

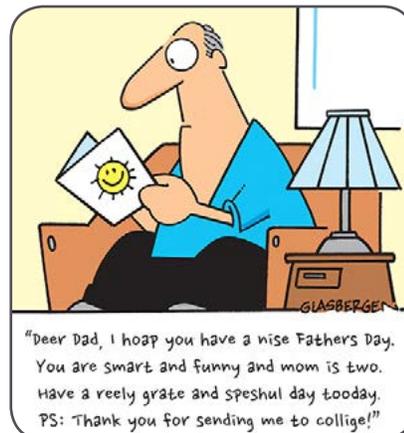


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What's new



Last month Laurie said we should rename the May Newsletter to "All about Steve". It did seem like I was a publicity hound in May, but we'll work to tone that done for the June Newsletter.



Wanda Franco

One of the big stories this month is about Wanda Franco, who has headed up the Bindery Department here at DPI for almost 30 years. She retired this month. You'll read more about that story on Page 2.



Rob Eitel

We promoted Rob Eitel to head up the Bindery area. Rob's had 20 years' experience in printing, he has been helping us with our 2 color presses and now expands his responsibility into Bindery. I'll have more to say about Rob in a future newsletter.

We are implementing a NEW printing software this month and if you've ever been involved in a software 'switch' you know its a few steps backward before you go forward. I do not believe you will be affected by this change. Our existing print software is DOS based. Yes, I know that's old. How old is it?

"Well our printing software is so old we got it when the Dead Sea was called the Live Sea." How about that? So I exaggerate a bit. HA

Please remember DPI will be closed for vacation the first of July 5th through July 8th. We started doing this about three years ago. We really appreciate you working with us on the time off. Around the 4th of July historically it is a slower time for us with many of you also on vacation. We'll be in touch with more details mid-month.



Dylan & I

I do have a graduation picture with Jan and I and Dylan the day of his graduation. He is our grandson and a recent graduate of Nixa High School. He is headed to Harding University, in Searcy, AR this fall.

Lastly a big shout out to all the fathers in our audience

I close with this lighthearted story for all the dads out there:

"As a kid, I got to watch my dad fix everything, and I hope to share that experience with my kids. That way, we can all watch my dad fix things together." ■



MORE NEWSLETTER COMMENTS

"I always look forward to seeing one of those in my mailbox in the morning. It really gives me a moment to just clear my mind. Plus there is always a good laugh or two in them we appreciate around the office!"

-Kelsey Owens - Paul Mueller.

REMINDER
DPI WILL BE CLOSED FOR VACATION
JULY 5TH THROUGH JULY 8TH.

WANDA FRANCO RETIRES AFTER ALMOST 30 YEARS

This month we said goodbye to a good friend. Wanda Franco retired from DPI. She began working when Dave and Joy Adams owned the business under the name of Kwik Kopy. Her first day of work was in November of 1982. *"What a hardworking, pleasant and loyal person Wanda has been for our company"*, said Laurie McCulley who worked with Wanda for 26 of those 30 years.

Besides taking care of the Bindery Department, which includes cutting, folding, tabbing, padding, booklet-making, boxing, taping, shrink wrapping, book-binding, laminating, stuffing and whole lot more 'ings'. Wanda also lovingly made our chocolate chip cookies each day.

Almost every job we do goes through the Bindery and which means Wanda touched a lot of jobs in her almost 30 years. I estimate she worked on over 30,000 jobs. We'll miss her but she and James will enjoy some valuable time together. ■



IF YOU'RE GOING TO SAN FRANCISCO

You've heard traveling is more about the journey than the destination, but why not have both? A journey by train is one of the most classic and relaxing ways to see the country, and when your destination is the beautiful city by the Bay, you really can't go wrong.

The California Zephyr is well known as one of the world's most scenic passenger rail routes, running daily from Chicago, IL to Emeryville, California just across the iconic Bay Bridge from San Francisco. The journey takes around two days and showcases the sort of jaw-dropping landscapes only found in the Wild West. At 2,438 miles in length, the route passes through the Rocky Mountains and the Sierra Nevada's before reaching San Francisco. From the observation car, you can behold the views of Ruby Canyon and pass through the 6 mile long Moffat tunnel over the Continental Divide.



See the west by rail this year

Get a roomette in the sleeping car, which sleeps two people, and settle in for the long journey. Bring a good book for the lulls in scenery. It's a long journey across the country! The dining car on the train is a great place to socialize and meet your fellow passengers, and you'll love the view from the lounge car on the upper deck - the best seat in the house.

San Francisco welcomes you at the end of your long journey, and reaching the edge of the world will feel even sweeter after having spent the last two days watching over half the country fly by. From the station, take the Emery Go Round to the Bay Area Rapid Transit (BART) to head into the city, or take a motor coach over the San Francisco Bay Bridge to enjoy the skyline as you approach.

Once you've made yourself at home, spend a few days getting to know San Francisco. Walk the Golden Gate Bridge, visit the San Francisco Museum of Modern Art, and dine with the locals in the Mission neighborhood. Missing the beach? Take the N-Judah line straight to Ocean Beach for a walk in the sand and a frisbee toss. There are so many ways to get from point A to point B, but traveling by train is certainly the most memorable. On the California Zephyr, you can have the best of your journey and revel in your destination, too. ■

TO GRANDMA'S HOUSE WE GO



Each year we try to get up to my mother-in-law's home. Betty (also called Great Mac) lives near Stockton on the family farm.

