



Atwood's Printing

press release

Timely Information and a Good Mix of Fun from the gang at Atwood's Printing.
August 2010 www.atwoodprint.com



Are You a Risk Taker? Would You Like to Become One?

Risk takers walk among us. They are in every mode and social class of our society. For the most part, humans desire a certain amount of variety and adventure, but risk takers seem more attracted to scary and dangerous occupations and activities than the average person.

Psychology labels this group of people the "T-types." T-types are drawn to all things risky: bungee jumping, sky diving, hot-air ballooning, and extreme skiing, to name a few.

Physiologically speaking, T-types need more dopamine to receive pleasure and satisfaction. Dopamine is a chemical that is released in the brain when humans experience satisfaction, and T-types need a larger release of dopamine in their bodies to feel an adequate level of satisfaction and pleasure. People who are short of MAO Type B, an enzyme that breaks down dopamine, are also great risk takers. And chances are better that risk-taking parents will have risk-taking kids, as

there is strong evidence suggesting that this risk-taking "drive" is genetic.

Not every thrill-seeking T-type is out rappelling down a cliff or swimming with sharks. Risk takers are also business mavericks, police officers, firefighters, and astronauts.

The truth is, every person can become a greater risk taker in their own sphere of influence by taking intelligent risks where the potential downside is limited but the potential upside is unlimited. Things like asking for a raise, joining a new club, or starting a cooking class are all risks—but the potential for a good outcome far outweighs the small pain of being rejected or feeling uncomfortable.

Where are the areas in your life that you could stand to take some risks? Don't let a small inconvenience keep you from experiencing a great reward.

• More ideas about risk taking are available at:
www.psychologytoday.com

wise words

"Great works are performed not by strength but by perseverance."

— Samuel Johnson



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The Amazing City Museum of St. Louis, Missouri



Bret Atwood, Owner

Oliver Wendell Holmes once said, "Every calling is great when greatly pursued." These words serve as a powerful reminder that true greatness is defined not so much by what we do as by how we do it. At our printing firm, we're passionate about our pursuit of greatness. We see printing not as a vocation, but as a calling. We know how important quality, timely printing is to your company's success, and we promise to work hard every day to ensure our printing lives up to your highest expectations.

Travelers looking for the ultimate playground, funhouse experience, look no further than City Museum in St. Louis, Missouri. This wonderland of fun is found in the 600,000-square-foot former International Shoe Company. Truthfully, to call this place a museum betrays the meaning of the word. This is not a place to walk around and simply view your surroundings. It is a place to jump in and experience the nooks and crannies of the tunnels, caves, and slides that run throughout the facility. That said, the unique architecture woven into the exhibits is definitely something to look at.

The museum was brought to life by the imagination of internationally acclaimed artist, classically trained sculptor, and serial entrepreneur Bob Cassilly, and opened to visitors in 1997.

Part of what makes City Museum so unique is that the exhibits have been

constructed from reclaimed building materials that come from within the municipal borders.

Visitors are not given a map, but are encouraged to just wander and explore all that the museum has to offer. Along the way, they will make their way through the Enchanted Caves, climb on the incredible



structures of MonstroCity, visit the Museum of Mirth, Mystery, and Mayhem, listen to a 1924 Wurlitzer Pipe Organ, zoom around in the Skateless Park, and make their way to the roof to ride a four-story Ferris wheel, fly

on the giant rope swing, and walk across the Splash Pond.

Food is available in the museum, along with plenty of places for explorers to rest their weary feet.

With so much to do, it is no wonder people of all ages are making City Museum a must-see when in St. Louis.

☛ For more information about this amazing place, visit www.citymuseum.org.



{wellness}

Kicking the Sugar Habit

A candy bar here, a cookie there ... we all know that sweets can be extremely difficult to resist. Here are some helpful ways to kick the sugar habit in your life:

- *Know your enemy.* Sugar by any other name is still sugar. Read food labels and beware of foods containing ingredients that end in "-ose." These ingredients are derivatives of sugar.
- *Know yourself.* If consuming even a small morsel now and then leaves you with cravings, cut out sugar completely for a while to allow your energy and appetite for healthy foods to return again.
- *Know that withdrawal is real.* If you're sugar sensitive, you may experience temporary physical symptoms of drug deprivation, which can include shakiness, nausea, edginess, or headaches. These changes are only temporary.
- *It will get easier.* As you cut back over time, cravings for sweets will diminish and your taste buds will once again appreciate sweetness in healthy items like fruit!

☛ For more information, visit www.selfgrowth.com.

{terrific trivia}

1. What part of your body stays the same size your whole life?
2. In what Central American country can you see the sun rise over the Pacific Ocean?
3. Lanolin, an ingredient found in many cosmetics, is extracted from what?



1. Eyes
2. Panama
3. The fleece of sheep



Taking the “Scary” Out of Clip Art Use

If you're looking for the perfect image to complete your latest brochure, you may be tempted to search the popular clip-art sites to procure an image. But beware: selecting an image from these sites may cause you to feel like a girl at the prom with a copycat dress.

