

# Print It!

What's New in The Printing World

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Proud member of the following fine organizations: Soroptomists, Snake River Valley Building Contractors, Nampa Assoc. of Realtors, Select Merchants, Nampa Chamber of Commerce, Downtown Nampa Association Board Member, Carlson Craft Top Producer, ASI, Idaho Women's Business Center, We Support Our Community!

## From Me to You ~

As I was thinking of something to write this month, my mind keep being led by my heart, so I hope you will bear with me as I write about something personal. I hope each of us takes a moment to reflect and think about all of the wonderful people in our lives, who touch us in some special way.

Ruth Allen was a very involved women of our community who was always at all of the events volunteering her time. I have known her all of my life, and know nothing but her gentle kind spirit. She made me glad inside just seeing her.

Daniel Lew who use to come into the shop to get his dad's printing or to make copies of music and his bright smile. He was taken from this earth way too soon. I can't even express my feelings for the family in dealing with their loss. My heart aches, and the loss of all the great things to have come that the community will not have the opportunity to enjoy from a wonderful young man.

Steve Oki, wow, a part of Melba, and the community, always helping in every way. I didn't have the pleasure of knowing him when he was an eye doctor, but got the joy of seeing him work with the Melba FFA program, and to our privilege he worked with both of our sons, helping them at state competition in Moscow each year, and giving them encouragement, and telling them wonderful stories of their great-grandfather, who they never got the opportunity to know. They always enjoyed the stories he shared with them, and always felt richer for the experience, of sharing his time and knowledge.

Mike Kawai, 3 weeks ago, he stopped in to just visit and talk about his Judo Book. We have worked with him on this project for as long as I can remember. He was a joy to visit with, always upbeat and happy, and always took time to ask how I was doing. A very special person with so much to give, and the great part about him, was he gave.

It has been a strange month and my heart is heavy, but a little lighter after taking the time to reflect on how lucky I am to have my path in life cross with so many great, inspiring, caring people. It is truly the journey that we take, and the special people we are allowed to meet along the way. Thank you for letting me share some of the enjoyment these people have left behind. To the families and friends of any of the above people, my heart is happy for crossing their paths and at the same time heavy for their loss. Thank you for allowing them to be part of my life. With time I pray your sorrow will lift, and their memories will always live with all of us, whose lives they have touched.

Take care of yourselves and remember to take the time to tell people how much they truly mean to you. So in closing, I hope each of you know how very special you are in my life, and when you're walking by, stop in and say Hi. Embrace each day in the spirit of joy, for life is brief and all too fragile to let it's wonder pass you by.

*Darlene*



## Ginger Beef with Broccoli

Source: Better Homes and Gardens

Prep: 20 minutes Cook: 8-10 hrs plus 15 min.

### Ingredients

- 6 medium carrots, cut into 1-inch pieces
- 2 medium onions, cut into wedges
- 1 1/2 pounds beef round steak, cut into 1/2-inch bias-sliced strips
- 1 tablespoon minced fresh ginger
- 2 cloves garlic, minced
- 1/2 cup water
- 2 tablespoons reduced-sodium soy sauce
- 1 3/4-ounce envelope beef gravy mix
- 4 cups broccoli flowerets
- 3 cups hot cooked rice

### Directions

In a 3 1/2- or 4-quart crockpot, place carrots, onions, beef strips, ginger, and garlic. Stir together water, soy sauce, and beef gravy mix. Pour over meat and vegetables in cooker. Cover and cook on low-heat setting for 8 to 10 hours or on high-heat setting for 4 to 5 hours. If using low-heat setting, turn to high-heat setting. Stir in broccoli. Cover and cook 15 minutes more on high-heat setting or until broccoli is crisp-tender. Serve over hot cooked rice.

## PROMO PRODUCT SPECIAL OF THE MONTH

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## BUSINESS TIPS

### The Cherry Comes Last

For Improving Customer Service, Order is Important

**Misconception:** Good customer service starts with a strong team spirit and company pride.

**Reality:** Team spirit and company pride naturally arise from people working hard & being successful together. Efforts to create these feelings up front are often ridiculed by employees, at least in private. This response can be a source of cynicism and ultimately resistance to change.

Imagine a chocolate sundae - the frosted glass is filled with vanilla ice cream; syrup is dripping down the sides; on top is a mound of fluffy whipped cream. And finally there is a bright, long-stemmed maraschino cherry. Now imagine that same cherry on top of a big pile of dog mess. That's how one employee described his company's customer service program. I think he's got a good point. Building a world-class customer service organization is a lot like building a sundae. Companies that are struggling with customer service issues benchmark themselves against those that have managed to excel, which in itself is a very good idea. They see these exemplars like big chocolate sundaes, and they hunger for the same kind of performance. The problem is that many focus first on the cherry, not the ice cream. The most impressive characteristic of winning organizations is team spirit. Employees in these organizations share a sense of pride for working where they do. Companies that try to replicate their performance often envy this sense of pride most of all; so they start there - trying to build camaraderie and company spirit. Employees know the score. They know when an organization is struggling with things like customer service. They probably don't feel especially good that they don't work for a winning organization, but making them act like they do only makes their situation even less bearable. They know they are pretending to be something they are not. Dog mess is bad; dog mess with a cherry on top is downright revolting. Things like camaraderie and company spirit are outputs, not inputs - they work the same way profit does. You can take steps to raise revenues and lower costs to affect profit, but you can't adjust profit directly. So it is with camaraderie and company spirit; they are attitudes that flow naturally from the experience of enjoying success with other employees. Build success and you get spirit; grab for spirit and you grab nothing but air. Similarly, good customer service is an output, not an input. It is the natural result of doing a bunch of things right - things like building work systems that support good performance and reward systems that encourage desired behavior. These kinds of things are like ice cream, not as sexy as the cherry, but they must come first. Good customer service starts with a good foundation and builds up from there. Otherwise you create nothing but cynicism making progress that much harder.



### Megastore, Megasale

The manager of a megastore came to check on his new salesman.

"How many customers did you serve today?" the manager asked.

"One," replied the new guy.

"Only one?" said the boss. "How much was the sale?"

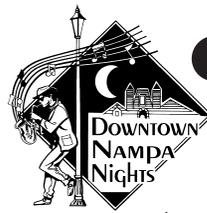
The salesman answered, "\$58,334."

Flabbergasted, the manager asked him to explain.

"First I sold a man a fishhook," the salesman said.

"Then I sold him a rod and a reel. Then I asked where he was planning to fish, and he said down by the coast. So I suggested he'd need a boat - he bought that 20-foot runabout. When he said his Volkswagen might not be able to pull it, I took him to the automotive department and sold him a big SUV." The amazed boss asked, "You sold all that to a guy who came in for a fishhook?"

"No," the new salesman replied. "He actually came in for a bottle of aspirin for his wife's migraine. I told him, 'Your weekend's shot. You should probably go fishing.'"



## Come down and enjoy

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