



## The Ultimate Holiday Balancing Act

*Whether you're married or single, have several children or none at all, balancing your work life with your home life can prove to be a never-ending challenge, especially during the holiday season.*

Here are some tips for achieving and maintaining that elusive balance during this busy time of year:

- » Don't be afraid to ask for help. Build a support network by recruiting your family, friends, coworkers, or neighbors and ask them for support when you need it. Most importantly, allow these people to help you.
- » Ditch the guilt. Instead of becoming overly emotional about things that are outside of your control, step back, and think about things logically. If you find this too difficult, ask an outsider who can look at the situation objectively and will shoot you straight.
- » Honor your limits. It's important (and necessary) to establish boundaries at both home and work. These boundaries will help you determine what is acceptable and what is unacceptable

behavior from others. Limits also let others know what your responsibilities are and what you are willing (and not willing) to do.

- » Don't forget about yourself. People pushing and pulling on you from every direction can be draining. Remember to find time for yourself to relax, relieve tension, and minimize stress, which is essential for being the best partner, parent, and professional.
- » Get organized. Determine how you can work smarter, not harder, and delegate jobs at work and home. Make sure the people in your life know what is on your schedule so they can plan times to meet with you for work and play.
- » Be present. Wherever you are, be there and in the moment.

Finding the balance that's right for you may take time, but it's well worth it. ✓

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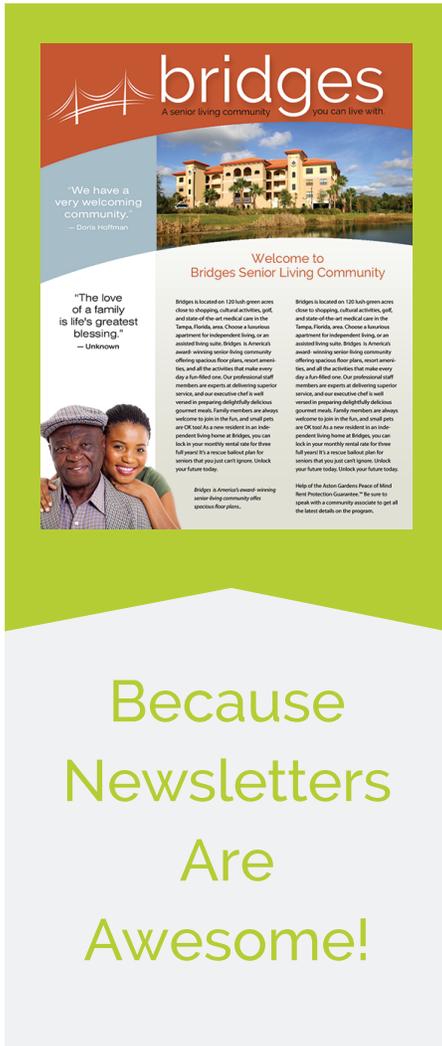
**Ben's Friends**  
 Quotes to Live By

"If you are all wrapped up in yourself, you are overdressed."  
 — KATE HALVERSON

"Success is getting what you want. Happiness is wanting what you get."  
 — B.R. HAYDEN

"People with goals succeed because they know where they're going."  
 — EARL NIGHTINGALE

**"Superior Quality produced by Creative and Dedicated Employees"**



**bridges**  
A senior living community you can live with

"We have a very welcoming community."  
— Doris Hoffman

Welcome to Bridges Senior Living Community

"The love of a family is life's greatest blessing."  
— Unknown

Bridges is located on 120 lush green acres close to shopping, cultural activities, golf, and state-of-the-art medical care in the Tampa, Florida, area. Choose a luxurious apartment for independent living, or an assisted living suite. Bridges is America's award-winning senior living community offering spacious floor plans, resort amenities, and all the activities that make every day a fun-filled one. Our professional staff members are experts at delivering superior service, and our executive chef is well-versed in preparing delightfully delicious gourmet meals. Family members are always welcome to join in the fun, and small pets are OK too! As a new resident in an independent living home at Bridges, you can look for your monthly rental rate for three full years! It's a unique limited plan for seniors that protect your equity, unlock your future today.

Bridges is America's award-winning senior living community offering spacious floor plans.

Help of the Honor Golden Paces of Midland Health Foundation. "Be sure to speak with a community associate to get all the latest details on the program."