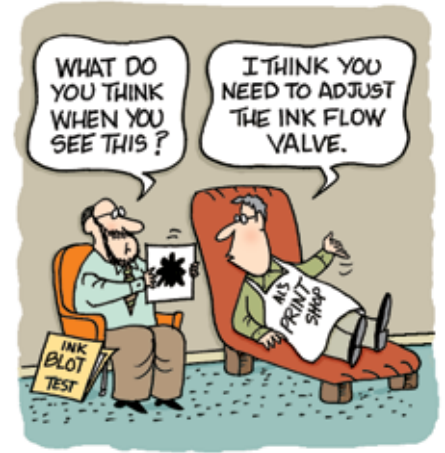
Here are some things you can do to ensure your clip art is as unique as your company:

- Change it. Use what's there, but modify it somehow. Combine individual pieces into one. Break apart images and use just parts. Stretch, shrink, flip, rotate. Colorize black-and-white images.
- Keep it simple. Get the appearance of custom artwork by using basic shapes and symbols to create original images.
- Plug it in. Use the many plug-in filters and special effects in your graphics software to enhance or distort stock photos.
- Do it yourself. Draw your own illustrations or take your own photos.
- Control your rights. If you're serious about an image, consider contacting the agency and licensing a particular image for your exclusive use.
- Hire a professional. Commission specific images from professional artists and photographers. The cost is generally high, but the results may be worth it. Make sure that you are purchasing exclusive use of that commissioned artwork.

Our team is here to help you with all your graphics questions. Be sure to ask!

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

Gutenberg's Army®



{top 10 list}

Oldest U.S. Universities and Colleges

1. Harvard University
2. College of William and Mary
3. Yale University
4. University of Pennsylvania
5. Moravian College
6. Princeton University
7. Washington and Lee University
8. Columbia University
9. Brown University
10. Rutgers University

{ben's friends}



- It isn't the mountains ahead that wear you out, it's the grain of sand in your shoe.
- Fear makes the wolf bigger than he is.
- Life is the greatest bargain; we get it for nothing.

tending home & garden.



Growing plants indoors is a great way to bring the outside in. But bringing the outside soil in is not always the best idea.

Garden soil is likely full of disease spores, bacteria, plant-eating insects, and weed seeds. Plus, garden soil is often compacted, making it difficult for young seedlings to establish strong root systems.

Consider making your own soilless mix. Here is a recipe:

- 4-6 parts Sphagnum Peat Moss
- 1 part Perlite
- 1 part Vermiculite

Adding a time-release fertilizer can also be a good idea. This basic recipe can be modified in many ways, but it is a good place to start if you're looking to bring a little garden variety inside.

☞ More: www.gardening.about.com

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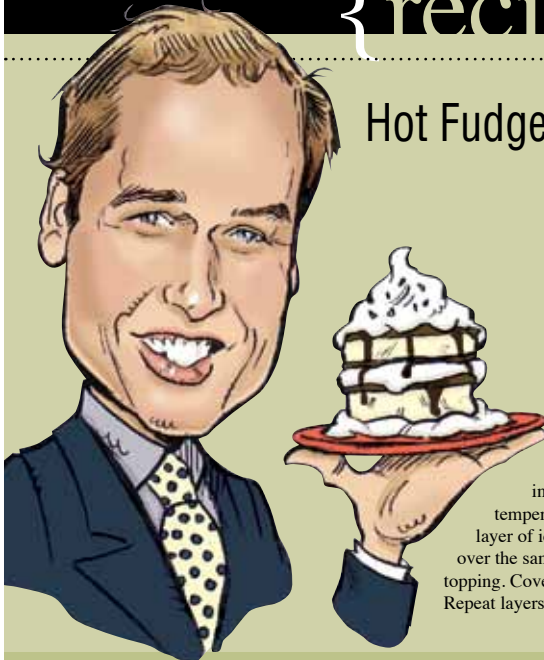
5635 S. Laburnum Avenue
Richmond, Virginia 23231
ph. (804) 226-1500
fax. (804) 222-0007
www.atwoodprint.com



{ our pride and joy }

{ recipe }

Hot Fudge Ice Cream Bar Dessert



16 oz. hot fudge sauce
3/4 cup peanut butter, creamy
or crunchy
19 ice cream sandwiches
1 (12 oz.) container frozen
whipped topping, thawed
1 cup salted peanuts

Pour the hot fudge into a medium, microwave-safe bowl and microwave until hot, but not completely liquefied. Do not allow to boil. Stir peanut butter into hot fudge until smooth. Allow to cool to room temperature. Line the bottom of a 9x13-inch dish with a layer of ice cream sandwiches. Drizzle half the fudge mixture over the sandwiches, then cover that layer with half the whipped topping. Cover the whipped topping with half the peanuts. Repeat layers. Freeze until firm, 1 hour. Cut into squares to serve.

Prince William of Wales was born on June 21, 1982 to Charles, Prince of Wales, and the late Diana, Princess of Wales. He is their oldest son and second in line to the throne of 16 independent states, though he is most directly involved with the United Kingdom. After obtaining a degree from the University of St. Andrews and spending a year traveling, Prince William enrolled in the military and is currently a member of the Royal Air Force. In addition to his military duties, Prince William is the patron of several charitable organizations.

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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
twitter.com/atwoodprint
facebook.com/atwoodprint



Waste Not, Want Not

Close to 100% of a tree can be used
to make various products
with hardly any waste.

— www.uoregon.edu