



Atwood's Printing

press release

Timely Information and a Good Mix of Fun from the gang at Atwood's Printing.
march.09. www.atwoodprint.com



The Keys to Writing a Great Memo: Brevity, Structure, and Clarity

Regardless of what you do for a living, you probably need to write a memo every now and then. A memo is shorter than a letter. It usually has a specific goal, such as to make an announcement or to elicit an action.

To be sure your memo achieves what is intended, keep the following in mind:

- *Keep it short.* Too much detail or a tendency to ramble will lose your audience.
- *Use structure.* A few numbered or bulleted points give the reader a visual sense of where you're headed.
- *Put the title line to work.* Be specific and compelling in the title. "New desk chairs have arrived" is better than "Chairs."
- *Address clearly.* If it's an e-mail, place the name of the intended recipients in the "to" line, and all others who should see the memo in the "copy" line, alphabetically. The recipients will then understand that the memo is directed to them, while the persons copied will know it's

simply an FYI for them.

- *Make action points stand out.* Place any calls to action or deadlines in a list at the end of the memo.
- *Edit out your emotions.* Humor and anger are better understood in person. It's hard to interpret an intended tone when it's typed on a page, and you may regret putting certain feelings into writing.
- *Edit.* Reread your memo once or twice before hitting "send" or "print." Check for spelling, grammatical, factual and tonal errors. Once you're sure it's clear and concise, you can send your memo with confidence, knowing you've made good use of your time and the time of those who will receive it.

☛ More ideas and resources available at:
<http://owl.english.purdue.edu>

wise words

"Anyone who has never made a mistake has never tried anything new."

— Albert Einstein



Full Color

The Eyes Have It!

Your eyes see the world in full color. When you're at work, you naturally see your company's products and services in color. So why would you paint your business in shades of gray? Print your next batch of company materials in full color. Let your clients see your true colors!



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

Take the High Road in New Mexico



Bret Atwood

The art of printing has changed quite a bit over the years. Johannes Gutenberg or Benjamin Franklin would be hard-pressed (no pun intended) to grasp modern-day printing decisions like determining a photograph's pixel density in relation to its suitability for printing.

And that is one question that comes up a lot. Our friendly, knowledgeable team is ready to answer all your questions and help you select the best photos and graphics for your next project. Stop in with your questions!

The phrase "take the high road" becomes beautifully literal when traveling the 70-mile scenic route from Santa Fe to Taos, New Mexico.

There is a faster and more popular route between the two cities that lies at a lower elevation, following the Rio Grande Valley. But more and more visitors are taking, and delighting in, the high road for its scenery, history and culture.

Starting in art-rich Santa Fe, with its galleries, museums, and local artists selling their wares on the city plaza, the scenic route passes the 13,000-foot peaks of the Sangre de Cristo Mountains on its way to picturesque villages and towns including Chimayo, Cordova, Truchas, and Las Trampas.

Travelers might see wool weavers plying their trade in Chimayo, or aspen and cedar carvers working their wonders

in Cordova. The town of Truchas was established as a Spanish outpost and served as the setting for Robert Redford's film *The Milagro Beanfield War*.

Magnificent historic churches and quaint pueblo dwellings, and the mesa spreading on the horizon, make lovely photographic backdrops for travelers as they move on toward Taos. Camping and hiking opportunities abound along the way.

From ancient pueblos to modern art, the city of Taos offers



Rio Grande Gorge Bridge near Taos, New Mexico

a variety of history and culture. Visitors can also visit the Rio Grande Gorge Bridge and the San Francisco de Asis Church, which has been painted by Georgia O'Keeffe and photographed by Ansel Adams.

Taken by car or by bicycle, the high road from Santa Fe to Taos is a highlight for all who travel it.

For more information about this area, visit: www.redriver.org/high-road



{ wellness }

Kicking the Habit—It's a Team Sport

"Nicotine is the most addictive substance known on this planet," according to Dr. Virginia Reichert. Reichert directs the Center for Tobacco Control at North Shore-Long Island Jewish Health System in New York. She says nicotine is more addictive than caffeine, cocaine, or even heroin.

Given the addictive power of nicotine, it makes sense that most people need the help of a team when they want to quit smoking. Recent studies concur that people who have a supportive social network are most likely to succeed at quitting. Aids like patches and gum, prescription medications, and help lines are good tools, but they all seem to work best in conjunction with the encouragement of a group of people.

Clusters of people seem to exert mutual influence on one another. Whether it's the peer pressure or simply the lack of smoke filling the room when they're together, people tend to cut down and finally stop smoking en masse. Subsequently, that successful cluster tends to exert positive influence on additional clusters of people.

For more information, visit www.bioteams.com.

{terrific trivia}

1. How much weight does a racehorse lose during a race?
2. Brontology is the study of what?
3. Why do fresh apples float?



1. 15 to 25 pounds
2. Thunder
3. They are 25% air.



Resolve to Get the Right Resolution

It's always a good idea to include a photo and/or graphic(s) in printed materials. But that picture can only tell a thousand words if it's crisp and clear. And in printing, clarity comes down to resolution.