**Because Newsletters Are Awesome!**

## St. Augustine, Florida

*Founded before the British arrived and built Jamestown, St. Augustine, Florida was the first permanent European settlement in what is now the U.S.*

Native Americans and pirates attacked the settlement regularly for more than a century. In an effort to protect St. Augustine in 1672, the colonists began to build what would take almost a quarter of a century to finish: the Castillo de San Marcos.

The Castillo proved to be an indestructible fortress that held up to 1,500 soldiers and townspeople during an attack. Today, it is one of more than 50 tourist attractions, historic sites, and points of interest in the St. Augustine area.

Other historical sites include the Spanish Quarter Village, a living history museum that interprets life in colonial St. Augustine around 1740. Another site, the Mission of Nombre de Dios, is the

exact location where Pedro Menendez de Aviles first set foot on Florida's shore in 1565.

Other famous St. Augustine attractions include Ripley's Believe It or Not! Museum, San Sebastian Winery, the First Coast Opera, and the Limelight Theatre. Visitors who crave tours with an unusual twist will enjoy Ghost Tours of St. Augustine,



which has been rated the No. 1 tour in Florida. No matter what adventure guests are looking for, St. Augustine is sure to have something that appeals to everyone.

For more information on how to plan your trip to St. Augustine, check out [www.StAugustine.com](http://www.StAugustine.com). 



## Six Skin-Care Tips for Winter

1. Get a humidifier. It will not only help moisturize your skin, it may also help you save on heating bills, since humid air feels warmer than dry air.
2. Avoid taking hot baths. If you don't want to give up your relaxing hot baths, at least add some bath oil to the water.
3. Shave with lotion or hair conditioner. Both of these will help add extra moisturizers to your skin.
4. Seal your skin. Pat (don't rub) your skin dry after bathing and rub on some lotion to seal in the moisture while your skin is still damp.
5. Don't lick your lips. Your saliva is not a moisturizer—it removes oil and makes your lips even drier. Use a lip balm whenever they feel dry.
6. Don't forget your sunscreen. Your skin can be exposed to harmful UV rays no matter the temperature or season. 



# Stuffed Full of New Sales!

Are you looking to share important information with your clients and promote your products, without incurring the expense of a typical advertising campaign? Why not give statement stuffers a try?

Statement stuffers are a simple little sales tool that comes with great success. They're inexpensive to produce and mail; plus, adding a stuffer to each statement that goes out will typically add nothing to the postage cost.

In many companies, purchasing decisions are made by the same people who pay the bills. A well-thought-out statement stuffer, promoting a product or service that would be of interest to these buyers, could mean more and better sales in the future.

Statement stuffers can also be used to communicate important information to your client base. Since most clients receive a statement every month, printing a statement stuffer with information about changing services or potential concerns guarantees that the information will reach your target audience in a timely manner.

Use your statement stuffers as front-counter handouts, include them with promotional packs, and add one to each order that goes out. You'll soon discover the possibilities are endless.



## Christmas Tree, O Christmas Tree!

Companies like Grand Haven Garden House remind us all that there is still good in the world. Bob Negen had recently lost his father. Upon arriving at the garden house to pick out his Christmas tree, he broke down, remembering the sweet memories of choosing his Christmas tree every year with his dad. The owner quickly arrived, offered comforting words, and even selected a tree and had it delivered and set up for Negen that very same day. The owner also went so far as to deliver and set up an additional tree for Negen's mother. ✓

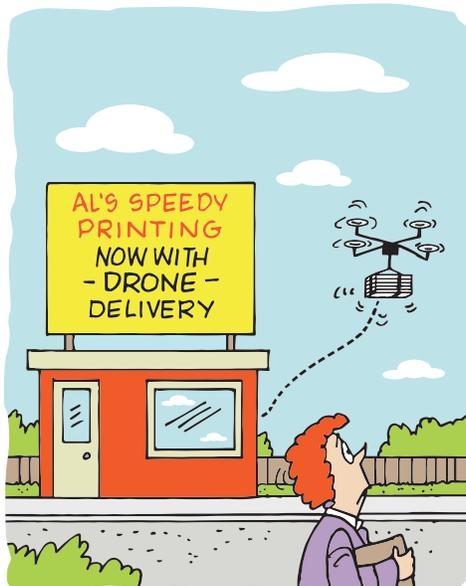


## TRIVIA

1. What Christmas beverage is also known as "milk punch"?
2. In *A Christmas Carol*, what was Mr. Scrooge's first name?
3. *Miracle on 34th Street* centers on what real-life department store?
4. How many reindeer are featured in the poem "Twas the Night Before Christmas"?

