



# Atwood's Printing

## press release

Timely Information and a Good Mix of Fun from the gang at Atwood's Printing.  
november.09.

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



## What to Do about How You Feel

We would like to believe that if we had more money, more time, or a better job, our lives would be wonderful. When we feel entitled to things, certain feelings creep in and rob us of the joy we can experience in our lives. The reality is, life doesn't always work the way we would like it to. Here are some ways to deal with common feelings:

- **Fear.** Many people deal with anxiety on a daily basis while others live in fear of failure or embarrassment. **Solution:** Face life with courage and ask yourself, "What is the worst thing that could happen? What's the best thing that could happen? What positive opportunities am I missing out on because I'm afraid of a negative outcome?"

- **Resentment.** If you find yourself holding onto anger, or refusing to move beyond real or imagined mistreatment in the past, you are struggling with resentment. Feelings of resentment tend to fester and can cause a "victim mentality" to take hold. **Solution:** Let go. Life is too short to dwell on the past. Use your trauma to your advantage to make you kinder, wiser, and stronger.

- **Stubbornness.** Refusal to change opinions or admit wrongdoing, or the inability to reassess situations.

**Solution:** Take a good look at a situation and be realistic about it. Think about how it affects others and not just how it affects you.

- **Tunnel vision.** Many people tend to focus on an imaginary crisis or problem and forget about all the good things that are surrounding them. **Solution:** Perspective. Step back and ask yourself if the problem will matter six months down the road. Identify how the situation was created and determine the actions to take to deal with and improve the situation.

- **Guilt.** The belief that we have failed or hurt someone can either be accurate, or simply an illusion. **Solution:** If someone has been wronged, apologize, ask forgiveness, and learn from the mistake. If it is false guilt, do your best to drop the unnecessary burden.

☼ More information available at:  
<http://eqi.org/emotions.htm>



## Business Stationery

Professional companies have one thing in common: a unified corporate image. Your business stationery is a key component in branding your company. Our team can help you create and print the business stationery you need. Give us a call today!

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Bret Atwood

Author and editor Margaret Cousins once wrote, "Appreciation can make a day, even change a life. Your willingness to put it into words is all that is necessary."

Maybe we don't say it enough, but we really appreciate you. We won't claim that telling you how much we appreciate you will somehow change your life. But we do believe that letting you know that we value you will put a smile on your face.

Thank you for allowing us to be your printer.

## The Incomparable Hoover Dam

Majestically rising 726 feet above bedrock and measuring 1,244 feet wide at the crest, the Hoover Dam is a testimony to the United States' ability to overcome the impossible in the midst of adverse physical and economic conditions. Thousands of families flocked to the Black Canyon during the Depression in 1931 to build the Hoover Dam, which took less than five years to complete.

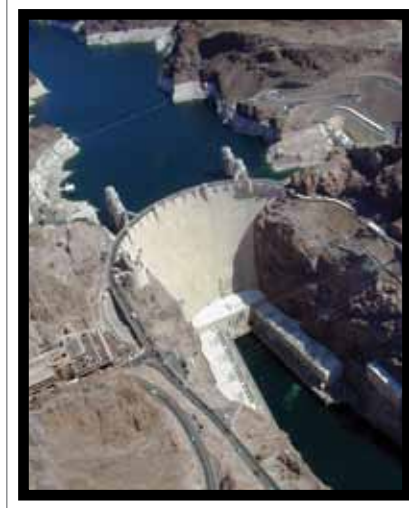
The amount of concrete used in the construction of the dam, three-and-one-quarter-million cubic yards, would pave a standard highway 16 feet wide from San Francisco to New York City. The dam is 660 feet thick at its base, and 45 feet thick at the crest.

Originally called Boulder Dam, this engineering marvel was renamed for President Herbert Hoover, who took an active part in the dam's construction. The dam provides water for irrigation,

municipal and industrial uses, hydroelectric power generation, and fish and wildlife habitat, as well as providing a source of recreation for more than 10 million people each year.

The reservoir formed behind the dam,

Lake Mead, is one of the largest artificially created bodies of water in the world, covering 233 square miles. Lake Mead and Lake Mohave, formed by another dam on the Colorado River, are part of the Lake Mead National Recreation Area, which covers nearly 1.5 million acres. The Hoover Dam is located inside this area, with tours of the facility provided by the United States



Bureau of Reclamation.

From the majesty of the dam to the tranquility of the landscape around it, a visit to Hoover Dam is sure to be a memorable experience for anyone.

For more information, visit [www.usbr.gov/lc/hooverdam/.com](http://www.usbr.gov/lc/hooverdam/.com).

## {wellness}

### Taking Care of Your Joints

Arthritis affects over 46 million Americans, making it the most common cause of disability among U.S. adults. Here are some tips to reduce your chances of suffering from arthritis:

- *Reduce repetitive strain on muscles and joints.* Be aware of any chronic aches or strains caused by work, hobbies, or recreational activities. See a physician for persistent pain.
- *Exercise your joints.* Weak muscles increase the odds of developing arthritis. Regular exercise is essential because it creates stronger and more flexible joints.
- *Feed your joints right.* Overweight and obese individuals are at greater risk for osteoarthritis, particularly in the weight-bearing joints.
- *Supplement your joints.* Vitamins C and D, boron, glucosamine, chondroitin sulfate, and MSM can protect the joints and minimize or delay arthritic symptoms.
- *Water your joints.* Dehydration may be a major underlying, and unrecognized, factor in degeneration and pain. Drink lots of good-quality water every day.

For more information, visit [www.arthritis.org](http://www.arthritis.org).





## {terrific trivia}

1. What is the minimum number of musicians a band must have to be considered a "big band"?
2. Who was the youngest man to chair the Joint Chiefs of Staff?
3. How many karats is pure, unalloyed gold?



