



MAY 2010

Support Groups

It's no surprise that mothers today rely on the internet for everything from banking to booking airfare to diagnosing minor health problems. Hooray for the practical side of life.

However, the sites that really reel Mom in have nothing to do with paying bills and kissing boo boos. Some of the most popular websites among mothers are those that connect them with other women facing similar challenges in parenting, marriage and relationships. Looking for advice, support, answers and a virtual shoulder to cry on, mothers at all stages of parenting go online to find others who have been there, done that and have something to share about it. Here are a few of the most popular websites for and about mothers.

BlogHer (www.blogger.com)

This is more than a blog, it's a blogging community for women about women, where they can connect with one another and discuss it all. With 38,000 blogging members and 18,000 dedicated blogs, this is a great community for discussion, support and a good laugh.

CafeMom (www.cafemom.com)

Here you can take a seat in the virtual café devoted to connecting moms and moms-to-be. Want some empathy for your child's colic that never stops or advice about your teenager who challenges you daily? Here's a place to talk with moms in every stage of parenthood. Share, support and discuss with over a million moms at CafeMom. And if you're looking for something to take your mind off motherhood for a bit, there's a "game room" where you can try your hand at Latté Land, Flower Power or a myriad of other choices. Also, check out the section for contests and freebies—you could score some good stuff.

Gourmet Mom on the Go (www.gourmetmomonthego.com)

This is a popular website for adventurous, kid-friendly cooking that will make snacks and mealtime fun for the whole family. From Butterfly Biscuits to Jiggly Jellyfish, moms can find a plethora of creative cooking ideas here.

It's What's *Inside*

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I Know *Where* You Are

Location-based social networking is on the move.

If you are, too—and you have a smart phone—technology is allowing people to track where you are and what you're doing. Sounds a little Big Brother-like, but many users are welcoming the ability to stay connected with friends, even when they're not in front of a computer.

Location-based social networking allows members of the communities to share their location through GPS, mobile e-mail or text. You can add comments about a restaurant, let friends know you're going to a show or find out if anyone you know is nearby and wants to meet for a drink.

Foursquare is one of the most popular location-based social networks. The company runs a website, provides software for mobile devices, and hosts a series of games based on location and social activities. Think of it as a tiny Facebook with the addition of your local GPS coordinates. Foursquare just celebrated its second anniversary at South By Southwest in Austin last March. They have roughly 500,000 members. Here are some other location-based social networks on the rise.

BrightKite

BrightKite is a location-based social network that acts a lot like Twitter. In fact, you can add your friends to the network by entering your handle when you register for the service.

Insights

Mother's Day is the busiest phone day of the year. An AT&T survey estimated that 122.5 million phone calls to mom are made on Mother's Day. (Father's Day is the busiest day for collect calls made.)



Unforgettable

"I can't stop thinking about you."

Those six little words are music to a marketer's ear. If they can keep their brand on your mind, they've got you where they want you.

With billions of marketing dollars invested to reach and captivate audiences each year, nearly every component that goes into a marketing campaign has been studied and researched. A lot is known about what makes messages memorable. Here are some ways to create a lasting impression.

Evoke an emotion.

Whether you play on their sentiments, shock them, surprise them or make them laugh, your audience will tune in and remember your advertising message better if their emotions are in play. Think of all the commercials that bring a tear to many consumers' eyes.

Can you say Hallmark? Or how about this year's Snickers' Super Bowl commercial starring Betty White? That ad stuck with consumers so well that it spawned a Facebook Fan Page in support of having White host Saturday Night Live. You can catch her on SNL this month.

Create an "ah-hah" moment.

When people discover something new, it can make a message stick. Some of the best marketing messages have opened consumers' minds to new thoughts and ideas. The first Apple computer ad positioned the company as a younger David going up against the Goliath IBM, triggering an "ah-hah" moment for younger nonconformists.

Keep it simple.

Streamline your message. The more information you try to convey, the less effective it will be.

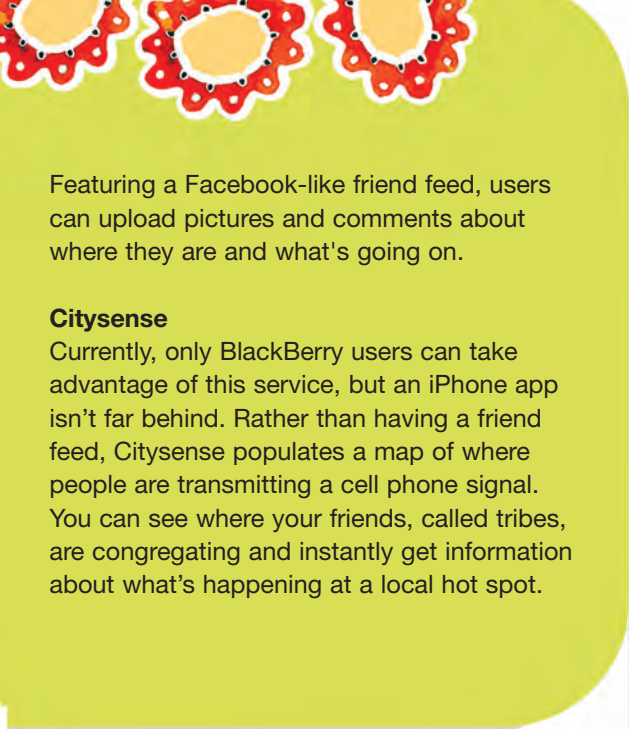
Offer savings on the basics.

