

recipe

Black Bean Enchiladas

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|---------------------------|-------------------------------------|
| 1/2 cup butter | One 15 oz. can black beans; drained |
| 3 Tbsp. chili powder | 1 packet taco seasoning |
| 3 Tbsp. flour | 1/2 onion, minced |
| 1 tsp. salt | 2 Cups shredded Cheddar cheese |
| 2 garlic cloves, mashed | 6 flour tortillas |
| 2 1/2 cups water | |
| 6 oz. can of tomato paste | |

To make the sauce: melt butter in a saucepan, then add chili powder, flour, salt, garlic, water, and tomato paste (may have to use a whisk). Simmer until thick. To make the filling: saute onion. Combine the Black beans and onion. Add taco seasoning. Add approximately 1/2 cup of enchilada sauce and 1 1/2 cups cheese to the beans. Spread the bean mixture on each tortilla and roll up. Pour the rest of the enchilada sauce on top, sprinkle with remaining cheese, and bake for 15 minutes at 375° F.



Ben Carson Sr., born September 18, 1951, is a columnist and retired neurosurgeon. He was the first surgeon to successfully separate conjoined twins joined at the head. He was awarded the Presidential Medal of Freedom by president George W. Bush in 2008 and has become a popular figure in conservative media for his views on social issues and the federal government. Carson has received more than 50 honorary doctorate degrees and dozens of national merit citations. He has also written several articles, opinion columns, and best-selling books.

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Concentration Busters

Many people start projects with good intentions but struggle to stay on track. Here are a few of the most common concentration busters that throw people off schedule:

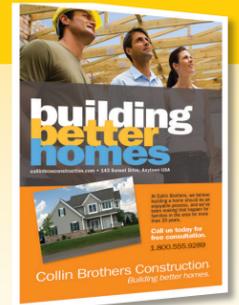
- *Social media and email.* Avoid logging into social media and checking email when you're working on a project. Consider turning off your alerts and possibly even Wi-Fi. If you feel compelled to check it, wait until breaks throughout the day.
- *Multitasking.* While people often think they can accomplish more in less time by multitasking, they lose time when shifting attention from one task to another. Try to devote your time to one solid project and see how much further you can get.
- *Boredom.* Reward yourself for staying on track. Take a 10-minute break to watch TV, surf the Internet, or have a snack.
- *Hunger.* Remember to always eat breakfast and snack on high-protein items, such as cheese and nuts; and choose complex carbohydrates, such as whole grains.

- *Disorganization.* Rather than attacking the day's projects randomly, take time to organize your deadlines, projects, and plan of attack. Rank them in order of importance, and always tackle the hardest projects first.
- *Cell phones.* Utilize caller ID and let calls go to voice mail. Silence your phone so you can have distraction-free time.
- *Lack of sleep.* Most adults need a solid seven to nine hours of sleep each night to fully recharge. If you feel exhausted and tired, your body and mind will benefit from some extra sleep.
- *Dehydration.* Drink water. Even mild dehydration can cause inattention.
- *Clutter.* It can be hard to focus on the task at hand in a room full of cluttered items, so try to work in rooms that are well organized and de-cluttered.

If you need help staying focused on your next printing project, remember our creative experts are here to help lighten your load!

wise words

"Concentration is the secret of strength."
— Ralph Waldo Emerson



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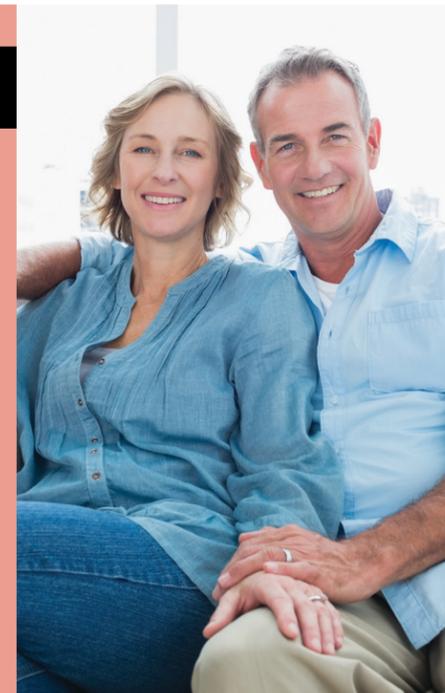


Edie & Lou Goldberg

Full Color Flyers for Fall

If you're sitting back enjoying this newsletter, just think about what direct-mail marketing could do for your business!

