



# recipe

## Rhubarb Pudding

8 slices bread, lightly toasted  
1 1/2 cups milk  
1/4 cup butter, cubed  
5 eggs, lightly beaten

3 cups chopped fresh or frozen  
rhubarb, thawed  
1 1/2 cups sugar  
1/2 teaspoon ground cinnamon  
1/4 teaspoon salt  
1/2 cup packed brown sugar

Remove crusts from bread; cut into 1/2 inch cubes. Place in a greased 1 1/2 quart baking dish. In a large saucepan, heat milk over medium heat until bubbles form around sides of pan; remove from the heat. Stir in butter until melted. Pour over bread; let stand for 15 minutes. In a large bowl, combine the eggs, rhubarb, sugar, cinnamon and salt; stir into bread mixture. Sprinkle with brown sugar. Bake at 350°F for 45-50 minutes or until set. Serve warm. (Note: If using frozen rhubarb, measure rhubarb while still frozen, then thaw completely. Drain in a colander, but do not press liquid out.)

British actor **Benedict Cumberbatch** was born July 19, 1976 in London, England. His parents were two successful television actors that tried to steer him away from the stage. Following public school, he spent a year teaching English in Tibet, and then returned to England to study drama at the University of Manchester. After graduation, he continued training at the London Academy of Music and Dramatic Art. Cumberbatch has appeared in dozens of television shows and films, but is best known for his role in the BBC television show *Sherlock*.

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## When and How to Say "No"

Learning to say "no" is one of the most challenging, yet useful skills you can develop in both your personal and professional life. Here are a few reasons why:

- Acknowledge that you can't do everything. When you say "yes" to everyone, you leave yourself trapped with little time. Saying "no" will give you more time to focus on existing obligations and important priorities.
- Remember that "no" isn't always a negative thing. When you say "no" to extra requests, you're actually saying "yes" to a reasonable workload. The alternative often means burying yourself in hours of extra work and fretting over deadlines just because you couldn't turn someone down.
- If you're worried about meeting expectations or finishing on time, be up front and say "no," rather than over-promising and under-delivering.
- Realize you can't please everyone and that you have to draw the line somewhere. If you say "yes" to everything, people may be more likely to take advantage of you.

- Beware that people who say "yes" to everything often become overly stressed, run down, and frequently sick as a result of over-committing.
  - In many cases, saying "no" can instantly relieve stress and make you a happier person overall.
  - Saying "no" to temptation can help you stay on track and achieve your health goals.
  - By saying "no," you open the door of opportunity for others to step up and get involved or do their part.
- Here are a few tips on how to say "no" gracefully:
- Be firm, calm, and polite.
  - Provide a brief explanation of why you can't do something.
  - Don't apologize too much. Just give a simple response.
  - Consider offering alternatives, such as "I don't have time to work on this until tomorrow, but <NAME> said she has some free time today if you need it right away."
- Remember, saying "no" to one request will often allow you to say "yes" to others.

## wise words

"The art of leadership is saying no, not saying yes. It is very easy to say yes."

— Tony Blair



## Rack 'Em Up!

Looking for a creative yet affordable way to promote a product or service? Rack cards are a unique way to target a specific audience, create name recognition for your brand, and make a lasting impression.



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Edie & Lou Goldberg

## Efficient Marketing with Rack Cards

There are endless choices lately when it comes to marketing avenues, so it's important to pick one that best suits your company's needs. One tried-and-true solution is rack cards, which are a great way to boost sales and profits with a small investment. Because rack cards are simple, straightforward, and strategically placed to reach your target audience, they are a very cost-effective and efficient marketing tool. Give us a call today if you'd like some ideas on creating a rack card that will help do the selling for you!



## Fairfield's Rockin' Top Ten

This year, Fairfield Connecticut is celebrating 375 years of culture and history. The Fairfield Museum and History Center has put together a special exhibit to celebrate Fairfield's musical heritage. This exhibition will take place through April 28, 2014.

