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March 2017

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## Fanfare and Hoopla

### *The Best Traditions in College Basketball*

March Madness begins on March 14, which marks the beginning of the NCAA Men's Division I Basketball Tournament and a whole lot of lost productivity at colleges and workplaces around the country. This is for sure: Americans are passionate about basketball.

In honor of the fans who keep the sport alive, here's a peek at some of college basketball's greatest traditions.

#### **Silent Night at Taylor University (Indiana)**

Every December, just before finals, the Trojans host their annual "Silent Night" game. The fans, clad in outrageous costumes, wait patiently in complete silence until Taylor scores its 10th point. Then they break into loud cheers and utter chaos. They finish off the evening by singing—what else?—Silent Night.

#### **Cameron Crazies at Duke University (North Carolina)**

The Cameron Crazies are the iconic student section supporting the Duke Blue Devils. The section can hold about 1,200 students, and it's been dubbed the "The Sixth-Man" by Duke's basketball head coach Mike Krzyzewski. The Crazies are famous for painting their bodies blue and white or wearing outrageous outfits, and they'll camp out sometimes for weeks before big games in order to get seats. They popularized the widely known "air ball" cheer.

#### **TP Madness at John Brown University (Arkansas)**

For the first game of every season, the fans show up armed with rolls of toilet paper. When the Golden Eagles score their first basket, the crowd litters the court with all the TP. The Golden Eagle mascot has been known to do its version of snow angels in the sea of white paper. It always draws a technical foul, but has been termed the "best technical in all of sports."

#### **The Flapping Mascot at Saint Joseph's University (Philadelphia)**

The Saint Joseph's Hawk isn't your average college mascot. The student who dons the famous Hawk costume has to flap its wings throughout *the entire game* at both home and away contests. It's symbolic of Saint Joseph's motto, "The Hawk Will Never Die." ESPN once estimated that the hawk flaps its wings around 3,500 times each game.



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# Partners in Printing

## Teamwork Makes the Dreamwork



From the desk of Dave Baker

NCAA tournament. It would be a good excuse to watch some good basketball anyway. There are many life lessons to be learned from team sports.

Give me a task that is huge and I can start chipping away at it but alone I will fail to achieve anything close to what a team can do. Give me a team of driven individuals and we can get it done much faster and more efficiently. The reason for this is twofold. One is that each of us have different skills. We can tackle the different tasks that we know how to do the best. The other is that when we split up the work it doesn't seem so daunting and the challenge of getting it done together can really help to inspire us along the way. We're in this together not alone. That makes all the difference in the world.

The trick is how to coordinate the team and get everyone on the same page to be inspired to work together.

Ronald Regan once said, "There is no limit to the amount of good you can do if you don't care who gets the credit."

As a team, we only care about being successful as a team. We don't care who gets the credit for a job well done. We just want it to happen so that our partners, friends and customers succeed.

As one of our good partners, friends and customers, we want you to know that you are not alone either. We are always working to improve our teamwork. That bodes well for you as a partner in printing. When we work well together, we will work well together for and with you! Basically you become an extension of our team and together we can accomplish great things.

So give us a call, send us an email, messages us on Facebook, send us a text or contact us however it is you like to be contacted. We'll get our team working on your project so that together we can make it happen for you. Remember "Teamwork makes the dreamwork!"



Dave

"Teamwork makes the dreamwork." This corny cliché is something that you see on posters taped up in gymnasiums during basketball season.

There is a good reason for that cliché. It really is true. Our ability to work together as a team can make or break us in sports and in business. Watch a good basketball team and you'll see a group of individuals who are very willing to pass the ball to an open teammate. If the team wins, they all win. If only one player scores, the team will lose.

If you want to see really good examples of this, just watch some of the March Madness games during the



## Ben Holden Says...

A 4-year-old boy asked his mother the meaning of the word "guaranteed." "It means 'very good, most reliable, the best,'" his mother replied.

When bedtime came, the little boy gave her a good night kiss and hugged her saying, "Good night, guaranteed mother."

• • •

I called up one account and said, "You know something? We've done more for you than your own mother." He said, "How do you figure that?" I said, "She only carried you for nine months. We've been doing it for a year!"