One of my personal favorite ways to promote our print shop is with flyers. These multipurpose print pieces can be used for event promotion, sales announcements, product comparisons, warranty details, company profile pages, and so much more. Flyers are not only versatile, but also cost-effective. Full-color flyers are sure to impress your prospects and customers. Order yours today!



Glorious Autumn Run in Hartford!

The vibrant colors of fall are on display for runners, walkers and relay participants all through Connecticut's capitol city at the Hartford Marathon & Half Marathon. Set for Saturday, October 11, 2014, the 21st annual race features a mostly fast and flat course for the half marathon, with just a couple of significant hills along the country roads just outside town and the neighborhoods in the city's west end, and a long riverfront stretch of the race along the Connecticut River that flows through Hartford. Enjoy the pre-race activities and the spectacular Race Start at 8AM.

All of the races in the event – which includes a full, 26.2-mile marathon, the 13.1-mile half marathon, a team relay, a 5K race and a “Kids K” race start and finish near downtown Hartford's Bushnell Park. From there, the course follows what can be described roughly as a clockwise loop through the city, taking runners first along Elm, Jewell and Pearl Streets to

State Street for the run across the Founders Bridge.

As if the scenery wasn't enough, the 36 musical acts along the course will help the runners finish their race! With so many bands, groups and solo artists, everyone is bound to find their beat. More than 11,000 runners crossed the finish line in the full marathon, half marathon and 5K races combined at the race's 2013 running (just over 6,500 of those finishers ran the half marathon). The NU Hartford Marathon has partnered with many local and national charities to make it easy for you to “Join The Team” so that you and your family and friends can help others as you train and run the race of your choice. There are many individual volunteer opportunities available at the 2014 NU Hartford Marathon from

Tuesday, October 7th through Saturday, October 11th. Click the “Volunteer for the NU Hartford Marathon” on our website to register for volunteer activities. Visit www.hartfordmarathon.com for more information.



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: What year did the world population reach 5 billion people?

August 2014 Answer:

Q: What U.S. company has been on the Dow Jones Industrial Average since its inception?

A: GE



top 10 list



Top 10 Online Languages

1. English	27.3%
2. Chinese (Mandarin)	22.6%
3. Spanish	7.8%
4. Japanese	5.0%
5. Portuguese	4.2%
6. German	3.8%
7. Arabic	3.5%
8. French	3.0%
9. Russian	3.0%
10. Korean	2.0%

Ben's friends



- If you wait for perfect conditions, you'll never get anything done.
- Be brave enough to start a conversation that matters.
- Mistakes are proof that you're trying.
- Wake up with determination, and you'll go to bed with satisfaction.



Let Flyers Do the Selling for You!

Flyers are a very flexible, cost-effective, and efficient way to spread the word and increase sales. Here are a few ways to boost sales with flyers:

- Distribute products and services overview flyers or brochures with every purchase, either by inserting one into the purchase bag or stapling it to the receipt.
- Include flyers with every mailing that leaves your office, including invoices, information request follow-ups, and marketing campaigns. Consider sending flyers as self-mailers to avoid the extra cost of an envelope.
- Give new customers a three-ring binder welcome packet. Then periodically send them new product flyers or updates that are three-hole drilled to update their binder.
- Create flyers that cross-sell or up-sell your products to increase revenue by bundling items together, suggesting complementary items.
- Create a flyer with a tear-away panel including a coupon or voucher.
- Hand out flyers at trade shows and other industry events.
- Post on community bulletin boards, such as gyms, apartment complexes, grocery stores, and small businesses.
- Consider hiring high-school students to pass them out door-to-door or to local businesses.

If you'd like help creating flyers that get noticed, remember we're always here to help!

Visit us at www.goodcopy.com to see the many ways we can help you.

Gutenberg's Army ©



Once the Leaves Have Fallen

Here are a few tips to make the often dreaded chore of raking leaves easier:

- Not all leaves need to be raked up. Leaves left under trees and shrubs provide winter protection and compost themselves.
- Consider a “scrake,” which has sharp blades that cut through the thatch and help pull it to the surface.
- Easily transport leaves by piling them on an old sheet and dragging the pile.
- Hold off on raking until all the leaves have fallen and the grass begins to go dormant.
- Divide your yard into sections, rather than raking all the way across your yard.