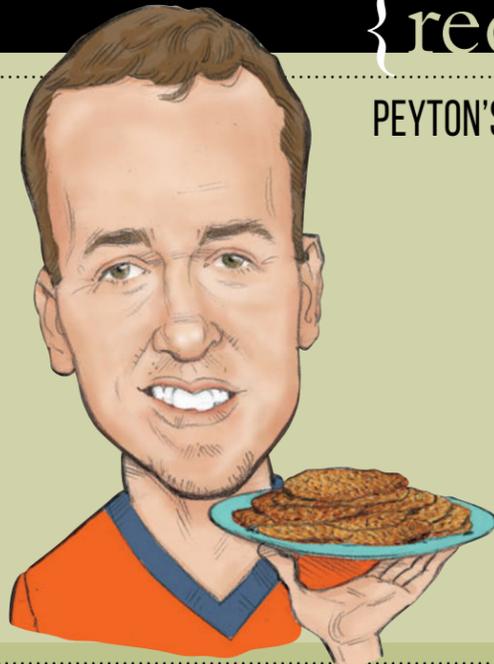


{recipe}

PEYTON'S FAVORITE LACE COOKIES



- 2 cups old-fashioned rolled oats
- 1 tablespoon flour
- 2 cups granulated sugar
- 1/2 teaspoon salt
- 2 sticks butter, melted (do not substitute)
- 2 eggs, beaten
- 1 teaspoon vanilla

Preheat oven to 325°F. Cover cookie sheets with well-greased aluminum foil. Put oats, flour, sugar, and salt in a large bowl and mix well. Pour very hot butter over the mixture and stir until the sugar is melted. Add eggs and vanilla and stir well. The batter will be slightly thin. Drop level 1/2 teaspoons of the mixture on foil, 2 inches apart (important). Bake 10-12 minutes. Watch carefully so they do not over brown. When cookies are completely cooled, peel from the foil. Store in airtight container.

Peyton Manning was born March 24, 1976 in New Orleans, Louisiana. The second of three boys, Peyton is a son of former NFL quarterback Archie Manning, and the older brother of New York Giants quarterback Eli Manning. Peyton set numerous records throughout his career as a pro football quarterback, including winning five NFL MVP awards and two Super Bowls. With his victory in Super Bowl 50, Peyton at age 39 became the oldest quarterback to win a Super Bowl.

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If you would like to receive our newsletter electronically please e-mail Lou Goldberg at Lou@goodcopy.com.



BE A LEADER PEOPLE WANT TO FOLLOW

Great leaders aren't born, they evolve. Here are a few leadership tips to help you motivate, connect with, and inspire your team:

- Surround yourself with people who are smarter than you. Find a mentor you trust and from whom you can seek advice for tough decisions.
- Lead by example. If you ask your employees to dress professionally, arrive on time, and respond to communications in a timely manner, be sure to do the same.
- Express your passion and enthusiasm to those around you when you're excited about what you're doing. Excitement is contagious, so spread the enthusiasm.
- Acknowledge your weaknesses and build a supportive team that can help you fill the gaps.
- Identify the difference between skill and will. A skill gap can often be closed via training, support, and coaching; however, it can be difficult to motivate employees if they aren't willing.
- Be generous with praise, encouragement, and appreciation.

- Maintain an open-door policy so your team knows you'll listen to their concerns and ideas, as well as help provide solutions to any problems.
- Stay curious and never stop learning. Commit to learning something new and keep an open mind for new ideas and possibilities.
- Give credit where credit is due. A true leader shares the spotlight and credits others for a job well done.
- Use compassion and empathy. When mistakes are made, take time to understand what went wrong rather than jumping to conclusions.
- Communicate to not only be informative, but also to motivate and inspire. Also, remember that communication is a two-way street. Take time to listen to your team.
- Get to know your team, and let them get to know you better, too. Employees will work harder for people they know and respect.
- Be accountable for your mistakes and decisions.
- Take time to research and learn from past successes and failures.

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ARROWWOOD RESORT, ALEXANDRIA, MINN.

Made famous by the phrase “the land of 10,000 lakes,” Minnesota’s lake country is truly a sight that must be experienced firsthand to appreciate its beauty. Arrowwood Resort, located near Alexandria, Minnesota, is a great example of the state’s reputation for lakeside recreation.

Arrowwood is an all-season resort offering a wide variety of outdoor activities year-round. The resort offers the 18-hole championship Atikwa Golf Course, a tennis facility, riding stable with scenic riding trails, and a full-service marina with boats, canoes, kayaks, and jet skis for rent. Popular summer activities include boating, fishing, swimming, campfires, hiking, picnics, biking, Lake Darling cruises, hayrides, horseback trail-riding, riding lessons, and much more. On the Fourth of July, Arrowwood’s popular fireworks display can be seen from many lakes away.



While many plan a vacation to the lakes of Minnesota during the summer months, there are several fun activities to take advantage of during the winter months when the lakes are frozen and there is snow on the ground. Arrowwood is a popular destination for snowmobiling, ice-skating, sledding, cross-country skiing, and ice-

fishing. Guests who have never been ice-fishing are in for a treat! The resort offers full-service ice-fishing rentals, including preheated ice houses, pre-drilled holes on the ice, and the accessories necessary to go ice-fishing.

