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Carla Donoho Plans to Retire after 33 Years of Faithful Service



Baptist Children's Home & Family Services

In January 2019, the distinguished 33-year career of Baptist Children's Home & Family Services (BCHFS) Director of Operations, Carla Donoho, will draw to a close.

Carla Donoho began her career at BCHFS in 1985 when she was hired as secretary of the maternity center, which at the time operated out of Logan Street Baptist Church in Mt.

Vernon, IL. She and the maternity center Director, Carla Monroe quickly became known around town as "The Two Carlas."

Carla earned her Bachelor's degree in Social Work in 1993 and began working with girls who were planning adoption and licensing families for adoption. While working full-time at BCHFS, Carla earned her Master's degree in 1998. Two years later, when Carla Monroe retired, Carla Donoho became the director of Angels' Cove maternity center. In 2005, Carla became the Director of Development and Communications for the agency, sharing her passion for the ministry and raising much needed income for the organization. In 2010, Carla made the choice to

return to her first love, once again taking the helm of Angels' Cove maternity center. In 2017 she assumed the role of BCHFS Director of Operations.

Carla has accomplished a great deal during her 33 years of service at BCHFS. She has also received numerous accolades including SIUC Alumni of the Year, SIUC Intern Liaison of the Year, the 2006 Congressional Angels in Adoption Award and is a 2018 nominee for Jefferson County Citizen of the Year. However, she considers her greatest accomplishment was being able to touch one life at a time, helping people to know that God's grace is sufficient and that He is a Father who provides second chances.

"Each individual story has had an impact on me," Donoho shares. "I have a rock for every adoption I was blessed to be a part of. I keep them in a trunk in my home. The ongoing opportunity to minister to so many throughout the years has been a huge blessing."

Though Carla is excited to begin the next chapter of her life, she is quick to share the one thing about her job she will miss the most.

Angels' Cove Pregnancy-Adoption-Foster Care

"Not having the regular contact with the BCHFS staff and the family that we have will be a huge loss for me," states Donoho. "We are so much more than co-workers. We pray together, laugh together, cry together and pull pranks on each other."

Upon retirement, Carla plans to serve as a part-time therapist for BCHFS's Pathways Counseling ministry. She also plans to spend more time on a furniture ministry that grew organically from her desire to help people.

"I serve as the connection between people who have furniture they no longer need and people who could really use the furniture," Carla explains. "It all started as a joke. I would post needs on my Facebook page and we would watch to see how fast it would be fulfilled. The record was six minutes for a set of bunk beds."

One year ago, on her birthday, Carla lost a very dear friend. She was the kind of friend who was always helping people by meeting their needs. Carla named her furniture ministry Cathy's Cottage in honor of her friend and plans to focus on this new ministry as a tribute to her life.

Think Outside the Jack-O'-Lantern: Four Ways to Use All Your Pumpkins

Carving jack-o'-lanterns is an obvious way to use the pumpkins you get at the patch this month—but don't stop there. Pumpkins are a versatile gourd that you can have all kinds of fun with. Here are five other ways to take advantage of this seasonal favorite.

- 1 Carve a cooler.** Throwing a party? Slice off the top third of a large pumpkin. Scoop out the insides, smear Vaseline on the inside of the pumpkin and cover it with plastic wrap. Fill it with ice and the beverages of your choice.
- 2 Make your own pumpkin purée.** Skip the canned stuff and try this: Cut your pumpkin down the middle, then scoop out the guts and seeds. Place your pumpkin cut-side down in a baking dish with a cup of water and bake for about 90 minutes or until the flesh is tender. Scoop out the flesh and purée in a food processor. You can use the purée for everything from pies to pancakes, even cocktails.
- 3 Feed your skin.** Pumpkins are rich in zinc and vitamins A, C and E, which makes it good for your skin. For an easy DIY face mask, mix five teaspoons of pumpkin purée with three teaspoons of brown sugar (a natural exfoliant) and add a splash of milk. Mix it together and apply to your face, avoiding the eye area. Leave on for up to 20 minutes and rinse.
- 4 Roast the seeds.** Separate the seeds from the guts, rinse thoroughly, coat with oil and popcorn salt, then bake in a single layer. Pumpkin seeds can be used as a crunchy outer layer of candied apples, an addition to brownies or even garnishes for salads.



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Cat Got Your Tongue?

Here are Five Things to Tweet About

Staring at a blinking cursor, wondering what to write? A blank space can be one of the most intimidating things you face in a day. If your social media marketing feels a little lackluster or same ol', same ol'—here you go. These five ideas for things to talk about on Twitter may get your creative wheels spinning.

