

working together

November 2012



Cleared for Takeoff

If you're flying home for the holiday, get in line.

An airport's security checkpoint can be a bottleneck on a normal day, especially at a busy airport. During Thanksgiving weekend and then again in December, security lines can slow traffic to a crawl.

You can't reduce the number of people traveling over the holidays, but you can do your part to keep lines flowing smoothly. Take these tips along with you.

Empty your pockets early. Don't wait until you reach the scanner. While you're waiting in line, stash your watch, metal buckle belt and the contents of your pockets in your carry-on. It's one less bin to deal with in security.

Don't travel with wrapped gifts. They're not explicitly prohibited, but TSA agents will unwrap them if they want to take a closer look inside.

Travel on the right day. Monday mornings tend to have the most business travelers, who typically speed through security quickly. Weekends—Sundays in particular—tend to

have higher numbers of infrequent flyers that slow down the process. While you're also at the mercy of how fast the TSA agents move, it pays to adjust your travel times if you can be flexible.

Don't check luggage. Many airports—LAX and JFK, to name a few—require travelers to escort checked baggage through an additional TSA screening process. The scanning itself takes just a minute or two, but the line can crawl during peak travel times. Avoid the extra line by packing everything in a carry-on, or consider shipping your checked luggage to your destination. Now that most airlines charge for second and third checked bags, shipping costs are comparatively reasonable.

Dress appropriately. Right or wrong, security searches are rarely "random." Clean-cut, professional-looking travelers often clear security more easily than a bedraggled one with a one-way ticket. Officials also scan for travelers who twitch, look preoccupied or sweat excessively. Also, wear shoes you can easily remove and opt for a simple sweater or jacket rather than a heavy coat.

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It's What's Inside

- Let Them Eat Cake
- Weird, Wild Stuff
- A Parade of Firsts
- Five Healthy Holiday Foods

Passing Glances

Remember that post-holiday sales are popular, whether it's people exchanging unwanted gifts or spending holiday cash. Plan now to reach your customers with well-timed mailings right after the holidays—it's a great way to jump-start your New Year.

Let Them Eat Cake Feast on Your Favorites Without the Guilt

This time of year, do you develop a fear of calories? No problem. You can have your turkey and your stuffing too—plus a side of mashed potatoes, sweet potatoes and even a little dessert. With a few modifications, you can trim fat and calories from your Thanksgiving feast without noticing much of a difference. Here's how...

Separate the bird and the stuffing. Cook stuffing in a dish by itself instead of inside the turkey where fat drippings add significantly to the calorie count.

Make it yourself. Cranberries are full of antioxidants, but the canned kind is packed with sugar and calories. Make your own cranberry sauce by mashing fresh cranberries with a splash of balsamic vinegar or apple juice concentrate.

Slim down your green bean casserole. Swap out sour cream for plain yogurt to save about 48 calories per serving.

Get the skinny on mashed potatoes. Trade heavy cream for whole milk in mashed potatoes to keep the creamy taste while cutting fat. Also, use potatoes with a naturally creamy consistency, like Yukon Golds and Russets.

From the first date ^{to a} **GOLDEN ANNIVERSARY** we'll always make you feel special.



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Memorable Dates

November 4	Daylight Saving Time ends
November 6	Election Day
November 18	Mickey Mouse Day
November 22	Thanksgiving
November 26	Cyber Monday

Insights

Men do more mobile shopping than women, according to new research. A study by market research firm uSamp found that 45% of guys have shopped using a mobile device, compared with just 34% of females.

Weird, Wild Stuff Seven of the Strangest Things Sold

The person who has everything is the bane of every gift-giver's shopping efforts.

But don't settle for a gift card or cash just yet. You may not need to look any further than eBay to find that hard-to-please person something he didn't even know he needed. eBay is replete with unusual items for sale. Some of the craziest items have earned sellers hundreds of seemingly unworthy dollars. Here are a few of the wackiest.

- When Melissa Heuschkel couldn't decide what to name her fourth child, she turned

to eBay. She sold the right to name her baby to Golden Palace casino for \$15,500. The baby was named Golden Palace Benedetto.

- The actual window and frame from the shooter's nest where Lee Harvey Oswald shot John F. Kennedy went for over \$3 million in February 2007.
- Someone picked up a piece of Britney Spears' chewed gum at a London hotel and decided it would be a great thing to sell on eBay. Oddly enough, they were right—they got \$263 for it.

