

# working together

september 2011

## To Market, To *Market*

The seasons are changing, and so is your dinner menu. As the weather cools and summer produce selections thin, fresh fall fruits and veggies will begin popping up at your local farmers' market and in grocery stores.

Stay healthy with these seasonal favorites that are now ripe for the pickin'.

**Apples** (*August–November*). Sweet or tart, apples are satisfying either raw or baked. Just be sure to eat the skin—it contains heart-healthy flavonoids. Apples are also full of antioxidants and fiber.

**Kiwi** (*September–March*). This sweet fruit is great mixed with strawberries, cantaloupe or oranges and can be combined with pineapple to make a tangy chutney. And it's good for you—a kiwi contains more vitamin C than an orange.

**Pomegranates** (*August–December*). This slightly sour fruit has gotten a lot of press as an antioxidant powerhouse. The juice provides a tangy base for marinades, and the seeds can be tossed into salads to amp up the flavor. A UCLA study showed that pomegranate juice has higher antioxidant levels than red wine. It's also a good source of vitamin C and folate.

**Squash** (*October–February*). Unlike summer squash, winter squash has a fine texture and a slightly sweet flavor. Because of its thick skin, it can be stored for months. It tastes best with other fall flavorings, like cinnamon and ginger. Squash contains omega-3 fatty acids and is a good source of vitamin A.

**Cauliflower** (*September–June*). The sweet, slightly nutty flavor of cauliflower is perfect for winter side dishes. It steams well but it can also be blended to create a mashed potato-like texture or pureed into soup. This vegetable is an excellent source of vitamin C.

**Sweet potatoes** (*September–December*). These veggies are for much more than Thanksgiving casseroles. More nutritionally dense than their white potato counterparts, try roasting them—they'll taste delicious, and you maintain more vitamins than boiling. They're a good source of iron with anti-inflammatory benefits.

## It's What's *Inside*

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## To Buy or to Rent *Textbooks?* Now Amazon Offers Both

Back to school season is in full swing, and Amazon is going to college.

The online retail giant has jumped into the lucrative college textbook market this year with Kindle Textbook Rental.

Amazon claims students can save as much as 80 percent off textbook list prices by renting from the Kindle Store. The company is offering tens of thousands of textbooks, which students can rent for periods ranging from 30 to 360 days. Amazon has also extended its Whispersync technology so that students can access all their notes and highlighted content in the Amazon Cloud, even after the rental agreement is over.

The National Association of College Stores estimates that U.S. college stores posted \$10.25 billion in sales for the 2009-2010 fiscal year with each student spending \$745 on average. Amazon's entry into the rental market for college textbooks could significantly lower that number if the trend toward ebooks spreads quickly across college campuses.

Amazon, of course, has had tremendous success converting the general market to ebooks. Last May, the online retailer announced sales for its digital book format had surpassed hardcover sales.

For more information, go to Amazon's Kindle Store.

## Top *Five* Domestic Airlines for Travel with Kids

1. Southwest Airlines
2. Jet Blue
3. Virgin America
4. Frontier Airlines
5. Alaska Airlines

—according to [thetraveltot.com](http://thetraveltot.com)

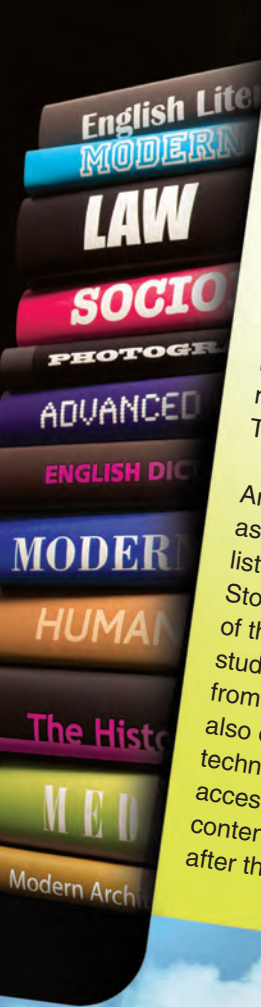
## Have Children, *Will Travel*

Fall is the Perfect Time for a Last-Minute Getaway. Even with Kids.

Any parent who has ever been on an airplane is familiar with the dirty looks reserved for those traveling with small children.

