



Printer's Ink

Vol. 2 Issue 5 - Spring

DESIGN • PRINT • MAIL

That's Entertaining *How to Host a Party Without All the Stress*

Playing the hostess with the mostest is a tough gig—and with summer activities, bridal showers, barbecues and graduations on the calendar, you may be hosting a little more than usual.

That doesn't mean you have to be relegated to the kitchen. You can bake your cake and eat it too, with these practical suggestions from professional party planners.



THE MENU

- Keep things simple. Serve what's in season and choose appetizers, finger foods and desserts you can prepare days in advance and store in the freezer or fridge.
- If you're preparing a main course, look for slow cooker options or something that goes in the oven before your guests arrive and comes out when you're ready to serve. For example, choose lasagna over spaghetti.
- Supplement your own cooking with desserts or bread from a local bakery or sides from a favorite restaurant. It'll lighten your workload and be cheaper than a caterer.

THE SCENE

- A successful party may call for a little staging—don't be afraid to move furniture around if you have to to create more space and areas conducive to conversation.
- Optimize your space for mingling. Have a tiny kitchen? Move the food into your main room to avoid crowds swarming into a crowded space. Set up a beverage area/bar in separate area.

THE MOOD

- Don't crank the tunes; loud music makes partygoers raise their voices. You want to stimulate conversation, not stifle it. To keep music selection easy, create a playlist in advance and let it play throughout the evening.
- If you're hosting an evening soirée, candles are an inexpensive but effective way to create flattering lighting. The more, the sparklier.

Inside this Issue:

- Partners In Printing, message from Dave Baker
- Ben Holden Says...
- One Easy Way to Make Your Copy Word Perfect
- Five Ways to Shoot Better Videos On Your Smart Phone

Ph: 620-947-3520 / Fax: 620-947-5587

www.bakerbrospainting.com



Partners in Printing

Why I love my job



From the desk of Dave Baker

Recently we were able to work on a project that was new and exciting to say the least. Pine Village was able to raise enough money to purchase a brand new bus. They asked us to help them by coming up with a design for putting their brand on the bus to be a rolling billboard for them.

That kicked off a design process that was truly fun. I like to brag about our design staff but I really don't do it enough. Having the vision to see a vehicle as a blank slate and to come up with a plan for what will look good when you are staring at a computer screen is not easy.

The vision must work for the vehicle and fit on it correctly. Mike Klaassen is an expert at making this happen. After receiving the measurements and photos he was able to put together a design that looked amazing.



Finally the install happens and that's where I get to join the team. In the end it was a ton of fun and the bus looked great and was ready to roll. The value of having a method of transportation for residents of Pine Village is huge. Trips, outings and being able to get out for a little while will be a welcome change for many residents.

Special thanks to all of the team at Pine Village for allowing us the chance to do something fun and exciting. Enjoy your bus! I think a road trip is definitely in order.

Dave

When I was growing up, some good advice came from one of my older cousins who told me that he loved his job because every day was different. He never knew what he might encounter that day.

I think of that advice from time to time and realize that it still holds true for me today. It's one of the reasons I love my job. When I come into work, I think I know what I will do that day. For the most part that is true. Then the phone rings or I get a text or email that takes me in directions that are totally new.



The next step is to implement this design and make it work. That's where Kayla Tonne comes in. She is the master at making a machine do exactly what we need it to do. Printing and cutting the vinyl might sound easy but trust me, there is nothing that is easy when it comes to these two steps.

Matt Jost runs our laminator. Most people can run a laminator, but not one that is nearly 6 feet wide. He is an expert at making that piece of equipment work. This becomes the most important part of the job because at that point, if the laminating fails, the process of printing has to start all over again.



Ben Holden Says...

It's hard to think clearly when your fists are clenched.

• • •

Experience may not be worth what it costs, but we can't seem to get it for any less.

• • •

I do not think it ever occurred to my teenage son that someday he'll know as little as I do.

