

# { recipe }



## Easy Summer Pasta Salad

<p>1 pound bow-tie pasta, cooked</p> <p>1 small yellow bell pepper</p> <p>1 small red bell pepper</p> <p>1 small orange bell pepper</p> <p>1 large seedless cucumber, chopped</p> <p>12 oz. jar artichoke hearts, drained and chopped</p>	<p>1 pint grape tomatoes, halved</p> <p>1 cup store-bought balsamic dressing</p> <p>1 cup crumbled feta cheese</p> <p>1/3 cup finely chopped basil</p> <p>Salt and pepper</p>
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In a large bowl, combine cooked pasta, peppers (seeds removed; diced), cucumber, artichoke hearts, and tomatoes. Pour the balsamic dressing over the pasta salad and gently stir. Add the feta cheese and basil and stir again. Season with salt and pepper. Chill until ready to serve.

Marketing guru and best-selling author **Guy Kawasaki** was born August 30, 1954 in Hawaii. He is the chief evangelist of Canva, an online graphic-design tool. He is on the board of trustees of the Wikimedia Foundation, a brand ambassador for Mercedes Benz USA, and an executive fellow of the Haas School of Business (UC Berkeley). He was also the chief evangelist of Apple. He has written 13 books, and has a BA from Stanford University and an MBA from UCLA, as well as an honorary doctorate from Babson College.

**WWW.GOODCOPY.COM**

Published by  
Goodcopy Visual Communications  
110 Hamilton Street  
New Haven, CT 06511

**How to reach us:**  
**Phone**  
Local: 203.624.0194  
Toll Free: 1.888.GOODCOPY  
**Fax**  
203.624.3609

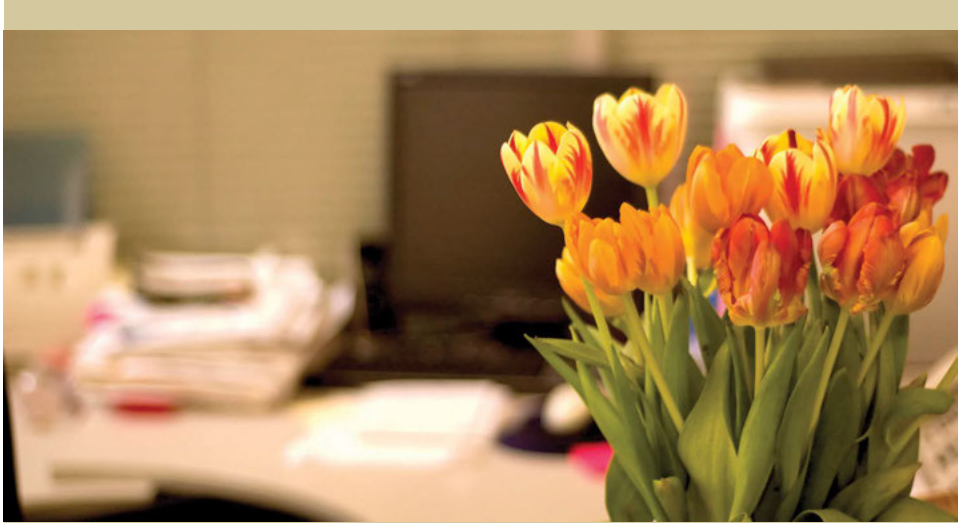
**Email**  
Letters to the editor:  
[edie@goodcopy.com](mailto:edie@goodcopy.com)  
Customer Service:  
[arleen@goodcopy.com](mailto:arleen@goodcopy.com)  
Trivia question answers:  
[edie@goodcopy.com](mailto:edie@goodcopy.com)  
or call 203.624.0194

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# Greetings from GOODCOPY

Summer '16

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## Perk Up Your Workspace

When you consider how much time people spend at work, it's surprising how little time and effort are spent making workspaces more comfortable, inspirational, and productive. Here are a few ways to easily perk up your workspace:

- If your workspace doesn't have natural light, consider purchasing natural-daylight bulbs and desk lamps that simulate the sun's rays.
- Surround yourself with things that make you smile, such as a framed quote, beloved photos, flowers, or a special keepsake. Just make sure it isn't overwhelming for your space.
- Consider printing your favorite photo on a low-cost faux canvas, which is extremely lightweight and easy to display.
- Decorate with fresh flowers and plants to add a pleasant scent to a room and absorb carbon dioxide and release oxygen that refreshes the air.
- Add a pop of color to your workspace. For example, small amounts of red and orange can create an energetic environment. Bright or

yellow accents are associated with cheerfulness. Blue and green can have a calming effect on a stressful work environment.

- Boost your productivity with fresh, natural fragrances such as lemon.
- Consider buying a few office accessories that express your personality, such as a brightly colored pen holder, personalized Post-it notes, or decorative binders.
- Create a "vision board" that reminds you why you do what you do. Examples could be customer thank-you cards or team photos.
- If you can't adjust the temperature, consider a fan or a radiant heat panel to make your personal space more comfortable.
- Declutter and organize your workspace and computer desktop to make it easier to concentrate.
- Practice correct ergonomics for your workspace, including a supportive chair, adjusting the height of your computer monitor, and ensuring your elbows are at a 90-degree angle.

wise words

"In the end, it's not the years in your life that count. It's the life in your years."  
— Abraham Lincoln



## Promotion

with a Purpose!

Business card hang tags are a great way to highlight your product features and also ensure that customers leave with your contact information in hand.






