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Under *the* Sun

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Down to **Business**

LESSONS FOR AVOIDING BURNOUT

Finding a way through the stress and anxiety that comes with building a successful business can be challenging. Here are a few tips to help you through it.

Coping with the anxiety and challenges of owning a business can take its toll. A few CEOs who have gone through a burnout previously have some advice for taxing times.

Boundaries


"Step one is to know yourself," says Brad Feld, cofounder of Techstars and VC firm Foundry Group in Boulder, Colorado. Self-awareness is key to knowing when too much is too much for you. When you are aware of your needs and your normal way of being, you can become conscious of when and where you need to set boundaries.

Vulnerability

CEOs who admit vulnerabilities to their teams can build stronger, more trusting, and higher-performing work environments. Keeping stress to yourself leads to burnout, causing behaviors that other team members find erratic, unproductive, and negative, resulting in employees leaving the company. Being vulnerable allows your team to be supportive and come together.

You're Not Alone

Remember that you are part of a team and everyone contributes, so everyone is also part of the solution. Bring everyone together to share in the relief effort. 🎯



Try these three tactics from CEO Christina Richardson, founder of Weare3Sixty:

1. Stop thinking. Take a mental break to get your mind off of the situation causing stress.
2. Celebrate your wins by creating small-win rewards.
3. Narrow your focus. Keep your concentration down to one to three goals per day.

KNOW WHICH RULES NOT TO BREAK

Who wants to conform to all the rules? While some rule breaking might be OK, here are some print-design rules you shouldn't break to get the results you want.




It's the brave who dare break the rules and blaze their own path in life, business, and design. Their brazen disregard for norms catches everyone's attention. Here are some tips so that your outside-the-box design catches the right kind of attention!

Font Size Rule: Your logo should always be bigger than 12pt and NEVER use text smaller than 8pt.

Design for Bleed: Do extend your design past a bleed and NEVER use a border as part of the design. The result could end up looking lopsided depending on where the cut actually happens.

Text Outline Rule: You should outline fonts on logos and your company name or slogans, and you should NOT outline fonts for editable text like contact information and other text that will change on different versions.

Color Rule: Know which color type you need for the kind of printing your end result will be. Ask your printer if CMYK or RGB will get the best results if you don't already know the answer.

Beyond these main rules not to break, you are only limited by your own imagination. Happy designing! 



"Life can only be understood backwards; but it must be lived forwards."
— Soren Kierkegaard

"No man ever steps in the same river twice, for it's not the same river and he's not the same man."
—Heraclitus

"Good judgment comes from experience, and experience comes from bad judgment."
—Rita Mae Brown

"The sky is the limit. You never have the same experience twice."
—Frank McCourt

"Under capitalism, man exploits man. Under communism, it's just the opposite."
—John Kenneth Galbraith

"Capital is that part of wealth which is devoted to obtaining further wealth."
—Alfred Marshall

"I believe that through knowledge and discipline, financial peace is possible for all of us."
—Dave Ramsey

"Beware of little expenses. A small leak will sink a great ship."
—Benjamin Franklin

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."
—Jeff Bezos

Featured **Grand Format Solution**

DESIGNING A VISUALLY IMPACTFUL VEHICLE WRAP

Our client wanted a vehicle wrap design that gets noticed above and beyond a standard truck wrap while including specific brand elements and partner logos.



Our team designed a visually impactful layout to meet and exceed the client's expectations. Our installation team took it from there to deliver a professional, quality truck wrap.



Call or email our team at Sun to see what we can design and wrap for you!
803-791-1786 or info@SunSolutionsUSA.com

TEENS AND SOCIAL MEDIA

According to surveys of teens performed before and during the pandemic by *The Atlantic* columnist Jean Twenge, it appears social media is not the main reason for depression in teens.



Twenge's first study of teen depression, detailed in her 2017 article "Have Smartphones Ruined a Generation?," concluded that teens were more likely to be depressed the more time they spent on social media. However, she has since published new findings based on her survey of more than 1,500 teens during the pandemic, discovering that they are less lonely and less depressed than her 2017 findings.

The pandemic has caused greater separation, with much of the academic year being spent online and many sports activities modified or canceled altogether. Twenge found that social-media usage increased during the pandemic as teens practiced social distancing. However, her surveys showed the rate of teen depression dropped from 27% in 2017 to 17% in 2020.

What's the difference? Twenge cites the fact that teens are getting more sleep and spending more time with parents and siblings.

In Twenge's earlier study, the number of depressed teens almost matched the rates of less-than-adequate sleep reported. The quarantine has allowed teens to get more sleep, which seems to correlate directly to their happiness.

The survey also showed that 68% of teens reported they had become closer to their family while staying home. Twenge concluded that family closeness plays a part in teen happiness as well.

The question will become how to sustain these factors that we know are best for our teens when trying to get back to normal society.



"Hello, Al's Plumbing? Yes, we have water in our basement."

Customer **Care**

The Secret to Happy Accounts

The key to retaining great customer accounts is building great relationships. What many don't fully appreciate is how great account managers keep customer accounts happy.

Great account managers have a holistic understanding of what makes an account happy with your services. They solve problems and grow accounts in the process.

The tragedy is that account managers are sometimes taken for granted. They're the ones that keep things going, yet it's often sales teams that earn trips and prizes. Keep customers happy by ensuring that account managers understand their importance and are recognized for the valuable assets that they are. 🎯



It's no surprise that most people look at everything that happens in their presence as if it's happening "to" them. Taking stuff personally is natural and also the thing that can make life stressful, emotional, and miserable.

