



MARCH 2010

Join the *Festivities*

Depending on your climate, summer may still seem like a few snowflakes away. But now's the perfect time to start thinking "vacation" and making plans for warmer months ahead.

If you're looking for a not-so-typical getaway this year, consider one of the many summer festivals around the country that celebrates something out of the ordinary. Like these:

Gilroy Garlic Festival

Gilroy is the southernmost city in the San Francisco Bay area and is nicknamed the "Garlic Capital of the World." Every year they host the world-famous Gilroy Garlic Festival where guests can sample tons of delicious food (yes, most with garlic) including Gilroy's infamous garlic ice cream. There's also music, arts and crafts, rides and the famous Great Garlic Cook-Off, in which the greatest garlic-themed recipe of the year is

announced. Last year, over 108,000 people showed up for a taste of the festival. This year the 32nd annual Gilroy Garlic Festival takes place July 23–25.

Maine Lobster Festival

Each year, the small town of Rockland, Maine, hosts the annual Maine Lobster Festival. Apart from massive amounts of lobster meat, clams and other assorted seafood, the festival features the bizarre Lobster Crate Race, in which contestants attempt to walk across a string of 50 lobster crates from one dock to another without falling into the cold Atlantic. The festival also includes a seafood cooking contest, a 10k run, music and lots of activities for kids. This year's lobster fest runs August 4–8.

Woofstock

Woofstock could be considered the world's biggest party for dogs and their people. The no-admission outdoor festival takes place in Toronto's St. Laurence Market, and features games, food, fashion shows, music, talent shows and other festivities for more than 140,000 dog lovers and their furry friends. This year dogs and dog lovers can participate on June 12 and 13, 10 a.m. to 6 p.m. each day.

creativegraphics
of prior lake

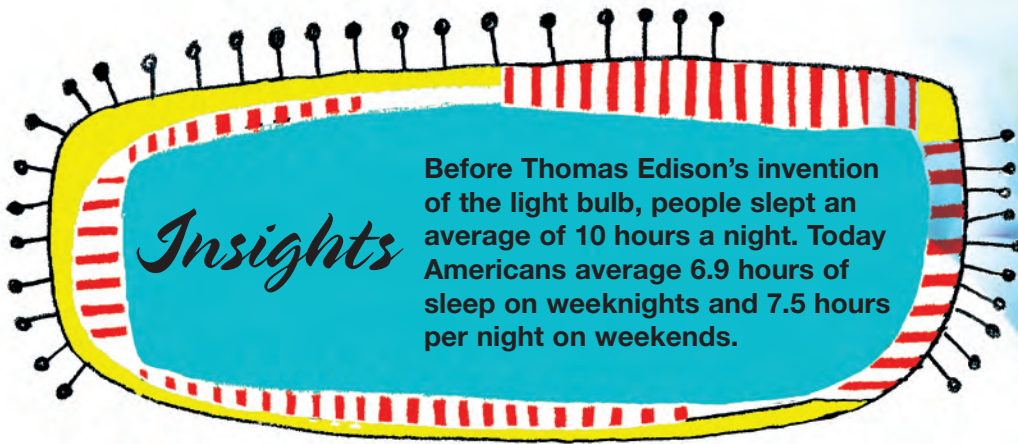
You'll Love Us

16511 Anna Trail SE, Suite D
P.O. Box 1204
Prior Lake, MN 55372
952-447-5044
www.cgpl.com

It's What's *Inside*

- Try It, You'll Like It
- Production Staff Spotlight
- T-Shirt Sales
- Top Five Tourist Sites





Before Thomas Edison's invention of the light bulb, people slept an average of 10 hours a night. Today Americans average 6.9 hours of sleep on weeknights and 7.5 hours per night on weekends.

Try It, You'll Like It

Afraid of commitment? You're not alone. According to Trendwatching, an Amsterdam-based market research firm, many consumers are passing on purchasing and choosing to rent or borrow instead. Trendwatching has coined the term "transumers" to describe consumers who would rather use a product or service than send it back or pass it on, saving them from the financial commitment of ownership. You can find Netflix-like companies willing to lease or rent products from designer handbags to bikes to sunglasses.

One particular segment of the population that's jumped wholeheartedly on the renting bandwagon is parents. Several companies have sprung up to meet the demand of moms and dads who want their children to have it all, but only for a limited time. Here are a few.

Babyplays

This Texas-based startup sends parents toys by mail each month, for monthly subscription rates from \$36.99 to \$64.99. Depending on the level of membership, subscribers can rent up to 10 toys each month and keep them as long as they like.

SmartyRents

This California-based company uses the Netflix model to help parents keep their children, aged 9 months to 10 years, challenged and entertained with educational video games. Parents begin by signing up and choosing from among four rental packages. Monthly pricing ranges from \$9.99 for one game at a time to \$24.99 for four games.

BookRenter.com

If your child has outgrown toys but not your bank account and you're still footing much of your college student's bill, BookRenter.com can help. The U.S. venture has amassed a multi-million-volume library of textbooks, which it rents out to students at college campuses throughout the country. Rental periods range from one to four months, and the savings for students can reach 75 percent of a book's retail price. BookRenter offers students convenient delivery options and lets them return books by UPS at no charge.

