



March 2019

# Under *the* Sun

N E W S L E T T E R

## INSIDE THIS ISSUE:

**PAGE 2**

Featured Custom  
Envelope

**PAGE 3**

Seeking the Sun

**PAGE 4**

Featured Grand Format  
Solution

**PAGE 5**

CIO Tech News

**PAGE 6**

USPS Offers 2%  
Postage Discount

**PAGE 7**

Employees vs. Team  
Members

**PAGE 8**

Featured Promotional  
Product



## Business Quotes

"Never give up on a dream just because of the time it will take to accomplish it."

— *Unknown*

"Dear entrepreneurs, you can start a thousand businesses, launch 100 projects, and take dozens of companies public, but you only have one shot at being part of your kid's childhood. Your kid doesn't care about your platform, they care about your presence."

— *Jon Acuff*

"Tough times never last, but tough people do."

— *Robert H. Schuller*

"Remember why you started."

— *Unknown*

"There is nothing more beautiful than someone who goes out of their way to make life beautiful for others."

— *Mandy Hale*

"Be so good they can't ignore you."

— *Steve Martin*

"Don't worry about failure; you only have to be right once."

— *Drew Houston*

"Someone is sitting in the shade today because someone planted a tree a long time ago."

— *Warren Buffett*

"Try not to become a man of success. Rather become a man of value."

— *Albert Einstein*

# FEATURED CUSTOM ENVELOPE

Our featured custom envelope for this month is our circle-edge shape-cut envelope. This envelope includes a circular edge and a window.

Interested in how you can utilize shape-cut envelopes to enhance your direct mail campaigns?

Contact your sales representative, give us a call at

803.791.1786 or visit us online at

[SunSolutionsUSA.com/envelopeconverting/](http://SunSolutionsUSA.com/envelopeconverting/)



# SEEKING THE SUN

Can YOU find the words that represent our company?

Offset  
Promotional  
Storefronts

Envelopes  
Fulfillment  
Digital

Grand Format  
Mailing  
Marketing

E S V S U Z Y L I L U S T L O  
S A N V A Y X I U B P A O P N  
T T G N I L I A M C M R O B F  
E N O H I H I W B R V M E M C  
S E F R P R O M O T I O N A L  
F M L I E A L F N E N J X R T  
F L E A N F D F N B Y O L K L  
O L T U T N R V S K H L M E B  
T I Y Q A I E O B O J A A T R  
I F G R C L G J N U W S H I D  
V L G E O D W I Y T A J F N Y  
B U F P A Q C A D Z S C X G N  
E F E M X Y R Y Y U N Q P D X  
D S Z G T G C G G P U D W B Q  
D Q Z P C K Y E J U L S S H Z



# FEATURED GRAND FORMAT SOLUTION

## Did You Know?

- » The three most common languages in the world are Mandarin Chinese, Spanish, and English.
- » Birds need gravity to swallow.
- » An ostrich's eye is bigger than its brain.
- » The average person falls asleep in seven minutes.
- » You can't taste food unless it's mixed with saliva.
- » Each time you see a full moon you always see the same side.
- » The longest word that is typed only with the left hand is *stewardesses*.
- » The Grand Canyon can hold around 900 trillion footballs.
- » Lightning strikes the earth 6,000 times every minute.
- » In 1878, the first telephone book made contained only 50 names.
- » There are only four words in the English language that end in "dous." They are: hazardous, horrendous, stupendous, and tremendous.
- » The movie *Wayne's World* was filmed in two weeks.
- » You're more likely to be killed by a champagne cork than by a poisonous spider.

## Our featured Grand Format solution for this month is for Engenuity SC!

We fabricated these puzzle cube competition graphics out of 4MM Colorplast digitally printed with UV Ink and are affixed to one another with velcro. They increased in size from 1 ft x 1 ft all the way up to 3 ft x 3 ft!





# CIO TECH NEWS

## Did you know that you can use quotation marks to narrow your Google search?

It can be so frustrating when you are trying to enter keywords in Google but can't find what you need through the sea of information. The good news is there is a way around this that will allow you to only view results that exactly match your criteria.

If you're searching for something in Google but getting bogged down with irrelevant results, consider wrapping your query in quotes.

As an example, if you needed to search for an article titled "Why PetCo is the best pet store," type that query into the search bar with quotation marks to more easily find that exact article.

By doing this, Google will only show results that exactly match whatever you might have in quotes. This saves you time and often makes it easier to find what you're looking for.



*"It's time we start moving into this uncharted territory."*

## Smart Chat

In today's fast-paced world, consumers expect instant answers at their fingertips. To find those answers, many are relying on chat or instant messaging.

Here are some tips to maximize your chat results:

- 1. Take the initiative.** Don't wait for customers to make the first move, engage them by asking if there's any way you can help.
- 2. Respond quickly.** If you need to look something up, give the person on the other end a heads-up. Use software that features a typing indicator, so your clients know you're still there.
- 3. Be genuine and helpful.** The medium may have changed, but your purpose remains the same. Chat is most successful when it combines useful answers with genuine service.

