



Heroes



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THE WOODLAWN FIRE DEPARTMENT would like to honor some of our local heroes. Merriam Webster defines a hero as “a person admired for achievements and noble qualities” or “one who shows great courage.” WFPD would like to recognize two men who we think fits this description Mike Poninski and Rod Panzier.

Mike Poninski has been with WFPD since the very beginning. He helped to start the department back in 1972. “We’ve come a long way from when we started out.” He said. Mike helped build the department and has helped it to grow. He became chief in 1994 and stayed in the position until 2013 when he stepped down. He is still involved with the department and serves on the fireman’s board as well. If you ask anyone on the department they will tell you that he is a wealth of knowledge and has taught the department so much. His passion for firefighting and helping others goes above and beyond.



Rod Panzier has been with WFPD since 1978.

He became assistant chief in 2014 and is planning on retiring this year after 40 years. He worked hard to move up the ranks and become assistant chief. After stepping down he plans to still help out and do anything he can to support the department. The department is thankful for his time and effort over the years. He never ceases to encourage everyone to step up and learn.

A fire department is like a family, and WFPD is proud to have these men in that family. They both have proved that hard work and dedication can help you to succeed. They have helped so many in the community and still continue to do so. We are thankful for their service.



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Take Me Out to the Ballpark

Beloved Traditions in Major League Baseball

Baseball has been labeled “America’s pastime” and that’s never more appropriate than during the summer months when ball fields all over the country are teeming with fans. It’s a sport that’s steeped in tradition.

Even if you’re not crazy about the game, the experience of attending an MLB game goes beyond cheering for a team. Here are some of the best-loved MLB traditions you’ll find in ballparks around the U.S.



National Anthem at Camden Yards

At every MLB game, the national anthem is played before the first pitch is thrown, and Oriole fans have perhaps the most unique take on the song. When the anthem begins, they all sing the lyric “Oh” because it sounds like the O’s, their nickname.

All-You-Can-Eat Pavilion at Dodgers Stadium

The Dodgers have a special seating section that provides access to an all-you-can-eat pavilion. There fans can chow down on as many hotdogs, nachos, peanuts and popcorn as they can handle.

“Sweet Caroline” at Fenway Park

Played in the middle of the eighth inning for more than 10 years now, Red Sox fans pause for a moment to come together and sing this Neil Diamond favorite. Neil himself has even been known to show up and sing along.

YMCA at Yankee Stadium

Every time the sixth inning ends during a Yankee home game, the grounds crew goes on the field to tidy up and lead the crowd with a YMCA dance. It’s become a staple of the Yankee Stadium experience.

“Take Me Out to the Ball Game” at Wrigley Field

When the seventh-inning stretch hits at Wrigley Field, the entire crowd stands up and sings “Take Me Out to the Ball Game.” The tradition began with the late Harry Caray and is one of the most iconic moments during the season.

WORDS TO LIVE BY

“Why does everybody stand up and sing ‘Take Me Out to the Ballgame’ when they’re already there?”

—LARRY ANDERSON



IT’S WHAT’S INSIDE >>>

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The Trick to Writing Stuff People Will Read

If you mail a regular newsletter to your clients and customers, you might wonder if people read it. You can't learn what the "open rate" is with a printed piece like, say, an email message. However, research shows that most people do prefer reading direct mail over email, so you have that on your side. And you can take steps to improve its readability.

Besides great design and engaging images, you want to make your newsletter content easy to skim with bold headlines and articles that are formatted to be easy on the eyes. Here are five types of articles readers tend to prefer:

- 1 LISTS**
They are easy for readers to scan, useful and to the point.
- 2 Q&A PIECES**
A timely Q&A with a third-party expert can add credibility to your business as well as engage readers with an easy-to-follow format.
- 3 INFOGRAPHICS**
Infographics are a great way to show stats and visually convey material that might otherwise be boring. They also give you a way to display a lot of info in one place.

