

working together

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Get Into *Position*

Though it has Eastern roots, yoga has become a popular fitness option in the western world—in fact, this year it's #11 on the list of the top 20 worldwide fitness trends, according to the American College of Sports Medicine.

Yoga encompasses a wide range of activities, and it offers different things to different people. Yoga fans use it to enhance their minds and spirituality or to tone their muscles. Some types of yoga can even help with things like fatigue, migraines, depression, PMS, arthritis, back pain and mobility problems. If you've considered trying a class, you should know what you'd like to achieve before you sign up. Here's a quick rundown on some of the most popular types of yoga.

Ashtanga. One of the more physically challenging forms of yoga, classes go through a sequence of poses that include backbends, balances and twists. Expect an invigorating workout. This style of yoga builds strength, stamina and flexibility.

Best for: athletic types who want a high-energy workout.

Bikram (Hot Yoga)

Bikram classes are held in a room heated to about 105 degrees, which helps loosen muscles and joints. The 26-pose series is designed to stretch and strengthen your muscles, ligaments and tendons. Classes are demanding, since you cycle through the series twice. The biggest challenge, however, may be coping with the intense heat.

Who it's best for: devoted yogis who are looking for a new challenge or people who are very fit and want a hard and limbering workout.

Hatha

This is an umbrella term for all the poses involved in yoga, but in the United States, Hatha is associated with a slower-paced class that includes simple breathing and meditation exercises. Hatha classes are typically mellow, with an emphasis on balancing strength and flexibility.

Best for: those who are new to yoga or people who want a relaxing, meditative experience.

Iyengar

This style is known as the yoga of alignment, since the emphasis is on sustaining precise poses. You'll strengthen and stretch your muscles, but you probably won't be huffing and puffing. This is one of the most popular forms of yoga in America.

Best for: people who would rather focus on the subtleties of alignment than a revved-up heart rate.

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Party in the House

Playing the hostess with the mostest is a tough gig. And with graduations, Mother's Day, bridal showers and Memorial Day on the calendar this month, you may be hosting more than usual.

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

The Menu

- Keep things simple. Serve what's in season and choose appetizers and desserts you can prepare in advance and store in the freezer or fridge.
- If you're preparing a main course, look for something that goes in the oven before your guests arrive and comes out when you're ready to serve.
- Limit your meal to three courses including dessert. Start with an appetizer or salad, followed by a meat, poultry or fish course and a small helping of vegetables. Then bring on the dessert.

The Scene

- A successful party demands a little stagecraft—don't be afraid to move furniture if you have to.
- Optimize your space for mingling. Move the food from the kitchen out into your main room to avoid crowds swarming into a crowded space. Move the bar to a separate part of the room to avoid maximum congestion.
- Move any centrally located furniture to the corners of the room to create smaller conversation zones.

The Mood

- Don't crank the tunes. Loud music makes partygoers raise their voices. You want to stimulate conversation, not stifle it.
- Get creative with your table settings. A new tablecloth, mixing and matching dishes of different colors, woven placemats and tinted glassware—all of this adds to the mood you want to create.

Insights There are an estimated 82.8 million mothers in the U.S.

