

# LOCAL ARTIST SPOTLIGHT

## ANDY MAST

I don't draw with details in my work for the sake of decoration or skills, but rather, to express my belief that everything is made of details. To see the truth of something, we need to see the details within it. That allows us to understand that the truth is deeper than just what we see on the surface. Small details really make differences and they really matter, - sometimes even the difference between life and death.

Drawing feels like a part of me. I have been drawing all my life. Picking up my pencil brings me peace.

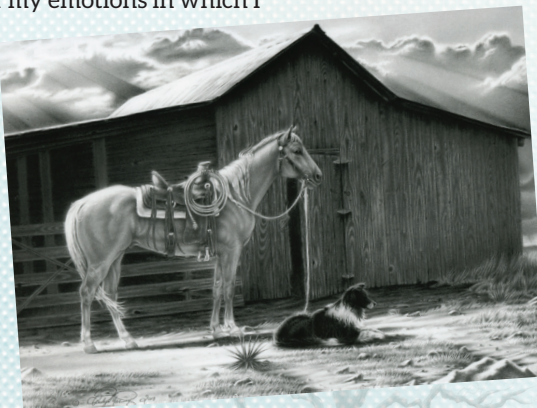
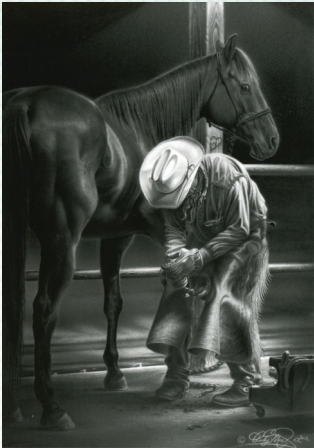
Quietness is beautiful. Quietness is when the body rejuvenates and heals. In quiet meditation I draw best.

In today's fast-paced, modern world, it's the 'small and simple' things that inspire me. I hope that my drawings remind people of the beauty all around us and of a simpler time. It is my desire that my work may cause the viewer to pause and reflect and therefore be emotionally or spiritually refreshed with a sense of peace.

I draw with graphite pencils because they are simple and straightforward. It's just the pencil, the paper and I. There are no tricks or illusions in pencil drawing. I feel an unexplained kinship with the simplicity of my pencil. It is a common tool that everyone has used before and can relate to. The raw reality of the media is much like my lifestyle.

I've been around horses my whole life and draw from real life experiences. Horses are a part of me and my horses are personal reflections, symbolic of my emotions in which I conscientiously create their postures, facial expressions and 'the light' in their eyes.

The eyes of my horses feel like windows to my soul.



PEACOCK PRINT & MARKETING PRESENTS

# INK LINK

A MONTHLY PUBLICATION • NOV 2015

## FIVE NEW TWISTS TO A TRADITIONAL THANKSGIVING

Thanksgiving is a holiday steeped in age-old tradition, but if you want to create a few new ones, maybe it's time to spice up more than the pumpkin pie. Put a spin on your Turkey Day with one of these festive ideas.

### HOST A FRIENDSGIVING.

Celebrating Thanksgiving with friends in lieu of family has risen in popularity, especially with Millennials who live far away and don't want to travel. But why choose? Plan a family gathering on Thursday, and a friendsgiving the weekend before or after. Make it a potluck and keep it simple—it's the perfect way to count your blessings (and eat more pie) with those closest to you.

### PLAN A TURKEY TAILGATE.

Are you a family of football fans? In lieu of roasted turkey and mashed potatoes, opt for a casual spread of grilled turkey burgers, sweet potato fries, raw veggies and your favorite pumpkin ale. Or do both and plan your turkey tailgate for the Friday after Thanksgiving—there's still plenty of football that day.

### REGISTER FOR A TURKEY TROT.

Fight a food coma by signing up for a Turkey Trot in your area; there are well over 300 races held around the country at Thanksgiving time. The races are typically 5K (though some are longer) and a healthy alternative to slumping on the couch after your feast.

### DINE OUT.

Want a break from cooking this year? Make reservations. More and more restaurants are opening on Thanksgiving and offering special menus for Turkey Day.

### IT'S WHAT'S INSIDE

- How to Wake Up When Your Alarm Goes Off
- Virgin America: The Darling of the Airline Industry
- How to Create Your Best Direct Mail Campaign Yet
- Five Things to Know About Daylight Saving Time

 **Peacock**  
Print & Marketing  
[www.peacockprinting.com](http://www.peacockprinting.com)





## HOW TO WAKE UP WHEN YOUR ALARM GOES OFF

*Warning: When daylight saving time ends this month, you may have a harder time getting up.*

Even though you “fall back” and gain an hour on November 1, research shows that both beginning and ending daylight saving time can temporarily wreak havoc on people’s sleep cycles.

Here are five ways to muscle through and get used to rising with your alarm all winter.

**1. Move your clock.** It’s a no-brainer, but if you have to get up to turn off your alarm, you’re much less likely to hit snooze multiple times. Pro tip: An alarm sounds extra loud in the bathroom.

