips.com](http://www.memory-improvement-tips.com).

## wise words

"It is not enough to stare up the steps—we must step up the stairs."

— Vance Havner



## Flyers

### Fly High with Flyers!

Take your business to new heights with eye-catching flyers! Promotional events, sales, grand openings, and new-product launches are the perfect fit for a flyer. Let our team help you create the right flyer for your event and watch the sales come soaring in.

*Atwood's*  
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Bret Atwood

Creating the best look for your next promotional or marketing piece doesn't have to be difficult. In fact, it should be fun! You are creating something that will tell the whole world about how amazing your company is, and how you can provide incredible products and top-notch service.

The team at our printing firm gets excited to work on your marketing materials because it means we get to play a part in your success. Thanks for thinking of us and letting us be a part of something great!

## Lake Placid, New York

In the midst of the hustle and bustle of New York state lies the small town of Lake Placid. The area, part of Adirondack Park (a national forest larger than the Grand Canyon and Yellowstone combined), is so different from the rest of the state that those living "outside the blue line" (the park boundary) speak of the "inside" as if it were another world.

Lake Placid and its surrounding area is just as the name suggests—peaceful. It is often filled with tourists, but maintains a hometown, friendly atmosphere in spite of the tourism.

Just southeast of town, visitors can attempt to climb Mount Marcy, the tallest mountain in the forest. Or, if driving seems like a better option, visitors can drive up to within 300 vertical feet of the top and take an elevator to the summit of Whiteface Mountain, northeast of town. Either view is definitely worth the effort.



Mount Marcy at Lake Placid, New York.

Visitors yearning for a bit more peace and quiet should take a short drive toward Port Kent and enjoy a stroll along Lake Champlain's shore. Fly-fishing can be done in the Ausable River, located between Lake Placid and Lake Champlain. Adventure-seeking visitors will want to spend time white-water

rafting in rapids that can reach Level V on the upper part of the Hudson River.

Lake Placid is also no stranger to winter and all of its activities. Downhill and cross-country skiing draw thousands of visitors to the area during

the winter season. The 1980 Winter Olympics were held in Lake Placid, and visitors can tour the Olympic sites.

Lake Placid is an ideal destination for any traveler in any season.

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

## {wellness}

### Put Your Best Foot Forward

Feet are one of the most neglected parts of the body, even though most of us rely on them every day. Here are some tips to make sure you're putting your best foot forward.

- Avoid wearing the same shoes every day. This will give your feet a rest.
- Use a pumice stone as well as lotion regularly to avoid dry skin. No need to put lotion between your toes, however, as this creates a moist environment and may invite fungus to grow.
- Protect your feet from foot injuries and conditions such as athlete's foot and warts by wearing flip-flops or "aqua shoes" around the pool, on the beach, and in locker rooms.
- Apply sunscreen to the tops of your feet when they are exposed to the sun.
- Trim toenails straight across, and avoid trimming them too short. This prevents toenail edges from becoming ingrown and causing painful infections.
- Never expect to "break shoes in." If they're uncomfortable when you try them on, don't buy them.

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

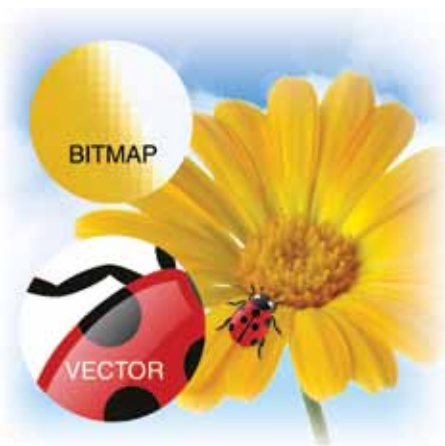


## {terrific trivia}

1. What was the first rock-n-roll song to hit #1 on the charts?
2. What *Monday Night Football* announcer was widely known as "The Mouth"?
3. In what year was the world's first postage stamp issued?



1. "Rock Around the Clock"  
2. Howard Cosell  
3. 1840



## Vector vs. Bitmap

Image files can be categorized into two basic kinds, vector-based and bitmap-based files.

Vector-based images generally contain well-defined elements such as curves and shapes of various colors. Each element is defined mathematically by the computer. File names for vector-based images usually consist of extensions such as \*.EPS, \*.AI, \*.CDR, or \*.DWG.

Vector-based files are more suitable for illustrations that require precise measurements and are easily scalable. The vector-based file format is not good for displaying photo-realistic images because images of this type generally do not contain well-defined shapes and curves.

