

Gold Star Graphics & Marketing



PRINTER'S PRESS

MAY, 2024 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

Strike Up a Conversation

There are people in this world who are natural conversationalists, equally a pleasure to talk with and listen to. But for many, the art of small talk, and even deeper conversations, can be intimidating.

Given the many times in life when simply striking up a conversation is the socially expected thing, it would be wise to have some starters ready. Here are a few to keep in mind:

» *How was your day?* This phrase seems straightforward and maybe too obvious, but it's an open-ended question that can launch a pleasant interaction.

» *What are you up to these days?* A simple question that allows the other person to share a bit about what makes them tick. No matter the answer, you are given a bit of a peek into their life, which can get the ball rolling on different topics.

» *Are you having a good time?* A shared experience like a convention or large party will likely include people you don't know. Asking if a person enjoys the event is better than awkwardly standing around. It's an easy icebreaker.

» *What are you working on right now?* This question could go in different directions: either the person will share about projects at work, or they may talk about a hobby they're spending time on. Either way, they get to share a bit about themselves.

» *What's the best thing that ever happened to you?* While this one may seem too personal for an opener, it just might be the question that gets the conversational ball rolling.

» *When you were younger, what did you want to be when you grew up?* This is another more personal question with a wide scope, opening many avenues for deeper conversation.

Keeping these questions in mind will help you strike up a conversation to make others feel more comfortable or simply to pleasantly pass the time. ✓



Get Ready to Impress

with expertly crafted bindery and finishing!



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Ben's FRIENDS

Quotes to Live By

"If the world seems cold to you, kindle fires to warm it."

—LUCY LARCOM

"The things that we love tell us what we are."

—THOMAS AQUINAS

"The best preparation for tomorrow is doing your best today."

—H. JACKSON BROWN JR.

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Bindery and Finishing

In the process of creating eye-catching graphics and compelling text, it can be easy to overlook the impact that expertly crafted finishing and bindery work can have on a printed piece. But so often, it's the small details that make the biggest impression. As you plan your next print project, consider the ways you can add a unique detail that will set it apart and make your customers take notice. We'd love to help you craft the perfect finishing touch!

The Crystal Coast, North Carolina

While many people visit the Outer Banks in North Carolina, the Crystal Coast—the 85-mile stretch of beaches known as the Southern Outer Banks—is often overlooked.

Here are some reasons the Crystal Coast is an excellent vacation choice:

» Stargazing at Cape Lookout National Seashore. At the northern tip of the Crystal Coast, this 56-mile stretch of coastline is officially an International Dark Sky Park, meaning you can view all things celestial here without man-made light interference.

» Fort Macon State Park. Both Union and Confederate soldiers used this 19th-century fort during the Civil War, and as a federal prison during the Spanish-American War. Restored soldier barracks, military uniforms, weaponry displays, exhibits detailing military life, and five miles of hiking trails are worth the visit.

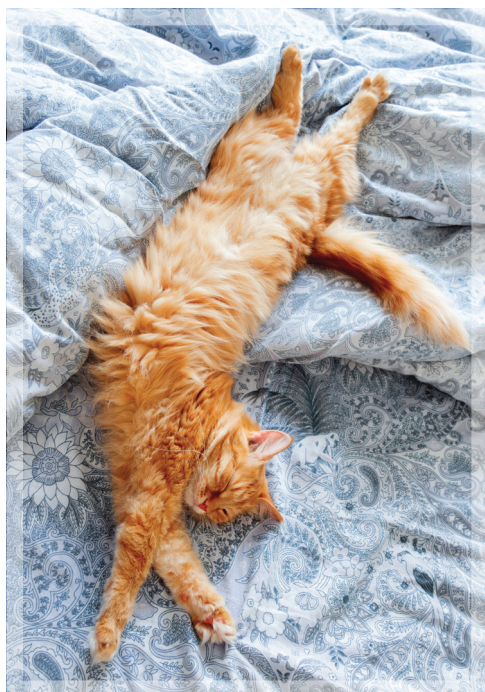
» Scuba diving in the "Graveyard of the Atlantic." The waters off the Outer Banks are home to approximately 2,000 shipwrecks. That, along with average water temperatures of 80 degrees and more than 100 feet of visibility, makes it a unique place for scuba diving.

