

Gold Star Graphics & Marketing



PRINTER'S PRESS

MARCH, 2024 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

How to Make the Most of Curbside Pickup

Online shopping has become a way of life for most people, and the introduction of ordering groceries online and curbside pickup has been a game changer for many.

If you live in an area where online grocery ordering and curbside pickup are an option, chances are you've made use of this convenience. And if you have, perhaps you've experienced some of the less-than-ideal parts of having someone else shop for you. Here are a few quick tips for greater success with curbside pickup:

» Time your orders. It's wise to place an order before you are out of an item. A last-minute order may result in an essential item being unavailable when you need it. It's also important to place your orders for pickup on days other than the weekend to ensure they get proper attention.

» Shop around. If you tend to shop in person at more than one store when purchasing groceries, pay attention to what you buy at each place. For example, when you order at the store with the best bakery items, you can always add a few other staples to round it out.

» Talk to your shopper. If the items in your order need to be exact, say for a dinner party or special event, consider using a service that allows you to communicate directly with your shopper. Connect with them through the app or Web interface as soon as you are able, thank them for their help, and be sure they know to contact you before making substitutions.

» Keep your phone handy. Most stores will text you if they are out of an item and need to make a substitution, and then use their best judgment if you do not reply. Paying attention to their communication with you will help you get what you need.

» Get to know the staff. Chances are there are certain people assigned to the curbside team at the stores where you shop. If you are a regular, and the faces you see approaching your car each week look familiar, take a moment to introduce yourself and be friendly. ✓



Show 'Em What You've Got

With high-quality product and service menus!

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**Ben's
FRIENDS**
Quotes to Live By

"Light tomorrow
with today."

—ELIZABETH BARRETT
BROWNING

"Have no fear of
perfection—you'll never
reach it."

—SALVADOR DALI

"Don't spend time beating
on a wall, hoping to
transform it into a door."

—COCO CHANEL

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So much of your company's marketing journey focuses on informing your customers and prospects about the products and services you provide.

One way to give your customers and prospects a quick look at all you have to offer is well-designed product or service menus. The simplicity of an organized list, complete with prices and your company's contact information, makes it easy for anyone to determine if your company can meet their needs. Talk to our team about creating product and service menus for your business!

"Shoulder Season" Travel

Traveling during these special times is one of the best ways to take what might otherwise be an over-your-budget adventure.

In the travel world, shoulder season is the sweet spot between peak and off-peak travel. It's a time when the crowds are smaller, the lines are shorter, and the prices can be cheaper.

The shoulder season will vary by location, primarily based on climate and weather, so it's wise to research the specific shoulder season in your desired destination. For example, the weather during the shoulder season in hot locations may be better (read: cooler) than during the peak season, and places that travelers often visit for the snow are still fun without the wintery backdrop.

One of the biggest reasons to consider traveling during these times of the year is the financial savings. Airline tickets and

hotel room prices tend to be cheaper due in part to supply and demand. It may also be easier to secure reservations at

certain restaurants and purchase tickets to events or experiences.

One more reason to consider shoulder season travel as opposed to off-peak is you'll avoid potential closures. Often, resorts and hotels

do renovations during the off-season time, meaning your experience could be less than ideal. National parks or beaches may also be closed and airlines may cut down on flight options, giving you less flexibility.

If you've never considered the benefits of traveling during the shoulder season, perhaps these reasons can provide the encouragement you need! ✓



Get Strong with Isometric Exercises

Isometric exercises involve holding a position for a specific interval of time rather than moving in and out of it.

These low-impact exercises are particularly beneficial for individuals with mobility limitations or those in the process of recovering from injuries.

- » Wall sits. Place your back against the wall and pretend like you are sitting in an invisible chair, positioning your hips roughly even with your knees.
- » Bicep holds. Hold a pair of dumbbells or just push your hands, face up, against the underside of a table.
- » Grip squeezes. Hold a grip-training device or a soft ball (like a stress ball) palm up in your hands, and squeeze.

Even if you start with 30 or even 10 seconds per exercise, any effort is better than not starting at all. Slowly work your way up to a full two minutes. ✓



Sales Made Simple

The ease with which you can put your company's product and service information in the hands of your customers and prospects matters to your bottom line. There is no need to overcomplicate things—a simple product or service menu will position you as a solutions provider.



There are many different ways to make a sale and many different types of sales to make. Some marketing is in it for the long haul—reminding your customers who you are, what you do, and why their business is a priority to you. This type of marketing builds a loyal customer base. And then there is the marketing that lets the people

in your community know about the products and services you offer and invites them to give you their business.