Bitmap-based images are mapped into a grid. The size of the grid is based on the image's resolution. For example, a bitmap-based image of 1 inch x 1 inch with a 600 dpi resolution would be defined by a grid of 600 x 600 pixels. Hence, a bitmap-based image is like a mosaic of pixels with each pixel holding a specific color value.

File names for bitmap-based images usually consist of extensions such as \*.PSD, \*.JPG, \*.GIF, \*.TIF, or \*.BMP.

Bitmap-based files are more suitable for photo-realistic images that require complex color variations. They are, however, not easily scalable; if a bitmap-based image were to be enlarged, it would lose its sharpness and all the edges within the image would appear to be jagged.

Our team can help you with all your image questions. Ask us today!

☪ 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 Beer-Drinking Countries\*

- |                   |                |
|-------------------|----------------|
| 1. Czech Republic | 6. UK          |
| 2. Ireland        | 7. Belgium     |
| 3. Germany        | 8. Denmark     |
| 4. Australia      | 9. Finland     |
| 5. Austria        | 10. Luxembourg |

\*per capita

## {ben's friends}



- To handle yourself, use your head; to handle others, use your heart.
- Good luck is a lazy man's explanation of another person's success.
- Learn from the mistakes of others. You can't possibly live long enough to make them all yourself.

# easy being green.



Your daily cup of coffee can have a global impact. Here are three things you can do to make a difference the next time you brew a cup:

- Look for Fair-Trade Certification. A fair-trade certification means the farmers who grew the beans are paid a fair price for their crop, are provided with credit to fund their farms, and technical assistance to help in making the transition to growing organic coffee.
- Look for shade-grown beans. Coffee grows best in the shade. The trees that shade the coffee plants provide sanctuary for migratory birds.
- Buy organic. Organic beans decrease your exposure to hazardous pesticides.

☪ More at: [www.ota.com](http://www.ota.com)



## On Time. That's Just How We Roll.

Your printed materials don't do any good if they arrive late. We make sure you have them when you need them.

# Atwood's Printing

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# can you guess the year?

- George W. Bush is sworn in as the 43rd U.S. president.
- Venus Williams wins Wimbledon, the U.S. Open singles and the Australian Open doubles.
- *Gladiator* takes five Oscars, including Best Picture and Best Actor (Russell Crowe).
- The Baltimore Ravens defeat the New York Giants 34-7, winning their first Super Bowl title.
- First-class postage costs \$0.34.
- Terrorist attacks on the United States leave many dead and injured. It is soon apparent that Islamic militant Osama bin Laden and the al-Qaida terrorist network are responsible.



Russell Crowe in *Gladiator*.

- Kofi Annan and the United Nations share the Nobel Peace Prize.
- Dale Earnhardt, George Harrison, and Katharine Graham die.
- Anthrax-laced letters are sent to media and government officials.
- Record of the Year Grammy goes to "Beautiful Day" by U2.
- *The Producers* earns a record 12 Tony awards.
- President Bush signs the USA PATRIOT Act into law.

The year was 2001.

## {recine}



### Three-Cheese Chicken Penne

- |   |  |
|---|--|
| 1-1/2 cups multigrain penne pasta, uncooked                   | 1 can (14-1/2 oz.) diced tomatoes, drained |
| 1 pkg. (9 oz.) fresh spinach leaves                           | 2 oz. cream cheese, cubed                  |
| 1 lb. boneless, skinless chicken breasts, in bite-size pieces | 1 cup shredded mozzarella cheese, divided  |
| 1 tsp. dried basil leaves                                     | 2 tbsp. grated parmesan cheese             |
| 1 jar (14-1/2 oz.) spaghetti sauce                            |  |

Preheat oven to 375°F. Cook pasta as directed on package, adding spinach to the boiling water for the last minute. Cook chicken and basil in large nonstick skillet on medium-high heat for 3 minutes. Add spaghetti sauce and tomatoes; bring to boil. Simmer 3 minutes or until chicken is done. Stir in cream cheese. Drain pasta mixture; return to pan. Stir in chicken mixture and 1/2 cup mozzarella. Spoon into 2-quart baking dish. Bake 20 minutes. Sprinkle with remaining cheeses. Bake 3 minutes.

George Clooney was born in Lexington, Kentucky. He spent part of his childhood in Ohio, but graduated high school in Kentucky. As a boy, he dreamed of playing baseball for the Cincinnati Reds, and tried out for the team in 1977 but didn't make it past the first round of cuts. Although he had parts on several television shows beginning in 1984, his big break came as Dr. Doug Ross on the TV show *ER*. He has gone on to have a very diverse film career, including acting, writing, producing, and directing.



<http://twitter.com/atwoodprint>

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— [www.Earth911.com](http://www.Earth911.com)