



CHARITIES

Love Local is our theme again for 2017, and this year we will be featuring **Local Charities**. Our hope is to educate and inspire the community to support local charities.



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MEMORABLE DATES	JANUARY 1	New Year's Day
	JANUARY 8	Bubble Bath Day
	JANUARY 16	Martin Luther King Day
	JANUARY 20	Inauguration Day
	JANUARY 31	Inspire Your Heart with Art Day



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I Solemnly Swear Presidential Trivia for Inauguration Day 2017

On January 20, Donald Trump will begin his term as the nation's 45th president—his will be the 58th Inauguration Day in America's history. After a tense election season, you may want to lighten the mood with some fun Inauguration Day facts and figures.

Here are some tidbits to get the conversation started:

- George Washington was the first president inaugurated, as well as the most succinct. He is noted for delivering the shortest inaugural speech—a total of only 135 words.
- President James Madison introduced the first inaugural ball. Tickets cost \$4.
- William Harrison gave the longest inaugural address, totaling 8,445 words. He delivered it on a cold day in March 1841, and died a month later of pneumonia.
- In 1949, Harry S. Truman became the first president to have his inauguration televised.
- In 1825, John Quincy Adams was the first president sworn in wearing long trousers.
- The largest inaugural parade was for Dwight Eisenhower in 1953. It lasted more than four hours.
- Ronald Reagan's first inauguration was the warmest on record with a noon temperature of 55 degrees. His second inauguration was the coldest on record (it took place inside). It was only 7 degrees at noon.
- Bill Clinton was the first president to have his inauguration broadcast live on the web. He also had the most number of inaugural balls, totaling 14.

If you plan to attend any of the inauguration events in DC, the best way to travel in the region is by Metro. However, it will be very crowded with long lines and delays, so arrive early and be patient. Purchase your Metro fare in advance to save time.

Five Interesting Facts About Donald Trump

- 1 He has his own star on the Hollywood Walk of Fame.
- 2 Trump's residence, Trump Tower, was used as the fictional Wayne Enterprises in "The Dark Knight Rises."
- 3 He doesn't drink alcohol. His brother was an alcoholic and died from alcoholism in 1982.
- 4 He passed on a chance to buy the New England Patriots in the 1980s, deeming it a bad investment. The team is now worth \$2.6 billion.
- 5 He's a known germaphobe who hates shaking hands.



THREE CONTENT IDEAS FOR YOUR NEWSLETTER

Newsletters are a great way to connect with your audience. They give you a place to highlight your expertise, which builds consumer confidence. Plus, the right content can get your readers to take action—visit your website, book an appointment or come in to shop.

But here's the catch: They only work if you're interesting and relevant as defined by your readers. What you consider compelling may make your customers click delete or throw you in the trash. An effective newsletter is not a "me" newsletter. Writing all about your company may seem interesting to you, but you're not the intended audience.

Keep this in mind when choosing what to include.

1>> SHARE WHAT YOU KNOW, BUT KEEP IT CUSTOMER-CENTRIC.

Think of the questions your customers ask most frequently and give them a little free advice every month—that'll build trust.

2>> TELL A SUCCESS STORY.

This can include testimonials about how your business helped another company or person. Real stories make your newsletter relatable, plus they increase your credibility.

3>> SPRINGBOARD OFF WHAT'S CURRENT.

Events that are common to all of your readers give you a good starting place for content. This could be a topic that the media is actively covering or it could be a holiday like Valentine's Day. Look for creative ways to tie current events in with your industry.

For best results, keep the articles short and easy to read. And don't forget great graphics and images—a well-designed newsletter is always more engaging.



PROOF POSITIVE

All ink colors, even opaques, are altered by the shade of the paper, especially the deep accents. To compensate for colored stocks, pick more intense ink colors than you would normally choose for white stock.

The Truth About the Flu

Separating Fact from Fiction

It's flu season, and with that comes a lot of information *and* misinformation about the nasty bug. Here are some of the most common myths about the flu, as well as some trusted facts from WebMD.

MYTH 1: You can catch influenza from the vaccine.

The vaccine is made from an inactivated virus that can't transmit infection. People who claim they got sick right after receiving a flu vaccination were going to get sick anyway. Remember, it takes a week or two to get protection from the vaccine.

MYTH 2: Antibiotics can fight the flu.

Antibiotics only fight bacterial infections. Influenza is not caused by bacteria, but by a virus. So antibiotics have *absolutely no effect* on any kind of flu. They may help if you develop a secondary bacterial infection. But they do not prevent secondary infections.

MYTH 3: No medications can fight the flu.