We spent the day doing clean-up. Here is a picture of the gang. You probably do things like this too. Betty is 90 years old and happily living independently.

We are proud of our children and grandchildren who practice the Golden Rule by taking time to take care of Grandma's House.



I THREW THIS DIRECT MAIL PIECE AWAY 3 TIMES BEFORE I READ IT



Last week I received a piece of direct mail I'd seen many times before. I knew I'd thrown this particular mailer away at least three or four times before without bothering to read it. This time I kept the mailer and read it.

Why did I do that?

This was one of those regional home-improvement "magazines" (meaning a collection of ads from different companies). The design hadn't changed, nor had the font or the style of photography, and the format was exactly the same.

So what was different? I was.

This time this particular mailer caught my eye because the content suddenly had relevance for me. I was looking for some home improvement ideas, and that's what this piece promised. So instead of tossing it, unread, into the recycle bin, I paged through it.

One thing about advertising in general and direct mail for sure people often will not notice your ad until they need something. It's like when you need new tires for your car. Suddenly that's on your mind so you pay attention to advertising about tires.

The key to successful marketing and advertising is to be consistent. If yours is a product that people don't need every day, then finding ways to be 'around' when they do need your product is vital to your success. That's why direct mail that is used regularly is important.

How do you do that?

What vehicle is best to use for your direct mail piece?

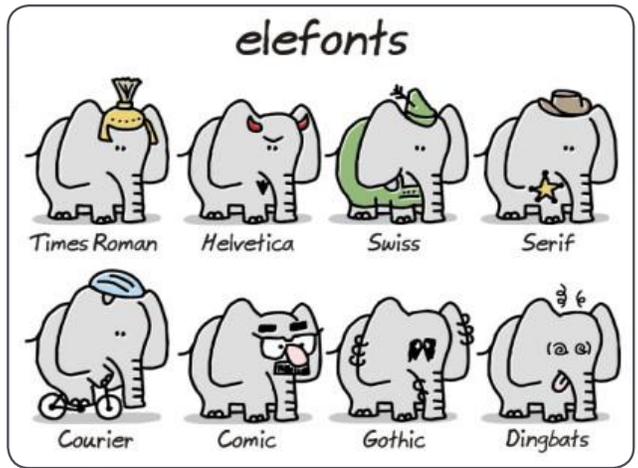
- Letter
- Postcard
- Newsletter (with insert)
- Signs
- Flyers

That's where a company like DPI comes in. We help businesses with marketing and advertising ideas every day. For example, we see on average 5 to 10 different ideas in a week. Many times we are asked to provide recommendations. We can share beneficial tips with you that will apply to your specific market and industry. **Just ask!**

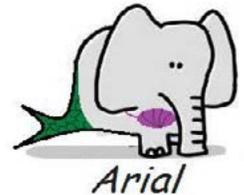
Don't forget to include us early in the planning stage of your next project or event. We can usually save you time and money with many suggestions. It's worth a call. ■



The freest nations are the most unequal. And the most equal nations are the least free. In North Korea and Cuba, for instance, the citizens are completely equal in their economic misery. - Alexander Green



AND EVERYONE'S FAVORITE →



SHOW SOME LOVE



This story happened at one of my friend's printing business.

A female customer enters the front lobby while a male employee is walking by.

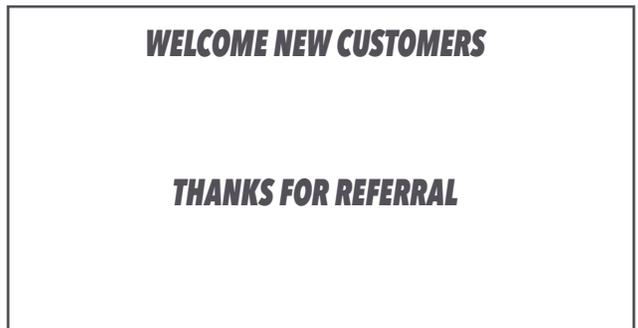
Customer greets (as most folks do in passing) and asks "How are you?"

Employee opens arms for a hug and plants a big kiss on her cheek, then continues to walk away.

Customer doesn't let on that anything is out of the ordinary and leaves after completing her business. Receptionist asks male employee how he knows so and so? He is puzzled...you mean Leslie?

Now receptionist is baffled - that's not Leslie (the owner's wife)... He smiles and says, "I thought she looked different!"

Now that's one way to show 'love' to your customers! ■



DPI PRINTING & MAILING



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INSIDE

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IT HAPPENED 60 YEARS AGO IN 1956

- **Rock and Roll Dance Craze**
- Alabama Bus segregation laws declared illegal by US Supreme Court
- **The epic film "The Ten Commandments" premieres.**
- Elvis Presley releases his first hit "Heartbreak Hotel" & appears on the Ed Sullivan Show.
- The first half-hour serial "As the World Turns" begins on CBS.
- **Dwight Eisenhower is President**

I did a theatrical performance about puns.
It was a play on words.

Why were the Indians here first?
They had reservations.

I didn't like my beard at first.
Then it grew on me.