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Under *the* Sun

NEWSLETTER



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FORCED OPPORTUNITY

Every industry will face changes that are mandated by circumstances beyond their control or influence. New laws or technology often force your hand to comply or die. The companies that choose not to embrace the forced changes often hear their death knell and watch their business fall apart.

Business leaders that see change as an opportunity and embrace the possibilities it offers can often find themselves cruising past their competition (who are also being forced to change). The first to embrace wins the race.

Any changes that are thrust upon your industry or business are openings to improve everything from your business processes and technology to your public relations and brand messaging.

A Real-World Example

In December 2017, the trucking industry ran face-to-face with the Electronic Logging Device Mandate that forces all commercial vehicles to be outfitted with GPS tracking devices, and the drivers of those trucks now have to use a tablet to connect to their truck in order to log their hours of service.

Many trucking companies waited until the very last minute to adopt this change, but about 10% of the motor carriers were early adopters.

The result of being an early adopter is that those companies' drivers had enough time to get used to the new system, enabling them to avoid large fines and citations when the mandate went into full effect.

Companies also found cost savings in that the GPS systems tracked fuel usage, maintenance items, and much more that allowed them to make changes that saved fuel and miles driven, and even detected maintenance issues while they were still minor repairs.

PRINT GRABS ATTENTION

Nothing compares with the staying power of print; it doesn't disappear with the click of a mouse or the swipe of a finger. Print is visceral; it has weight and texture. It is the reality in a world of pop-ups and distractions. Picking up a piece of printed paper, cardstock, a glossy magazine, or an elegantly designed package can grab a customer's imagination.



Eye-catching layouts, vibrant colors, and well-organized designs make a memorable impression on your customers. Your materials make your business easy to remember when consistently designed to advance your brand's recognition value. The more you create and distribute, the easier it is to distinguish your brand from the rest. Your customers will know you simply through the print you send out.

Your content is easily accessible with print and a great way to focus your information for your customers. People don't have

to search for your content when they already have it in their hands. When your customer picks up your brochure or card, you have their attention and have the opportunity to use their attentiveness to deliver an engaging message.

Print is also flexible. There is a great print solution for every need your business has. It doesn't matter if it is direct mail or internal training manuals, the attention-grabbing features of holding that card or book or brochure make a memorable impression. Only print has this kind of staying power.



"They always say time changes things, but you actually have to change them yourself."

— Andy Warhol

"The minute you're satisfied with where you are, you aren't there anymore."

— Tony Gwynn

"An organization becomes bewildered rather than energized when it's asked to do too much at once."

— Michael Hammer & James Champy

"Growth is never by mere chance; it is the result of forces working together."

— James Cash Penney

"For me, the most fun is change or growth. There are definitely elements of both that I like. Launching a business is kind of like a motorboat: you can go very quickly and turn fast."

— Tony Hsieh

"Growth for the sake of growth is the ideology of the cancer cell."

— Edward Abbey

"Everyone wants to live on top of the mountain, but all the happiness and growth occurs while you're climbing it."

— Andy Rooney

"All change is not growth, as all movement is not forward."

— Ellen Glasgow

Did You Know?

- » Because metal was scarce, the Oscars given out during World War II were made of wood.
- » There are no clocks in Las Vegas gambling casinos.
- » The name Wendy was made up for the play *Peter Pan*; there was never a recorded Wendy before.
- » The mask used by Michael Myers in the original *Halloween* was a Captain Kirk mask painted white.
- » If you chew gum while you're peeling onions, it can keep you from crying.
- » The word "queue" is the only word in the English language that is still pronounced the same way when the last four letters are removed.
- » Beetles taste like apples, wasps like pine nuts, and worms like fried bacon.
- » Of all the words in the English language, the word "set" has the most definitions.
- » There is a city with the name Rome on every continent except Antarctica.
- » The elephant is the only mammal that can't jump.

CONFLICT TRANSFORMATION



In the study of conflicts around the world, one paper, published by the Berghof Foundation for Peace Support, has become the foundation for the examination of conflict resolution worldwide, whether between countries or between coworkers.

The fact is that when we refer to finding a solution to a conflict as "conflict resolution," it implies there is a winner and a loser. Instead, the Berghof Foundation, as well as many psychologists and sociologists, is using the idea of "conflict transformation," or transforming from a state of disagreement to a state of peace.

This allows both sides to feel like they are finding a solution instead of one side having to give up and let the other side win. In our daily conflicts, this is a great way to manage differences between our employees or in our families.

The word "transformation" implies that there must be a marked change

in form, nature, or appearance to be considered a transformation. When we strive to change the form or nature of our disagreement or conflict, we can change the patterns that create the conflict.

