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Timely information and a good mix of fun from your Printing Professionals



How Smart Are You? Ways to Boost Your Brain Power

Ever taken one of those free online IQ tests and gotten nervous because you *a*) came out as a dunce or *b*) proved to be something of a genius? Before you either shrivel up in embarrassment or start showing off at parties, consider this—most people are actually somewhere between those two extremes.

The term “intelligence quotient” was coined by American psychologist Lewis Terman in the early 1900s. Based on academic proficiency tests developed by French psychologist Alfred Binet, Terman refined the scoring system, building it around the number 100 as the common midpoint.

An IQ of about 90-110 is considered “average.” Half of the world’s population lands in this range. IQ scores of 130 and above are described as “very superior” and even “genius.” Only 2.2% of all people are in this category. By the same token, only 5% have IQs lower than 70, which is classified as “extremely low.”

IQ quantifies your ability to reason, solve, and adapt. Despite its name, it’s really not a measure of your intelligence. Some scientists say your IQ is locked in and does not change. Others say it is possible to increase or decrease your IQ. But never fear. There are some things you can do that are proven to stimulate your brain and increase your memory:

- **Vitamins:** C and E, and all the Bs.
- **Small meals:** four to six a day, keeps your blood sugar steady.
- **Aerobics:** walk, jog, bike, swim. Get that blood pumping to your brain.
- **Reading:** challenging books such as history, philosophy, science, serious fiction, and poetry.
- **Friends:** especially those with gray hair. Spending time with the elderly can increase intelligence.

More information about IQs is available at: www.psychologytoday.com

wise words

“Great spirits have always encountered violent opposition from mediocre minds.”

— Albert Einstein



Bindery: That Finished Look

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can you guess the year?

- Sixty-three Americans are taken hostage at the U.S. Embassy in Tehran, Iran.
- The Pittsburgh Steelers defeat the Dallas Cowboys 35–31 in Super Bowl XIII played at the Orange Bowl in Miami, Florida.
- Pluto moves inside Neptune's orbit for the first time since either was known to science.
- *Alien* and *The Jerk* are the top-grossing movies of the year.
- The Sahara Desert experiences snow for 30 minutes.
- A nuclear power plant accident at Three Mile Island, Pennsylvania, causes a partial meltdown.
- Margaret Thatcher becomes the new prime minister of Great Britain.
- The Pittsburgh Pirates defeat the Baltimore Orioles to win the World Series in seven games.
- Convicted bank robber Patty Hearst is released from prison.

The year was 1979.

Escape to Enchanting Galveston

Looking for fun and excitement? All year long you'll find just that when you visit the small town of Galveston Island, found on the eastern coast of Texas. There are more than 550 historic landmarks and over 1,500 historic homes nestled within the 32-mile-long, two-mile-wide island.

In addition to its historic appeal, the island offers impeccable beaches, some of the greatest birding in the country, golfing, horseback riding on the beach, watersports, pier fishing, and aerial tours of the island. A system of trolley cars runs throughout the island, and the Colonel Paddlewheeler is available for boat cruises.

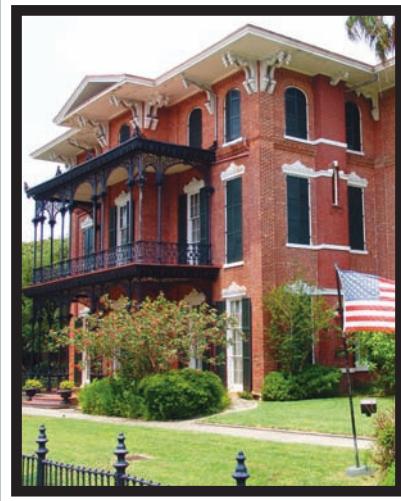
Visitors can tour the National Marine Fisheries Service to see and learn about the endangered species of local sea turtles. Plus, there's a huge variety of restaurants in Galveston, each with a different kind of cuisine.

If you're really up for an interesting adventure, visit Galveston during the beginning of December. The mild winter weather makes the city inviting to guests from northern states. On the Friday before the first weekend in December,

the East End Historic District offers tours of historical Victorian homes. All in attendance are carried from home to home in horse-drawn carriages.

Also in December is an event called "Dickens on the Strand," a time when the streets fill up with hundreds of costumed characters, gallant parades, talented performers, and a variety of vendors. The whole city takes part in this annual recreation of Queen Victoria's London as it was when the commercial and cultural ties between London and Galveston were at their peak.

The island may be small, but it provides a large amount of activities to keep anyone entertained.



Historic Galveston home



{wellness}

Ear Buds — Not Always Best Buds for Ears

There are an estimated 55 million Americans age 20 and over who are experiencing some sort of high-frequency hearing loss. While there are many factors that can contribute to this statistic, earbud headphones and other in-ear devices are definitely playing a role.

