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# Under *the* Sun

N E W S L E T T E R



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# GREAT MANAGERS BALANCE HARD AND SOFT SKILLS

Whether you're looking to hire the next great manager in your company or just want to become better yourself, the most successful managers have a combination of hard and soft skills.

## Hard Skills

Tangible technical skills like budgeting, scheduling, risk management, metrics, and evaluating are considered hard skills. These can be categorized as logic skills.

## Soft Skills

Intangible interpersonal skills like influencing, negotiating, decision making, managing expectations, and leadership are soft skills. These are skills based on relationships and communication.

Successful managers have a combination of these skills, creating

a balance between the technical part of the job and knowing how to bring out the best in others. According to a Brandeis University study, managers who are stronger in soft skills have an easier time learning hard skills than the other way around.

If you have plenty of hard skills but could use some help on your soft skills, you can use your greatest strengths to help you get there. For example, create a chart to outline the skills you want to work toward improving. Using your hard skill of logic will show you how to get there.



**Quick tips for improving soft skills include:**

- » Making the decision to commit to improving
- » Surrounding yourself with people who have the skills you need to improve
- » Practicing with intention



# GOOGLE IS THE NEW PHONEBOOK

In the digital age, no one needs phonebooks – a simple Google search is more than enough.

Given this, improving your local search presence is vital to your business. This comes in the form of improving your search engine optimization, also known as SEO.

Search engines like Google rely on data that includes local content, links, social media profiles, citations, and addresses. You'll want to make sure that you set up the appropriate foundation for the search engines to find you, and keep it updated with fresh content. Here are some tips on making sure your business is a front-runner in a Google search.

1. You have to set up your name, address, and phone number on your website so that the Google bots can index your website. Make sure that you use your full address and phone number with an area code. Also, you'll want to include an HTML text file on your site that contains this data.
2. You'll want to add your business to Google's database. You can add a listing for your local business on Google.
3. You will want to create and verify a Google Plus Local page for your business. Start getting

some reviews on your Google Plus page. You can ask your current customers to help with the first few reviews. After that, you can ask new customers to add your business page to their own Google profiles, and ask for reviews.

4. Promote local industry news, events, employees, and other informative content on your blog. Consider adding a YouTube channel into your mix and post videos too. They don't have to be long or complicated, but you do want to keep all the content locally relevant.



"Once you say you're going to settle for second, that's what happens to you in life."  
— John F. Kennedy

"It's not about ideas. It's about making ideas happen."  
— Scott Branson, cofounder Behance

"The fastest way to change yourself is to hang out with people who are already the way you want to be."  
— John Reid Hoffman, cofounder LinkedIn

"In the end, a vision without the ability to execute it is probably a hallucination."  
— Steve Case, cofounder AOL

"Risk more than others think is safe. Dream more than others think is practical."  
— Howard Schultz, founder Starbucks

"Make every detail perfect and limit the number of details to perfect."  
— Jack Dorsey, founder Twitter

"The secret to successful hiring is this: look for the people who want to change the world."  
— Marc Benioff, CEO Salesforce

"Success is not in what you have, but who you are."  
— Bo Bennett, founder eBookit.com



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# CIO TECH TIP

## Magnifying an Issue

### Did You Know?

- » Color blindness affects roughly one in thirty people. Men are more often affected than women are.
- » The world's smallest dog is the chihuahua, which means "tiny dog in the sky."
- » The first history book, *The Great Universal History*, was published by Rashid-Eddin of Persia in 1311.
- » The word "novel" originally derived from the Latin "novus," meaning "new."
- » There are more than 10 billion Web pages on the Internet.
- » Milk chocolate was invented by Daniel Peter, who sold the concept to his neighbor Henri Nestlé.
- » *Tip* is the acronym for "To Insure Promptness."
- » Three-quarters of the fish that are caught are eaten. The rest are used to make things such as glue, soap, margarine, and fertilizer.
- » In the Middle Ages, sugar was a treasured luxury costing nine times as much as milk.
- » The word *sneaker* was coined by Henry McKinney, an advertising agent for N.W. Ayer & Son.

*"This shortcut is usually the culprit for accidental webpage zooming and shrinking."*

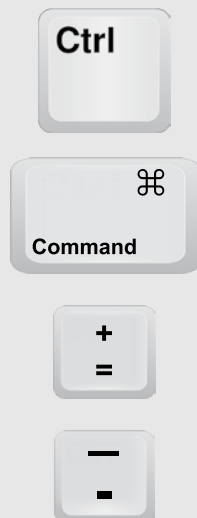
- Chris Hinch, Sun Solutions CIO

**Have you ever been browsing the web when, suddenly, an accidental keystroke changes the page size? It can cause the text to fill the screen and require excessive scrolling, or it can cause it to become too small to read. This can be a frustrating issue when you don't know how to re-adjust the page. Our CIO offers a solution to this pesky problem.**

When working in Internet Explorer, Chrome, and Firefox, if you hold the Ctrl key on a PC or the Command key on a Mac and press the + or - key, you can zoom in and out of a web page. As you do this, the content on the page will appropriately adjust itself.

Holding the Ctrl or Command key down while scrolling with a mouse wheel or laptop touchpad will also adjust the zoom on a webpage.

To reset the zoom to default settings, press the keyboard shortcut Ctrl or Command + 0 (zero).