There's still a strong focus in this economy among consumers to fulfill needs rather than wants, so if you can offer special promotions on staples (as opposed to luxury items), your advertising could make a big impression.

Get real.

With stories, that is. Use real examples to illustrate how your product or service has improved your customers' personal or professional lives. People remember success stories. Plus, in this age of online reviews, consumers are more apt to purchase if they can read about others who've gone before them and been satisfied.

If you say the right words and create memorable moments, you could have a brand that's hard to forget.



Featuring a Facebook-like friend feed, users can upload pictures and comments about where they are and what's going on.

Citysense

Currently, only BlackBerry users can take advantage of this service, but an iPhone app isn't far behind. Rather than having a friend feed, Citysense populates a map of where people are transmitting a cell phone signal. You can see where your friends, called tribes, are congregating and instantly get information about what's happening at a local hot spot.

Production Staff Spotlight...



Name: Terri Booth
Position: Bindery
Years with CG: 11
Years in Printing Industry: 30
Area of Expertise (work): Product Finishing – cutting, folding, collating, general bindery
Area of Expertise (personal): Master of none – good at pre-party prep, designing flower beds
Hometown: Upsala, MN

Family: Spouse Terry (yes, Mr. Terry and Mrs. Terri), sons David and Bob, stepson Ryan, daughter-in-law Steph, grandson Kyle

Brothers & Sisters: 2 brothers, 1 sister

Hobbies/Interests: Furniture refinishing, gardening, landscape design

Favorite TV show: Glenn Beck

Favorite TV attorney: Megan Kelly

Favorite cookie: Chocolate, chocolate chip

What 3 things do you always have in your refrigerator? Diet Coke, cheese and eggs

Do you like guacamole? Yes

What is the strangest food you ever ate? Lutefisk – tastes like fish flavored oatmeal

Have you ever broken a bone? Yes, knee bone chip

What is your favorite sport? NASCAR

Have you ever taken pictures in one of those little booths? No

What musical instrument(s) can you play? Dinner Bell



Name: Deb Bauer
Position: Digital Operator
Years with CG: 6
Years in Printing Industry: 17
Area of Expertise (work): I specialize in "RUSH" jobs!
Area of Expertise (personal): I'm not an expert, but I practice A LOT!
Hometown: Montgomery, MN
Family: I have a great husband, and a son and daughter that I'm very proud of! (No, I wasn't paid to say that.)

Brothers & Sisters: 3 brothers

Hobbies/Interests: Reading, walking, Bible study, motorcycle riding, fishing, boating and Farmville

Favorite TV show: NCIS

Favorite cookie: Terri's sugar cookies! They are like Lays, I can never eat just one!

What 3 things do you always have in your refrigerator? Seriously?

Do you like guacamole? Yes

What is the strangest food you ever ate? Alligator – I don't recommend it!

Have you ever broken a bone? Yes

Have you ever been stung by a bee? Yes – I was on a ladder!

What is your favorite Dr. Seuss Book? *The Grinch That Stole Christmas*

Have you ever taken pictures in one of those little booths? Seriously???

What is your favorite sport? NASCAR

What musical instrument(s) can you play? I used to play cello

The Top *Five* TV Moms

1. Marion Cunningham, *Happy Days*
2. Lorelai Gilmore, *Gilmore Girls*
3. Helen Girardi, *Joan of Arcadia*
4. Jill Taylor, *Home Improvement*
5. Caroline Ingalls, *Little House on the Prairie*

–according to msnbc.com



Sentiments

"All women become like their mothers. That is their tragedy. No man does. That's his."

–Oscar Wilde,
The Importance of Being Earnest, 1895

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Memorable *Dates*

May 5 Cinco de Mayo
May 9 Mother's Day
May 16 Wear Purple
for Peace Day
May 31 Memorial Day

Passing Glance

White paper is never pure white because of a chemical in the pulp called lignin. Lignin is a substance that forms the cell walls of the original plant—it's a brownish color, like grocery bags.