Arrowwood offers a large conference center and variety of

unique guest accommodations, including cottages, suites, and townhomes. Popular nearby destinations include Carlos Creek Winery, Panther Distillery, the Minnesota Lakes Maritime Museum, Erickson’s Petting Zoo, and Casey’s Amusement Park. For more information about this area, visit arrowwoodresort.com.

{terrific trivia}

1. After which animals are the Canary Islands named?
2. What year did Google launch on the Web?
3. Who was the original author of Dracula?



{top 10 list}



TOP 10 LARGEST DIAMONDS

1. THE GOLDEN JUBILEE DIAMOND	545.67CT
2. THE CULLINAN I – STAR OF AFRICA DIAMOND	530.20CT
3. THE INCOMPARABLE DIAMOND	407.48CT
4. THE CULLINAN II – LESSER STAR OF AFRICA	317.40CT
5. THE SPIRIT OF DE GRISOGONO DIAMOND	312.24CT
6. THE CENTENARY DIAMOND	273.85CT
7. THE JUBILEE DIAMOND	245.35CT
8. THE DE BEERS DIAMOND	234.65CT
9. THE RED CROSS DIAMOND	205.07CT
10. THE MILLENNIUM STAR DIAMOND	203.04CT

{ben’s friends}



- You can change your future by changing your attitude.
- Silence is the most powerful scream.
- Anything can happen when you take a chance.
- Dreams come a size too big so we can grow into them.



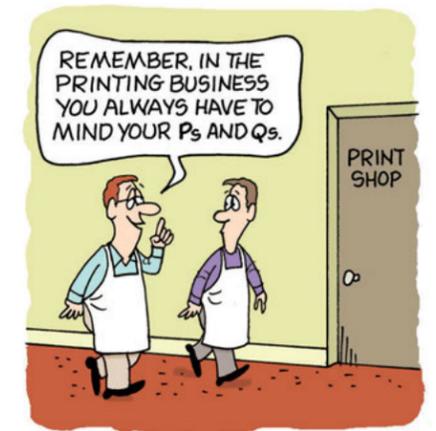
CUSTOM-PRINTED GIFT-CARD HOLDERS

No matter what type of gift card your business offers, a custom gift-card holder is the perfect companion to help enhance your message and promote your products and services. Here are a few creative gift-card holder ideas:

- A mini-pocket-folder is a great way to display a gift card or gift certificate with room for promotional messaging or a blank space for a handwritten note.
 - A hanging folder or hanging envelope is a fun way to attach a gift card to other items for special occasions, such as a bottle of wine or champagne.
 - Folded cards with a top or side fold and die-cut slots are a popular option for many businesses.
 - A three-panel, tri-fold mini brochure offers ample marketing space, with die-cut slots to insert your card.
 - Custom-printed envelopes are great for direct-mail pieces. Envelopes can not only hold your gift card, but any additional brochures or marketing materials you may choose to include.
 - Gift-card sleeves or a simple flat card can add a perfect touch for allowing givers to customize their message and include to/from information.
- Sometimes finding the perfect gift means allowing the recipient to pick their own gift.
- Contact us today if you’d like help creating the perfect gift-card holder!

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THE GREAT BILL MISKE

The story of St. Paul, Minnesota boxing great Bill Miske (shown above right) is a true tale of inspiration and sacrifice for his family. Miske was diagnosed with terminal kidney disease, but didn’t tell his family because he knew they were depending on him financially. After a few years, his health deteriorated badly and he knew he would only see one more Christmas. While he could barely walk and couldn’t train, he convinced promoters to allow him one last big fight. He knocked out his younger opponent and took the \$2,400 prize money to purchase gifts for his wife and children. He died just a week later on New Year’s Day, 1924, at only 29 years old.

{wellness}

WHAT IS BETTER FOR PAIN – ICE OR HEAT?

There is often confusion about what is better for pain: ice (cryotherapy) or heat (thermotherapy). Here are a few tips to consider when treating your pain with ice or heat:

- Ice constricts blood vessels, which numbs pain, relieves inflammation, and limits bruising, so it is the ideal way to treat injuries or tissue that is inflamed or swollen.
- Heat increases blood flow, which relaxes tight muscles and relieves aching joints, and is often used to relieve and soothe muscle spasms, chronic or reoccurring pain, and stress.
- Never add heat to a fresh injury or it will swell and become more painful.
- Avoid prolonged exposure to heat or cold. Never use ice for more than 20 minutes at a time, since excessive use of cold can cause tissue damage.
- For headaches, cold wraps over the forehead, eyes, and temples help the throbbing pain; however, heat wraps can halt neck spasms that contribute to headache.
- Moist heat is a great way to loosen injured muscles before activity, while icing afterward can minimize pain and reduce postexercise inflammation.
- Heat can often relieve arthritis and older injuries; however, acute flare-ups are better treated with ice.