There is a great Coursera e-learning course called "Conflict Transformation" that anyone can take advantage of. Stanford School of Business also published a great study that takes a more scientific approach in their paper "Conflict Transformation: A Longitudinal Investigation of the Relationships between Different Types of Intragroup Conflict and the Moderating Role of Conflict Resolution." Both can be found online with an easy Google search.

FEATURED CUSTOM ENVELOPE

Check out our featured custom envelope for the month of August! It is never too early to start thinking about Christmas!



Are you interested in how you can utilize unique, custom envelopes to enhance your direct mail marketing?

Contact your sales representative or give us a call at 803.791.1786!

For more information on envelope converting, visit us online at www.sunsolutionsusa.com/envelopeconverting/



Customer Care

What's in a Name?

How often do you greet someone you've met before and are forced to ask their name? In that moment, "I'm sorry, I'm not good with names" doesn't need to be your reason for asking again.

When it comes to business, Shakespeare didn't quite have it right when he wrote "a rose by any other name would smell as sweet." Yes, every customer is important, but they are not simply interchangeable. Knowing a customer's name and using it in your interactions with them is significant for making a customer feel valued.

Go out of your way to use their name. Add it to email headers, use it in your direct-mail marketing pieces, and call them by their name whenever you are face-to-face. Forget the phrase "I'm not good with names," and replace it with "It's great to see you again; remind me of your first name."

SUN SOLUTIONS GRAND FORMAT NOW 3M UASG CERTIFIED INSTALLER!



Sun Solutions Grand Format is now a 3M UASG (United Application Standards Group) certified installer! The UASG is the country's leading group of professional graphic installers. UASG standards are the highest in the industry. Their certification guarantees excellence in graphic installation of fleet, full & partial wraps, interior & exterior environmental graphics.



To become UASG certified, installers must pass a series of rigorous tests and each company must demonstrate thorough, professional business practices. In addition, with the certification, Sun has agreed to adhere to the UASG's code of conduct which includes operating with honesty and fairness and achieving high levels of professionalism. As a member, Sun Solutions is now listed on the UASG website and 3M's Commercial Graphics website. Companies from around the world check these sources first when looking for application professionals in their area.



Our Grand Format division provides superior vinyl production and installation solutions. We have installed everywhere from Nashville, TN to Columbus, Ohio to Spartanburg, SC in the last thirty days!

CIO TECH TIP

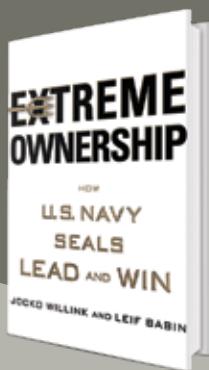
SHORT ABBREVIATIONS FOR REGULARLY USED TEXT

When you find yourself typing the same string of text on your Mac, iPhone, iPad, or iTouch, whether it's a standard response, email signature, or several paragraphs, it's time to turn to a solution like TextExpander.

Using TextExpander, you create short abbreviations that expand into long "snippets" of text to avoid typing the same thing over and over. You can also save more time by assigning hotkeys when creating, editing, or searching your snippets.

TextExpander requires iPhone OS 3.1 or higher, or Mac OS X 10.6 and above. It's safe to say that this tool will save you up to **five minutes** on any given day.

A special thanks to our CIO, Chris Hinch, for this tech tip!



*Extreme Ownership:
How U.S. Navy SEALS
Lead and Win*

by Jocko Willink & Leif Babin

Have you ever wondered why some leaders are extremely successful while others can barely inspire their team to get anything done? Perhaps it is because, as Leif Babin and Jocko Willink point out in their latest book, great leaders take *Extreme Ownership* of their team's failures, not just of the successful results.

Babin and Willink took their experiences as Navy SEALs and turned them into a successful consulting business, helping companies fix failing teams by translating battlefield success into business leadership success techniques. This book uses dramatic tales of how the ego can literally get people killed on the battlefield; and in business, the ego can kill success in a big way.

Each chapter focuses on a different technique that guides you through actual business examples of how their philosophy of "extreme ownership" changed struggling teams into successful teams. This is a great read for leaders who want to take their leadership skills to the next level.

FEATURED PROMOTIONAL PRODUCTS TAILGATING PACKAGE



NEOPRENE FULL COLOR KOOZIE WITH POCKET



EVENT CHAIR



COOLER KOOZIE



BAG TOSS GAME



DELUXE 8' TENT

AUGUST Birthdays

Mike Miller	8/01	Jamaar Holley	8/09	Wendy Essick	8/25
Michael Gray	8/01	Chris Lee	8/12	Westley Smith	8/26
Octavia Palmer	8/04	Bo Brock	8/17	Albert Cox	8/28
Fred Mack	8/09	Penny Bullock	8/19	Michael Black	8/29
Gail Hollis	8/09	Vickie Smith	8/22	Chad Collins	8/29

AUGUST Anniversaries

Mike Doberass 10 Years

Mike Miller 5 Years

Michelle Pratt 30 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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