» Wild ponies. Shackleford Banks, the southernmost part of Cape Lookout National Seashore, is an 8.5-mile barrier island that's home to a band of wild horses. While searching



for shells, watching for birds, or casting for croaker, trout, or king mackerel, keep your eyes out for the 100 ponies that call the island home.

For more ideas about visiting this unique area, visit crystalcoastnc.org. ✓



Master the Art of the Nap

Not all naps are created equal. While sleep cycles can vary from person to person, they generally follow a predictable pattern:

Stage one—dozing off, usually lasts one to five minutes.

Stage two—light sleep, usually lasts 10–60 minutes, but 20 minutes is average.

Stage three—delta or deep sleep, usually lasts 20–40 minutes.

Stage four—REM sleep, usually lasts 10–60 minutes and often ends around 90 minutes after falling asleep.

On average, a 10-to-20-minute power nap means entering light sleep but waking before deeper sleep takes hold, so you wake feeling energized. A 90-minute snooze gets you through all the sleep stages and can help you recover lost sleep from the night before. It's best to avoid 30- and 60-minute naps since they interrupt the sleep cycle and can leave you feeling less alert. ✓



Make Your Pieces Your Own

While believing that your printed project will be fine without some finishing work may be tempting, think again!

Here are some of the bindery and finishing options you should consider when creating a printed piece:

- » Folding. Pieces like brochures and mailers benefit from letter, French, gate, accordion, half, and z-folds. The purpose of your project will determine the fold you should choose.
- » Binding. Saddle stitching involves stapling down the fold line of a



piece. Perfect binding gathers pages together and glues them to the center of a heavier-weight cover. Wire and comb binding attach pages like a spiral-bound notebook.

- » Embossing and debossing. Call attention to certain parts of a printed piece by making the design element stand out or indent into the page.
- » Varnishing. This liquid coating is applied during the printing process to make a piece shine. Spot varnishing can be done to highlight a specific area of a printed piece—for example, your company's logo.

These and several other bindery and finishing options are easily accomplished and can take your printed project to the next level. Be sure to ask us about incorporating them into your printed pieces!



Happy Customer

As one of the largest cloud-computing companies, Rackspace has every right to automate its customer-service center. However, the company values the human connection of live customer-service agents who are easily accessible and can find solutions to customers' problems. On one occasion, an agent was on the phone assisting a customer and knew the issue would take a long time to sort out. So, while still on the phone, the agent ordered a pizza to be delivered to the customer to make the experience more pleasant. A little thing that certainly made a big impression. ✓



TRIVIA

1. What is the collective name for a group of unicorns?
2. Which country drinks the most amount of coffee per person?
3. How many times per day does the average American open their fridge?
4. In what decade was Madonna born?

1) A blessing 2) Finland 3) 33 4) 1950s

Gutenberg's Army©



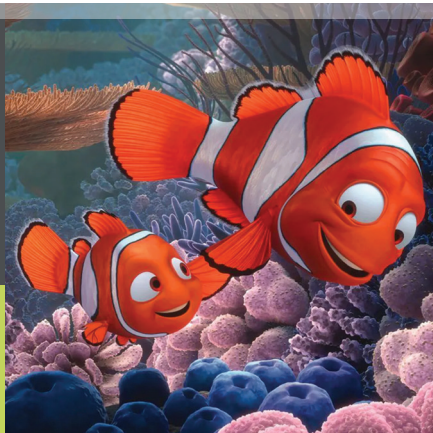
TOP TEN

Top 10 Smartest Birds

1. Ravens
2. Crows
3. African Grey
4. Kea
5. Amazon Parrots
6. Macaws
7. Cockatoo
8. Blue Jays
9. Woodpecker Finch
10. Clark's Nutcracker



CAN YOU GUESS THE YEAR?



