



CLINTON ELECTRIC

SERVING SOUTHERN ILLINOIS FOR TWO GENERATIONS

Clinton Electric, Inc., was founded in 1981 by Eugene (Gene) Clinton and his wife Barbara. Gene's roots in the electrical construction industry were formed while working as an Electrician himself in IBEW Local Union 702. Opening the doors of Clinton Electric, Inc. in 1981 paved the way for future generations of the family to eventually join the business. Daughter, Pam Allen, completed her MBA in 1994 while working at Rend Lake College and eventually joined her parents at Clinton Electric, Inc. in 2001. In 2012, Pam assumed the role of President of Clinton Electric, Inc. after Gene and Barbara retired. Son, Wayne Clinton joined the business as an Electrician in 1989 after completing the union's Electrician Apprenticeship Program and now serves as a company Vice President and Job Site Superintendent. Son-in-Law, Owen Allen joined the company in 1987 as an Estimator/Project Manager after working in the electrical supply industry and now also serves as a company Vice President.



A major expansion at the company's Ina location in 2000 significantly increased their office space, allowing for continued growth. Eleven employees are located on site at the Ina office and warehouses. In addition, depending on the season and the local construction

economy, approximately 25-50 electricians are employed around southern Illinois at various job sites. As a union contractor affiliated with IBEW Local Union 702, electricians are extensively trained in a 5-year apprenticeship program which results in superior workmanship and a quality finished project for the customer.

The second generation of family management at Clinton Electric has worked hard to maintain the high standard established by the first generation. When the founders of the company – Gene and Barbara retired, there was a period of re-establishing their identity and presence with long time customers. Superior workmanship is still provided to customers while employees provide the longevity and experience that makes Clinton Electric extremely productive and strong. Five of Clinton Electric's Project Managers have a total of 134 years of electrical construction experience which means the company has a tremendous depth of knowledge in various settings including manufacturing, healthcare, educational, sports, correctional, utility/public works, banking, recreational, retail and restaurant facilities. "Doing things right the first time" has been instrumental in the company's success but its true recipe for success includes loyal employees and customers that span 35 years in business, directing us and supplying wisdom at every turn.



Clinton Electric, Inc. specializes in commercial and industrial electrical contracting and services the southern section of Illinois from Effingham to Cairo. Some of the services offered include:

- Electrical Construction
- Design and Build
- Structured Wiring
- Fire Alarm Systems & Installation
- Lighting Design & Installation
- Lighting Controls
- Medium & High Voltage Distribution
- Security & Door Controls

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PEACOCK PRINT & MARKETING PRESENTS

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A MONTHLY PUBLICATION • MAY 2016

6 THINGS YOU DIDN'T KNOW ABOUT

MOTHER'S DAY

Mother's Day is associated with delicious brunches, fresh bouquets and sentimental Hallmark cards, but this popular holiday also has a colorful backstory that many people have never heard. Drop some knowledge on your mom this year when you celebrate her on May 8.

1 The creator of Mother's Day was not a mother.
Anna Jarvis, founder of the Mother's Day, fought for many causes supporting mothers but never had children herself. Her own mother, Ann Maria Reeves Jarvis, had 13 children. The first Mother's Day was celebrated on May 10, 1908—the third anniversary of Anna's mother's death.

2 The date changes thanks to Woodrow Wilson.
Although May 10 was significant to Jarvis, President Woodrow Wilson declared that Mother's Day should fall on the second Sunday in May, regardless of the date.

3 Anna Jarvis was against the commercialization of the holiday.
She spoke openly about her distaste of the greeting card and floral industries. According to Malcolm Forbes' book *Women Who Made a Difference*, Jarvis said, "A printed card means nothing except that you are too lazy to write to the woman who has done more for you than anyone in the world."

4 Google searches for flowers are higher leading up to Mother's Day than they are for Valentine's Day.
Searches for flowers peak the Friday before each of these holidays, according to the Pew Research Center.

5 Mother's Day is the busiest day of the year for restaurants.
According to the American Restaurant Association, around 75 million Americans will dine out on Mother's Day.

6 If she were paid, a mother's annual salary would be worth around \$60,000.
That's according to Insure.com's 2013 Mother's Day Index, which calculated the cost of a mother's work at home for an entire year.

WORDS TO LIVE BY



"A mother is a person who, seeing there are only four pieces of pie for five people, promptly announces she never did care for pie."

