



# AMERICAN

G R A P H I X S O L U T I O N S

JUNE, 2019 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

## Light Up the Night!

*Ah... summer. There's nothing quite like summer nights spent with family and friends around the campfire. Here are some tips to make your bonfires or small fires fun-filled and unforgettable.*

» **Make it all about the food.** From the classic s'more to popcorn to homemade fruit pies, the goodies cooked over an open flame can't be beat. Create a campfire "kit" with all of the food essentials to make a last-minute supper around the campfire an easy activity.

» **Go full color.** Campfires are no longer limited to one color. Now, you can brighten up the experience with a rainbow of color using color bags you can find on Amazon. Or for a quick, brighter pop of color, simply throw some table salt into the flames.

» **Gamify the night.** Sitting around the fire with family is the perfect opportunity to put away the phones and play a game with each other. Think 20 Questions, I-Spy, Two Truths and a Lie, and more; the possibilities are endless!

» **Sparklers make everything better.** For the younger crowd, keep some sparklers on hand for campfire nights. Kids love the opportunity to see the colors and practice writing their names and other fun shapes with their wand of color.

» **Make it a movie night.** If logistics provide, consider hosting an outdoor movie night complete with projector, bedsheet, campfire, popcorn, and giggly friends. Have a pool? Consider a floating movie night and watch from your favorite pool inflatable.

» **Don't forget to look up.** If the skies are clear, don't forget to take some time for some stargazing while sitting around the campfire. Consider downloading a stargazing app like Night Sky Lite, Star Chart, or the NASA app to locate constellations easily. ✓



## All Eyes on You!

Advertise, upsell, and encourage repeat business when you use eye-catching table tents!

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## Ben's FRIENDS

Quotes to Live By

"Broken crayons still color."

— ANONYMOUS

"The wisest mind has something yet to learn."

— GEORGE SANTAYANA

"A day without sunshine is like, you know, night."

— STEVE MARTIN



## Pop-Up Promos

Has your company ever considered the promotional potential of table-tent marketing? If not, now's the time! Attention-grabbing table tents can be placed wherever your target audience will be located, whether that's a trade show or industry event, meetings, luncheons, or even right on your business's front counter! Both cost-effective and creative, table tents turn any level surface into a marketing opportunity. We'd love to work with you to create the perfect promotional tent for any table!

## Big Sur, California

*If you've ever wished that you could travel to the Italian Riviera (but it's been outside your price range), Big Sur, California, offers the feel of the breathtaking Mediterranean region right in the United States.*

Called the "American Riviera," Big Sur is a one-of-a-kind destination that features stunning beaches and refreshing waterfalls as the Santa Lucia Mountains rise abruptly along the beautiful coastline. Novelist Herbert Gold described Big Sur as "one of the grand American retreats for those who nourish themselves with wilderness."

Visitors from across the world, as well as the seven million people who live within a day's drive of Big Sur, make it a point to travel down the scenic route of Highway One from San Francisco. From there, they partake in the awe-inspiring views, redwood forests, beaches,

hiking, and other activities that have attracted artists, poets, and other creatives with its unmatched beauty.



As you make your way along this stretch of the coast, be sure to make time for these popular attractions: the Bixby Creek Bridge (at 280 feet, one of the tallest) single-span concrete

bridges in the world, McWay Falls (one of only two waterfalls along the Pacific Coast that drop directly into the ocean), Julia Pfeiffer Burns State Park, Pfeiffer Beach, Garrapata State Park, and Sand Dollar Beach.

To learn more about this unique area or to plan your trip to Big Sur, California, visit [www.bigsurcalifornia.org/](http://www.bigsurcalifornia.org/). ✓



## Did Your Resolutions Fail? This Might Be Why...

- » **Too Much, Too Fast.** To avoid biting off more than you can chew, create a new goal and then cut it in half.
- » **Thinking You Can't Fail.** Life happens, and it's important that you expect the unexpected. Make a plan for how you will handle it when you get off track. Will you give up or will you know this was coming and have a prepared plan to get back up again?
- » **Your Head Won Out.** Any goal begins and ends in the mind. Are you talking yourself up or putting yourself down? "I'll never lose weight." "I'll never quit smoking." That line of thinking will get you nowhere. Be kind to yourself and win in your mind first.
- » **Black-and-White Thinking.** Perfection is the death of most goals. Aim for 80% and come to grips with the fact that not much is black or white. You'll need to be able to adapt and adjust to meet your goal. ✓



# Upsell with Table Tents

Looking for a way to promote additional products or services to boost your bottom line? Consider table-tent marketing! Because table tents are self-standing, easy to use, and eye-catching, they can be placed in your high-traffic areas and create additional interest in whatever you'd like to feature.

To create a table tent that captures the attention of your audience, consider the following:

- » Use a bold, attention-grabbing headline that will turn heads.
- » Keep your message short, clear, and concise.



- » Whenever possible, arrange your content using lists or bullet points to keep the text simple.
- » Image is everything! Don't settle when it comes to design. Hire a professional to create stunning, quality images that will make you look your best.
- » Add shine and protection. If you're placing your table tent on restaurant tables or other surfaces where water is nearby, consider adding a UV coating for added water resistance.

