



NEAL FAMILY DENTISTRY

THREE GENERATIONS OF BRIGHTENING SMILES IN SOUTHERN ILLINOIS

DR. E. EARL NEAL, DDS came to Mt. Vernon in 1951 and started his dental practice with Dr. Lumbattis on the third floor of the Rogers Building at the corner of Main and 10th Street just off the square.

Then in 1962, he built a new building in a bean field on the west side of town across the street from Dr. R. A. Alexander's new building called Doctor's Park. It was just off of 34th Street, which at that time was the outer limits of Mt. Vernon. Back then, most of the medical and dental community envisioned that successful business must be located in the center of town in the big bank buildings by the courthouse.

IN 1978 DR. GEORGE NEAL, DDS joined his father in the dental practice and worked with him for 10 ½ years prior to Dr. E. Earl Neal's retirement at the end of 1988. Dr. George is a lifelong resident of Mt. Vernon. He attended Mt. Vernon Township High School, Rend Lake Community College, Southern Illinois University Carbondale, and Loyola Dental School in Chicago.

In 1992 Dr. George expanded the building adding onto the existing building. Over the years he has held the offices of President of Jefferson County Dental Society and Wabash River Dental Society, and served on the Peer review committee. Currently he is a delegate to the Illinois State Dental Society.

IN 2015 DR. MICHAEL WES NEAL, DMD joined his father in the dental practice, still located at #3 Doctor's Park Road where it has been for 54 years. Dr. Wes attended Mt. Vernon Township High School, Southern Illinois University Edwardsville for both undergraduate and master's degrees in biological sciences.



While in dental school, he actively participated in community outreach events and the schools' ethics committee. In June of 2015 he graduated from Southern Illinois University School of Dental Medicine. He received the Leaders on Occlusion and TMD award while in dental school. Currently, Dr. Wes is a member of the Illinois State Dental Society, Academy of General Dentistry, and the American Dental Association.

Both Dr. George and Dr. Wes have a heart for participating in community outreach through actively volunteering in missions; both inside and outside of the United States. Both have traveled to Brazil (Dr. George twice, Dr. Wes once) to help with dental needs along the Amazon. Dr. Wes has also traveled twice to Romania, to serve the needs of orphans.

If you are looking for a great company to entrust your smiles to-Neal Family Dentistry can solve that today! We know this Local Legacy Business will be able to help you and your families dental needs for many years to come!

Neal Family DENTISTRY

#3 Doctors Park Road | Mt. Vernon, IL 62864
(618) 242-5054 | nealfamilydentistry.com

Monday	8 am - 5 pm
Tuesday	8 am - 7 pm
Wednesday	8 am - 5 pm
Thursday	8 am - 5 pm
Friday	8am-12pm

COLLECTIVELY THE DOCTORS SHARE 76 years of service TO THE MT VERNON AREA!



PEACOCK PRINT & MARKETING PRESENTS INK LINK

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Love Languages

VALENTINE'S DAY TRADITIONS AROUND THE WORLD

On February 14, millions of Americans will be showing some love with boxes of chocolates, mushy cards and bouquets of flowers. But "love" is not necessarily spelled the same in every country. In other places, Valentine's Day traditions are completely different.

Take a look.

JAPAN. Sorry, ladies. Only women give gifts on Valentine's Day, and it's normally in the form of chocolate to both family and friends. Giri-choko is an inexpensive type of chocolate they give to male bosses and coworkers as a sign of respect, not romantic intention. They get payback a month later on March 14 (known as White Day) when the men return the favor.

THAILAND. Want to get hitched? Join the mass underwater wedding ceremony held on Kradan Island. Couples come from all over to take part in the underwater ceremony on the 14th. Throughout the rest of Thailand, however, Valentine's Day is typically just celebrated by the country's teenagers.

IRAN. Muslim culture doesn't embrace Cupid, but Valentine's Day is gaining popularity with the younger, more westernized crowd. Increasingly, stores are decorating windows with stuffed animals, heart-shaped chocolates and red balloons.

UNITED KINGDOM. In the UK, sweethearts celebrate much the same way as Americans do, but the children have a unique tradition of singing songs with the hopes of receiving candy and fruit in return.

FINLAND AND ESTONIA. Valentine's Day is less about romantic love in these places and more about friendship. People exchange cards and gifts with the greeting, "Happy Friends Day," but it's not a popular day to get engaged or tie the knot.

BRAZIL. Brazilians don't love it up on February 14—their day is June 12, when they celebrate Dia dos Namorados in honor of Saint Anthony, patron saint of matchmaking and marriage. Single women write the names of their crushes on pieces of paper, fold them up, then open one on the big day to determine who they should marry.

IT'S WHAT'S INSIDE >>>

- Rub It In
- What Marketers Can Learn from Super Bowl Ads
- Must-Have Apps for Every Working Professional
- Five Facts About Super Bowl 50



RUB IT IN

FIVE WAYS TO CARE FOR YOUR SKIN THIS WINTER

Freezing temperatures, biting winds and dry air can suck the moisture right out of your skin. Make sure you replenish it. Here are five ways to protect your skin this winter.

1

MOISTURIZE MORE.

This might sound like a no-brainer, but many people don't change their skin care routine from one season to the next. You may have found a moisturizer that works great in spring or summer, but it may not suffice during the winter months. Look for one that's oil-based rather than water-based. When it comes to your face, choose your oils carefully. Try avocado, mineral, primrose or almond oil—they won't clog your pores.