One straightforward way to present this information is a well-organized product or service menu. This no-nonsense printed piece lists what your company provides and describes how someone can contact your company to make a purchase.


Like the menu at a restaurant, which allows a customer to read a short description of a dish and tells them the price, a product and service menu lets people see just what you offer. If they like the sound of it, they'll be motivated to purchase. Simple as that.

Let us help you design an eye-catching product or service menu that you can proudly distribute to customers and prospects! ✓



A Personal Loan

Many years ago, a young man was desperate to withdraw some cash from his bank account to make flight arrangements after his mother died. It was late on a Friday afternoon, and the bank vault had already been closed on a timer. The bank's branch manager heard about the young man's situation, so she promptly withdrew \$400 of her own money from the ATM to lend to the man. He was so grateful that he wrote a letter to the bank's CEO. When he brought the branch manager the money he owed her, he also gifted her a bouquet of flowers and a gift certificate for dinner at a nice restaurant. The bank also rewarded her by promoting her to district manager. ✓



TRIVIA

1. What is the world's most expensive spice by weight?
2. How many feet separate the stakes in a game of horseshoes?
3. Which organ is responsible for regulating metabolism?
4. What sea does the Jordan River empty into?

1) Saffron 2) Forty 3) Thyroid gland 4) Dead Sea

Gutenberg's Army©



TOP Ten Lucky Charms in Ireland

1. Lucky number
2. Bracelet
3. Coins
4. Ring
5. Four-leaf clover
6. Ladybugs
7. Socks
8. Horseshoe
9. Rainbow
10. Underwear



CAN YOU GUESS THE YEAR?

- » The Summer Olympics take place in Beijing, China. Michael Phelps wins eight gold medals.
- » After nearly 50 years, Fidel Castro retires as the president of Cuba due to poor health.
- » Streaming service Hulu launches for public access in the United States.
- » *Iron Man*, the first film in the Marvel Cinematic Universe, is released.
- » Airbnb is founded.
- » Lady Gaga releases her debut album, *The Fame*.
- » The U.S. government takes control of the two largest mortgage financing companies in the U.S., Fannie Mae and Freddie Mac.
- » Music and podcast video streaming service Spotify is launched.
- » Bernie Madoff is arrested and charged with securities fraud in a \$65 billion Ponzi scheme.



The year was 2008.

The Ultimate Leave-Behind

Claudia Neri, a graphic designer in Milan, Italy, wanted a creative way to showcase her work and that of her team at Teikna Design. She put together a business card with a little something extra. Housed in a business-card-sized fold-over pocket and secured with a small rubber band was a mini-booklet. Cleverly split in the middle, the card could be unfolded to reveal a small poster featuring the firm's creative designs. Beyond being a mere business card, it became a captivating and innovative representation of their work, enriched with interactivity and innovation, leaving a lasting impression. ✓

Lemon Ricotta Pancakes

3/4 cup all-purpose flour	1/4 cup buttermilk, preferably whole milk
1 1/2 tsp baking powder	2 Tbsp unsalted butter, melted, plus room-temperature butter for cooking and serving
3/4 tsp fine salt	Blueberry syrup or other toppings for serving (optional)
1/4 cup granulated sugar	
1 lemon	
1 1/2 tsp pure vanilla extract	
3 large eggs	
3/4 cup whole-milk ricotta	

Whisk the flour, baking powder, and salt in a small bowl and set aside. Add the sugar to a large bowl, then finely grate the zest of the lemon directly over the sugar. Using your fingers, gently rub the zest into the sugar. Add the vanilla and whisk to moisten evenly, then add the eggs and whisk until foamy on top. Then add the ricotta, buttermilk, and butter, and whisk until well blended. Add the flour mixture and gently stir until no traces of flour remain. Heat and generously butter the skillet, then drop 1/4 cup batter onto it. Repeat, spacing the rounds at least an inch apart. Cook until the tops are bubbling, 2 to 3 minutes. Flip and cook for about 2 minutes more. Repeat with more butter and the remaining batter. Serve warm, slathered with butter and blueberry syrup or other toppings of your choice.



Dustin Lee Hoffman was born on August 8, 1937, in Los Angeles, California. After graduating from Los Angeles High School in 1955, he enrolled at Santa Monica College to study medicine but left after one year to join the Pasadena Playhouse. It was there he landed his first acting role and went on to receive parts in multiple stage performances during the 1960s, both at the Playhouse and in off-Broadway productions. In 1967, he was cast as the male lead in *The Graduate*, receiving his first of seven career Oscar nominations for best actor. Hoffman has had remarkable success on stage and screen for over 60 years.

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