- 4 PHOTO AND CAPTION**
Maybe you don't need a whole article. A photo with a caption is a great way to quickly share something interesting about your brand or your business.
- 5 BULLET POINTS**
Have an article with a lot of content? That's okay—but break up the copy into short paragraphs with bullet points. It's much easier to read than long blocks of text.



We Shouldn't Be Meeting Like This

Who hasn't struggled to stay awake through a dull meeting or left wondering what was the point? There's a reason people consider meetings a necessary evil. They may play an important role in collaboration, decision-making and building workplace relationships, but they take employees away from their tasks, limiting productivity. In many workplace polls, they're considered the number-one timewaster.

To avoid meetings that are ineffective, poorly managed or simply bad, consider these five points.

- 1 Test the importance of a meeting.** Ask, "What happens without it?" If your answer is, "Nothing," that may be an indication that you don't need it. You may be able to share the same information via email or a workplace platform like Slack or Facebook's Workplace Chat.
- 2 Be exclusive.** Sometimes office politics get in the way of who really needs to attend. Take a lesson from a few tech giants: Google caps attendees at 10, and Amazon has a "two pizza" rule (they don't have meetings where you can't feed the whole group with two pizzas). It serves a purpose: Only invite essential personnel. The meeting stays on track easier.
- 3 Write out goals.** What do you want your meeting to accomplish? Think through your objectives before the meeting and make sure they can be achieved with the available people, resources and time. Specific goals help everyone understand the meeting's purpose.
- 4 Follow an agenda.** This will lead to a more efficient meeting. Not having an agenda is like taking a journey without a map—too many tangents keep you from getting where you're going.
- 5 Focus on the issues.** Avoid stories, jokes and unrelated topics. They may be entertaining, but they waste time, distract focus and mislead others. If you have a gregarious bunch, plan the fun for happy hour later.

SOMETHING TO THINK ABOUT

Each month, people spend about 31 hours in unproductive meetings, and the U.S. spends a whopping \$37 billion on salaries for hours spent in unnecessary meetings.

—according to Atlassian

FIVE TOP TIMEWASTERS AT WORK

- 1 Email**
- 2 Social media**
- 3 Meetings**
- 4 Socializing and texting**
- 5 Browsing the internet**



How to Market to Generation Z

Raised fully in the age of technology, members of Generation Z (those born after 1995) know the world only as a digital one—where they can connect with anyone, anytime and anywhere. And they're growing up fast: By 2020, this generation will account for 40% of all consumers, according to Fast Company.

All the talk of millennials has overshadowed this up-and-coming generation, but soon Gen Z will be wielding significant purchasing power. If you want to draw their attention to your brand or business, here are five tips to consider.

- 1 Go digital to reach them.** They tend to be indiscriminate with their media choices and are more likely than other generations to trust online communications, including social and mobile media and email, according to a report by Forrester Research. They will likely be the first generation to consume more media online than offline.
- 2 Get to the point.** Increasingly tech-centric, Generation Z is accustomed to making decisions quickly. They have short attention spans, which is a byproduct of having instantaneous access to virtually anything. When talking to Gen Z, communicate your message and value proposition clearly and quickly.
- 3 Practice participation, not persuasion.** Generation Z grew up with two-way brand conversations, so a traditional one-way sell won't work. These guys know social media. Invite them to participate in your social networks and build trust by engaging with them.
- 4 Deliver a consistent brand experience online and offline.** Gen Z sees no distinction between the online and offline worlds, so the experiences you offer must be consistent with your brand, whether it's in the real or cyber world.
- 5 Give them info.** They like to be informed consumers and want to know who they're doing business with. Share your company message. Be transparent about your products. They do their homework before purchasing because they've grown up in a world with Yelp and Amazon reviews, so give them information, and make sure it shows up well on mobile.

PROOF POSITIVE

One indicator that your brand's logo is simple and effective—it can be used in a transparent form as a background and still be recognizable.