- » The Federal Republic of Yugoslavia is renamed Serbia and Montenegro.
- » The Iraq War begins as the U.S. and allied forces invade Iraq.
- » Tesla Inc., the American electric car company, is founded by Martin Eberhard and Marc Tarpenning in San Carlos, California.
- » Social-networking service Myspace is launched.
- » Britney Spears becomes, at age 21, the youngest singer to receive a star on the Hollywood Walk of Fame.

- » *Finding Nemo*, *Pirates of the Caribbean*, and *Lord of the Rings: The Return of the King* are released in theaters.
- » Voters recall California Governor Gray Davis and elect Arnold Schwarzenegger to office.
- » Apple opens its iTunes Music Store with 200,000 songs.

The year was 2003.

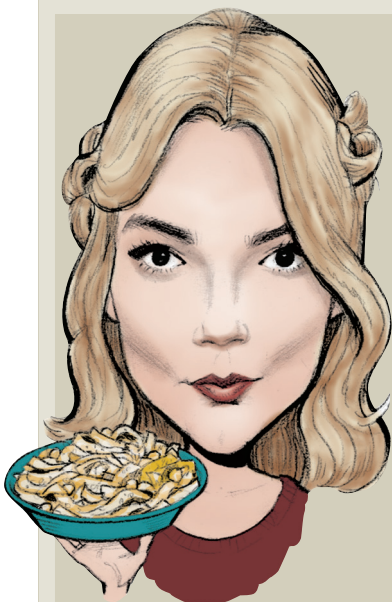
The Goat Barn

Whimsical printed pieces draw attention simply because we can't ignore them. When working with Japanese papermaker Takeo, the creative people at Eminent in Malaysia dreamed up a three-dimensional, realistic-looking goat barn complete with little goats holding mandarin oranges. Goat barns are prevalent in Malaysia, and the promotion coinciding with the Chinese Year of the Goat lent significance to this creation. Presented as a gift during the Chinese New Year tradition, this intricately designed box, featuring interlocking fold mechanisms and subtle touches of gold foil, left a lasting and delightful impression on its recipients, showcasing meticulous detail and goodwill. ✓

Cashew Cream Lemon Pasta

- | | |
|--|--|
| <ul style="list-style-type: none"> 8 oz fettuccine 1 cup raw unsalted cashews 1 Tbsp extra virgin olive oil Juice from two lemons, separated ¼ tsp salt 3 Tbsp nutritional yeast 6 oz sun-dried tomatoes, sliced into thin strips | <ul style="list-style-type: none"> 15 oz can great northern beans, drained and rinsed 1 cup frozen peas, thawed 2 Tbsp capers, adjust to taste Zest of one lemon ¼ tsp black pepper Red pepper flakes to taste |
|--|--|

Soak cashews in almost-boiling water for 15-30 minutes; reserve the soaking liquid. Cook fettuccine as directed, saving one cup of pasta water. Blend the soaked cashews, olive oil, juice from one lemon, salt, and ½ cup soaking liquid until creamy. Toss cashew cream with cooked fettuccine and nutritional yeast in a bowl. Use ½ cup pasta water to clean the blender, then add it to the pasta. Stir in sun-dried tomatoes, beans, peas, capers, juice from the other lemon, lemon zest, black pepper, and red pepper flakes. Can be served warm or chilled.



Anya Taylor-Joy was born on April 16, 1996, in Miami, Florida, while her parents were visiting from their home in Argentina. Because of this, she holds American citizenship, though she was raised in both Buenos Aires and London. She studied ballet until age 15, and at age 17 she signed with a modeling agency. Through a modeling photo shoot, she later signed with a talent agent. Her first starring role came in the 2015 film *The Witch*. Roles in *Emma*, *The Queen's Gambit*, *The Menu*, and *The Super Mario Bros. Movie*, in which she voices Princess Peach, have served to move her career forward.

www.goldstaronline.com

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