

ideal Perspectives

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Did you know the building in our new masthead is the perspective you get of Ideal Printers when you are standing on the corner of University Avenue and Olive Street?



MINNESOTA WOMEN
BUSINESS OWNERS

Hall of Fame

Lana Siewert-Olson and Joan Siewert-Cardona recently made history by being the first sister team inducted into the Minnesota Women Business Owners Hall of Fame. The organization recognizes Minnesota's most successful female entrepreneurs who have made significant and enduring contributions impacting women's entrepreneurial development in Minnesota. Ten women were inducted in November 2019. Each of them was asked to share a quote or phrase that helped define them and why. Lana's quote came from her grandma Wosje – *"Good, Better, Best. Never let it rest, 'til your good is better and your better is best."* The audience laughed when Joan acknowledged that though her quote came from someone quite unlike their grandma, it is also a good one. Her quote was by the late Freddie Mercury – *"Someone will always be prettier; someone will always be smarter; someone will always be younger. But they will never be you."*

Lana and Joan were honored and humbled to be included in a group of

women whom they respect and admire, including former Minnesota printing legend Genevieve Bolger. Also included were important vendors and clients of Ideal Printers like Rhoda Olsen of Great Clips, Jeanne Voight of Mindware, and Linda Hartinger of Anchor Paper.

The sisters also publicly thanked parents Howard and Rhoda Siewert, founders of Ideal Printers, saying if it weren't for them, Ideal would not exist. As Lana stated at the induction, "Our generation grew the business, but they were the ones who took a leap of faith to leave a good-paying job to start a little printing company in North Minneapolis with just six employees. Howard and Rhoda instilled great culture and values at Ideal that we continue to strive for today."

Lana and Joan also thanked MN NAWBO (the National Association of Women Business Owners) for helping women business owners connect and being an integral part of Minnesota history for the past 43 years.

Mary Blackorbay RETIREMENT

After having dedicated 38 years of service to Ideal, we certainly can't allow Mary's retirement to pass unnoticed. We can't believe it has been that long since she first interviewed at our shop on Carleton Avenue. She had applied for an essential position in our offset production process. Back then, the job of assembling film flats for making plates was rather unconventionally referred to as being a stripper. Her very sincere quiet demeanor made us want to say, "This is the person we'd like to hire." But in addition to our first impression, she had come with a glowing review from an old friend of ours whom she had worked for in a similar capacity. We don't remember looking any further!

Mary worked for Ideal assembling film, making color proofs and burning plates for perhaps 15 years before the rapidly advancing technology virtually stole her job out from under her. For many years, film was a huge factor in the printing process, yet today you likely will not find a single piece of film in an entire shop. We are proud to say that Mary's meticulous performance contributed greatly to Ideal's building a reputation as one of the quality printers in the area.

Mary's career as a "stripper" may have ended, but her contributions to our reputation as a printer that does things right had not. She was



Gizmo. Also, she treasured her trips back to her family and friends in her home state of Pennsylvania. We hope she will be able to continue those visits in the future.



instrumental in ensuring that production tickets were accurate, contained complete production instructions, and delivery information was included. Mary could be counted on to be ready and eager to help wherever she was needed, which included scheduling, auditing, filing, or posting financial information. The list goes on.

In her many years here, Mary developed close friends and we have always laughed when she shared stories about her dogs; nowadays a Cavalier King Charles spaniel named



We wish Mary the very best and trust that she will not forget to stop in and visit her friends at Ideal.

WELLNESS

Moment

Did you know that staying active during COVID-19 isolation is as important for your mental health as it is for your physical well-being?

If you are like most, you find that your normal routine has been thrown out the window and you are now sitting more and exercising less.

Here are a few free (and free-trial offers) online workouts available during the pandemic:

Fitness Blender – Offers a basic free membership that you can customize to fit your level and type of workouts with or without home equipment. It tracks your activities and shows your progress. You do have the option to buy in on the bonus level, but with so many free options, we doubt you will miss the “extras.” (www.fitnessblender.com)

YMCA – If you are missing the in-class structure from your local YMCA, check out the new Y-at-Home program; not just for Y members. They have new additions every day, including a weekly schedule of LIVE Group Exercise, yoga and guided meditation classes! (www.ymcamn.org/y-at-home)

Centr – Chris Hemsworth and his team of world-class-trainers is offering a free 7-day trial (\$10 per month following) home workout including meditation and meal planning with great tasting, healthy recipes. You may be social distancing but you can still imagine a virtual “District” while working out with Gayle Hawthorne from The Hunger Games! (<https://centr.com/join-us>)

For more online live streaming home workouts: shorturl.at/fmzO8



RESOURCES for

Creatives

Ever get stuck trying to design a project and just want some inspiration? Here are some sources to get your creative juices flowing.

