

LOCAL ARTIST SPOTLIGHT

LACY EVRARD

Creating visual art has always been my biggest creative outlet. I have many artists on both sides of my family so art also gives me a sense of connection and bonded-ness to my family.

Currently, my greatest art inspirations come to me

while spending time at my country home with my husband Daniel and daughter Faye in Millstadt, IL and while exploring in St. Louis.

In my work I like to express human beauty and fragility and in contrast, two dimensional pattern and design. Realistic figures are a puzzle for me. I enjoy the challenge of realism. On the other hand I want the realism to

slip away and explore mood, emotion and beautiful pattern. I want to go beyond what really exists and glorify the figure symbolically.

For me, process is important. I want that to be evident in my work. Whether it's the intricate hard pressed strokes in a woodcut print, tiny dots in a pen and ink picture, or a rhythmic pattern in one of my weavings, the journey matters.



Mediums used: painting, drawing, printmaking, and weaving.
Influential artists: Gustav Klimt, street artist: Swoon, Andy Goldsworthy



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THE PUMPKIN PACESETTER

ILLINOIS LEADS NATION IN PUMPKIN PRODUCTION

Illinois grows more pumpkins than any other state in the country. It harvests nearly 12,300 acres of the popular decorative and edible fruit, 40 percent more than the second-leading pumpkin-producing state, Michigan. The crop's value fluctuates depending upon yield and prices, but generally exceeds \$10 million.

FREY FARMS, LOCATED IN KEENES, ILL., EAST OF MT. VERNON, is among the state's top producers. Company president Sarah Frey-Talley and her four brothers devote 750 acres of their family's 1,200-acre farm to pumpkins and contract with growers throughout Southeastern Illinois to produce pumpkins on an additional 750 acres. The business accounts for 12 percent of the state's pumpkin acreage and makes the 28-year-old Frey-Talley one of the youngest high-volume pumpkin producers in the Midwest, if not the entire United States.

IN 2014, FREY FARMS SOLD ONE MILLION PUMPKINS to the nation's largest retailer, Wal-Mart, which ships them to its stores nationwide. Another 500,000 pumpkins were bought from non-contract growers and re-sold to other distribution centers and retail outlets.

ILLINOIS IS NOT ONLY THE NATION'S LEADING PUMPKIN PRODUCER, BUT ALSO ITS LEADING PUMPKIN PROCESSOR.

In fact, most of its production is canned at one of two plants near Peoria — Libby's in Morton or Seneca Foods in Princeville — and used to make pies and other dishes. For more information about Illinois pumpkins, please visit the Department's website www.agr.state.il.us

Source:
Illinois Department of Agriculture

IT'S WHAT'S INSIDE

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TOWN HALL MEETING

with
Dan Celia
Financial Issues
Orchardville Church
Xenia, IL

Thursday, November 5th at 6:30
Free Admission



SEVEN COMPANIES THAT ARE MAKING MEETINGS BETTER

Work meetings may be considered a necessary evil, but what if you could make them a force for good? Some companies have taken steps to increase the value of their meetings and get employees excited about gathering together.

Here are five ways to revolutionize your staff meetings.

- 1. Make them memorable.** Employees of software company TINYpulse rarely forget a meeting because they start at unusual times. For example, the company’s daily staff meeting begins at 8:48 a.m. This practice has eliminated tardiness almost completely, according to the company.
- 2. Make them effective.** Brivo, a security management software provider, keeps meetings on point with its “no rehash” rule. Employees can raise the “no rehash” Ping-Pong paddle when the conversation gets redundant. This keeps discussions moving forward instead of stuck in endless chatter.
- 3. Start them on time.** At the Inquisium division of Cvent, employees are rarely late to meetings. That’s because they’ve instilled an unusual punishment: Latecomers must sing in front of the group.
- 4. Make them fun.** Every Thursday, baby food manufacturer Plum Organics gets out coloring books and holds a brainstorming meeting where staff members color and talk. At mobile game publisher Genera Games, employees attend meetings while shooting hoops on the basketball court. Experts say active meetings keep people engaged as well as foster creative thinking.

