

LOCAL ARTIST SPOTLIGHT

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With an MFA in Painting/ Drawing from SIU-C, after retiring from teaching art in Carterville in 2001, I joined several quilt guilds to explore an interest in fibers. After working with an apron collection incorporated into old quilts to express appreciation for women and their work, it was time to learn how to create my own fabric expressions. Being a member of the Illinois Artisans Program was an opportunity to exhibit in their annual shows with art quilt wall hangings until their recent closure.

Workshops at Cedarhurst and with Shawnee Quilters have provided new ways to show concern for interests in our environment and the creatures who share our planet. Other groups have supported these interests such as the ECO-Arts Caucus of the WCA and the Missouri Fiber Artists through group shows and conferences.

In June a solo show at the Giant City State Park Visitor Center had a theme to encourage concern for pollinators and their importance in our lives. The “Blooms and Pollinators” exhibit was an opportunity to teach a workshop for youth to encourage appreciation for pollinators. Leading workshops with groups such as 4-H in Williamson County, Second Act, and LEAA gives me opportunities to share art processes and nature themes.

Being a facilitator for Cedarhurst Quilters to participate in the Riverwork Project in Alton has been a way for me to help bring a concern for clean water and rivers into a collaborative textile expression with quilt blocks and original expressions combined from many Illinois and Missouri groups and artists as well as some from other states.



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PIGSKIN CLASSICS

CELEBRATING SOME OF COLLEGE FOOTBALL’S QUIRKY TRADITIONS

Not all good things must come to an end. Some of college football’s traditions have been around for years and show no signs of stopping. Here are a few traditions that aren’t necessarily famous, but for the fans, they’re as much a part of the experience as the game itself.

MISSISSIPPI STATE: COWBELLS

Since before World War II, Bulldogs fans have been clanging cowbells. Legend has it that one Saturday during a Mississippi vs. Ole Miss game, a cow wandered onto the field. The Bulldogs beat the Rebels that day, and MSU fans deemed the cow a good luck charm. Bringing a cow to football games isn’t feasible, so fans resorted to cowbells instead.

CLEMSON: \$2 BILLS

Before away games, Tigers fans buy as many \$2 bills as they can and stamp each one with an orange tiger paw. The aim is to spend the bills while on the road, spreading Clemson pride in enemy territory.

CAL BERKELEY: TIGHTWAD HILL

The perch above Memorial Stadium, where Cal fans watch their team for free, might provide a better view than that of the ticket holders. People have been gathering on Tightwad Hill since Memorial Stadium opened in 1923. Fun fact: Berkeley-bred band Green Day once named a song after it.

WEST VIRGINIA: COUNTRY ROADS

Since 1972, John Denver’s “Take Me Home, Country Roads” has been played before every West Virginia home game. On September 6, 1980, the day Mountaineer Field was dedicated, Denver performed the song live. Now after home wins, players lead fans in singing the song.

OKLAHOMA: SOONER SCHOONER

Since 1964, the Sooner Schooner, a covered wagon steered by members of the Oklahoma spirit squad and pulled by two white ponies, Boomer and Sooner, has been riding across Owen Field after each OU score. The Sooner Schooner became the school’s official mascot in 1980.



IT’S WHAT’S INSIDE

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FIVE WAYS TO BETTER SELFIES

Between Facebook, Instagram, Snapchat and simply sending photos to your friends, you have the opportunity to plaster your lovely mug all over digital creation. Put your best face forward; it's a snap with these selfie-taking tips.



- 1. Fake flawless skin.** For women, foundation and translucent powder are quick fixes, but it's important to get as much light on the face as possible. If you're indoors, stand near a light source. Also, make sure your flash is on. The light will bounce off the skin, illuminate it and conceal facial imperfections.
- 2. Pay attention to the camera position.** If the lens is at your eye level or above, you're in the right frame. If the lens is below your eye level, then you run the risk of acquiring an extra chin. For most people, the best angle for a selfie is one that's just a bit higher than their line of vision with their face turned slightly to the side.
- 3. Consider your background.** The best selfies have either interesting backgrounds or really simple ones. The middle ground is what detracts from a great selfie. If you're in public, beware of photo-bombers.
- 4. Use the right apps and filters.**
Pro tip: The Instagram filter Valencia is flattering for almost everyone. The Afterlight app is highly recommended for editing your smartphone photos. And if you're really serious about selfies, the Samsung Galaxy S5 comes with a selfie mode that will automatically airbrush and brighten your face.
- 5. Don't take it too seriously.** If you need a professional shot, hire a photographer. Selfies are for social media, friends and fun—your best shots are typically going to be the ones where you're not trying too hard.