Need high resolution photos, but have a limited budget? Check out stocksnap.io or burst.shopify.com. The images are free and there are many to choose from. If raster images are not your thing, switch over to vector graphics and take a peek at icons8.com/ouch. Unique and colorful, many can be combined to make something right up your alley. All that you would need is a vector application like Illustrator to manipulate and make that art come to life.

Need are some clean and interesting fonts? Web giant Google has a robust

library of open source web fonts to choose from at fonts.google.com. Entire font families can be downloaded to your own computer. If you need something a bit more unusual, dafont.com is a great site to check out.

YouTube can be searched for different Adobe Photoshop tutorials in order to achieve many special effects. Actions (such as redness reduction) can even be downloaded and installed within your application for ease of repeated use.

Ultimately, your goal will be to create an extraordinary piece that recipients will remember. Ideal would love to help you complete your project by printing, diecutting and/or mailing. Call your Ideal representative today for more information!

Virus Perspective



Recently Lana asked me to draw a comparison of polio, of which I was intimately familiar with back in 1952, to the coronavirus of today. My first reaction was that we had never, ever seen anything close to what is going on today. Back then, I'm guessing I wasn't so interested in the numbers, so I was a little surprised to discover there were over 57,000 cases and 3,100 polio deaths in the U.S. in 1952. One thing for sure, it received nowhere near the attention we are devoting to the coronavirus today; probably because the polio epidemic of that era had been around for eight to 10 years, and perhaps we had learned to live with it. That epidemic occurred in 1952, which was followed by the development of the Salk vaccine in 1953. In any case, I am glad our current virus is getting the attention it deserves and, God willing, we will be rid of it in the not-too-distant future.

Lana also suggested that I share some of my recollections of my eight months, give or take, of hospitalization after polio, which happened to be in a Mayo Clinic facility in Rochester. If you have to be sick, there was, and probably is, no better place to be. I have stated numerous times that I have many more pleasant memories than painful ones of that whole experience, which is not to say anyone should wish to try it themselves.

Day one of polio was not so pleasant. Being an epidemic, every bed was occupied and I shared a room with a butter maker from Millville. In addition to being pretty darned miserable myself, I had to watch him die that first night. In my case, I spent perhaps a week being sick and 25 weeks or so recovering. There were also hundreds of hours working with physical therapists, whom we all learned to love and respect. Love comes pretty easily when you are a 16-year-old impressionable country boy.

Most of our good times came about because there were many other youths of similar ages, one being my brother, who like myself, actually felt good and were rehabbing from polio. It meant lots of wheelchair races, card games and perhaps even a cigarette smuggled in by somebody's buddy. Once beyond the contagious stage, which may have been a few weeks, we were allowed to have visitors. I also remember short-sheeting the bed of a young priest and fellow patient when he was downstairs for therapy. He had a lot of fun with it, but his visiting mother raised a little Cain, feeling our actions did not show the respect that she believed his status in life deserved. We developed friendships that lasted through much of our lives.

What would a hospital stay of that duration cost today? Back then, my mother was fortunate enough to connect with the Wabasha County branch of the March of Dimes. Though money was always tight at our house, I never remember her stressing out over unpaid medical bills.

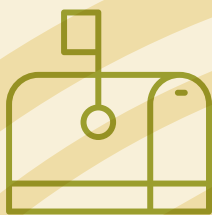
While my experiences were mostly positive, I don't forget about those who were not so fortunate. I recall one girl about my age. We shared a school counselor. She was in an iron lung but still spoke about the things she and her boyfriend were going to do when she got out of that thing. Unfortunately, she never did and died at a very young age.

There are countless unanswered questions about all the current and future hardships that may be imposed upon us by the coronavirus aftermath. I hope and pray that in the not-too-distant future we will look back and say, "Whew, I am glad that is over."

Thanks for your time.

A handwritten signature in gold ink that reads "Howard Siewert". The signature is written in a cursive, flowing style.