# IMAGINE THE POSSIBILITIES

The fall conference season is nearing, and it's time to think about your presentation. Do you have all the assets you need?

Imagine your booth. How will your display appear to attendees? Do you need a pop-up or hop-up banner? A point of purchase display? A completely unique, custom-fabricated piece? Our Grand Format team can assist you with creating an impactful, memorable display that will help you stand out among other exhibitors.

Will you put together a prepared packet of information? How will it be presented? Imagine a colorful and "on message" folder to organize the product flyers of your best-sellers and new releases. Or perhaps you want to hand out stuffed, custom-shape envelopes that stand out from other printed collateral? Our print and envelope converting teams can provide a solution.

What about promotional items to give away? Whether it be pens, hats, cups, or anything else you can think of, our branded merchandise consultant can provide you with a variety of product options to promote your brand.

Let us help you prepare for your next conference or trade show. We will provide everything you need to help you arrive with the tools to stand out and gain recognition.



*"This looks good. There are no hidden clauses in your policy."*

## Customer Care

### Stop Saying Sorry

We hear "I'm sorry" so many times each day that the phrase has practically lost all meaning. Instead of saying "I'm sorry..." to customers, train your support staff to choose a few different phrases.

#### I apologize...

Instead of saying "I'm sorry," start with "I apologize..." and then let them know you will help with their situation.

#### Thank you for bringing that to our attention...

Often we say "I'm sorry" when we really mean "Thank you." When a customer brings something to your attention that helps you look deeper into your products or methods, a "thank you" is well deserved.

By just rewording a simple phrase like "I'm sorry," you can have a powerful customer-care impact.

# THE IMPORTANCE OF HYDRATION



Have you ever had one of those days where you just can't seem to focus? Your mood and energy level are low, you're sluggish and you just can't pinpoint why? You may be dehydrated and don't even know it!

Even mild dehydration can affect mood and energy levels. Mild dehydration is classified as being as little as 1.5% below the body's normal water volume.

According to Lawrence E. Armstrong, professor of physiology at the University of Connecticut, "Our thirst sensation doesn't really appear until we are 1 [percent] or 2 percent dehydrated. By then dehydration is already setting in and starting to impact how

our mind and body perform. Dehydration affects all people, and staying properly hydrated is just as important for those who work all day at a computer as it is for marathon runners, who can lose up to 8 percent of their body weight as water when they compete."

In order to stay properly hydrated, experts recommend that people should drink eight, 8-ounce glasses of water a day, which is approximately equivalent to about 2 liters of water.

Stay hydrated to keep your body and mind healthy and keep you functioning at your best all day long.

Adapted from <http://www.news-medical.net/news/20120218/Even-mild-dehydration-affects-mood-energy-level-and-ability-to-think-clearly.aspx>

## Facts About the Upcoming Total Solar Eclipse

It is the first in the US in 38 years.

The "center line" of optimal viewing crosses through 12 states, from Oregon to South Carolina.

This eclipse will be the most viewed ever.

It is not unusual to experience a 10-15 degree temperature drop during an eclipse.

The next eclipse will occur on April 8, 2024.

# GRAND FORMAT SOLUTION

## SALUDA SHOALS DISPLAY INSTALLATION

Once an area with very few informative displays, Saluda Shoals Wetlands now has some of the most unique and inviting displays of any nature park in South Carolina. Sun Solutions completed this design build project after several months of design collaboration with local artists and designers.



Custom fabricated metal bench



This allows you to see the water level during the "1,000 Year Flood" of 2015.



The sun passes through this sun catcher, creating an image of a butterfly on the ground.



Rolling log display



This 600 lb log anchors the area site map.

# BACK-TO-SCHOOL PROMOTIONAL ITEMS

With August upon us, it is time to start thinking about back-to-school! School supplies will be flying off of the shelves, opening up many opportunities for you to promote your brand. Check out some of these items compiled by our branded merchandise consultant!

What promotional items can we brand for you?



Altitude Computer Backpack



BIC® Clic Stic. Available in over 600 possible color combinations. Break-resistant pocket clip.



Translucent mood school kit. Features translucent packet, mood pencil, mood eraser, mood ruler and pencil sharpener.



Rotate Black Tip Flash Drive



Subway Messenger Bag

Visit [www.SunSolutionsUSA.com/promo](http://www.SunSolutionsUSA.com/promo) for branded merchandise ordering information

## AUGUST Birthdays

Michael Gray	8/01	Gail Hollis	8/09	Vickie Smith	8/22
Mike Miller	8/01	Fred Mack	8/09	Wendy Essick	8/25
Octavia Palmer	8/04	Chris Lee	8/12	Matt Vaughn	8/27
Francine Quick	8/04	Eric Tate	8/13	Albert Cox	8/28
Richie Jackson	8/07	Bo Brock	8/17	Ben Taylor	8/28
Jamarr Holley	8/09	Penny Bullock	8/19	Michael Black	8/29
		Krystal Nettles	8/20	Chad Collins	8/29

## AUGUST Anniversaries

James Stroman	5 years
Earnest Hawkins	5 years
Melissa Butler	15 years

\*Please note that anniversaries are recognized beginning at 3 years, followed by 5 years and then onward in increments of 5.

**SUN SOLUTIONS IS PROUD TO BE A**



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