• • •

One of the best things people can have up their sleeves is a funny bone.

• • •

When my not-too-bright neighbor read the statistics that 90% of all accidents happen within 10 miles of home, he made a decision. He moved.

• • •

Pound for pound, hamburgers cost more than cars.

• • •

Winning isn't everything, but wanting to win is.

• • •

The problem is not lack of knowledge, but lack of execution.

• • •

Everybody's in such a hurry. Years ago if people missed a stagecoach, they were content to wait two or three days for the next one. Now they get exasperated if they miss one section of a revolving door.

• • •

The squeaky wheel doesn't always get the grease. Sometimes it gets replaced.



## How to Eat Like the Irish (*For Real*)

Corned beef and cabbage may be the go-to choice for many celebrating St. Patrick's Day this month, but it's actually not a dish on most Irish menus. If you feel like adding a wee bit o' real Irish flavor to your St. Paddy's celebration, here are some more traditional options.

**SODA BREAD.** A simple food eaten in Ireland, a basic recipe includes flour, baking soda, salt and soured milk or buttermilk. Some recipes include raisins or currants, sugar, whiskey or other fruits and nuts.

**IRISH STEW.** The two main ingredients, potatoes and lamb, represent the use of locally grown and farm-raised food items. Other ingredients include onions, carrots, Canadian bacon, salt and pepper, water and parsley.

**COLCANNON.** This simple dish is traditionally made from mashed potatoes and kale (or cabbage), milk, butter, salt and pepper. It can also include scallions, leeks, onions and chives and is often eaten with boiled ham or Irish bacon.

**CODDLE** (sometimes Dublin coddle) is made of layers of roughly sliced pork sausages and rashers (thinly sliced, somewhat fatty back bacon) with sliced potatoes and onions.

*And if you're feeling particularly adventurous, dare to try:*

**BLACK PUDDING.** Often served with breakfast, this "pudding" is a blend of onions, pork fat, oatmeal, seasonings and blood (usually from a pig).

**CARRAGEEN.** This is a common Irish seaweed that can be found in dishes as diverse as salad and ice cream.

**LOUGH NEAGH EEL.** A specialty of Northern Ireland typically eaten around Halloween, it's usually served in chunks and with a white onion sauce.

And, of course, you can top off your Irish meal with an icy cold mug of Guinness—but it won't be green in Ireland. That is strictly an American tradition.

## Three Trends That Will Change Video Marketing in 2017

If 2016 was a good year for video marketing, 2017 will be revolutionary. Marketers are no longer asking whether video is a worthwhile investment; they're now figuring out how to include it in their strategy.

Over 90% of marketers say video content is important and more than two-thirds plan to increase their budgets for video content creation, according to a recent study on video marketing. This year, watch for three major shifts in how brands create and promote video content.

**1 Viewing videos will move from passive to active.** Whether you're on your couch at home or your computer at work, watching a video has typically been a passive activity. However, brands are beginning to increase user engagement by adding clickable URLs and embedded surveys, quizzes and links. The upside for marketers is, with more interactive experiences, they'll be able to track more insightful measures (beyond number of views) and provide more meaningful analytics.

**2 Video creation will become more personalized.** Video is still mostly one-size-fits-all. Marketers create demos that show everyone how their products work, which is great. But early adopters of video personalization are seeing even more success.

The company, Influitive, for example, saw an eight-fold improvement on click-through rates with a personalized video versus standard outbound email campaigns. And 70% of prospective students who received a personalized video email from the University of Waterloo opened the message—a 1,000% increase over the school's average.

**3 In-house creation will trump outsourcing.** Some businesses struggle with the cost and resources associated with video production, but here's the thing: Consumers want videos that feel as if they were created by real people, and they want more of them. Technology now makes it easier to create in-house videos than outsource them. Watch for more brands and business to eschew big-budget productions and create videos that feel much closer to home.





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to rely on luck  
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MEMORABLE  
DATES

**MARCH 3** National Anthem Day  
**MARCH 4** National Grammar Day  
**MARCH 12** Daylight Saving Time begins  
**MARCH 17** St. Patrick's Day  
**MARCH 20** First Day of Spring



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