



Atwood's Printing

press release

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

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www.atwoodprint.com



Be Smart and Stay Safe Online

Keeping personal and financial information secure is at the forefront of most people's minds when they go online. Here are some tips for beefing up your online security:

• *Access personal financial information from your own computer.*

Using someone else's computer could be trouble because you don't know if that computer contains viruses or spyware. If you find yourself using a different computer, be sure to delete all of your "Temporary Internet Files" and clear all of your "History" after you log off of your account.

• *Be cautious when using wireless connections.* "Hotspots" often reduce their security to make it easier for individuals to use their networks. Using a wireless connection to access your financial accounts may not be worth the security risk.

• *Be sure the sites you visit are secure.* If a Web address starts with "https" and contains a key or closed padlock in the lower right-hand corner of the screen, it is supposed to be secure. But phishers have been known to make spoofed

websites that only appear to have padlocks. You can double-check the security by clicking on the padlock icon to reveal the security certificate for the site. Find the "Issued to" in the pop-up window—it should match the name of the site you think you're on. If it doesn't, you are probably on a spoofed site.

• *Consider using a security token.* If your online brokerage account offers a security token, use it. These small, number-generating devices produce a one-time passcode that typically changes every 30-60 seconds, making it nearly impossible for anyone to access your account.

• *Log out completely.* Be sure that you completely terminate your online session before moving on to other sites. Simply closing or minimizing the browser may not be enough to keep others from accessing your information. And do not permit your browser to remember your username and password. Doing so gives anyone the opportunity to access your information.

wise words

"Chase down your passion like it's the last bus of the night."

— Glade Byron Addams



Postcards

A Low-Cost Sales Call

Postcards are one of the most cost-effective ways to sell your products. They don't cost much to print, and they are inexpensive to mail. When you can't visit all your clients every month, why not keep in touch with a postcard?

follow us
on your social
networking sites!



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Explore the Dunes in Southwestern Idaho



Bret Atwood, Owner

Making a name for your company can be a difficult undertaking. It is also one of the main reasons we exist as a printing firm. Our number-one job is to make you look good on paper so you can confidently spread the word about the products and services your company provides.

We desire to serve you at every step of the process—from the moment you contact us about making an order until it is safely in your hands. You can trust us to take care of your printing needs.

There is an area in southwest Idaho where the sagebrush is as plentiful as the sounds of aircraft flying overhead, and where travelers could find themselves unknowingly driving past a great treasure of the northwestern United States. The area around Bruneau, Idaho is an amazing natural playground.

Part of the playground is located in the Bruneau Dunes State Park, just 18 miles southwest of the town of Mountain Home. Stepping foot in the park, visitors may think they have stumbled into the Sahara.

Opposing wind currents serve to trap vast amounts of sand in a semicircular basin, which cause massive sand piles to form. One of these piles stands at 470 feet, making it the tallest freestanding dune in North America. Visitors are welcome to explore the dunes on foot, but no motor vehicles are allowed.



Bruneau, Idaho sand dunes.

Guests are encouraged to stop by the visitor center to view a detailed exhibit on the area's desert creatures, including the coyote and the golden eagle, as well as fossils that have been found in the area. Because many desert creatures are nocturnal, visitors that are willing to get up early or stay up late have a good chance of seeing some of these critters.

In addition to the dunes, the park includes prairie, lake and marsh habitats. It also includes the Bruneau Dunes Observatory, which offers a multimedia introduction to the stars on weekend

evenings from mid-March through mid-October. The observatory houses a giant 25-inch Obsession, the largest telescope in the West that's accessible to the public.

Visitors of all ages are sure to enjoy a trip to Bruneau Dunes State Park. For more information about this area, visit: www.VisitIdaho.org

{ wellness }

Walk Your Way to a Healthier You

Walking is one of the easiest ways to get the exercise you need to stay healthy. And now that the weather is getting warmer in most parts of the country, it's a great time to start a walking routine. Here are some tips to get you walking.

- Before you start, talk with your doctor to make sure it's okay for you to begin a walking program.
- Start with a short-term goal. For example, walk for five or 10 minutes every day. Or use a pedometer and increase your number of steps by 300 to 500 each day.
- After you've made walking a habit, set a longer-term goal. You may want to set a goal of walking briskly for at least 30 minutes a day or work up to 10,000 steps a day. You can try to do this 5 days a week or more. It's fine to walk in spurts of 10 minutes or more throughout your day and week.
- To stay motivated, find a walking partner, such as a family member, friend, or coworker. Daily dog walks are also a great way to keep up your walking routine.

For more information, visit: www.TheWalkingSite.com



{ terrific trivia }

1. What explorer introduced pigs to North America?
2. Which great poet read a poem at John F. Kennedy's inauguration?
3. What planet is closest in size to our moon?



1. Christopher Columbus
2. Robert Frost
3. Mercury



Making Effective Use of Newsletters

Newsletters have become a great way for businesses to spread information, tell their story, solidify customer loyalty, and increase sales. Here are a few tips to keep in mind while designing your company newsletter:

- *Content is important.* Successful newsletters provide interesting content for their readers, in addition to product information from the newsletter provider.
- *Color draws the eye.* Use multiple colors of ink to draw attention to important articles and information. Two-color newsletters are very effective, and full-color newsletters are gaining popularity.
- *Pullquotes create interest.* Pullquotes create interest and increase the likelihood that an article will be read. These quotes are taken directly from the article and focus on interesting key points.
- *Good design provides more room for copy.* A well-planned and designed newsletter can contain 20% to 30% more content than a casually designed newsletter. Seeking advice from professional graphic artists is often profitable. They can help design an effective template for your future use.
- *Good back-page design is important.* An estimated 15% of readers start reading at the back page of a newsletter and work their way to the front page.
Be sure to ask us for any help you need in designing your company newsletter.