2

SLATHER ON THE SUNSCREEN.

Sunscreen isn't just for summer. Winter sun combined with snow glare can still damage your skin. Try applying a broad-spectrum sunscreen to your face and your hands (if they're exposed) about 30 minutes before going outside.

3

PROTECT YOUR HANDS.

The skin on your hands is thinner than on most parts of the body and has fewer oil glands. That means it's harder to keep your hands moist, especially in cold weather. Always wear gloves when you go outside, and carry a hand cream throughout the day.

4

HOOK UP THE HUMIDIFIER.

Central heating systems blast hot, dry air throughout our homes and offices. Humidifiers will help replace the moisture in the air, which helps prevent your skin from drying out. Place several small humidifiers throughout your home to disperse the moisture more evenly.

5

LIMIT HOT BATHS.

Soaking in a hot bath feels great after frolicking out in the cold. But the intense heat of a hot shower or bath actually breaks down the lipid barriers in the skin, which can lead to a loss of moisture. A warm bath with oatmeal or baking soda can help relieve skin that is dry or itchy. Also, be sure to reapply moisturizer after every bath or shower.

WHAT MARKETERS CAN LEARN FROM SUPER BOWL ADS

The Super Bowl has become as known for its creative commercials as much as for its football, and for good reason. The brands that spend well over \$100,000 per second of advertising typically pull out all the stops to make their valuable marketing dollars count.

While the Super Bowl ad season is dominated by consumer brands, both B2B and B2C marketers can take away some valuable lessons to apply to their own marketing efforts. Here are five.

1 You don't need to blow your budget to make an impact. A few years ago, Newcastle Brown Ale created a successful and clever YouTube video campaign that went viral without spending millions. In fact, the lack of ad spending is what helped the campaign succeed. The right message targeted at the right audience can be as effective, if not more so, than a costly ad.

2 Tug at the heartstrings. Businesses are run by people with feelings, so whether you're marketing B2B or B2C, emotional connection is a must. In fact, according to a CEB report, B2B customers are more emotionally attached to their B2B vendors than consumers are to their brands. Emotional branding is the best way to particularly capture the hearts and minds of Millennials.

3 See the big picture. Digital is no longer just an option in your marketing plan. Try to tie every offline campaign back to a larger strategy that includes a digital component and some online activation. Consumers now expect to find an online or mobile channel associated with any campaign they see offline.

4 Get mobilized. Mobile is the fastest growing market sector for advertisers. The majority of your audience will be on their smartphones at any given time. Make sure any call-to-action is mobile friendly by including easy-to-access hashtags and URLs.

5 Keep the conversation going. Don't just put your message out there and walk away. Actively listen to conversations about your brand in social media and respond in a timely manner. Learn to engage in real-time conversations, especially around big events like the Super Bowl, with relevant content and strong CTAs.

FIVE FACTS ABOUT SUPER BOWL 50

1 This is the only year the NFL is abandoning the Roman numeral (L) in favor of the Arabic number 50.

2 It's dubbed the Golden Super Bowl because it's located in The Golden State (California) and it's the bowl's 50th anniversary.

3 A 30-second commercial costs \$5,000,000, a record high price.

4 To prevent fraud, Super Bowl tickets are made using holograms, custom laser cutouts, thermachromic ink and a specially made gloss varnish.

5 Over a million people are expected to visit the Bay Area during Super Bowl weekend.

WORDS TO LIVE BY

"The reason women don't play football is because eleven of them would never wear the same outfit in public."

—PHYLLIS DILLER

MUST-HAVE APPS FOR EVERY WORKING PROFESSIONAL

Still trying to get organized for 2016? There may be an app for that—several, in fact. Here are a few you may find especially handy for on-the-job tasks and responsibilities.

FOR BUSINESS TRAVELERS

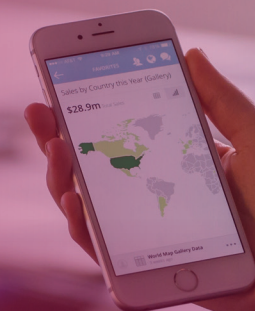
Expensify describes itself as "expense reports that don't suck." This app provides easy scanning of receipts and categorizing of trips with a clean and intuitive UI. And for downtime while on a business trip, **Localeur** helps you experience a city like a local. Similar to Foursquare and Yelp, this app uses crowd-sourced suggestions by residents to serve as a virtual tour guide.

FOR TELECOMMUTERS

Have you ever needed to scan and send a document? With **CamScanner**, you can simply use your iPhone. Just download the app, take a photo of the document, and the app enhances it to turn it into a readable scanned document. You can then save it or email it as a PDF.

FOR NETWORKERS

Rapportive is a web app (plug-in) versus a phone app but it may be one of the most useful apps you've discovered. If you have a Gmail account, download this plugin and you'll be able to see who you are emailing—their photo, social media handles, LinkedIn profile, everything. Essentially, you'll be able to put a face to a name which is especially helpful if you're in a client-facing role.



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SOMETHING TO THINK ABOUT

In the U.S., the two most popular smartphone apps are Facebook and Facebook Messenger. Google apps dominate the rest of the top ten, according to comScore.