5. Make them short. At O3 World, a digital design and product development agency, they have technology called a Roombot that signals when it’s time to wrap up and dims the lights at the end of the meeting. Business development consulting firm Just Fearless sets a 30-minute time limit for meetings. Founder Kisha Mays says if the meeting runs long, the chairs are removed and everyone must stand until the end.



FIVE TIPS FOR BUYING PUMPKINS

- 1. Inspect the skin.** Skip the ones with soft spots, dings and dents.
- 2. Buy local.** You’ll avoid pumpkins that have been bruised and battered from shipping.
- 3. Check the stem.** If it’s strong and sturdy, the pumpkin is healthy.
- 4. Knock on the shell.** A ripe pumpkin will make a hollow sound.
- 5. Baking a pie?** Opt for smaller pumpkin varieties, which tend to be sweeter.



THREE COMPANIES WITH A SUCCESSFUL CULTURE

The term “corporate culture” once conjured images of strict dress codes and cutthroat workplace competition. Today, company culture is almost as important as paychecks and perks and is rapidly emerging as a key factor in building a brand, attracting customers and winning the war for talent.

Here are three companies that take their culture very seriously.

ZAPPOS. This online brand has become almost as well known for its culture as the shoes it sells. It starts with a cultural fit interview, which carries half the weight of whether the candidate is hired. New employees are offered \$2,000 to quit after the first week if they feel like it’s not a good fit. Basically, Zappos hires according to cultural fit first and foremost, ahead of experience and skills.

TWITTER. Rooftop meetings, friendly coworkers and a team-oriented environment have inspired praise from several employees of this social media giant. Workers get free meals along with yoga classes and unlimited vacation time. But they rave about being part of a company that’s making a difference, and there’s a sense that no one leaves until the work gets done.

SQUARESPACE. This successful startup is regularly voted as one of the best places to work in New York City. Its company culture is one that is “flat, open and creative,” meaning there are no (or very few) levels of management. Squarespace offers robust benefits, including 100% health insurance coverage and catered meals, but direct access to management is what has employees excited about their jobs.

SOMETHING TO THINK ABOUT

The last week in October is the only time of the year when all four major North American professional sports leagues schedule games.

WORDS TO LIVE BY

“If you had to identify, in one word, the reason why the human race has not achieved and never will achieve its full potential, that word would be ‘meetings.’”
— Dave Barry

THREE REASONS YOUR SOCIAL MEDIA MARKETING ISN’T WORKING



Social media has been the buzzword in online marketing for a few years, but many small businesses would admit they haven’t seen the results they’re hoping for. If it feels like you’re spinning your wheels on Facebook, Twitter, Instagram or other social networks, here are a few reasons why your marketing efforts may be stuck.

1. You’re still trying to do it for free. Facebook earned approximately \$12.5 billion in 2014, a large portion of which came from advertising. This is because Facebook drastically lowered the percentage of ads that

can be viewed organically (for free). For business owners, this means that if you want to use Facebook as a marketing tool, you must fork over some cash. The good news is, even small advertising budgets can have significantly large returns.

2. You’re trying to push instead of pull. Some companies still think social media is an easy way to advertise their products and services to a large number of prospective buyers, but businesses are quickly unfollowed if they get too salesy. For social media marketing to work, you can’t push your products. You have to win people over by making

them like your brand—less selling (pushing), more engaging (pulling).

3. You’re trying to do it all. The top 10 social networks collectively boast approximately 2.2 billion people as unique monthly traffic. Given this impressive statistic, it’s only natural to want a piece of that pie on each of those networks. However, it requires a lot of time and energy to be consistently present on even just one site. For best results, find one or two networks where much of your audience congregates, and focus on sharing relevant content. Don’t spread yourself thin.