



## *The Best* of Both Worlds

They say it's better to give than receive—but what if you can do both at the same time? Many companies and organizations have programs in place that allow you to do unto others as you do unto yourself, and it requires next to no effort on your part. Dubbed “embedded generosity” by Trendwatching.com, here are some win-win situations for both you and someone less fortunate.

- IKEA's SUNNAN LED desk lamp is powered by solar cells. The product retails for \$19.99, and for every unit sold in IKEA stores worldwide, another one is donated to UNICEF to give to children without electricity in refugee camps and villages in remote areas.
- Still going strong, Procter & Gamble and UNICEF have joined forces for the fourth year running, in an effort to raise money for tetanus vaccines. Each time a pack of the Pampers or Fairy brands bearing a “1 Pack = 1 Life Saving Vaccine” logo is purchased, P&G will donate the cost of one vaccine to UNICEF.

- “Give a Day, Get a Disney Day” aims to celebrate and inspire volunteerism. Those who contribute their time can have it verified by HandsOn and they'll receive a voucher from Disney for one day admission to a Walt Disney World or Disneyland theme park.
- Chicago's Hotel Burnham, a boutique Kimpton hotel, launched the charity-based initiative “Casual Blue” in 2009. A \$10 room credit is given to patrons who leave a pair of (old) jeans, which are then donated to local charities.
- Australian Baby Teresa manufactures and sells a variety of cotton onesies for babies. For each one purchased, Baby Teresa donates another to a baby in need somewhere in the world.



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## Production Staff Spotlight...



**Name:** Dan Korpi  
**Position:** Press Operator  
**Years with CG:** 4 1/2  
**Years in Printing Industry:** 35  
**Area of Expertise (work):** Printing envelopes  
**Area of Expertise (personal):** None  
**Hometown:** Duluth, MN  
**Family:** Son, Nick 28  
**Brothers & Sisters:** 2 brothers, Gregg (The charmed one) and Gary (Reverend Jim)  
**Hobbies/Interests:** Archery, golf, bowling  
**What is your favorite Dr. Suess Book:** Cat in the Hat  
**Favorite TV show:** Stargate Atlantis  
**Favorite TV attorney:** Allen Shore (Boston Legal)  
**Favorite cookie:** Oatmeal Raisin  
**What 3 things do you always have in your refrigerator?** Ice Tea, potatoes, butter  
**Do you like guacamole?** Never tried it  
**Have you ever broken a bone?** No  
**Have you ever been stung by a bee?** Many times  
**What is your favorite sport?** Ski jumping  
**Have you ever taken pictures in one of those little booths?** Yes, and it cost a dime at the dime store



**Name:** Tom Viehauser  
**Position:** Press Operator  
**Years with CG:** 6 1/2  
**Years in Printing Industry:** 30  
**Area of Expertise (work):** Press  
**Area of Expertise (personal):** Fishing  
**Hometown:** St. Cloud, MN  
**Family:** 2 daughters, Char 28 and Shannon 24; 2 grandchildren, Dolan 5 and Logan 3  
**Brothers & Sisters:** 1 brother, 2 sisters  
**Hobbies/Interests:** Golfing and fishing  
**What is your favorite Dr. Suess Book:** Green Eggs and Ham  
**Favorite TV show:** Criminal Minds  
**Favorite TV attorney:** Perry Mason  
**Favorite cookie:** Peanut Butter  
**What 3 things do you always have in your refrigerator?** Water, beer, milk  
**Do you like guacamole?** Yes  
**What is the strangest food you ever ate?** Turtle eggs  
**Have you ever broken a bone?** No  
**Have you ever been stung by a bee?** Yes  
**What is your favorite sport?** Fishing  
**Have you ever taken pictures in one of those little booths?** Yes  
**What musical instrument(s) can you play?** Spoons

## Cheers

When it's time to raise your glass and speak a few inspirational words, you may be like many toast givers and find yourself speechless.

There's no need to freeze up when it's time to say, "Cheers." Proposing a memorable toast is all about being prepared.

Here are some helpful guidelines.

**For an engagement.** Toasts to the newlyweds are meant to be short and sweet. Memorize a favorite quote or share a quick memory. Wait until the host gives a welcome toast, and then offer yours. Speak clearly and deliberately and look straight at the couple. Remember to keep the tone light and upbeat. Anything heavier than general good wishes and humorous advice should be saved for the rehearsal dinner or the wedding reception.

**For a rehearsal dinner.** Since the groom's family typically hosts this event, the father of the groom should speak first, followed by the best man. After that, the floor is open, though toasts should be kept to less than three minutes.

**For a wedding reception.** As opposed to the open-mic informality of the rehearsal dinner, wedding etiquette calls for



toasts to be made in a specific order. The best man speaks first, followed by the groom, then the bride and the father of the bride. To carry the tradition farther, the groom's father is next, then the mother of the bride and finally the groom's mother. When this procession is finished, anyone may raise a glass and toast the newlyweds. Just remember not to dawdle.

**For a birthday.** If it's a major birthday (like one ending in a zero or five), you should devote some time to reflecting on the person's life and accomplishments. Use your judgment when joking about someone's age. Fun anecdotes and memories are always crowd-pleasers.

**For a promotion.** Toasting a colleague's success should obviously focus on his or her achievements. You might want to find a quote that fits the guest of honor's character traits and use that as a theme for your toast—it's a good way to narrow in on a few major points.

Here's to making many memorable and heartwarming toasts. (clink)



## Happy Birthday, YouTube

On a blustery spring day five years ago, Yakov Lapitzky pointed a video camera at his friend Jawed Karim standing in front of two elephants at the San Diego Zoo and hit the record button.

The resulting 19-second clip, titled "Me at the Zoo," was not a cinematic masterpiece, but as the first video uploaded to YouTube, it played a pivotal role in altering how people consumed media and helped usher in a golden era of the 60-second video. This year, YouTube celebrated its fifth birthday. Here's a look at some of the significant numbers that have helped shape YouTube's five-year history.

**April 23, 2005** The date the first video was uploaded to YouTube.

**\$1.65 billion** The amount of dollars worth of stock that Google paid to acquire YouTube in November 2006.

**2 billion (and counting)** The number of views per day. That's nearly double the prime-time audience of all three major U.S. television networks combined.

**3.15** The factor by which YouTube's number of unique monthly viewers (96.1 million) exceeds that of Yahoo (30.5 million), the second-place U.S. online video site in that category, according to Nielsen.

**15** The number of minutes the average person spends on YouTube every day.

**51** The number of languages into which Google's automatic speech recognition technology can translate YouTube videos and create captions.

**94** The number of *Advertising Age's* Top 100 advertisers that have run campaigns on YouTube and the Google Content Network.

**YouTube**  
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## Top *Five* Most Popular YouTube Channels

(with the number of subscribers)

1. Nigahiga: 2,159,651
2. Fred: 1,712,103
3. ShaneDawsonTV: 1,463,081
4. Smosh: 1,444,257
5. RayWilliamJohnson: 1,188,647



## First Impressions

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### Memorable Dates

July 1 Creative Ice Cream  
Flavors Day  
July 4 Independence Day  
July 22 Hammock Day  
July 24 Cousins Day



## Passing Glance

Pre-flight is a general term for software that tests files to make sure that fonts, images, colors and page size are correct.

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with a *trusty sidekick.*

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