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## 2008

Many people start out the New Year with resolutions. We decided to start out 2008 with a laugh

A sign was hung in an office window. It read: "Help wanted. Must type 70 words a minute. Must be computer literate. Must be bilingual. An equal opportunity employer" A dog was ambling down the street and saw the sign. He looked at it for a moment, pulled it down with his mouth and walked into the manager's office, making it clear he wanted the job. The office manager laughed and said "I can't hire a dog for the job". The dog pointed to the line: "An equal opportunity employer." So the manager said, "OK take this letter and type it". The dog went off to the word processor, returned a minute later with the perfectly finished

letter. The manger said "Alright here's a problem. Write a computer program for it and run it." 15 minutes later the dog came back with the correct answer. The manager still wasn't convinced. "I still can't hire you for this position. You've got to be bilingual." The dog looked at the manager and said "Meow".



Our youngest supervisor: our granddaughter  
Skylia Bishop, saying "hi".

## THOUGHT FOR TODAY

"Our greatest natural resource is the  
minds of our children"

Walt Disney

## PLANNING AN ADVERTISING STRATEGY FOR SMALL BUSINESS

- Use one statement that conveys your message in 3 seconds or less.  
Make it simple & compelling
- Any claims need to be credible
- Test coupons or specials, but only use one at a time to test what works for you
- List full contact information; phone, email, fax, address, web site.  
"Be everywhere".
- Know who your product targets and focus on that target group
- Create ads that generate interest.
- Small business advertising takes planning, testing and constant exposure to have an impact.

(About.com: advertising)

## ABOUT SUNRISE DESIGNS OF AZ

We are a family owned, full service printing company established in the Phoenix area in 1986.

### SERVICES

Free local pick-up and delivery  
Fast, free quotes  
Competitive prices  
Personalized service  
Graphic designer services  
Order on line  
Bulk mailing service  
Mastercard, Visa, AE accepted

### PROGRAMS WE USE

Adobe acrobat creative suite  
:Indesign, Illustrator, Photo Shop.  
We also use  
Microsoft windows & Publisher  
Corel Designer 12  
Corel Photo shop

### EQUIPMENT

2 Ryobi 3302 2 color presses  
1 Ryobi 2800 2 color  
1 Chief 17  
1 Chief 217- 2 color  
AccuSet 1000 imagesetter  
Harlequin RIP imagesetter  
station. System capable of 3000 DPI with 175 line  
screen for best possible quality.

## CLUBS AND ORGANIZATIONS

### PHOENIX METRO LIONS

www.phoenixmetrolions.org

### GREATER PHOENIX CHAMBER

phoenixbusinessconnection.com

### SCOTTSDALE CHAMBER

www.scottsdalechamber.com

### DNA, SCOTTSDALE

dynamicnetworkingassociation.com

### OASIS

www.wedschools.org

**SUNS SCHEDULE**

JAN 23	6PM	MINNESOTA	AWAY
JAN 25	5PM	CLEVELAND	AWAY
JAN 25	11AM	CHICAGO	AWAY
JAN 29	7PM	ATLANTA	HOME
JAN 31	7PM	SAN ANTONIO	HOME
FEB 4	7PM	CHARLOTTE	HOME
FEB 6	7PM	NEW ORLEANS	HOME
FEB 8	7PM	SEATTLE	HOME
FEB 10	7:30PM	WASHINGTON	HOME
FEB 13	7PM	GOLDENSTATE	AWAY
FEB 14	8:30PM	DALLAS	HOME
FEB 20	7PM	LAKERS	HOME
FEB 22	8:30PM	BOSTON	HOME
FEB 24	12:30PM	DETROIT	HOME
FEB 26	6PM	MEMPHIS	AWAY
FEB 27	6PM	NEW ORLEANS	AWAY

MAR 1	7PM	PHILADELPHIA	HOME
MAR 4	8PM	PORTLAND	AWAY
MAR 5	7PM	DENVER	AWAY
MAR 7	7PM	UTAH	HOME
MAR 9	12:30PM	SAN ANTONIO	HOME
MAR 11	7PM	MEMPHIS	HOME
MAR 13	7:30PM	GOLDEN STATE	HOME
MAR 15	7PM	SACRAMENTO	HOME
MAR 18	7:30PM	PORTLAND	AWAY
MAR 19	7PM	SACRAMENTO	AWAY
MAR 22	7PM	HOUSTON	HOME
MAR 24	4:30PM	DETROIT	AWAY
MAR 26	4:30PM	BOSTON	AWAY
MAR 28	4PM	PHILADELPHIA	AWAY
MAR 29	4:30PM	NEW JERSEY	AWAY
MAR 31	7PM	DENVER	HOME

**SAVE 10%  
ON YOUR 1ST ORDER**

3% of all orders  
will be donated  
to the Phoenix Metro Lions  
Pathway to Reading Project  
if you mention this ad!  
To see more  
please check out the website @  
[www.phoenixmetrolions.org](http://www.phoenixmetrolions.org)

Call or email us today  
for a free,  
no obligation quote  
on your printing

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