Skip the skin. Dark meat really isn't that much higher in calories than light meat—only about nine calories more per ounce. Eat whichever meat you want, but avoid the skin since that has the most fat. You'll save more than 50 calories and 6 grams of fat per serving.

Snack on whole foods. Veggie crudité's with a low fat dip or a platter of fresh fruit adds fiber to your meal, helping fill you up without adding fat.

Five Healthy Holiday Foods

1. Pumpkin (vitamin A and fiber)
2. Cranberries (antioxidants, rich in vitamin C and fiber)
3. Sweet potatoes (vitamin C and potassium)
4. Turkey (low-fat, rich in protein)
5. Green beans (vitamins C and K; folate and iron)



Sentiments

"Two sounds of autumn are unmistakable—the hurrying rustle of crisp leaves blown along the street or road by a gusty wind, and the gabble of a flock of migrating geese. Both are warnings of chilly days ahead, fireside and topcoat weather."

—Hal Borland

on eBay

- An 18-year-old British girl tried to sell her virginity on eBay. It was bought by a businessman who kindly agreed to give her the money without actually taking the service.
- A seller offered a grilled cheese sandwich that she claimed bore the likeness of the Virgin Mary. This item sold for an unbelievable \$28,000.
- In March 2000, a piece of French toast half-eaten by Justin Timberlake (complete with the fork and plate he used) sold for \$3,154. The auction reached 40 bids and was only up for two days before being sold.
- A state brokerage in Virginia sold a U.S. Navy F/A-18A Hornet jet fighter on eBay for just over a million dollars. Unfortunately, it was in pieces and unusable. However, they offered to put it back together and make it ready to fly for the low price of another \$9 million.

A Parade of Firsts

There's a first for everything. Macy's department store should know—it was a first with several things.

Launched in New York City in 1858, Macy's quickly became a pioneer in the retail industry. The retailer was the first to adopt the one-price system, selling the same item to every customer for the same amount. And it was also the first department store to design elaborate window displays and install escalators.

Has Santa set up shop in your local mall yet? Thank Macy's for that too. They were the first to hire in-store Santas, beginning back in 1862.

And, of course, there's the annual Macy's Thanksgiving Day Parade (this year's the 86th), beginning at 9:00 a.m. EST. The Macy's parade debuted in New York in 1924. In the first parade, employees marched to Macy's flagship store on 34th Street in Manhattan dressed in vibrant costumes. There were floats, professional bands and live animals borrowed from the Central Park Zoo. With an audience of over a quarter of a million people, the parade was such a success that Macy's declared it would become an annual event.

This year, there's a new route with over two miles of public viewing. For more parade info, go to www.macys.com/parade.



First Impressions

Let Them Eat Cake
Weird, Wild Stuff
A Parade of Firsts
Five Healthy Holiday Foods

Marketing Mentor *by Creative Graphics*

Creative Graphics has been providing small businesses in the Twin Cities area with marketing services for over 20 years. We understand the challenges and opportunities the small business owner faces every day.

In most small businesses, the owner is the Sales and Marketing Manager. When business is steady, the sales part of the job takes priority, and marketing tends to be regarded as less important. The various marketing activities to keep your sales channels full are done when time permits, and many times they are put on the back burner while you take care of the many important challenges of the day.

Creative Graphics Marketing Mentor Service program will take that marketing function off of your desk.

How it Works:

- We will analyze your business and its overall goals
- Identify your competitive advantages
- Develop a marketing plan
- Determine action items required to carry out the marketing plan
- Set schedules and budgets
- Accomplish marketing tasks within agreed upon schedules and budgets

Why it Works:

The Creative Graphics Marketing Mentor program is not just a book we drop in your lap and leave you to do the work. Our team of Marketing Service Providers will develop and carry out the various marketing tasks, acting as your Marketing Department. We will meet periodically to review the progress and results and work to keep the marketing efforts on time and on target.

Marketing Services Include:

Preparation

Market Research
Lead Generation Programs
Customer Relationship Programs

Design

Copy Writing
Brand Identity and Graphic Design
Web Site Design, Maintenance
and Hosting

Electronic

Email Blasts
Social Media
Pay-Per-Click Advertising
Search Engine Optimization

Printed

Direct Mail
Marketing Materials

Miscellaneous

Video
Corporate Apparel
Promotional Products
Signage and Display Graphics
Trade Show Planning
and Promotion
Customer and Employee
Recognition