If you need help boosting your sales with table-tent marketing, let us know today!



## A Donut Buyout

Growing a network of loyal customers that support your business can help you weather a difficult time, as was the case with a small donut shop in Orange County, California. After the owner's wife suffered a brain aneurysm, customers noticed her absence behind the donut counter. They learned that the owner would rush home to take care of his ailing wife as soon as he sold out of donuts each day. Customers then began coming early each morning and buying the store out of donuts just so the owner could get home to his wife as quickly as possible. ✓

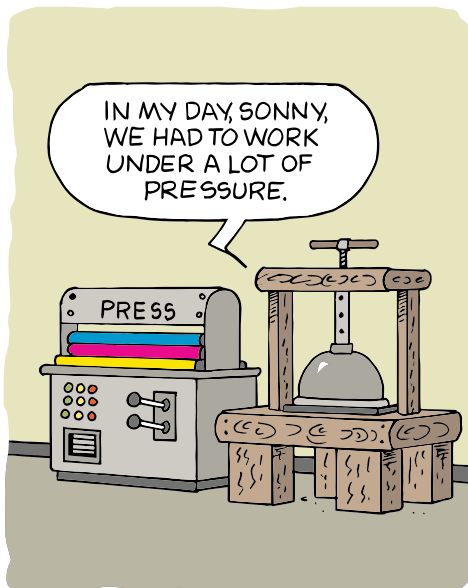


## TRIVIA

1. What's the total number of dots on a pair of dice?
2. What is the largest two-digit prime number?
3. How many yards are there in a chain?
4. How many acres are there to the square mile?

1) 42 2) 97 3) 22 yards 4) 640

## Gutenberg's Army©



## TOP TEN Popular Fruits in the World (in Metric Tons)

1. Tomatoes	170.75
2. Bananas	114.13
3. Watermelons	111
4. Apples	84.63
5. Grapefruit	83.97
6. Grapes	74.5
7. Oranges	70.86
8. Mangoes	45.23
9. Plantains	30.67
10. Tangerines	29.87

Source: worldatlas.com





# CAN YOU GUESS THE YEAR?

» Johnny Depp, Julia Roberts, and Matt LeBlanc are People's Choice Award winners.

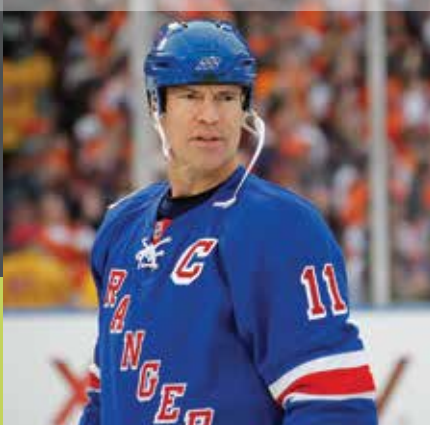
» Condoleezza Rice becomes the first African American woman to be sworn in as U.S. secretary of state.

» His Royal Highness Charles, Prince of Wales, announces engagement to Camilla Parker Bowles.

» YouTube is launched in the U.S.

» Commentary website "The Huffington Post" is launched.

» Hurricane Katrina devastates the southeastern United States.



» Mark Messier announces his retirement from the NHL.

» Nine million copies of *Harry Potter and the Half-Blood Prince* sell within 24 hours of being published worldwide.

» Astronomers announce discovery of dwarf planet Eris.

» The first presidential election is held in Egypt.

The year was 2005. Source: onthisday.com

## Direct Chocolatey Goodness

The world's largest food and beverage company, Nestle, understood the impact a well-run direct-mail campaign could have when marketing a new product. To highlight the "chunkiness" in their Chunky Kit Kat candy bar, the Swiss-based company decided to create a unique direct mailer. The mailer looked like a "sorry we missed you" card, but inside the card welcomed recipients to claim a free chocolate bar at their local grocery. Take a lesson from Nestle and use direct-mail marketing that's delivered right to the door of your audience and encourages action right away. ✓



## Crunchy French Onion Chicken

1 1/3 c. French-fried onions, crushed  
1 egg  
1 pound skinless, boneless chicken breast halves

Preheat oven to 400 degrees. Spread crushed onions in a shallow bowl. Beat egg and pour into another separate bowl. Dip chicken into beaten egg and then press into crushed onions to evenly coat. Bake until no longer pink and the juices run clear, about 20 minutes or until internal temperature reaches at least 165 degrees.

## American Outlook

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**Rami Malek** was born on May 12, 1981, to Coptic-Egyptian immigrant parents. He has an identical twin brother who is younger by four minutes as well as an older sister. Malek was raised in Los Angeles, California, and attended Notre Dame High School along with actresses Rachel Bilson and Kirsten Dunst. In 2004, Malek began his acting career as a guest star on *Gilmore Girls*. In 2006, he made his feature film debut as Pharaoh Ahkmenrah in all three of the *Night at the Museum* movies, and in 2019 he won the Oscar for Best Actor for his portrayal of Freddie Mercury in *Bohemian Rhapsody*.



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