



Working Together

JANUARY 2010

Good Luck in the *New Year*

Rub that rabbit's foot, steer clear of black cats and throw a little salt over your shoulder—get lucky enough and 2010 could be your best year ever.

If you're superstitious in America, those things might work for you. But if you plan to travel abroad, you should know that luck may not travel with you.

Superstitions differ from one country to the next—what's lucky in one could symbolize bad luck in another. Here are some good things to know if you take your superstitions seriously.

- In the United Kingdom, it's considered lucky to cross paths with a black cat.
- Romanians believe that eating the corners from bread will create a good relationship with your mother-in-law.
- In most parts of the West, the number 13 is unlucky. But in Italy, the number 17 causes the most fear.

The number 17 in Roman numerals is XVII. That's an anagram of VIXI—in the Italian language, that means, "I have lived," or basically, "I'm dead." Most hotels in Milan and Rome don't have a room number 17.

- In the southern U.S., some believe that eating black-eyed peas and turnip greens on New Year's will bring good luck and prosperity throughout the new year. In Chile, it's lentils that will usher in good luck. And in China, they eat noodles—in fact, the longer the noodle, the longer and happier the luck will be.
- In Iceland, knitting on the doorstep in late winter is forbidden—it's believed to prolong winter.
- In Russia, one popular superstition says, "Money goes to money." According to this superstition, you will attract fortune if you leave coins scattered throughout your bags, cupboards and drawers.



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It's What's *Inside*

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Creative Graphics

Sales Staff...



Name: Jim Hunter
Position: Sales
Years with CG: 9 years
Years in Printing Industry: 25
Hometown: Minneapolis, MN
Family: Wife Susan, 2 children – Max 18, Sadie 15
Brothers & Sisters: 2 brothers, 1 sister
Hobbies/Interests: Golf, fishing
Favorite TV show: Rescue Me
Favorite TV attorney: Petrocelli
Favorite cookie: Mom's chocolate chip cookie **dough**
What 3 things do you always have in your refrigerator? Milk and water upstairs... something darker downstairs
Do you like guacamole? Yes
Have you ever broken a bone? Yes
Have you ever been stung by a bee? More than a few times
What is your favorite Dr. Seuss Book? *One Fish, Two Fish, Red Fish, Blue Fish*
Have you ever taken pictures in one of those little booths? Maybe... who wants to know?
What are your favorite sports? Football and hockey



Name: Bruce Harries
Position: Sales
Years with CG: 2 1/2 years
Area of Expertise (work): Mailing services, paper, small business marketing
Years in Printing Industry: 20+
Hometown: Plymouth, MN
Family: Married 30 years, 3 children
Brothers & Sisters: 1 sister
Hobbies/Interests: Reading, cross country skiing, bicycling
Favorite TV show: Monk
Favorite cookie: Chocolate Chip
What 3 things do you always have in your refrigerator? Diet Coke, milk, ???
Do you like guacamole? Yes
Have you ever broken a bone? Dislocated shoulder
Have you ever been stung by a bee? Yes
What is your favorite Dr. Seuss Book? *The Grinch Who Stole Christmas*
What is the strangest food you ever ate? Thai Chicken
What is your favorite sport? Bicycling
What musical instrument(s) can you play? Guitar, piano

A Refreshing Idea

Pepsi is out to change the world, one soda at a time. Looking to freshen up the image of its namesake soda, PepsiCo Inc. is pledging to pay at least \$20 million for projects this year that consumers create to "refresh" their communities.

The soft drink maker's "Pepsi Refresh Project" will be used throughout 2010 to market Pepsi soft drinks, including Diet Pepsi and Pepsi Max, and will have a heavy social medial presence as consumers list their projects online and vote on the winners.

The effort will fund thousands of projects, and Pepsi is hoping its retail partners and other companies will jump on the bandwagon and pledge their own money, too.

For the past year, the Pepsi brand has been marketed with its "Refresh Everything" mantra, asking consumers to talk about ways to change their world. Now the brand is going a step further.

This project is one more effort by a big-name company to get close to consumers who have been limiting their spending in the recession. Marketing experts say as consumers deal with a gloomy economy and curb their spending, they want to support brands that take responsibility and help improve the world.

Top *Five* Ways Travelers Saved Money in 2009

1. Flexible travel dates
2. Using all-inclusive resort packages
3. Using frequent flyer miles
4. Taking a cruise
5. Booking only if a promotion or deal is offered

-according to a recent survey by Travel Leaders



Passing Glance

Calendars are an effective tool in promotional advertising. It's estimated that 99 percent of U.S. homes and businesses use a printed calendar, which gives you the opportunity to promote your products and services with 12 unique messages each year.

Enjoy an unforgettable printing experience.

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Sentiments

"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day."

-Edith Lovejoy Pierce

Turn Up the Heat Without Cranking Up the Furnace

When outside temperatures plummet, most people reach for the thermostat. But there are ways you can warm up without increasing your energy costs—a win-win for both the environment and your bank account. Before you send your furnace into overdrive, try to create a little heat with a few of these suggestions.

1. Plastic is your friend, at least when it comes to sealing off your windows. Most people are not in the market to replace their old windows or doors, so this is the next best option. Window insulation comes in kits and is easy to put up. It does a great job at keeping that draft at bay, and most people won't notice it since it's transparent.
2. Reverse your fans to run clockwise. It might seem counter-intuitive to have fans running during the winter, but reversing the direction helps move warm air down from the ceiling.
3. Drink and eat warm foods and beverages. This is a good time of the year to try new soups or sample a variety of teas, flavored coffees or other drinks like hot cider or hot lemonade.
4. Get an electric blanket or small space heater. They use less energy than running your furnace higher.
5. Dress in layers. If you're running around the house in a T-shirt and jeans when the temps are in the single digits, throw on a sweatshirt and some socks and shoes or slippers. Layers provide insulation and help keep your body heat in.

Also, to keep your furnace operating as efficiently as possible, be sure to replace the filter as often as necessary. A dirty filter will cause your furnace to run harder without making your house any warmer.



First Impressions

A Refreshing Idea
Creative Graphics Sales Staff
Turn Up the Heat
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We hope you noticed our *New Look!*

Creative Graphics is bringing in the new year with a new look. Our design team has created a fresh, more up-to-date look for our logo and stationery pieces.

If you are long overdue for a makeover, or just want to mix things up a bit, our designers are ready to help you. Contact our customer service department at 952-447-5044, and get the ball rolling on your new look today!

Happy New Year! *Happy New Look!*



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Insights

According to a Russian superstition, you must sit on your luggage before a long journey so that your travels go well.

Memorable *Dates*

January 8	Bubble Bath Day
January 10	National Cut Your Energy Costs Day
January 17	Customer Service Day
January 21	National Hugging Day
January 29	Fun at Work Day