Howard Siewert



The Corner Post Office

We don't look to find "the good" in the coronavirus, because in human terms there is very little good to be found. Fortunately, our combination of printing and mailing services has been deemed as an "essential" business. Many industries that are shut down would argue they are just as essential. That being the case, we are grateful to serve all our clients who need and want our services to continue. Mailing direct mail projects now may be a good idea because of these reasons:

1. **More people at home.** With most states under 'stay-at-home' orders, many people are either working from home and/or adhering to the stay-at-home orders issued by their local/state governments. It's fair to say things have slowed down in our daily lives, giving a lot of us more time to read and interact with our mail. This is a good time to reach out to your customers and let them know you're still there, or to offer promotions for when your business is able to reopen.
2. **Faster delivery times.** Mail volume is down as much as 50%, resulting in your mailings arriving sooner. We have learned of several non-profit mailings arriving at their destinations the next day, rather than the typical four to seven days.
3. **More prominence.** With lower mail volumes, your marketing/advertising is competing with fewer mailings in your customers' mailbox, giving a lot more prominence.

Many clients have their own customer mailing lists, but there are also several options to purchase mail lists based on location, interest, or affiliation. Our sales and mailing teams are very familiar with these options, and would love to help you expand your audience. Keep in

Hey you, yes, you!

In this technical age not much surprises us. Something that is still a little remarkable is receiving a promotional mailing and discovering that, in addition to your name on the mailing address on either the front or back cover, they address you again personally on pages 5 and 6. Someone must have really been paying attention. They were; but don't give either the computer operator or the press operator all of the credit. They actually did not have to check each finished piece to make sure the names matched on each page. In this remarkable day of variable data and digital printing, if you created the right mailing address, you can be assured that the name on page 5 and 6 or whatever pages you choose, will be a perfect match, because all the pages are printed on a single press sheet on our digital press. It doesn't just have to be names, it would also be a great way to remind a client that she purchased a car 3 or 4 or 5 years ago from you and it might be a great time to consider trading it in or at least to bring it in for that recommended service. Ideal would be happy to help you create a very variable piece to help your mail stand out from the rest.

mind that the advantage of mailing now does not necessarily apply to business-to-business mailings. Mail arriving at a closed or partially closed office will quite likely wind up eventually discarded, or may be returned because of full mailboxes. If you want to reach your target market and get their full attention, mail it to the home now!



Ideal "Frozen" Holiday Party

In December we were too busy to think about our company Christmas party so we postponed it to January where it became our Frozen Party. Our Social Committee had fun entertaining various themes and landed on Frozen, since it would be held in January. We did a lot of brainstorming and the team came up with winning ideas. If you are going to throw a themed company party, we recommend you include a few parents on your committee. It was a bit like planning a birthday party to remember with everything from decorations to games to the food and entertainment.

What made our party so "extra" this year?

Food—Since the movie Frozen is set in Scandinavia, we chose a Swedish menu. Swedish meatballs, mashed potatoes, green beans, deviled eggs, herring, almond kringle and blue and white cupcakes.

Beverages—Every Frozen party has to have champagne and beer!

Decorations—We had snowflakes everywhere and repurposed some decorations from previous parties, glitterizing and decorating vases with characters from the movie as well as arranging some stuffed Olafs and Svens on tables.

Games—Corn hole with snowballs, Frozen trivia with lots of Frozen prizes and of course a good ol' fashioned snowball fight.

Tchotchkes—Ideal snow scrapers and snowball bath bombs.

Entertainment—We had our very own Elsa (Mona Schomas) and Olaf (Pam Bintzler). Our mailing department, along with our large format team, did not disappoint when they created the photo-op prop and backdrop.

These Ideal folks will work harder than anyone to make you look good!



Thanks to our Social Committee for a party to remember – Kyle, Kah, Kelli, Camira, Mona, Pam, May and Dawn.

Disney FROZEN



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Lana's Perspective:

I admit that I am partial to this somewhat crazy always changing yet ancient business called printing. Many of our competitors have taken the word "print" out of their company name. Are they embarrassed to say what they do? The world still needs quality print on paper and we are proud as a peacock to provide it for you like we have been since 1979.

Contact me if you have a project you'd like to talk about or if you have any questions about what we offer at Ideal Printers. That's what I'm here for!



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