• • •

Sharing another's burdens helps to lighten your own load.

• • •

Quarrels wouldn't last so long if the fault was only on one side.

• • •

If you don't want anyone to know it, then don't do it.

• • •

The first thing you should pack for two weeks vacation is four weeks of money.

• • •

A smile improves your face value.

• • •

Be careful if you stretch the truth, it may snap back at you.

• • •

All of my neighbors are meddle-age.

• • •

Late night TV is truly educational. It teaches us that we should go to bed earlier.

• • •

Excellence is never an accident.

• • •

Golfer: "How would you have played that last shot, caddy?"

Caddy: "Under an assumed name."

One Easy Way to Make Your Copy Word Perfect

When it comes to writing important emails, blog posts, e-books or even direct mail copy, your computer may alert you to spelling and grammar problems, but it's not professional editor.

Thanks to the website Gramlee, a professional editor is just a few clicks away. This site offers a "while you wait" editing service with real-life writers and editors checking text for spelling, grammar errors and overall readability. They have a 24-hour guarantee for content with 3,000 words or fewer.

The process is simple. You compose your text in any text editor, like Microsoft Word, Pages

or even Outlook. Then you paste your content into a text box on Gramlee's website, provide your email address and hit submit. Within a few hours, the text is emailed back, polished by real professionals so that it's both readable and grammatically correct.

Customers pay just two cents per word for Gramlee's services, or they can buy packages based on the number of words they want edited—a small price to pay to ensure that your copy is error-free before you hit send or it goes to print.

FIVE TRICKY GRAMMAR RULES

- 1 i.e. means "in other words" while e.g. means "for example."
- 2 Peek is a quick look, peak is a sharp point and pique means to provoke.
- 3 Lose is a verb; loose is an adjective. You cannot "loose" a game.
- 4 Fewer is for things you can count; less is for things you can't.
- 5 Farther refers to physical distance; further is for figurative distance.



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.

5 Ways to Shoot Better Videos with Your Smartphone

You may not have a big budget for video, but videos can make a big splash in your marketing. According to Visually, a video on a landing page can increase conversions by 80% or more. And according to Vidyard, 70% of marketers claim video produces more conversions than any other content.

The good news is, anyone can produce quality videos these days using a little thought, ingenuity and their smartphone (and perhaps a good editing tool).

ENSURE GOOD LIGHTING

Daylight is best for shooting video, but if you have to shoot indoors, turn on all the lights and opt for warm lights over LED lights. Proper lighting is important because smartphone cameras have smaller image sensors and lenses.

HOLD STEADY

To avoid distorted or blurred videos, keep your phone very steady while recording. Use both hands and hold your smartphone as close as possible to your body as you record the video—extending your arms will make you shakier. Use a tripod if necessary.

RECORD HORIZONTALLY

Holding your phone vertically while shooting will give you two black bars on the sides of your video.

WATCH THE AUDIO QUALITY

The built-in microphone on most smartphones is notorious for picking up background noise. Watch out for wind if you're shooting outside. If indoors, record in a quiet spot but avoid empty rooms. Try to choose a room with carpeting or furniture to absorb ambient sound.

IMPROVE YOUR VIDEOS WITH MOBILE APPS

iMovie for iOS and PowerDirector for Android are two good options. You'll find several free video editing apps for smartphones and a few that are worth the minor cost—a good app can significantly improve quality.



SOMETHING TO THINK ABOUT

Social video generates 1,200% more shares than text and images combined.

—Brightcove



113 S MAIN ST.
HILLSBORO, KS 67063

PRESORTED
STANDARD
U.S. POSTAGE
PAID
Hillsboro, KS
Permit No. 57

Set yourself apart from the crowd.

*Call us today for print and marketing
materials that grab attention.*



BAKER BROS. PRINTING

113 S Main, Hillsboro, KS 67063
Ph: 620-947-3520 / Fax: 620-947-5587
www.bakerbrosprinting.com

