

the YMCA At the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

The YMCA of Jefferson County enters its 52nd year serving our community with Youth activities such as Tee Ball, Soccer, Basketball and Volleyball. Fitness activities including Group Exercise, Yoga, Zumba and Indoor Cycling.



The Y recently invested in new fitness equipment transforming the upstairs level of the facility to better serve fitness seekers and seniors. Free fitness consultations and personal training sessions are available for new and current

members to give the support, guidance and resources needed to achieve greater health and well-being.

In 2016 the YMCA of Jefferson County helped over 500 area kids, adults and families participate in Youth Sports, Group Exercise and other wellness through fundraising efforts such as our Derby Night and our Annual Campaign.

The YMCA of Jefferson County is committed to strengthening the foundation of our community through youth development, healthy living and social responsibility.

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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Meet the Newest Generation of Mothers: Millennial Moms

They grow up so fast.

The Millennials aren't kids anymore—now they're having them. Some 1.3 million Millennial women gave birth for the first time in 2015, according to the National Center for Health Statistics, raising the total number of Millennial moms to more than 16 million.

How is this new generation of mothers defining motherhood? Here's a quick look:

They may end the "mommy wars."

Millennial moms may spend more time online than any previous generation, but they're not fueling the online mom wars. According to C+R Research, many Millennials have less regimented views on the "right" way to raise kids. Whether they work or stay home, breast or bottle feed, their attitude is, "Whatever works for you!"

They live closer to (or with) the grandparents.

Experts say Millennials are far more likely than moms of any other generation to raise their kids close to extended family; many live in the same house or right next door.

They have a strong "mom" identity.

A recent Strottmann/C+R report says Millennial mothers take a playful, hands-on approach to parenting. They have a nostalgia for a simpler life, from toys to food to the do-it-yourself movement, and take a team approach at home that encourages everyone to pitch in rather than have Mom dictate orders or do it all herself.



They love brands that get technology.

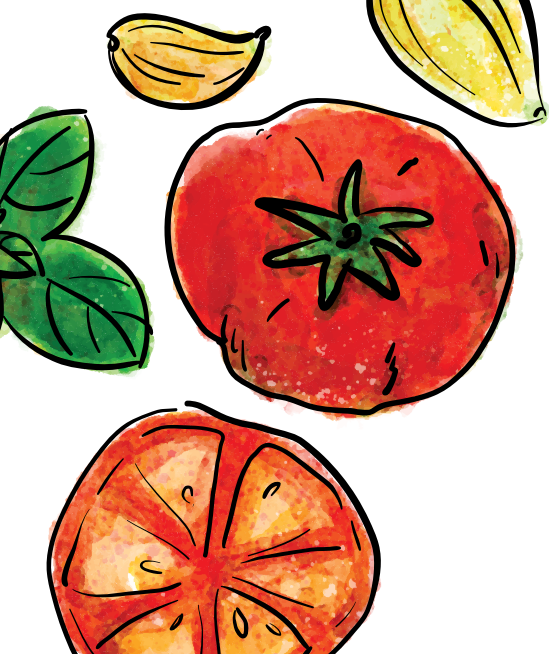
Millennial moms grew up online, so brands like Uber or Spotify that have managed to integrate mobility and digitization into everyday tasks are winning. New service brands like Plated and Blue Apron that deliver healthy meals while making life easier are also gaining currency.

Millennial moms wield significant purchasing power even at their young age, so knowing who they are and what makes them tick is a good idea for marketers hoping to reach this growing audience.

IT'S WHAT'S INSIDE >>>

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SPICE IT UP

Celebrate National Salsa Month by Making Your Own

Whatever your preference in salsas, there's no denying that it's hot. May is National Salsa Month—the perfect opportunity to spice things up, homemade style. Before you get your chopping knife out, here are some tips and tricks for whipping up your own.

- Raw salsa is known as “salsa cruda” or pico de gallo. Leave your ingredients raw for a salsa with a refreshing taste.
- If you cook the salsa, you'll get a deeper, sweeter taste. Roasting the tomatoes, garlic and/or chiles (peppers) creates rich, smoky flavors.
- At its most basic, salsa is simply chopped or pureed tomatoes, chile peppers, onions and cilantro,

flavored with salt and a squeeze of lime juice. Start there and add ingredients to your liking.

