



"CELEBRATING 37 YEARS OF SUCCESS"



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What's **new**



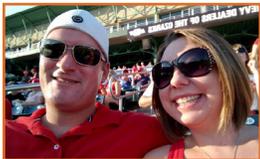
Greetings and a Spooky October to you. Since Halloween is the second highest grossing holiday, (second only to Christmas), is it any wonder people go all out for it? I love this time of year; the fall is what many people call our second spring.

Here are some things that have been going on at DPI Printing. Sales have been brisk and I thank many of you for that. It's been 'all hands on deck', including two of our able part-time workers, Linda Riggs and Wanda Franco, (Wanda recently retired and now fills in when needed).



Linda Riggs

This month we feature a story about Linda Riggs, who is the Missouri State President of the Eagles Women's Auxiliary. They have a different name for it but I'll let you read all about that on page 2. Linda has been a helpful part-time employee for 12 years.



Wes & Nichole

Wes Lott, who works in the Graphics Department here at DPI is going to have some great news soon. He and his wife, Nichole, are expecting the

arrival of a baby boy any day now. We'll have some news and pictures in the November newsletter.

Speaking of babies, my youngest daughter Piper is expecting her first child in February. Jan and I are looking forward to having another grandchild to spoil.

We continue to receive great feedback from you in Google reviews, testimonials and referrals. We appreciate the support and suggestions. [See the article about Surveys and Testimonials on page 3.

One last thing, last April, I attended a Tradeshow Bootcamp in Chicago to learn more about that industry. Since then DPI has been working with a few of our clients who needed tradeshow booths and related supplies. It's been going well, so if your company or organization attends tradeshow we would like to talk with you about your tradeshow booth needs. See our Print Tip this month on page 2 regarding - Tradeshow Tips.

I wish you and your family a great month and do try to enjoy some of the beautiful Ozarks scenery before 'Old Man Winter' rears his ugly head. ■



Steve



DPI PRINT TIP OF THE MONTH - TRADESHOW SUCCESS

5 Quick Ideas To Make Your Tradeshow A Success.

As small business owners, preparing for a trade show can be a very scary and frustrating time. What materials do we take for our trade show display and how do we present it?

You first need to find out the specifics of the trade show you are registered for or considering exhibiting in. If necessary, contact the organizers of the event and get details on the type of visitors that the show attracts and the layout of the area you will have to display your business.

Be sure to find out the size of the trade show display table you will have, (if any), whether there is wall space for your company sign, if there are electrical outlets available, and anything else that may or may not be included (i.e. a table cloth, etc.). Once the show



The options are limitless for booth displays which in turn draw a crowd when done properly.

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space specifics have been established, then you can move on to deciding what to take and how you can make your presentation. The following are just a few ideas to help you get ready for that all important trade show:

1. **If the trade show display table you have does not include a tablecloth, be sure to get one that complements your display and represents your company's image and color scheme (without being overpowering). Even if a tablecloth is supplied, bring your own or something to add some depth to your table (i.e. a table runner). Your table will definitely stand out in a crowd.**
2. **If your trade show display space will allow, erect a stand-alone presentation board. This can be something as simple as a pull up banner or a complete tradeshow booth with lights and portable displays. Be creative and make it stand out. Include pictures, if possible, and be sure your company name and logo are more than obvious.**
3. **If there is wall space available, but your budget is minimal, create a banner with your company name and tagline. Pictures of your products and services can be displayed on a table top tri-fold display.**
4. **Arrange your trade show display table in levels. Put the larger items at the rear, shorter items in front of those, and even shorter items in front of those.**
5. **Develop a PowerPoint presentation to display on your table (if an electrical outlet is within reach of your booth). You can make it on your desktop computer and transfer it to a laptop, and have the power point displayed during the show. It would be great if you had an oversized monitor to display your message on. Your visitors will find this visually appealing and it will draw their attention.**

These are but a few ideas to make your tradeshow a success. For a complete step by step guide for tradeshow success, request my booklet called *Tradeshow Success, Everything You Need To Know To Have a Great Tradeshow Experience*. You can get your copy by emailing steve@digitalprintink.net or call **417-881-5309**. ■

MILLENNIAL FACTS ABOUT DIRECT MAIL

Millennials (people age 18-34) are the most likely of any generation to read direct mail. In fact, 25% of Millennials consider reading direct mail a leisure activity. They grew up in the digital age but direct mail stands out for them so if millennials are among your target market, test direct mail to them. ■



DPI SURVEYS

We've recently started sending surveys to you right after your job is completed. We want to make sure things are perfect for you and we are learning some things to that you would like us to do to make the experience even better. I promise not to over do this.