Flying with your little ones doesn't need to deteriorate into a scene from your worst nightmare. When you are prepared to travel with children, your fellow passengers will thank you, and your kids will enjoy a stress-free flight.

- Practice "flying" with your kids from the comfort and safety of your home. Set up kitchen chairs to simulate an airplane and demonstrate how your kids must sit during the flight. Discuss plane rules before you leave for the airport.
- Select seats that are close to the restroom. Enough said.
- Explain security and boarding procedures, as well as noises they'll hear when flying. When it comes time to take off their shoes for screening or sit down for takeoff, your kids will know what to expect.
- For each child, pack a small carry-on with small toys that do not make noise. Coloring books, hand-held games with headphone attachments and action figures will entertain quietly.
- Pack travel essentials in your carry-on bag. Along with your flight documents and personal items, include a valid birth certificate for each child, just in case. Also pack a change of clothes for each family member, since you never know when a spare shirt might be necessary.
- Include a non-spill cup and a variety of snacks for each child. Granola bars, cut-up fruit and peanut butter crackers will usually go over better than airline pretzels.
- Ask to board last, rather than before general boarding begins. This allows your child to stretch and walk around for the maximum amount of time.
- If possible, fly when your child normally sleeps. Even if they do not sleep, they are more likely to be calm and subdued.



## Insights

Squash is officially a fruit, and the smaller the squash, the more flavorful it will be. Any variety of squash will provide loads of fiber, beta carotene, Vitamin A, Vitamin C and protein.

## Sentiments

“And that’s the wonderful thing about family travel—it provides you with experiences that will remain locked forever in the scar tissue of your mind.”

—Dave Barry

## Memorable Dates

September 5	Labor Day
September 11	National Grandparent’s Day
September 13	International Chocolate Day
September 23	Hug a Vegetarian Day
September 29	National Coffee Day

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*You’ll Love Us*

## Spotify Claims a Spot in the U.S. Market

In July, the popular European music-streaming service, Spotify, skipped across the pond and set up camp in the U.S.—a move that techies and music lovers alike had been anticipating for months.

So, what’s the big deal?

If you don’t know yet, here’s the skinny on this popular service.

### Its origins

Spotify is a music-streaming service that was founded in Sweden in 2006. Since then, U.S. fans have been clamoring for it. The launch into the U.S. had been stalled in negotiations with record labels, and that caused anticipation to build even further. With all those negotiations said and done, Spotify is now a legal product in the states.

Spotify lets you play songs off the internet. It’s kind of like Pandora, except that you can search for songs and create playlists from a catalog of 15 million tracks. On Pandora, you just pick a “radio station” and listen to whatever songs the computer chooses—you can’t specify particular ones.

### It’s free

Well, mostly. With an invitation, users in the U.S. can play songs with some ads sprinkled in for good financial measure. For \$5 a month, the ads go away and you get unlimited streaming. For \$10, you can listen to Spotify’s music on your mobile phone, as well.

### It works kind of like iTunes

Spotify is about as easy to use as Apple’s hugely popular music player. In reviews, tech writers note how fast the system works, and how easy it is to find music and add songs to your playlists.

### It’s social

If you sign in with Facebook, you can see what all of your friends have been listening to on Spotify and even play their playlists—you don’t have to own their music to listen to it. It’s the modern mixtape.

Some analysts say Spotify will have a hard time busting into the U.S. market, which is already full of music streaming sites that are popular. Pandora has 100 million users, which makes it a particularly formidable foe. So far, however, reviews have been highly positive.



## First Impressions

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### *Creative Graphics now offers a full line of Promotional Products*

Promotional products have surrounded most of us all our lives. Look over your desk – see anything with a logo on it... anywhere? Check out those pens. How about your calendar? Maybe your notepad? Chances are, you will find more than one item with a logo or slogan on it. Even at home you probably have more than one T-shirt, keytag or letter opener reminding you of someone's business.

#### *Top uses of Promotional Products:*

- Business gifts
- Corporate casual apparel
- Event marketing
- Tradeshows
- Employee relations
- Public relations
- Holiday gifts
- Motivation and incentives
- Traffic building
- Recognition/service awards
- Brand awareness
- Souvenir/remembrance
- Safety programs
- Product rollouts
- Point-of-purchase
- Direct mail marketing