—TENNEVA JORDAN



IT'S WHAT'S INSIDE >>>

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- How to Host a Party Without All the Stress
- 5 Ways to Shoot Better Videos with Your Smartphone



One Easy Way to Make Your Copy Word Perfect

When it comes to writing important emails, blog posts, e-books or even direct mail copy, your computer may alert you to spelling and grammar problems, but it's no professional editor.

Thanks to the website Gramlee, a professional editor is just a few clicks away. This site offers a "while you wait" editing service with real-life writers and editors checking text for spelling, grammar errors and overall readability. They have a 24-hour guarantee for content with 3,000 words or fewer.

The process is simple. You compose your text in any text editor, like Microsoft Word, Pages or even Outlook. Then you paste your content into a text box on Gramlee's website, provide your email address and hit submit. Within a few hours, the text is emailed back, polished by real professionals so that it's both readable and grammatically correct.

Customers pay just two cents per word for Gramlee's services, or they can buy packages based on the number of words they want edited—a small price to pay to ensure that your copy is error-free before you hit send or it goes to print.

FIVE TRICKY GRAMMAR RULES

- 1 i.e. means "in other words" while e.g. means "for example."
- 2 Peek is a quick look, peak is a sharp point and pique means to provoke.
- 3 Lose is a verb; loose is an adjective. You cannot "loose" a game.
- 4 Fewer is for things you can count; less is for things you can't.
- 5 Farther refers to physical distance; further is for figurative distance.

That's Entertaining

How to Host a Party Without All the Stress

Playing the hostess with the mostest is a tough gig—and with Mother's Day, bridal showers, barbecues and graduations on the calendar this month, you may be hosting a little more than usual.

That doesn't mean you have to be relegated to the kitchen. You can bake your cake and eat it too, with these practical suggestions from professional party planners.

THE MENU

- Keep things simple. Serve what's in season and choose appetizers, finger foods and desserts you can prepare days in advance and store in the freezer or fridge.
- If you're preparing a main course, look for slow cooker options or something that goes in the oven before your guests arrive and comes out when you're ready to serve. For example, choose lasagna over spaghetti.
- Supplement your own cooking with desserts or bread from a local bakery or sides from a favorite restaurant. It'll lighten your workload and be cheaper than a caterer.

THE SCENE

- A successful party may call for a little staging—don't be afraid to move furniture around if you have to to create more space and areas conducive to conversation.
- Optimize your space for mingling. Have a tiny kitchen? Move the food into your main room to avoid crowds swarming into a crowded space. Set up a beverage area/bar in separate area.

THE MOOD

- Don't crank the tunes; loud music makes partygoers raise their voices. You want to stimulate conversation, not stifle it. To keep music selection easy, create a playlist in advance and let it play throughout the evening.
- If you're hosting an evening soirée, candles are an inexpensive but effective way to create flattering lighting. The more, the sparklier.



It's best not to colorize small text. Printing presses have a bit of variance in the consistency of the position of the color plates—this is called misregistration. The result is tiny colored halos around the characters. It's okay to colorize large type or sizes down to about 12 point, but for best results, don't go smaller.

5 Ways to Shoot Better Videos with Your Smartphone

You may not have a big budget for video, but videos can make a big splash in your marketing. According to Visually, a video on a landing page can increase conversions by 80% or more. And according to Vidyard, 70% of marketers claim video produces more conversions than any other content.

The good news is, anyone can produce quality videos these days using a little thought, ingenuity and their smartphone (and perhaps a good editing tool).

1 ENSURE GOOD LIGHTING

Daylight is best for shooting video, but if you have to shoot indoors, turn on all the lights and opt for warm lights over LED lights. Proper lighting is important because smartphone cameras have smaller image sensors and lenses.

2 HOLD STEADY

To avoid distorted or blurred videos, keep your phone very steady while recording. Use both hands and hold your smartphone as close as possible to your body as you record the video—extending your arms will make you shakier. Use a tripod if necessary.

3 RECORD HORIZONTALLY

Holding your phone vertically while shooting will give you two black bars on the sides of your video.



SOMETHING TO THINK ABOUT

Social video generates 1,200% more shares than text and images combined.

—Brightcove



4 WATCH THE AUDIO QUALITY

The built-in microphone on most smartphones is notorious for picking up background noise. Watch out for wind if you're shooting outside. If indoors, record in a quiet spot but avoid empty rooms. Try to choose a room with carpeting or furniture to absorb ambient sound.

5 IMPROVE YOUR VIDEOS WITH MOBILE APPS

iMovie for iOS and PowerDirector for Android are two good options. You'll find several free video editing apps for smartphones and a few that are worth the minor cost—a good app can significantly improve quality.