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NAVY 3RD CLASS PETTY OFFICER ROGER D. TATE was invited to go on the Honors Flight Oct 17, 2017 to Washington D. C.



He left from Marion Veteran Airport at 6 am on a special charter plane with 70+ Veterans and chaperones. Roger's chaperone was his son, Rheld. They returned at 8 pm the same night where



they were greeted cheered and applauded by a large group of supporters.

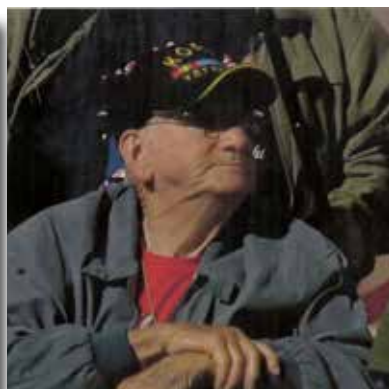


They toured such places as the Korean Memorial Arlington Cemetery, Washington Monument and many, many more.



"I received over 200 cards and letters from friends relatives and 3 Schools; Field, Bluford and Farrington." He enjoyed every one of them.

He would like to thank all the volunteers and all the people who make Honor Flight happen.



"For me this was a dream of a lifetime and I am very proud to have served my country."

PEACOCK PRINT & MARKETING PRESENTS

INK LINK

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The Skinny on Chocolate

In almost every country, chocolate is a popular indulgence. But in the world of the cacao bean, there are several types of chocolate, depending on what's in it and how it's made. If your Valentine presents you with a sweet treat this month, here's a look at what you may be indulging in.

UNSWEETENED CHOCOLATE. This is the purest form of chocolate, typically used in baking. Unsweetened chocolate is made from pure chocolate liquor that has been refined and contains more than 50% cocoa butter. Since no sugar has been added, it has a strong, bitter taste and is rarely eaten out of hand.

DARK CHOCOLATE. Also known as "plain chocolate," dark chocolate has no milk added. The U.S. government calls this "sweet chocolate" and requires a 15% concentration of chocolate liquor as its ingredient, as opposed to Europeans who require a minimum of 35%.

MILK CHOCOLATE. This is the combination of chocolate liquor, cocoa butter, vanilla, milk solids and lecithin. The U.S. government requires a 10% concentration of chocolate liquor in milk chocolate, which is widely used in candy bars and desserts.

WHITE CHOCOLATE. It's not technically "chocolate" because it doesn't contain chocolate liquor; it's the combination of cocoa butter, sugar, milk solids, vanilla and lecithin. It was first made after World War I and became popular with the introduction of Nestlé's Alpine White chocolate bar.

MEXICAN SWEET CHOCOLATE. This is pure chocolate with both cinnamon and sugar added—sometimes ground almonds. Ibarra brand is one of the most popular brands in Mexico.

COUVERTURE CHOCOLATE. The word "couverture" means "covering" and refers to one of the finest quality of chocolate in the world. Couverture is produced with premium cacao beans and a high percentage of cocoa butter. It's often used by professional pastry chefs in luxury chocolates.

WORDS TO LIVE BY

"Your hand and your mouth agreed many years ago that, as far as chocolate is concerned, there is no need to involve your brain."

—DAVE BARRY

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IT'S WHAT'S INSIDE >>>

- How to Sleep Better the Next Time You Fly
- Personalized Marketing: Seven Ways to Reach Your Customers Better
- Five Tips for Better Time Management



How to Sleep Better the Next Time You Fly

FYI: It's a 14.5-hour flight from New York to Pyeongchang, South Korea, where the Winter Olympics are happening this month. If you're heading that way (or anywhere else overseas), you might be pondering the big question on the minds of air travelers everywhere: *How do I sleep on the plane?*

Catching some shuteye on a red-eye or international flight can lessen the affects of jet lag and make the next day more bearable, especially if you have business to conduct immediately upon arriving. Here are some tips for falling asleep while you're flying.

>> Choose the right seat.

Your best bet? The window seat of an exit row. You won't be disturbed when your seatmates get up, you can rest your head on the window and with the extra legroom, you can use your carry-on as a footrest. The worst place for sleeping is near the bathrooms or flight attendant stations.

>> Pack your creature comforts.