What I mean is no one is to receive a survey any more frequently than 90 days. However you can reach out anytime you have a suggestion or a concern. We also have received some nice comments too and that really encourages us so thanks for a "pat on the back", if deserved. I will share some below.

"Your customer service is always great and I appreciate your attention to detail." -Brian Rigby, Rigby & Associates.

"Always meet or beat deadlines - including rush requests." -Don Fuhr, Watch House International

"DPI does an exceptional job at meeting GGOB's needs. Working with the DPI team is always a breeze. I never have to worry about our orders being delayed. Customer service is top notch!" -Cassie Potts, Great Game of Business. ■

"PUT ME IN, COACH."



Linda Riggs - DPI Employee

That's what Linda Riggs says. She is our star substitute for the overflow jobs our wonderful clients give us. This month we feature Ms. Riggs who has been helping DPI Printing in a backup role since 2004. Linda is what every company needs. She fills in where ever needed so we can make sure and get those busy jobs done on time. She works mostly in Bindery and Finishing with Rob.

Linda grew up in Winfield, Kansas. She is married to Randy Riggs. She has one son and 3 grandchildren. Linda is always on the go; in addition to helping us out at DPI she works with the Alliance Bus service which serves Nixa Schools. But here is the big thing. Our very own Linda is the Madam of the Missouri State (like the president) Fraternal Order of the Eagles (Ladies Auxiliary). Linda started with the local Eagles Auxiliary # 3934 and remains a member there.

That is a huge honor for our little lady. Most of you know and remember LeAnne Fanatia, (who is doing well in retirement) LeAnne and Linda are big buddies and both serve in the Auxiliary.

If you are not familiar with the Ladies Auxiliary, they are people helping people. They provide a lot of funds to charities and help them raise money. In 2016 their main charity is the Ronald McDonald House program throughout Missouri. In the past they have helped organizations like CASA, DCO and Camp Barnabas. We are proud to have someone like Linda be a part of the DPI family. ■



UNDERWEAR SALES ARE UP. TIMES ARE GOOD!

I read the other day that sales of underwear are up and that meant that times are good.

The theory is that when times are tough people hold off on buying underwear.

During the start of the Great Recession sales of men's and lady's underwear was way down.

Now sales are booming again. The things you learn in the DPI Printing newsletter, AMAZING! ■

WELCOME NEW CUSTOMERS

CJD Engineering

Coyote's Nixa Grill

Delta Kappa Gamma

Dexter Living Center

Dynamic Vision

Ferrin Trucking

REFERRALS

Mellisa Bixler

John Osborn

DPI PRINTING & MAILING

PRSRT STD
U.S. Postage
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IT HAPPENED 25 YEARS AGO IN 1991.

- Average Cost of new house \$120,000
- Average Income per year \$29,430.00
- Average Monthly Rent \$495.00
- Cost of a gallon of Gas \$1.12
- 1 LB of Bacon \$1.95
- Dozen Eggs 85 cents
- Operation Desert Storm is launched against Sudam Hussain and the country of Iraq.
- Boris Yeltsin wins first free elections as Russia's first popularly-elected president
- The Dow Jones average topped 3,000 for the first time. [Today it trades over 18,000]
- The number of computers on the internet reaches 1 million

POPULAR MOVIES IN 1991.

Terminator 2: Judgment Day
 The Silence of the Lambs
 Hook

Father of the Bride
 Beauty and the Beast
 Thelma & Louise

DID I READ THAT RIGHT?

- **In an office:**
WOULD THE PERSON WHO TOOK THE STEP LADDER YESTERDAY PLEASE BRING IT BACK OR FURTHER STEPS WILL BE TAKEN
- **In an office:**
AFTER TEA BREAK STAFF SHOULD EMPTY THE TEAPOT AND STAND UPSIDE DOWN ON THE DRAINING BOARD
- **Outside a second hand shop:**
WE EXCHANGE ANYTHING - BICYCLES, WASHING MACHINES, ETC. WHY NOT BRING YOUR WIFE ALONG AND GET A WONDERFUL BARGAIN?