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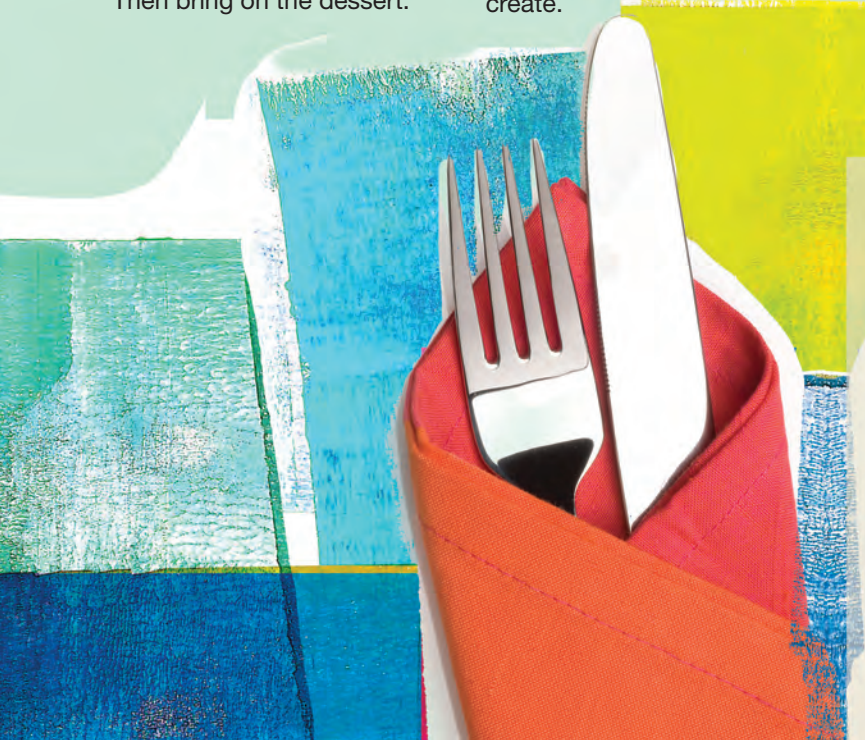
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A Meeting Place for *Moms*

Mother knows best—but when she *does* get stumped, she simply asks another mother.

From questions about a child's persistent colic to advice about handling teenage angst, moms can pull up a chair and find some help at CafeMom, a virtual cafe devoted to connecting moms and moms-to-be. At CafeMom (www.cafemom.com), the web's most popular social network specifically for mothers, visitors can connect with other moms in every stage of parenthood.





Home Sweet *Office*

The 10-step commute from bedroom to workplace can be a sweet ride for people who are able to do their jobs at home.

With all the advances in technology, more and more people are finding it easier than ever to telecommute and spend at least part of their workweek at home. But it's not for everyone. Just because you can do your job at home doesn't mean you should.

There are many factors that help determine if a person will be successful working from home. Knowing your ideal work environment is key to making this decision. If you're self-motivated and work best uninterrupted by the chatter of co-workers, you may be a good candidate.

But if you're someone who craves social interaction and works best surrounded by others—or if the lure of the couch and the television will be too tempting—you may want to stick with the longer commute to the office.

Here are a few other telecommuting considerations:

Stay Front and Center

Many surveyed employees who work from home fear they are missing out on promotions and other opportunities that arise from face-to-face interaction. Some even complain of not being taken as seriously as their commuting counterparts in the work force. Ideally, someone who works from home should consider going into the office at least

one day a week, be present at critical meetings and participate in company events. Following this advice along with efficient work output and consistent e-mail and phone communication will keep an employee front and center when an opportunity for advancement arises.

Get Out of the House

To fill the need for human interaction and for a change of scenery, work can periodically be done via laptop in a coffee shop, bookstore or library. Telecommuting doesn't have to mean holing up in a home office. Changing your environment can be perfect for days when distractions at home prevent efficient workflow.

Sentiments

"If evolution really works, how come mothers only have two hands?" –Milton Berle

If you're a mom, you can share, support and discuss with over a million others who feel your motherly pain. The site has been so successful that Yahoo! tried to acquire it last fall for \$100 million. CafeMom's owners, however, believe the company is worth about twice that much and rejected the offer. Rumor has it that Disney has also been interested in purchasing the company.

According to its website, CafeMom reaches 7.6 million unique visitors per month on its main site, CafeMom.com, and 20.6 million unique visitors per month on CafeMom Plus, a boutique network of sites that reach moms and parents. It serves up 100 million monthly page views.

Top *Five* Fitness Trends for 2011

1. More people turning to educated fitness professionals
 2. Fitness programs for older adults
 3. Strength training
 4. Programs addressing children and obesity
 5. More accessible personal training
- according to the American College of Sports Medicine

Other impressive numbers:

- In 2007, CafeMom was ranked the #8 fastest growing site by Compete.com.
- In 2008, CafeMom won the Mashable Open Web Awards for "Top Niche Social Network."
- In 2010, CafeMom won Lead411's award, "New York City Hot 125."

Launched in late 2006, CafeMom was profitable in 2009 and 2010, and expects even more rapid revenue and profit growth in 2011.



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