WORDS TO LIVE BY

"When you win, nothing hurts."
—Joe Namath, NFL Hall of Famer



FIVE FUN FACTS ABOUT NETFLIX

1. The idea for Netflix was born in 1997 after the CEO was charged \$40 for a late VHS copy of *Apollo 13*.
2. Netflix is the single largest contributor to internet traffic in many countries.
3. The average subscriber streams around 90 minutes a day.
4. The company has been around longer than Google.
5. The most watched show on Netflix: *Breaking Bad*.

THE SUCCESS OF NETFLIX WAS BUILT ON MORE THAN A HOUSE OF CARDS

WHEN IT ALMOST DIED: In the spring of 2000, Netflix was an unprofitable, three-year-old company with just 300,000 subscribers, all of whom received DVDs through the mail. They offered to sell Blockbuster a 49% stake in the company and take the name Blockbuster.com. Blockbuster said no and didn't open its own online subscription service until 2004. If Blockbuster had launched earlier, they could have easily killed Netflix. As it happened, Blockbuster bit the dust instead.

HOW IT SURVIVED: Netflix transformed itself from a DVD-by-mail company into the world's largest subscription streaming video service, with more than 54 million paid subscribers in about 50 countries. It plans to expand to 200 countries by the

Netflix as we know it now almost ceased to exist as a brand back in 2000. Today it's a thriving global company. How did that happen?

end of next year. Its stock tanked in 2011 when the company said it would spin off its DVD-by-mail service, but abandoned that plan when customers revolted.

Since then, the stock has recovered and is now flirting with record highs. Experts credit Netflix's incredible success with their ability to predict what's coming up and adapt for the future, as well as their unique company culture. They give employees great amounts of freedom so they can take risks and innovate without being bogged down by process. But on the flip side, they're expected to work at a super-high level or be quickly shown the door (with a generous severance package).

SOMETHING TO THINK ABOUT

The first selfie dates back to 1839 when a photography enthusiast named Robert Cornelius tried to take a photo of himself. He had to stand still for at least three minutes for the picture to turn out.



ADD PERSONALITY TO YOUR WEBSITE WITH THESE FIVE SIMPLE STEPS



Your online presence is often the first impression customers and prospects get of your brand. This can be good if you're diligent about crafting an impressive digital footprint—but not so good if your website has been collecting dust for the past year. If it seems that your company's web presence is a little vanilla, here are five easy ways to add some flavor.

- 1. Use real photos of the people behind your business.** Skip the cheesy stock photos and post real photos of you and your staff that are more than just smiling headshots.

- 2. Write nontraditional bios.** Your staff page is likely one of the most popular pages on your website—look at your analytics. Customers love to know the people behind the business. Write fun bios with interesting facts about your employees and give your staff page a more human factor.
- 3. Show your tweets.** Adding your Twitter feed to your homepage can give your visitors an insight into who you are and what's important to you based on what you're currently tweeting about. Not tweeting? Get started—that's another great way to infuse personality into your brand.

- 4. Get creative in your copy.** You can be professional and personable at the same time. Strip out any mumbo-jumbo industry jargon—that's not how your customers talk. Replace it with short sentences that are well crafted and conversational. And don't be afraid to add humor where appropriate.
- 5. Promote engagement.** Link to your Facebook, LinkedIn, Instagram or Twitter accounts. Feature a company blog on your homepage. Run a contest on your website that encourages customer engagement. Be real, human and authentic—it's the best way to connect with your online visitors and "relax" your online personality.