- The herb in most salsas is cilantro, but don't be afraid to play the field. Parsley, mint, basil and oregano all add flavor when mixed with fresh vegetables and fruits.
- Set the tomatoes aside and use some other fruits and vegetables instead, like mangoes, melons, peaches,

pineapple or tomatillos. Fruit salsas pair nicely with cinnamon tortilla chips.

- For flavor, color and texture, add bell peppers, jicama, radishes, fresh corn kernels, avocado and black beans.

- Prepare your salsa an hour before you plan to serve it. Not only will the flavors blend better, the salt will draw out the moisture from the tomatoes, taking it from chopped slaw to a more seasoned, saucy mix.

Quick tip—a food processor or blender works well for the herbs and garlic. Blend those ingredients before you add the tomatoes to give your salsa a chunkier texture.



Social Media Mistakes That Will Get You Unfollowed

Committing a social media faux pas is not life or death, but it can make people think twice about whether they want to keep company with your company. Hone your social skills by adding these five mistakes to your “never do” list.

- 1 SARCASM.** Use humor, but make sure it's appropriate and understood via the written word. Status updates, tweets and posts can easily be misunderstood because subtle sarcasm doesn't translate well without vocal tone or physical expression.
- 2 SELF-PROMOTION.** Some people talk because they love to hear themselves talk. In social media, many post or tweet for the same reason. But self-promotion is not that compelling. In fact, too much of it is a turnoff. If you have something interesting to say about your company, feel free—but be careful of making social media all about you.
- 3 SILENCE.** Social media can expose your marketing weaknesses. People notice when they visit profiles that haven't been touched in months—and silence typically communicates that you're unresponsive or uninterested. Make a commitment to engage with your social networks or just don't use social media.
- 4 SLACKING.** If people comment or ask questions via Facebook, Twitter or LinkedIn, by all means—respond. Never leave them wondering if they'll hear from you. Answer or comment back in a timely manner and participate in the conversation. If you don't, others may, and you may not like how that goes.
- 5 SELLING.** Social media is not the place for a sales pitch. People like to buy things, but they don't like to be sold to. When you have time, peruse Zappos' Facebook page and see how they engage fans with their products without being salesy. If you're a fun, interesting and personable company, people will want to buy from you.



Every year since 2000, Pantone has chosen a color that reflects the current cultural climate. This year's Color of the Year is PANTONE 15-0343 Greenery. Remember: Replace your Pantone Matching System (PMS) books every year so the colors don't get distorted as the paper ages.



FIVE STEPS TO A KILLER TRADE SHOW BOOTH

Heading to a trade show? Your booth is your platform for engaging with your audience. Treat it as you would your website or your storefront—with attention to detail and plenty of energy. Here are five ways to grab attention:

- 1>> Use bright colors.** You'll need to stand out in the sea of booths. One way to do that is with bright colors in your booth design. Try neon lights and clear signage to attract attention.
- 2>> Be approachable.** Manning a booth means being personable, friendly and ready to interact with prospects at all times. Creative promotional items help, as well. People love swag.
- 3>> Throw a contest.** No matter what your budget is, a contest or promotion is a great way to generate interest and possible leads. You can use your own products or services as the prize if you want—just be sure your entry form includes an email address field.
- 4>> Use social media.** Plan to engage with visitors via social media with a unique hashtag, live podcasts or special incentives for visitors who visit your booth. Integrate social media with your booth for a fun and engaging campaign.
- 5>> Hire booth staff who care.** This goes without saying, but your booth should always be staffed with people who have a vested interest in your company and who genuinely care about its success. As important as your trade show materials are, your efforts will fall flat if your booth staff isn't friendly and engaging.



SOMETHING TO THINK ABOUT

The average trade show attendee spends 8.3 hours viewing exhibits.

FIVE TIPS FOR YOUR TRADE SHOW BOOTH

- 1** If possible, make your product or service interactive.
- 2** Give away a sweet treat.
- 3** Be sure all your branding is cohesive.
- 4** Think vertical—expand your booth toward the ceiling with banners and hanging displays.
- 5** Display just enough information to pique curiosity.

WORDS TO LIVE BY

“I love spring anywhere, but if I could choose I would always greet it in a garden.”

—RUTH STOUT