While antibiotics may not be effective, antivirals may help. Tamiflu is the most well known—this drug has been shown to cut the course of the disease by 1–2 days if you take it within 48 hours of the first sign of flu symptoms. However, the effects are mostly modest. Other meds that can offer relief include fever reducers like ibuprofen and acetaminophen, as well as congestion fighters.

MYTH 4: A runny nose, bad cough and fever equals "the flu."

You might feel crummy, but that's probably because you caught something else. Lots of viruses come with "flu-like" symptoms (aches, fever, runny nose, sneezing), but most people only get influenza once or twice a decade. The only way to be 100% sure is to have a sample tested (usually from your nose.)

MYTH 5: Cold weather causes the flu.

No matter what Mom said, going outside in the winter without a hat does not increase your risk of flu. While there might seem to be a connection since flu season coincides with colder months, there isn't. The rise and fall of flu season has more to do with the natural cycle of the virus, although experts aren't exactly sure how it works.



SOMETHING TO THINK ABOUT

The flu virus can survive on surfaces for 2–8 hours. It lives the longest on hard surfaces.



Burn Baby Burn

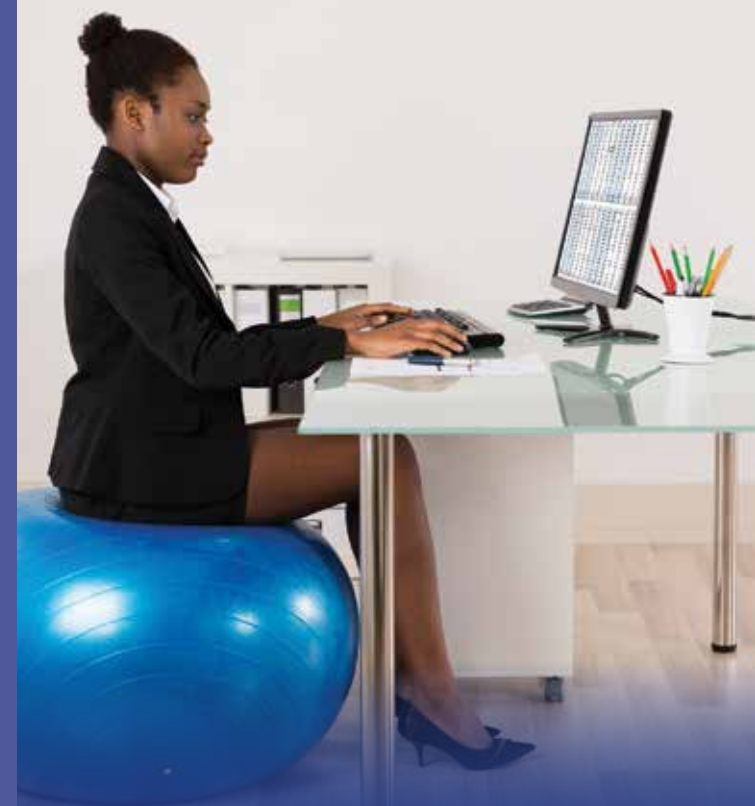
TORCH CALORIES WITH DESKERCISES

"Take the stairs instead of the elevator." "Park farther away from the door." You've heard it all—the drill about being more active during your everyday activities. But did you know there are other steps you can take to get your blood flowing and burn calories while at a sedentary desk job?

Gym memberships and fitness classes are all the rage this month, but you can also help shed unwanted post-holiday pounds by adopting a few good habits at work. Like these:

- Lose your chair and sit on an exercise ball instead. This strengthens your core and improves your posture.
- Deliver messages and documents to your coworkers in person instead of by email.
- Get a headset for your phone so you can move around while you talk.
- How about a little strength building? While you're waiting for a slow webpage to load, try some desk push-ups. Standing up, put your hands on the desk. Then walk backward a few steps and do push-ups against the desk.
- Or try a quick quad workout. Sitting in your chair, lift one leg up, straight out in front of you, and hold it for a few seconds. Then lower your foot, stopping short of the floor, and hold it for several more seconds. Switch. Do each leg 15 times.
- Work your triceps by grabbing a heavy object (like a big book or a paperweight) and hold it with both hands behind your head. Extend your arms up, then drop it back down by your neck and repeat.

Also, if you haven't yet, get a fitness tracker and track your steps. You'll be motivated to take the long way to the kitchen or the restroom or a colleague's desk in order to bolster the number and reach the coveted 10,000 mark.



WORDS TO LIVE BY

"If it weren't for the fact that the TV set and the refrigerator are so far apart, some of us wouldn't get any exercise at all."

—JOEY ADAMS