1. Ten  
2. Colin  
Powell  
3. Twenty-



## Paper Factoids

With so many papers available, how do you decide what papers to pick for your business stationery? Here are a few basics to keep in mind. For more advice, talk to one of our customer-service representatives. We're experts at choosing the perfect paper for every job.

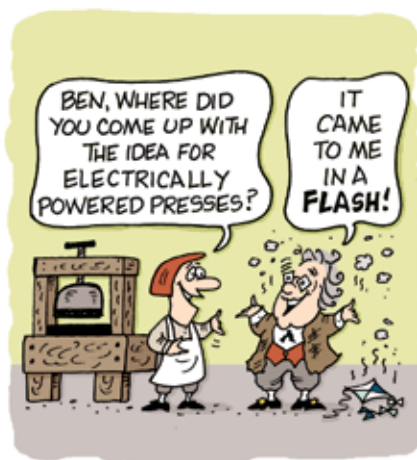
- *Start with the basics.* Letterhead is typically printed on an uncoated, 20- to 28-pound bond paper. For business cards, consider an uncoated, 80-pound cover stock. If your design includes photos or other fine touches, choose a coated stock instead, for better print quality and clarity.

- *Know your limitations.* Check your office's laser or inkjet printer's specifications before selecting a stock. You don't want your letterhead's weight to exceed the limitations of the office equipment on which you plan to use it.
- *The color of paper you select will affect how inks appear when printed on it.* Even different shades of white can affect print quality in different ways. Make sure you select a paper that will complement the ink colors needed for the design.

- *In the same way, it's generally a good idea to avoid darker colors or distracting background images.* Otherwise, your correspondence may be difficult to read when printed on your letterhead.
- *Study the samples.* All of the major paper companies provide sample books filled with examples of the various papers they have to offer. Many even show how different inks appear when printed on the page. Visit our printing firm to take a look at these sample books, and to get our advice for selecting a paper that's right for you.

☞ 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 Girl Names 100 Years Ago

Mary	Anna
Helen	Elizabeth
Margaret	Mildred
Ruth	Marie
Dorothy	Alice



If taking your vehicle to the local car wash seems like a guilty pleasure, let yourself off the hook.

A commercial car wash uses about 50-75 gallons of water. On the other hand, a typical garden hose has an average flow rate of seven gallons per minute, so a 15-minute wash could use over 100 gallons of water.

If you do wash at home:

- Wash on a permeable surface like grass or gravel to filter contaminants from your wash water.
- Use a water-saving hose nozzle with adjustable spray settings and automatic shut-off.
- Use biodegradable soap that is chlorine- and phosphate-free.
- Dump your dirty soap water into a sink or toilet, which drains into the sanitary sewer system.

☞ More at: [www.planetgreen.com](http://www.planetgreen.com)

## {ben's friends}



- A wise man's thoughts walk within him, but a fool's without him.
- Where the river is deepest, it runs quietest.
- We should play to live, not live to play.
- Those that make the best use of their time have none to spare.



Struggling with the right look for your marketing piece? Give us a try. Concepts are our thing.

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## can you guess the year?

- Space shuttle *Challenger* explodes after launch at Cape Canaveral, Fla., killing all seven aboard.
- Martina Navratilova and Boris Becker win Wimbledon.
- *The Oprah Winfrey Show* hits national television.
- Nintendo video games are introduced in the U.S.
- *Platoon*, *Hannah and Her Sisters*, *The Color of Money*, and *The Mission* are released.
- Barry Diller, head of News Corp., creates Fox, the fourth television network. Fox offers 10 hours of prime-time programming a week.
- First-class postage stamp is 22¢.
- Pixar Animation Studios opens.



Artists gather to record "We Are the World."

- "We Are the World" wins Record of the Year and Song of the Year.
- The Senate Judiciary Committee approves William H. Rehnquist as Chief Justice of the Supreme Court.
- The Soviet Union launches the *Mir* space station.
- At least 5,000,000 people form a human chain from New York City to Long Beach, California to raise money to fight hunger and homelessness.

The year was 1986.

## {recine}

### Pumpkin Pie Bars

1 (18.25 ounce) package  
yellow  
cake mix  
1/2 cup melted butter  
3 eggs

3 cups pumpkin pie filling  
2/3 cup milk  
1/4 cup white sugar  
1 teaspoon ground  
cinnamon  
1/4 cup butter

Preheat oven to 350°F. Grease the bottom of a 9x13-inch pan. Pour one cup of yellow cake mix into a medium-size mixing bowl; set aside. Combine remaining cake mix, 1/2 cup melted butter and 1 egg; mix well. Press into the baking pan. Combine pumpkin pie filling, 2 eggs and milk in a second medium-size mixing bowl; mix until smooth. Pour evenly over the crust in the 9x13-inch pan. Pour the sugar and cinnamon into the mixing bowl containing the 1 cup of yellow cake mix. Cut in the butter until the mixture looks crumbly. Sprinkle this mixture over the pumpkin filling. Bake for 45 to 50 minutes or until a knife inserted into the bars comes out clean. Let cool before cutting.



Emmy-winning talk-show host Ellen DeGeneres was born on January 26, 1958, in Metairie, Louisiana. After graduating from Atlanta High School in 1976, she attended the University of New Orleans briefly, and held a wide variety of jobs until she turned to stand-up comedy. In addition to hosting the Grammy Awards, prime-time Emmy Awards and the Oscars, Ellen has won numerous awards for her daytime talk show, *Ellen: The Ellen DeGeneres Show*.

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### Soy-Based Ink

Using soy-based ink makes later recycling of the paper more efficient because the ink is easily removed in the de-inking process.