Find Peace: It's Not Personal

One skill that will improve your life like no other is learning not to take things personally. For example, you might be tempted to think that getting cut off in traffic is personal because you experienced it.

You have an inherent bias in thinking everything happening TO you is ABOUT you. This goes for the good or exciting things as well. You can't help but think that good things happen because you are good or amazing. Perceiving that things are all about you can send you on an emotional roller coaster when good experiences are followed by hard or painful experiences.

Try stepping back and looking at all experiences as just that—experiences. Stop looking at other people's behavior as acts of good towards you or bad towards you because other people are only thinking of themselves as well. They are not thinking of you as the reason they are or are not doing this or that.

Outside of family decisions or management decisions that consider others as part of the actions people take, very few are explicitly made thinking of another person as the "reason" for acting.

Try being an observer of experiences and remove the "self"-centered thoughts you usually would have. You will find a little more peace than you had before. 🎯

Apps Scene



Ringdroid
Android

If you have ever wanted to make your own ringtone on your Android device, this is a great app. You can use existing audio files and cut them down into the perfect size for a ringtone so that you don't have to search to see if your favorite song already has a ringtone. You can also use your own recordings. Create more than ringtones; create alert sounds, and assign them just like you would any device alarm sound.



Google Translate
Android & iOS

Google Translate is fluent in 103 languages, making it the perfect travel companion when you don't have an interpreter. Take an image, and the app will recognize text and translate it for you. Need help communicating with someone? Translate on the fly in conversation. No cell coverage? No problem, translate offline in the app.



Waze
Android & iOS

Need help detecting traffic problems? Want to find a faster route? Waze is the perfect app for planning routes, receiving warnings about slow traffic, construction, and even speed traps. The app allows you to see your entire route and input the time you need to arrive. It will then tell you when to leave based on traffic for your chosen route and, while en route, will find a better route if a problem occurs and update your destination arrival time.

ARTICULATE AND WIN

Can you articulate accurately what you mean when speaking to coworkers? If you can, and do, you are in the top echelon of excellent communicators and in rare company.

Everyone has their own way of processing their thoughts, and speaking your thoughts the way you think them will often make little sense for the person you are talking to. If you can translate the way ideas exist in your head into words that your listeners understand in their unique minds, you will be able to solve almost anything.

You can follow three simple techniques to hone your articulation skills for work or personal life, especially for better communication with family members.

Process Time

Start with allowing your conversation partner(s) space to process your ideas.

Repeat Back

Allow your team to repeat back to you what you are trying to communicate. Then do the

reverse—when you're listening to someone, repeat back to him or her what you heard.

Be OK with Correction

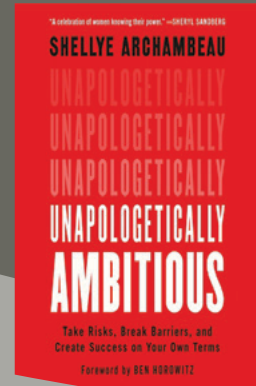
If you find any discrepancy with what you heard or what you said, get comfortable with correcting or being corrected until everyone is on the same page.

Over time, you will start to get better with choosing words or concepts to communicate with your team in a way that gets the idea across faster, without spending as much time repeating or correcting.

With practice, these new techniques can be put to use when you find yourself in new situations with new people. You will garner admiration and trust by being an effective communicator and leader of any group. 🕒



Books in Review



Unapologetically Ambitious: Take Risks, Break Barriers, and Create Success on Your Own Terms

by Shellye Archambeau

Imposter syndrome is one of the most common self-sabotaging thoughts that any successful business owner or entrepreneur has. In Shellye Archambeau's autobiographical business-success book *Unapologetically Ambitious*, she lays out her techniques for overcoming this habit and many others that helped her become Silicon Valley's first female African-American CEO.

Each chapter breaks down goals she set to overcome obstacles she faced as she built her career and tore down wall after wall working in an industry where she saw few people who looked like her.

Archambeau shows you how to take charge of your career and push through any difficulties along the way. Her advice is actionable, allowing readers to put themselves in her shoes and discover ways of leaping over any roadblocks. She will show you that what you see as a barrier to success is actually your secret weapon. 🕒



Featured **Branded Merchandise**

COLORFUL IDEAS



16 oz. Double-Wall Tumbler

This colorful double-wall tumbler makes it easy to take cold drinks on the go without condensation. With a tapered base that's designed to fit in any car's cup holder, this tumbler will go wherever you go.



Soft-touch, Hardback Notebook

This compact-size hardback notebook has a soft-touch finish and contains 80 sheets of lined ivory paper. The Wilde Softy notebook also features a matching pen loop holder, ribbon bookmarker, and an elastic closure.



Softy Pen w/Stylus Laser Engraved

This modern, metal click-action pen has a slightly wider barrel than the traditional ballpoint pen. The Phoenix Softy features the popular soft-touch rubberized finish, which also coats the diamond-textured grip. Polished chrome accents, trim and clip create a sophisticated look.

Call or email our team at Sun to get your order placed today!

803-791-1786 or info@SunSolutionsUSA.com

March Birthdays

Catherine Woodyard – 03/01

Larry Conard – 03/06

Maria Martinez Asiain – 03/10

Teri Moore – 03/14

Steven Sutton – 03/18

Derek Hall – 03/21

Alison Ellisor – 03/25

Gary Hair – 03/25

Leslie Gifford – 03/25

Wendy Cook – 03/26

Gail Buynack – 03/27

Ricky Quarles – 03/28

(No work anniversaries in March.)

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

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