First, a few terms:

- Digital images are measured in pixels (short for "picture element"). The greater the number of pixels, the more detailed the image will be.

- Resolution describes how many pixels are in an image.

- PPI (pixels per inch) describes how densely those pixels are distributed based on the height and width of the image.

Now, some numbers to keep in mind:

- 72 ppi: A low-resolution (low-res) image, ideal for e-mailed pictures, website images or Power Point.

- 150 ppi: Medium-res, good for printing an image on an inkjet or laser printer.

- 300 ppi or higher: High-res, best for printing pictures on a printing press.

Keep in mind that resolution diminishes as images are enlarged. And the source of the image you want to use (Internet, stock photo company, your own digital camera, etc.) affects the resolution and suitability of the image for printing reproduction.

Our staff is glad to talk with you about the images you'd like to incorporate into your next printing project. We'll help solve any fuzziness issues and make sure you end up with beautifully sharp images, every time.

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

Gutenberg's Army®



AN AVERAGE DAY AT THE PRINT SHOP

{top 10 list}



Top Ten St. Patrick's Day Parades in North America

- | | |
|---------------------|----------------------|
| 1. Boston, MA | 6. Kansas City, MO |
| 2. New York City | 7. San Francisco, CA |
| 3. Chicago, IL | 8. New London, WI |
| 4. Savannah, GA | 9. Dublin, OH |
| 5. Philadelphia, PA | 10. Montreal, Canada |

tending home & garden.



Drain not doing its job?

Try one of these home remedies:

- Pour in a cup of plain yogurt and leave it for several hours.
- Pour ½ cup of salt down the drain, then a good amount of boiling water; flush periodically with hot tap water.
- If the drain is plugged with hair, pour in a bottle of Nair; after half an hour, add very hot water.
- Shake in half a box of baking soda, followed by a cup of vinegar; after things stop foaming, flush with very hot water.
- Use a toilet plunger, apply strong force down over the plugged drain, then release.
- Use a drain-clearing snake.
- When all else fails, call a plumber.

☎ More at: www.home-remedy.org

{ben's friends}



- Courage is going from failure to failure without losing enthusiasm.
- Do not anticipate trouble, or worry about what may never happen. Keep in the sunlight.
- It is nobler to declare oneself wrong than to insist on being right – especially when one is right.



Got a big project that needs to get done fast? No problem! We'll roll up our sleeves and get it done!

**Atwood's
Printing**

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

can you guess the year?

- Eric Clapton goes unplugged.
- Largest shopping mall in the U.S., the Mall of America, opens in Minnesota.
- Toronto Blue Jays beat Atlanta Braves to become first north-of-the-border World Series champs.
- Winter Olympics are held in Albertville, France; summer Olympics in Barcelona, Spain.
- Gasoline sells for \$1.05 per gallon in the U.S.
- Hurricane Andrew hits Florida.
- Fire damages part of Windsor Castle in England.
- Compact discs surpass cassette tapes as preferred medium for recorded music.



Unforgettable, Natalie Cole

- Natalie Cole's *Unforgettable* wins multiple Grammy Awards.
- China gets its first McDonald's.
- Vice President Dan Quayle makes his famous "potatoe" gaffe at a spelling bee in New Jersey.
- *Barney & Friends* debuts on PBS.
- Actors Jose Ferrer and Marlene Dietrich and author Alex Haley die.
- Singer and actress Miley Cyrus and actor Spencer Breslin are born.

The year was 1992.

{recipe}

Cinnamon Cream Roll-Ups

1 (8 ounce) package cream
cheese, softened
1 egg yolk
1 1/4 cups sugar, divided
1 (1 pound) loaf sandwich
bread, crusts removed

1 tablespoon ground
cinnamon
1/4 cup butter or
margarine, melted

Preheat oven to 350°F. In a small mixing bowl, combine the cream cheese, egg yolk and 1/4 cup sugar; mix well. Flatten bread slices with a rolling pin. Spread cream cheese mixture over each slice to within 1/2 in. of edges. Roll up diagonally from point to point. In a shallow bowl, combine the cinnamon and remaining cup of sugar. Dip roll-ups in melted butter, then in cinnamon-sugar mixture. Place in an ungreased 15x10-in. baking pan. Bake at 350°F for 16-19 minutes or until lightly browned. Remove and place on wire racks to cool.

Will Smith was born on September 25, 1968 in Philadelphia. At school he gained the nickname "The Prince" for his charming personality. At 16, going by the name Fresh Prince, he began producing rap music with his friend DJ Jazzy Jeff. The duo earned two Grammy Awards. Smith launched his acting career as the star of the TV sitcom *The Fresh Prince of Bel-Air*. He's since become a Hollywood star with his appearances in such films as *Independence Day*, *Men in Black*, and *Hancock*. He's received two Oscar nominations for best actor in *Ali* and *The Pursuit of Happiness*. Smith is married to Jada Pinkett-Smith.

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



Growing the Business

Did you know the paper industry
plants 1.7 million trees every day?
— Abundantforests.org