# USPS OFFERS 2% DISCOUNT ON SHAPE-CUT MAILERS

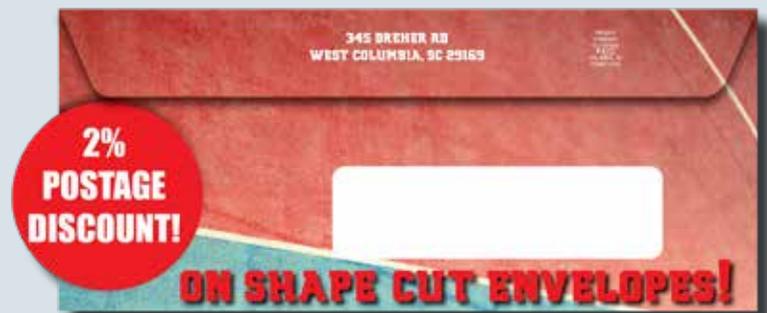
The United States Postal Service has officially announced that trailing edge die-cut envelopes will qualify under the USPS Tactile, Sensory and Interactive Engagement promotion for the marketing mail 2% postage discount! This promotion runs from February 1st - July 31st.

TED-C (trailing edge die-cut) shapes are envelopes with trailing edge shapes recently approved by the USPS PCSC for automation rates. To receive the discount, Participants and MSPs must be registered on the Business Customer Gateway via the Incentive Program Service.

They must also send a physical sample of the TED-C envelope via USPS (not FedEx or UPS) at least one week prior to mailing and include the USPS approval letter and case # with the hard sample.

The discount must be claimed at time of mailing and cannot (will not) be rebated at a later date. Mailers must provide a hard copy mailpiece (i.e. envelope and contents) claiming the promotion discount to the Business Mail Entry Unit (BMEU)/acceptance clerk at the time of mailing.

Only one promotion discount can be applied to a mailpiece or mailing. The use of multiple qualifying technologies and/or print treatments on or within a mailpiece will not increase the discount amount.



# EMPLOYEES VS. TEAM MEMBERS

Are employees and team members the same thing? Hardly. Learn how to tell the difference and how you can begin to foster a team environment in your business.

Businesses who hire employees rather than team members are easy to spot. They're those companies with the low morale and the high turnover that have a hard time creating an environment where people actually want to work.

On the flip side, companies that look for team members seek more than just warm bodies. They pursue excellence and look for results-driven, creative individuals they know will offer the quality work they're looking for.

Below are some of the easily

spotted differences between the employees you may already have and the team members you want in your business.

As you seek to weed out employees and welcome team members, remember that fostering a team-member environment starts from the top. It's important for the leaders in your organization to see your staff as team members and begin to treat them that way. As you do, you can begin to grow them into someone on your team who's not just showing up for a paycheck.

Team Members	Employees
Focus on "we"	Focus on "I"
Look to find and provide solutions	Look to find excuses
Seek accomplishment for all	Seek accomplishment for themselves
Learn and develop within their role	Stay within the confines of their project/role
Align their personal passions with organizational goals	Follow a checklist, giving no more, no less
Are cornerstones within your company	Are cogs and show it by their effort
Have bought into the mission	Are not invested in a company's success
Work for the best interest of others	Create gossip, backstabbing, drama
Strive to uphold company culture and values	Operate as an island

## Books in Review



### *The First 90 Days: Proven Strategies for Getting Up to Speed Faster and Smarter*

by Michael D. Watkins

Author Michael Watkins gives you the keys to successfully negotiating your next move in his updated book, *The First 90 Days*. Highlighting some useful techniques to follow for establishing yourself in a new position, Watkins outlines four key steps to prepare leaders for successful transitions.

**1. Promote Yourself.** Don't assume that what made you successful before will make you successful now.

**2. Accelerate Your Learning.** Create a plan for learning about your new organization before you've made the transition.

**3. Learn Iteratively.** Focus on learning the most important things first and then coming back and adding more depth and breadth.

**4. Match Strategy to Situations.** Knowing what type of new situation you are tackling can make the difference between success and failure.

# FEATURED PROMOTIONAL PRODUCT

**Our featured promotional product for this month is our double-wall insulated travel mug!**

This travel mug keeps drinks hot for six hours, cold for twelve hours and is dishwasher safe!

There are many different imprint options including engraving, pad printing, silk screen and more! There are also several color options available for the mug.

Interested in obtaining promotional mugs for YOUR business?

Contact your sales rep, give us a call at 803.791.1786 or visit us online at [www.SunSolutionsUSA.com](http://www.SunSolutionsUSA.com)



## MARCH Birthdays

Gary Hair	03/25	Catherine Johnson	03/01
Earnest Hawkins	03/01	Gail Downey	03/27
Leslie Gifford	03/25	Teri Jackson	03/14
Larry Conard	03/06	Wesley Chandler	03/17
Wendy Cook	03/26	Patrick Laffoday	03/15

## MARCH Anniversaries

Teri Jackson 15 Years  
Owen Bolin 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**



### Under The Sun Newsletter

Sun Solutions  
345 Dreher Road  
West Columbia, SC 29169

Phone  
803.791.1786 Local  
800.523.7058 Toll Free

E-mail  
Letters to the Editor  
[Jacob.Cook@SunSolutionsUSA.com](mailto:Jacob.Cook@SunSolutionsUSA.com)  
Customer Service  
[info@SunSolutionsUSA.com](mailto:info@SunSolutionsUSA.com)

Fax  
803.794.9487  
Web  
[www.SunSolutionsUSA.com](http://www.SunSolutionsUSA.com)