This exhibition features the top ten performers in the region who were active 25 years ago or more. Musician and music historian Chris Frantz, drummer for the Talking Heads and Tom Tom Club, is the guest curator. The exhibit opened with the Museum After Dark series and a roundtable discussion with some of Fairfield's most talented performers, hosted by Chris Frantz. Explore the history of this region's rich musical heritage through lectures, performances, and a film series presented with local community partner Fairfield Theatre Company.

**Fairfield's Rockin' Top Ten** showcases 10 local musicians who shaped Fairfield's musical legacy, including classical and Broadway legends Leonard Bernstein and Richard Rodgers, the Rolling Stones' Keith Richards, jazz great Dave Brubeck, Talking Heads' Chris Frantz and Tina



Weymouth, rhythm-and-blues stars Nick Ashford and Valerie Simpson, singer Jose Feliciano, Chic's Nile Rodgers and Bernard Edwards, disco diva Donna Summer and early rockers The Remains. The exhibition will feature rare photographs, music videos and iconic artifacts.

A concurrent exhibition, "Creating Community: Exploring 375 Years of Our Past," highlights events and artifacts from nearly four centuries of Fairfield's history. The Fairfield Museum is located on 370 Beach Street in Fairfield. The Museum is open daily from 10 a.m. - 4 p.m. For additional information [www.fairfieldhistory.org](http://www.fairfieldhistory.org).

## terrific trivia

The first five callers with the correct answer to this month's trivia question will receive \$10.00 off any new order of \$50 or more. Please present your confirmation letter with your order. Not valid with any other coupons or offers. So, put on your thinking caps and call 203.624.0194.

Q: Hairy-nosed and Queensland are both varieties of which animal?

March 2014 Answer:

Q: What is the Eiffel Tower made of?

A: Iron



## top 10 list



### Top 10 Shark Attack Locations\*

1. USA (mainland)	885
2. Australia	330
3. South Africa	212
4. Hawaii	96
5. Brazil	87
6. Papua New Guinea	47
7. New Zealand	44
8. Mexico	35
9. The Bahamas	26
10. Iran	23

\*Including nonfatal attacks 1850-2009. Source: International Shark Attack File

## Ben's friends

— The trouble with not having a goal is that you can spend your life running up and down the field and never score.

— Thinking will not overcome fear, but action will.

— Build your own dreams, or someone will hire you to build theirs.



## Pick Me! Pick Me!

In spite of their simplicity and relatively low cost, rack cards are a proven, high-impact way to promote and advertise products and services in a variety of industries. Here are a few tips to help you take full advantage of the power of rack cards for your company:

- Be sure the upper portion of your card is eye-catching. Consider adding foil stamping accents to help your cards stand out from a sea of rack competitors.
- Consider using a QR code or Web link on your rack cards to drive traffic to online promotions or websites.
- Don't forget your brand/logo and contact information, including website, phone number, and email.
- Consider a bifold or accordion-style folded rack card if you need more space for information.
- In addition to advertising products or services, consider using rack cards as a menu, product sheet, coupon, newspaper insert, handout, direct-mail piece, or map.
- Consider including a perforated tear-off card (such as a business card or coupon).
- If you have racks in multiple locations, add a code number on the tear-off card to trace its source.
- Remember where your rack card will be displayed when planning the content and layout. Different environments might benefit from specifically tailored messages or imagery.

Give us a call today if you need help designing a card that is sure to get picked off the rack.

Visit us at [www.goodcopy.com](http://www.goodcopy.com) to see the many ways we can help you.

## Gutenberg's Army®



## Jim MacLaren Never Gave Up

After being hit by a bus on his motorcycle, Jim MacLaren was declared "dead on arrival." When he woke from a coma, his left leg was missing below the knee. Previously a Yale University lacrosse and football player, he decided to take up swimming and learned to run on a prosthetic leg. He even competed in the New York City Marathon and Ironman Triathlon. Even though he was later paralyzed in another accident, MacLaren became a motivational speaker, encouraging others to make the best of difficult situations and live life to the fullest.