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

Gutenberg's Army®



{ top 10 list }



Top Ten Largest Countries*

- | | |
|-----------|---------------|
| 1. Russia | 6. Australia |
| 2. Canada | 7. India |
| 3. USA | 8. Argentina |
| 4. China | 9. Kazakhstan |
| 5. Brazil | 10. Sudan |

* by area, including offshore islands and inland waters.

{ ben's friends }



- Never live in the past, but always learn from it.
- Most of us go to our graves with our music still inside us.
- He who knows all the answers has not yet been asked all the questions.
- Flee temptation and don't leave a forwarding address.



When 61-year-old Cliff Young picked up his race number for the 543-mile ultramarathon from Sydney to Melbourne, Australia wearing overalls and work boots, it created a bit of a stir.

Young had spent most of his life herding sheep on foot, sometimes running for three days at a time, so he figured he could handle the race. The professional runners took an early lead, but Young's leisurely shuffle proved powerful as he was able to run through the night while other runners rested. By the last night, he had pulled into first place. He won the race and broke the race record time by 9 hours! Unaware that there was a prize awarded to the winner, he split his \$10,000 prize among several other runners.

🌐 More at: www.elitefeet.com



The mindset at our printing firm:
The answer is "yes."
So what's the question?

**Atwood's
Printing**

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can you guess the year?

- *The Godfather*, *Deliverance*, *Cabaret*, and *Sleuth* are popular movies.
- 22-year-old U.S. swimming champion Mark Spitz wins seven Olympic gold medals.
- Time, Inc. transmits the first pay cable network, HBO.
- The Watergate scandal begins when five men are apprehended by police in an attempt to bug Democratic National Committee Headquarters in Washington, D.C.
- The Dallas Cowboys defeat the Miami Dolphins to win the Super Bowl.
- Harry S. Truman and J. Edgar Hoover die.



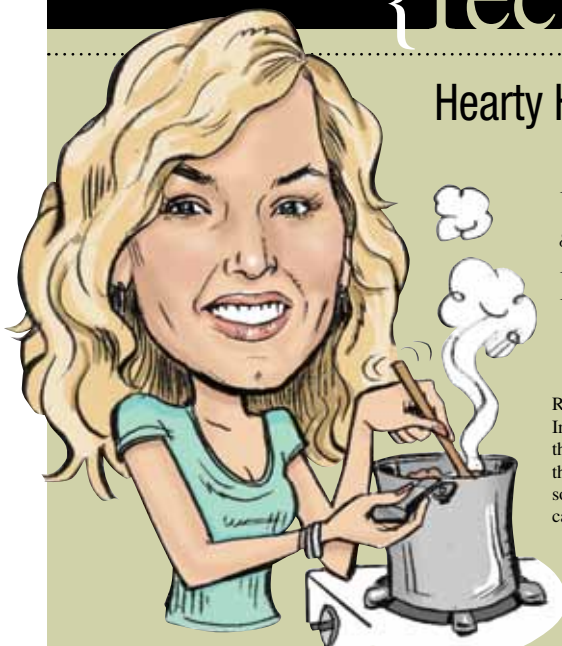
Marlon Brando in *The Godfather*

- *M*A*S*H* premieres on CBS.
- Apollo XVII returns to Earth with 250 pounds of lunar samples.
- The U.S. Navy begins using F-14 fighter planes.
- Atari introduces Pong.
- The 83,000-ton Cunard liner Queen Elizabeth, launched in 1938, catches fire in Hong Kong Bay and has to be scrapped.
- Bobby Fischer becomes the first American to win the world chess title.

The year was 1972.

{ recipe }

Hearty Ham-and-Bean Soup



1 pound dry Great Northern beans	1/2 stalk celery, chopped
8 cups water	1 cup chopped onion
1/2 teaspoon salt	1 teaspoon minced garlic
1 ham hock	1 teaspoon mustard powder
1 cup chopped carrots	2 bay leaves
	2 cups chopped ham
	1/2 teaspoon white pepper

Rinse the beans, sorting out any broken or discolored ones. In a large pot over high heat, bring the water to a boil. Add the salt and the beans and remove from heat. Let beans sit in the hot water for at least 60 minutes. After the 60 minutes of soaking, return the pot to high heat and place the ham hock, carrots, celery, onion, garlic, mustard and bay leaves in the pot. Stir well, bring to a boil, reduce heat to low and simmer for 60 more minutes. Remove ham bone and discard. Stir in the chopped ham and simmer for 30 more minutes. Season with ground white pepper to taste.

Kate Winslet was born October 5, 1975 in Reading, England. Her maternal grandparents started the Reading Repertory Theatre and her parents were both actors. Winslet followed her family's footsteps and started acting at a young age, appearing in a cereal commercial at age seven. In 1988, she had a role on the TV series *Shrinks*. Three years later she left school to pursue her fledgling acting career. Winslet spent time on the stage before landing her first movie role in the 1994 film *Heavenly Creatures*. Her other movies include *Sense and Sensibility*, *Titanic*, *Finding Neverland*, *Revolutionary Road*, and *The Reader*.

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Reasons to Recycle!

Using one ton of 50% postconsumer-content copier paper saves 12 trees over non-postconsumer paper.

— www.EcoPaper.com