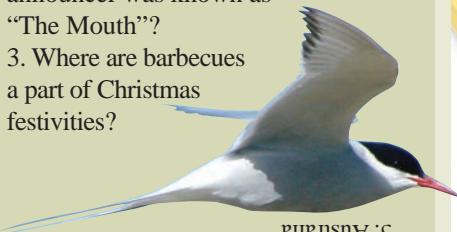
The truth is, many people crank the volume on these devices to decibel levels (dB) that exceed the recommended amounts. Normal conversation happens at about 60 dB. City traffic noise hovers around 80-85 dB. The maximum recommended dB level that human ears can listen to nonstop is 75 dB.

So just imagine what happens when you try to "drown out" the noise around you with your headphones? You are most likely increasing the volume to overpower the environmental noise, which may push you above the recommended dB level. Sound-isolating headphones are a great way to combat the problem, as is simply being aware of the volume your device is set at, and turning it down low enough that you can carry on a conversation without yelling.

For more information, visit www.hearinglossweb.com.

{terrific trivia}

1. What animal undertakes the world's longest migration every year?
2. What *Monday Night Football* announcer was known as "The Mouth"?
3. Where are barbecues a part of Christmas festivities?



1. The arctic tern travels 21,750 miles
2. Howard Cosell
3. Australia

{top 10 list}



Sports Stadiums with the Most Seats

- | | |
|-----------------------------|------------------------------|
| 1. Rungnado May Day Stadium | 5. Beaver Stadium |
| 2. Salt Lake Stadium | 6. Jornalista Mario Filho |
| 3. Estadio Azteca | 7. Ohio Stadium |
| 4. Michigan Stadium | 8. Neyland Stadium |
| | 9. National Stadium |
| | Bukit Jalil |
| | 10. Melbourne Cricket Ground |



Making the Most of Each Piece

If you are like most people, you want to get the most amount of something for the lowest possible price. The printed products you need should be no exception. One way you can make sure you are getting a great product that is easy on your budget is to consider the size of your printed piece. While there are many elements of a printing project that add to the finished price per piece, the size you choose can make a big difference in your total cost.

Let's use postcards as an example. If you want to make a postcard that is 5" x 6", you will be able to fit two postcards on one 8 1/2" x 11" sheet of paper. But if you are willing to shrink your postcard by a small percentage, to 4 1/4" x 5 1/2", you can fit four postcards on one 8 1/2" x 11" sheet of paper, with no waste. This means you can print twice as many postcards on half the amount of paper, which will save you money. If your objective is to save your company some cash, the smaller size is the way to go.

For what it's worth, there are instances where a larger printed piece may make a stronger impression on your customers. If your objective is to catch attention with your printed pieces, printing them on a less common size, will help you achieve that goal.

If you have questions about getting the most printing for your money and making the greatest impact on your clients, talk to one of our customer service representatives. They can point you in the right direction.

{ben's friends}



- Give neither counsel nor salt till you are asked for it.
- It is an equal failing to trust everybody, and to trust nobody.
- To talk without thinking is to shoot without aiming.
- A man is judged by his deeds and not by his words.

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- If you have musty-smelling books, put the books in a brown paper bag with a box of baking soda and let them sit for approximately one week.
- Keep a tub of oily sand in your garden house or garage. After using garden tools wipe them free of dirt and plunge into the sand. This will help your tools stay sharper and will keep from rusting.
- Eliminate discoloration and cover scratches in wood furniture by breaking a piece of peanut, walnut, or pecan and rubbing the broken side of the nut over any scratches. The oil from the nutmeat can eliminate discoloration, and the furniture may look almost as good as new.

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{ recipe }



Super-Soft Ginger Cookies

2 1/4 cups all-purpose flour	3/4 cup margarine, softened
2 teaspoons ground ginger	1 cup white sugar
1 teaspoon baking soda	1 egg
3/4 teaspoon ground cinnamon	1 tablespoon water
1/2 teaspoon ground cloves	1/4 cup molasses
1/4 teaspoon salt	2 tablespoons white sugar

Preheat oven to 350° F. Sift together the flour, ginger, baking soda, cinnamon, cloves, and salt. Set aside. In a large bowl, cream together the margarine and 1 cup sugar until light and fluffy. Beat in the egg, then stir in the water and molasses. Gradually stir the sifted ingredients into the molasses mixture. Shape dough into walnut-sized balls, and roll them in the remaining 2 tablespoons of sugar. Place the cookies 2 inches apart on an ungreased cookie sheet, and flatten slightly. Bake for 8 to 10 minutes in the preheated oven. Allow cookies to cool on baking sheet for 5 minutes before removing to a wire rack to cool completely.

Tina Fey was born on May 18, 1970, in Upper Darby, Pennsylvania. Her parents opened her eyes to the world of comedy at a young age, and she was hooked. She earned a BA in drama from the University of Virginia in 1992, and moved to Chicago to take night classes at The Second City. Her focus and determination led her to join the cast at the Second City, and eventually landed her the position of head writer at NBC's *Saturday Night Live* in 1997. She left *SNL* to start the hit show *30 Rock*, part of NBC's fall lineup for 2006. She lives with her husband and their daughter in New York City.

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