Links to your website. A blog post, a resources section, a new promotion or product—you choose. When you send people to your website, you have the opportunity to engage with them on your turf as opposed to just a social media platform.

Inspirational quotes. People love them, retweet them, and if you add an inspirational image, all the better.

Schedule an account takeover. That means get one of your most passionate brand evangelists or influencers to tweet for 24 hours for you. Ideally, you'd ask them to manage your account for a day, so they can promote it to their network too.

Organize a live chat. Live chats are a great way to engage with your audience. They usually last an hour and are promoted about a week in advance. Twitter users interact by following and using the same hashtag. You can invite several guests (ideally experts or influencers), prepare a couple of questions and share them in advance with your guests.

Hashtag holidays. Did you know there's a National Cheese Day? Talk Like a Pirate Day? Best Friends Day? Google "hashtag holidays," and you'll find several resources that will show you what the world is celebrating on any particular day. If you can find a funny meme to go along with it, great! It's not a wasted tweet to simply just make your followers laugh once in a while.

One quick tip about tweeting: Use no more than two hashtags per tweet. Many people feel like they should add every relevant hashtag to each tweet, but research has shown a 17% decrease in engagement with tweets that have more than two hashtags. #bejudicious



All Eyes on You

How to Create a Killer Trade Show Booth

Got a trade show coming up? Your booth is your platform for engaging with your audience in the offline world—you know, where people get to interact without some form of a screen between them. Treat it as you would your storefront—with attention to detail, a welcoming vibe 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.

FIVE IDEAS FOR COOLER COMPANY SWAG

- 1 A DIGITAL DOWNLOAD**
Like an app or an e-book.
- 2 SMALL GADGETS OR GAMES**
Fidget spinners and (more practically) pop sockets are two that come to mind.
- 3 SMALL POCKET TOOLS**
You can find all sorts of Swiss army knife-like tools that serve several purposes in one cool little gadget.
- 4 PLAYING CARDS**
Everyone needs a deck that actually has all 52.
- 5 LUGGAGE TAGS**
An especially good choice if your company has anything to do with travel.

How to Tell Your Brand's Story Better

Want to capture some hearts—and more sales? Become a storyteller. It's one of the best ways to engage with the potential customers who visit your company's website and social media to learn more about your brand. Strategic storytelling can help businesses create quality marketing content, strengthen brand loyalty and boost conversions.

The most successful brands balance emotion with information in their marketing messages, knowing that most purchasing decisions are made with a combination of the two. A great story is easy to understand and motivates customers to act in ways that data cannot.

Whether you use photos, a blog post, videos or direct mail, connecting with your audience is crucial. Advertising has moved well beyond talking at prospects to engaging with them on a two-way street. Here are four ways to tell your brand's story more effectively and win over more prospects.

1 Have a crystal-clear vision. What is your company and brand all about? How do you define your values and what do you promise your customers? Before you can tell an effective brand story, you first have to have a clear picture of who you are and what you deliver. Do your internal work first.

2 Use words that emotionally connect your audience to your brand. Try to stay away from industry jargon and use words and pictures that appeal to people's hearts and emotions. A good test: When you write the story or view the video, does it make you feel something? That's a good indication it will do the same for your audience.

3 Tap into influencers to help tell your story. Influencer marketing is rising in the ranks of effective marketing tools, especially as consumers look to peer reviews and social media posts more than traditional advertising channels these days. Tap into influencers in your space and partner with them to help tell your brand story—it'll provide credibility you can't get on your own.

4 Keep it short. If you're speaking, you should be able to tell a great story in two minutes or less. When writing, keep your story to around 500 words. Videos—shoot for 60 seconds max. Research shows that around 30 seconds is the sweet spot.

BONUS TIP: Don't worry about being repetitive. Telling the same story or message in multiple spots helps your message and your brand stick, and that's when people start to remember your company and the difference it makes.



SOMETHING TO THINK ABOUT

Working on a marketing video for your brand? Here's a tip: According to data compiled by HubSpot, Instagram videos that received the most comments typically averaged about 26 seconds in length.

WORDS TO LIVE BY

"Marketing is no longer about the stuff that you make, but about the stories you tell."

—Seth Godin, author, entrepreneur, marketer and public speaker



It's best not to colorize small text. Printing presses have a bit of variance in the consistency of the position of the color plates—this is called misregistration. The result is tiny colored halos around the characters. It's okay to colorize large type or sizes down to about 12 point, but for best results, don't go smaller.