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Visual Communications



110 Hamilton Street  
New Haven, CT 06511

203.624.0194  
203.624.3609  
[info@goodcopy.com](mailto:info@goodcopy.com)  
[www.goodcopy.com](http://www.goodcopy.com)

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**Edie & Lou Goldberg**

As business owners, we want our customers to understand the unique value of our products. Hang tags are a great way to spotlight unique product features. Consider increasing the value of your hang tags by turning your business card into a hang tag that allows you to not only highlight product features, but to also incorporate your contact information. What better way to ensure customers know who to contact with comments or questions about their purchase? Interested in creating your own business card hang tags? Give us a call today!

## Watkins Glen State Park, New York

Watkins Glen State Park is located outside the village of Watkins Glen, New York, south of Seneca Lake in the Finger Lakes region.

While the park features an assortment of beautiful trails, the main Gorge Trail is a must-see, moderate hike that truly displays the park's natural beauty. Gorge Trail features 1.5 miles (one-way) of spiraling tunnels, stone formations, towering jagged cliffs, and cavernous pathways that wind over and under the park's 19 well-known waterfalls and gorges by way of stone bridges and more than 800 stone steps. The waterfalls range from a few feet to 60 feet high, and include a variety of waterfall types.

At the end of Gorge Trail, visitors can either complete the trail loop and take the easy 1.5-mile Indian Trail back to the Entrance Amphitheater, or take the shuttle, which runs every 15-20 minutes.



Outside of the glen, the park also offers Rim Trail, which overlooks the gorge and features a more casual hiking experience with a wooded terrain. For those looking to really test their endurance, all of the park's trails connect to the Finger Lakes Trail, an 800-mile system of trails that run throughout New York.

In addition to hiking, Watkins Glen State Park offers a variety of amenities and activities, including campsites with restrooms and hot showers, swimming pools, playgrounds, picnic facilities, guided tours, and fishing in nearby Seneca Lake or Catherine Creek.

Watkins Glen State Park has received numerous accolades throughout the years, including "Top 10 Places to Pop the Question in the Northeast" by the Huffington Post, and "30 Most Surreal and Beautiful Places in the U.S." For more information, visit <http://nyfalls.com/waterfalls/watkins-glen/>.

## {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.

*What is a male swan called?*



## Business Card Hang Tags

When you combine the functionality of a hang tag with the branding recognition and contact information of a business card, you create a business card hang tag that is sure to be noticed and remembered. Here are a few creative ways to use a business card hang tag on your products:

- Add a perforated coupon or removable card that your customer will want to keep, such as a calendar of events, industry links, conversion info, or other helpful resources.
- Convert your business card into a gift tag for corporate donations.
- Consider creating a folded business card, which provides more room for marketing information and new product announcements.
- On smaller items, consider a mini or skinny business card, which is half the size of a standard business card.
- Consider creating a die-cut shaped business card that relates to your business.
- Include a professional head-shot photo on your business card to increase loyalty and recognition.
- Consider using a famous quote, inspirational message, or humorous caricature that your recipients will remember.
- Consider adding a QR code or link to additional information, such as a voice mail, personalized message, promotional video, etc.

If you'd like help creating the perfect business card hang tag, give us a call!

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

## Gutenberg's Army®



## {top 10 list}



### Top 10 Oldest Universities

	Founded
1. Nalanda University (India)	600 BC
2. University of Al-Karaouine (Morocco)	859
3. Al-Azhar University (Egypt)	970-972
4. Al Nizamiyya of Baghdad (Iran)	1065
5. University of Bologna (Italy)	1088
6. University of Paris (France)	1096
7. University of Oxford (England)	1096
8. University of Montpellier (France)	1150
9. University of Cambridge (England)	1209
10. University of Salamanca (Spain)	1218

## {ben's friends}



- Whatever you are, be a good one.
- Stop trying to press rewind. It's life, not a movie.
- When you throw dirt, you lose ground.
- Be a warrior, not a worrier.

## {wellness}



### Maximize Nutrients by Keeping Produce Fresh

As produce goes brown and starts spoiling, it loses important nutrient value. Here are a few ways to keep your produce fresh longer to maximize its nutrient value:

- Never separate bananas from the bunch until you are ready to eat them.
- Keep potatoes, onions, and tomatoes in a cool, dry place, but not in the fridge. Don't store potatoes and onions together; rather, store potatoes with apples to keep them from sprouting.
- When some fruits and vegetables ripen, they release ethylene, a gas that can negatively affect other produce. To prevent this, simply keep ethylene-sensitive produce separate.
- Cut the leafy tops of pineapple off and store upside down.
- Avoid washing berries until you're ready to eat them. Water that gets trapped in or between berries may encourage mold growth.
- Store salad greens and fresh herbs in bags filled with a little air and a paper towel to wick away moisture. Be sure the bag is sealed tightly.
- Wrap celery in aluminum foil and store it in the veggie bin in the fridge.



### Remove Wrinkles Without an Iron

If you're looking for a fast and easy way to remove stubborn wrinkles and creases from clothes without the hassle of using an iron, here's an easy solution using only ice cubes and a dryer.

Place clothes in the dryer, then add two or three ice cubes per garment in the dryer with your clothes. Run the dryer on its highest heat setting for about five to 10 minutes. Remove and shake out garments immediately.

The ice cubes combine with the hot temperature of your dryer to create steam as they melt, which helps to smooth creases and remove wrinkles.