T-Shirt Sales

Jacksonville, Florida resident Jason Sadler will wear your shirt—for a price. Sadler's company, IWearYourShirt.com, is a service where Sadler charges a small fee to wear a company's shirt for a day, plus upload videos of himself in the shirt to YouTube and Ustream.tv, post photos on his blog and on Flickr, and tweet about it on Twitter.

In other words, 26-year-old Sadler is a human billboard with a valuable social media following. With more than 17,000 avid followers on Twitter, people care about what Jason wears.

Sadler started this creative marketing concept last year, and his pricing schedule is just as interesting as his service. On the



Sentiments

"I don't mind going back to Daylight Saving Time. With inflation, the hour will be the only thing I've saved all year." -Victor Borge

Production Staff Spotlight...



Name: Wendy Rasmussen
Position: Production Manager
Years with CG: 10
Years in Printing Industry: 17
Area of Expertise (work): Managing workflow
Area of Expertise (personal): Everything – just ask my husband
Hometown: Apple Valley, MN

Family: Married, 3 children
Brothers & Sisters: 1 brother
Hobbies/Interests: Scrapbooking, anything outdoors, riding 4-wheelers
Favorite TV show: Criminal Minds
Favorite TV attorney: Matlock
Favorite cookie: Sugar
What 3 things do you always have in your refrigerator? Diet Dr. Pepper, Diet Dr. Pepper and more Diet Dr. Pepper
Do you like guacamole? No way
What is the strangest food you ever ate? Cow tongue – nasty!
Have you ever broken a bone? Yes
Have you ever been stung by a bee? Many times
What is your favorite Dr. Seuss Book? *Sleep Book*
Have you ever taken pictures in one of those little booths? Maybe
What is your favorite sport? Anything but baseball/softball
What musical instrument(s) can you play? "Mary had a little lamb" on Joey's little xylophone



Name: Dan Wetterlund
Position: Mailing Specialist
Years with CG: 5
Years in Printing Industry: 32
Area of Expertise (work): I'm the mailing guy
Area of Expertise (personal): Tolerance and acceptance (I've been married 27 years)
Hometown: Bloomington, MN

Family: Wife Leah, daughters Amanda and Samantha
Brothers & Sisters: 3 sisters, 1 brother
Hobbies/Interests: Trap shooting and snowmobiling
Favorite TV show: 24
Favorite TV attorney: Denny Crane
Favorite cookie: Chocolate Chip
What 3 things do you always have in your refrigerator? Eggs, Diet 7-up and Miller Lite
Do you like guacamole? Of course!
What is the strangest food you ever ate? Cow tongue / Horse
Have you ever broken a bone? Yes
Have you ever been stung by a bee? Yes
What is your favorite Dr. Seuss Book? *Horton Hears a Who!*
Have you ever taken pictures in one of those little booths? A long, long time ago
What is your favorite sport? Football
What musical instrument(s) can you play? Does the remote count?

We provide printing you'll love,
without *the drama.*

creativegraphics
of prior lake

You'll Love Us

America's Top *Five*
Most Visited Tourist Sites

1. Times Square in New York City
2. The Las Vegas Strip in Nevada
3. National Mall and Memorial Parks in Washington, DC
4. Faneuil Hall Marketplace in Boston
5. Disneyworld's Magic Kingdom in Orlando

-according to www.forbestraveler.com

first day of 2009, he only charged \$1, on the second \$2, on the third \$3 and so on. By December 31, it cost \$365 for a company to advertise on his torso. In total, Sadler made \$66,795 for advertising on his back alone and another \$18,000 in monthly sponsorships, where he charges \$1,500 for an ad spot on his online monthly calendar. This year, he hired a buddy in L.A. to advertise on the West Coast and doubled his prices.

His 2009 calendar completely sold out, and within 24 hours of opening his 2010 appointment book, he sold more than 115 days. Thirty percent of his 2009 sponsors bought days in 2010, as well. You can learn more at www.iwearyourshirt.com.



16511 Anna Trail SE, Suite D
P.O. Box 1204
Prior Lake, MN 55372
952-447-5044
www.cgpl.com

PRESORTED
STANDARD
U.S. POSTAGE
PAID
PRIOR LAKE MN
PERMIT NO. 23

First Impressions

Try It, You'll Like It
Production Staff Spotlight
T-Shirt Sales
Top Five Tourist Sites

Passing Glance

Because inks are translucent, the shade of the paper can have a significant impact on the appearance of the printed images. If your piece is heavy with flesh tones, earth tones or natural hues, select a paper with a balanced or creamier shade for a warm color reproduction.

We provide printing you'll love,
without *the drama.*

creativegraphics
of prior lake

You'll Love Us

952-447-5044
www.cgpl.com

Memorable Dates

- | | |
|----------|-----------------------------|
| March 3 | National Anthem Day |
| March 14 | Daylight Saving Time Begins |
| March 17 | St. Patrick's Day |
| March 22 | National Goof Off Day |
| March 30 | Take a Walk in the Park Day |