

“Tucson... all beach & no wet sand in your pants.”



What's in it for you?

- Experience a unique behind-the-scenes look into our print shop.
- Meet some of our splendid Spectrum team members.
- Receive valuable tools, such as “The Intelligent Use of Data.”
- We feed guests, too.



Benefits of Being an Amazing Spectrum Client

Our delivery truck makes rounds within the Tucson community every weekday. Use it as a mobile billboard to promote your local fundraiser, a grand opening, or raising awareness of important causes. Ads are free for loyal clients. For more details and to participate, visit:

www.SpectrumPrintingCompany.com/smart-value-program

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July / August 2014

Success Forecast:

**Sunny
with a Fun
Sense of
Community**



“What I did this summer...”

Did you ever have to write one of those essays when you returned to school in the fall?

Well, if I had to write one this August, I know one thing I would include – cleaning off my desk!

And, it may take all summer to do. I can stand the usual snide comments from colleagues, even visitors, about the disarray and piles of “stuff” that have taken over my desk. The “stuff” was important enough, at the time, to set aside to go through later. Now that it has become a safety hazard, it is time to say, “Enough!” No more excuses!

This is a daunting task, so wish me luck. Legend has it there is a nice wood top on my desk. Allowing it to “see the light of day” could be rewarding in itself. I’ll let you know how it turns out.

In the meantime, what’s the ONE thing you’d like to get off your desk this summer?

Tell me at George.Stewart@SpectrumPrintingCompany.com and you could make a special appearance on our Summer Bucket List in our company blog.

George E. B. Stewart



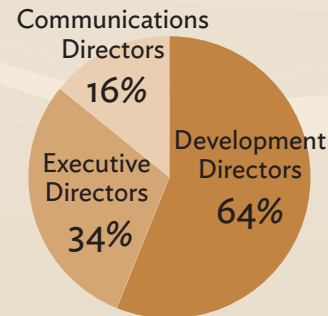
This is what happens when the boss is on vacation.

Marketing Manager Heather Strong BremPELL tests a new summer marketing product on Lee Oliverio, mail division manager; and Javier Gradias, traffic manager. The “popsicle fan” serves as both a fun cooling mechanism and a playful paddle.

SuperStats

Nonprofit organizations should avoid a common misconception assuming that the best way to raise money is from new donors. Donor retention strategies (additional gifts from current donors) often produce better results. For long-term success, you must do both.

Who believes donor retention is a top goal?



That’s a big difference, so talk about it in your nonprofit to avoid conflict.

[Data Source: 2014 Nonprofit Communications Trends Report - NonprofitMarketingGuide.com]



Tucson's Top 10

Summer Survival Strategies

- 10.** Tour Colossal Cave in 70 degrees... daily.
- 9.** Do not enter low spots in the road when flooded. No, really.
- 8.** An umbrella drink by the pool sure can help you forget all about the heat.
- 7.** Stargaze in your underwear.
- 6.** Visit the closest lake (not counting the duck ponds at the park), about 90 minutes away in Patagonia.
- 5.** Run, jump, and skip through your yard's sprinkler system while watering your grass.
- 4.** Head on up to Mt. Lemmon any weekend, if it's over 95 degrees by 10a.m.
- 3.** Wait until midnight to start all your outdoor activities.
- 2.** Hook up a frozen fruit drink IV or submerge yourself in a flavorful *raspado* slushy.

And the #1 way to survive another Tucson summer is...

Take advantage of all the great deals at any one of our fabulous resorts and have a “staycation” to remember all the reasons why you love living in this beautiful desert because that’s what propels you into next year.

First Impressions

Meet Our New Spectrum Team Members

Henry Urena

Die-Cutting Specialist

Ever since he was 16 years old, printing machinery fascinated Henry. It has also enabled him to acquire his prized possession - a '79 Ironwood Harley Davidson motorcycle. He has enjoyed being involved with youth sports (football & baseball) for the past 15 years.



Ron Morris

Press Operator

A former semi-pro football player (fullback & guard), Ron has called Florida, Chicago, St. Louis, and Mesa his home for over 22 years while operating press equipment in the newspaper industry. Also a competitor in the Scottish

Highland Games, Ron plays his favorite of seven activities, the caber toss. He recently started cycling with a few fellow Spectrum vélo team members.

Spectrum Supports the Arizona Fisher House

Fisher Houses are “a home away from home” for families of military patients receiving care at major military and VA medical centers for an illness, disease or injury. Currently, there is a recognized need for an Arizona Fisher House in Tucson and fundraising is underway. Spectrum Printing is proud to be involved with this project and encourage others to support it as well.

Success Spotlight

Kittle Design & Construction



Tom Kittle, general manager of Kittle Design & Construction



Reunion House built by Kittle Design & Construction

Tom Kittle felt passionately about the cause. He wanted to help build a 20-bed youth temporary crisis shelter for Our Family Services. His firm, Kittle Design and Construction, was selected to carry out the project.

The Reunion House offers safety and stability to homeless and runaway teens, operated by Our Family Services, a nonprofit organization that provides shelter and support to homeless children, youth, and families in Pima County.

“We are very proud to have built this uplifting place for kids that are going through tough times,” Kittle said, “It’s also energy efficient so that money is spent on helping youth, not on unnecessary utility costs.”

“Every company needs to give back to its community. Having charitable activities as an annual budget item makes you think about the right amount to give and prepares you for the opportunities to help others that come up throughout the year.” ~Tom Kittle

(Continued)

Kittle Design & Construction

(Continued)

In response to the significant need in Arizona, the new House now has over twice as many beds as before. Since most children seek safety at the home with little but the clothes they're wearing when they arrive, Our Family Services provides necessities and home-cooked meals, enrolls them in school, and reunifies them with their families whenever possible.

Kittle believes Our Family Services does fantastic work in the community and is appreciative of the support provided by Poster Frost Mirto Architects and the Angel Charity for Children. Together, along with other community partners and many individual donors, they have made a huge difference in Tucson, building a positive place for youth.

A third generation Tucsonan, Kittle has built for several nonprofit organizations and continues to donate to worthy causes. Knowing and appreciating the Our Family Services staff, Kittle plans to continue supporting their efforts for a long time to come.

"It's great to know that there are ways we can help those who tackle some of society's toughest problems," he said.

Success Spotlight

Tell Us Your Story

What successful project have you completed and been proud of lately? Share it with us and we could feature you in our next issue.

Email Heather@SpectrumPrintingCompany.com and we'll take it from there.



A Fresh Perspective

Marketing Ideas You Can Use Now

Mini-Pocket Folder with Step Sheets Inserts

This bi-monthly edition of *The Complete Spectrum* is a unique production designed to illustrate various printing terms, techniques, and attributes. Pocket folders are available with a curved or straight interior pocket, with either single or stepped inserts - the perfect way to present content in an interesting format. The mini-pocket can also become a self-mailer.

Mini-pocket folder printed 4/4 on 80# Finch Fine Cover, die-cut, scored, folded, glued, & converted to 4" x 9."

Stepped inserts printed 4/0 (one is 4/4) on 80# Finch Fine Cover, trimmed to four different sizes, & collated.

Envelope printed 4/4 on 24# white #10.

Printing: Spectrum Production Team

Mailing List Processing: Spectrum Mailing Dept.

Design: Julie Gard

Concept & Content: Heather Strong Brempell