**2. Turn off screens an hour before bedtime.** That glow from electronic devices can impede a good night’s sleep. Ordinarily, your brain begins to release melatonin a few hours before your regular bedtime, which promotes sleepiness. However, blue light can stop the release of melatonin, making it harder to doze off. If possible, put devices away by mid-evening.

**3. Use music as an alarm.** Hearing a favorite tune first thing instead of an annoying buzz or beep will make you less irritated and more likely to start the day on a positive note. It’s a more congenial welcome to your day, which is always more motivating.

**4. Don’t sleep in on the weekends.** Simply put, it’s easier on your body to wake up somewhat consistently each day. You don’t have to jump out of bed as early on Saturday as you would on a Monday, but if you can avoid huge swings in your wake-up times, getting up on workdays will be easier.

**5. Give yourself a reason to wake up.** Hate morning exercise? Don’t schedule a run. But if you love coffee, set the timer on your coffee maker to coincide with your alarm. Or spend your first 15 minutes doing yoga, meditating, reading a book or anything that makes you think, “*waking up is worth it.*”

### WORDS TO LIVE BY

*“When I started counting my blessings,  
my whole life turned around.”*

—Willie Nelson

## FIVE THINGS TO KNOW ABOUT DAYLIGHT SAVING TIME

1. Transitions into and out of DST can disturb people’s sleeping patterns and make them more restless at night. Night owls tend to be more bothered than morning people.
2. When DST ends in the fall, heart attacks briefly become less frequent than usual.
3. Two states (Arizona and Hawaii) and four U.S. territories (American Samoa, Guam, Puerto Rico and the U.S. Virgin Islands) don’t observe daylight saving time.
4. The first American to advocate for daylight saving was Benjamin Franklin.
5. Officially, it’s “daylight saving time,” not “daylight savings time.” Far more people Google the incorrect phrase than the correct one.

## VIRGIN AMERICA: THE DARLING OF THE AIRLINE INDUSTRY



Virgin America is the only airline based in Silicon Valley, and the rewards it’s been reaping for its customer-centric philosophy have been Valley-like: 2014 revenue of almost \$1.5 billion and a \$306 million IPO one year ago this month.

This is all the more impressive considering about 250 new airlines have started and failed since airline deregulation in 1978. At first, Virgin America didn’t appear to be any different: It lost money from its 2007 launch until 2013. But things have turned around considerably for the boutique airline.

Its successes are many. Virgin assembled a group of 30 entrepreneur frequent flyers called VX Next, who act as a brain trust, generating ideas for the airline—for free. They wanted an in-flight social network, so Virgin created the Here on Biz app that connects flyers with fellow travelers

on their plane, on other Virgin flights and even at the destination.

In 2014, it unveiled a sleek website redesign that made ticket-buying a snap, and expanded to include more cost-effective flights. It was named the country’s best domestic airline by *Travel and Leisure* readers last year, marking the seventh year in a row it’s held the top spot. And 30,000 of its fans signed a Change.org petition to give the airline two gates at Dallas Love Field, which it received. Virgin returned the love to its brand evangelists, offering stock options to frequent flyers before the company went public.

Perhaps its biggest success? They made an in-flight safety video good enough to go viral; it was watched 1.5 million times its first week.

## SOMETHING TO THINK ABOUT

The oldest Turkey Trot in Buffalo, New York, also claims to be the oldest organized run in America. Hosted by the YMCA each year since 1896, participants often wear Thanksgiving-themed costumes as they run along this 5-mile course. Last year, 14,000 runners participated.

## HOW TO CREATE YOUR BEST DIRECT MAIL CAMPAIGN YET



With so much digital communication these days, finding something tangible in your mailbox can feel a bit like Christmas. Here’s how to make your next direct mail piece something worth opening.

1. **Communicate one clear message.** It’s tempting to want to pack your direct mail pieces with multiple messages, but you’ll end up with an ineffective piece that doesn’t communicate anything well. Instead, choose one clear message that’s current and appropriate for the time you’re mailing and your core audience.
2. **Choose images that support your message.** Marry your message and design/images together—they should work in tandem to communicate your point. Use high quality photos, and if you use pictures of people, choose the type of people your audience can relate to.
3. **Demonstrate value.** Running a promotion? Don’t just advertise savings and discounts. Also communicate value, or the real benefits of your services. What makes you better than

your competition? That’s what people will remember. A discount is the icing on the cake.

4. **Create a sense of urgency.** This doesn’t mean just plaster words like “Save Now” or “For A Limited Time Only” on a postcard. Tell readers why. Are you running an offer that’s limited to the first 50 who respond? Is the sale only lasting through the weekend? Do you have a limited number of memberships? Be clear why your reader must act today.
5. **Tell people how to engage with you next.** It does no good to send a brilliant postcard or brochure if you don’t keep the conversation going. If you want them to call for a quote, email for more information or visit your website, make it obvious and clear. Your call to action should be an important part of your piece.