1) Eggnog 2) Ebenezer 3) Macy's 4) Eight (No Rudolph!)

## Gutenberg's Army©



## TOP Ten Most Recognizable Scents

1. Coffee
2. Peanut butter
3. Vicks VapoRub
4. Chocolate
5. Wintergreen oil
6. Baby powder
7. Cigarette butts
8. Mothballs
9. Dry cat food
10. Beer

Source: www.crayola.com



# CAN YOU GUESS THE YEAR?

- » Henry Kissinger secretly visits China to arrange Nixon visit.
- » The Pentagon Papers are published in *The New York Times*.
- » The 26th Amendment to the United States Constitution lowers the voting age to 18.
- » U.S. Congress votes to end funding on the supersonic transport project.
- » Kennedy Center for the Performing Arts in Washington, D.C. opens.
- » Joe Frazier beats Muhammad Ali to retain the world heavyweight boxing championship title.

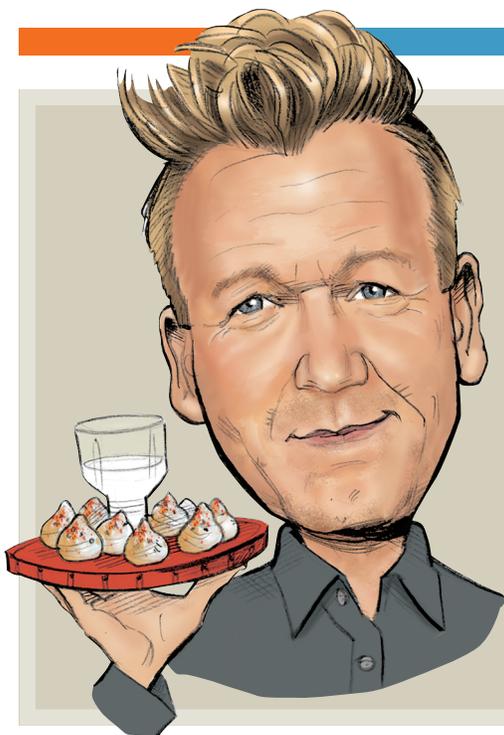


- » Popular toys are Malibu Barbie, Etch-a-Sketch, and Hot Wheels.
- » Cigarette ads are banned from U.S. television.
- » The Baltimore Colts defeat the Dallas Cowboys, 16-4, to win the Super Bowl.
- » Walt Disney World opens.
- » Soviet Union launches the first space station, *Salyut 1*, into orbit.

The year was 1971.

## Sounds Great in Print

GGRP Sound didn't want a traditional direct-mail piece. They wanted a showstopper. To advertise for their sound company, they created a marketing campaign centered around mailing functioning record players made out of cardboard. This unique mailer shipped flat, held one record, and was easily assembled (folded) in a single step. The creative directors across North America who received these mailers could actually play the record by placing it under the needle and spinning it with a pencil, showcasing the truly creative sound engineering abilities of GGRP Sound. Direct mail equals endless possibilities. ✓



## Peppermint Meringues

2 large egg whites, room temperature  
1/8 tsp. salt  
1/8 tsp. cream of tartar  
1/2 cup sugar  
2 peppermint candy canes, crushed

In a bowl, beat egg white until foamy. Sprinkle with salt and cream of tartar; beat until soft peaks form. Gradually add sugar, beating until stiff peaks form, about seven minutes. Drop by teaspoonfuls onto ungreased pan; sprinkle with crushed candy. Bake at 225 degrees for 1-1/2 hours. Turn off heat; leave cookies in the oven with door ajar until cool, at least one hour.

British chef, restaurateur, writer, and reality television personality **Gordon Ramsay** was born on November 8, 1966 in Johnstone, Scotland. Ramsay's culinary aspirations began at age 19 after he suffered a severe knee injury that ended his dream of becoming a professional soccer player. His career quickly took off when his signature restaurant, Restaurant Gordon Ramsay, was awarded its third Michelin star, making Ramsay the first Scot to ever achieve such an honor. Ramsay's fame has continued to grow and spread to the U.S. with the launch of several competition cooking shows, including *Hell's Kitchen*, *Kitchen Nightmares*, *MasterChef*, and *MasterChef Jr.*

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