If you're in the middle or aisle seat, a travel pillow can support your neck. An eye mask will darken the plane for you. If you're a light sleeper, noise-canceling headphones will drown out crying babies or other noise. If you're somewhat of a germaphobe, bring your own blanket. Think ahead and pack what you need to be comfortable.

>> Skip the cocktails and coffee.

One glass of wine might relax you, but drinking too much alcohol will interfere with your sleep. Your best bet is to skip beverages with alcohol and caffeine and stay hydrated with water.

>> Buckle up.

If you don't want to be disturbed by the flight attendants, wear your seatbelt over the outer garment of your clothing or blanket so they don't have to wake you when they do safety checks. If your seatbelt is visibly fastened, they won't disturb you.

Personalized Marketing: Seven Ways to Reach Your Customers Better



In marketing, personalization is all the rage thanks to better methods of collecting and storing data. With direct mail specifically, you stand a much better chance of getting a great response (and ROI) if your campaign is targeted and customized for each customer. With today's technology, that's not hard to do if you have the data to back it up.

Make your customers feel loved with these seven easy ways to personalize your next campaign.

THE OFFER. Use information about your customers' past purchase behavior and interactions with your company to customize the offers you send them. Not all offers are created equally in your customers' eyes—hone in on the right ones for the right people.

THEIR NAME. Addressing a customer is a commonplace tactic, but that doesn't make it any less powerful. If you have their name, use it.

IMAGES. Mailing to various locations? Swapping out the pictures you use in a mail piece based on a customer's location can help the content feel familiar and more relevant.

FORM FIELDS. Including a form on your direct mail piece? Pre-filling certain fields with customer data like name, address and phone number can increase the response rate.

GENDER. Sometimes men and women view the same product or service differently. Adjusting content based on gender can portray your offer in the way that resonates best with each.

PAST PURCHASES. If your product or service is something that needs to be repurchased or renewed after a certain period of time, create personalized campaigns based on the timing of a customer's last purchase. Offer a customized coupon with a quick expiration date to create urgency.

INDUSTRY. Different industries have unique reasons for using your products and services. Use variable data printing to make sure you're speaking their language.



SOMETHING TO THINK ABOUT

In a 2016 InfoTrends study, participants were asked, "Does the customization or personalization of a direct mail piece make you more likely to open/read it?" 29.2% said "much more likely," and 55% said "a little more likely."

Five Tips for Better Time Management

February is not just for lovebirds; it's for early birds too—or at least those who appreciate the fine art of time management and thoughtful scheduling. In honor of National Time Management Month, here are five tips to help you manage your 24/7.



1 Create a daily plan. Early in the morning (or the night before), plan out your day in a notebook, planner or an app like Evernote. You'll have something to refer to when you're wondering what comes next. Power tip: Plan a buffer for unexpected interruptions.

2 Plan to be early. This is key for anything, whether it's an appointment, a deadline or picking your kids up. When you plan to be on time, you'll either be on time or late. But if you plan to be early, you're working ahead of schedule and are less prone to tardiness.

3 Focus. Juggling is a nice skill, but are you multi-tasking so much that you're not being productive? If so, focus on just one task at one time. You'll be more efficient.

4 Beware of perfectionism. Some things simply don't need to be perfect. Try this: Set a time limit for a specific task. If you think it will take three hours, try to get it done in 90 minutes. Then evaluate. Can you comfortably move on? If yes, you just saved yourself an hour and a half.

5 Don't waste time waiting. Long commute? Listen to podcasts. Sitting at the doctor's office? Bring your laptop and answer emails. If you know there will be periods of waiting in your day, plan on how you'll fill them beyond twiddling your thumbs.

Celebrating with your sweetie?

FIVE THINGS TO KNOW ABOUT KISSING



- 1** Kissing for one minute burns 26 calories.
- 2** According to Indiana law, it is illegal for men with a mustache to "habitually kiss human beings."
- 3** Kissing generally uses one muscle, called the orbicularis oris.
- 4** Lips are 100 times more sensitive than fingertips.
- 5** Approximately two-thirds of people tip their head to the right when they kiss



Did you know? Pantone's 2018 color of the year is Ultra Violet (PANTONE 18-3838). According to Pantone, it's a "dramatically provocative and thoughtful purple shade that communicates originality, ingenuity and visionary thinking that points us toward the future."

