

October 2021



# Under *the* Sun

N E W S L E T T E R

## INSIDE THIS ISSUE:

**PAGE 2**

Company Growth Spurts

**PAGE 3**

**PRINT ADVANTAGE:**  
The Value of Local

**PAGE 4**

**INDUSTRY NEWS:**  
Impact of New Postage Increase

**PAGE 5**

Give the Gift of Giving

**PAGE 6**

**PRINT PROMOTION:**  
New 2022 Sun Calendars

**PAGE 7**

What to Look for in a Good Resume

**PAGE 8**

Teaching Self-Evaluation





# COMPANY GROWTH SPURTS

Changes are a part of life, but they can be even more challenging when they happen in your own business. Are you prepared for company changes?

## Don't Stop the Gravy Train

No growth is bad growth. Even when those business growing pains are awkward, or you don't quite understand all the changes that are happening, any growth can do wonders for your business.

The best thing you can do is let it happen! Focus on creating strategies that encourage and plan for future expansion. While you may not have the resources you need just yet (or you feel overwhelmed), planning for the future is your key to success.

## Learn to Let Go Responsibly

As a business owner, delegating

tasks to other team members can be one of the most challenging things to do. After all, sometimes handing off those special projects can feel like giving up your child.

This is why it's paramount that you have the right people on your team who are aligned with your core values and mission, and are willing to jump in the boat with you *and* row in the same direction. When that growth train comes barreling down the tracks at you, prepare yourself by slowing down, evaluating your resource needs, and ensuring you get the right people for your company. 🎯



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

—Andy Rooney

# THE VALUE OF LOCAL

Ready to say goodbye to sterile, distant connections? It's time to consider staying local. It's time to hit home with print.



In this ever-growing digital world, it's becoming harder and harder to stay connected with your customers. After all, how do you grow trust when you're unable to see a person face-to-face?


Trust is built through connection. Is your marketing something to be swatted and clicked away, or is it something your audience wants to sit down and read with a cup of coffee, giving it their full attention?

The reality is that selling a product involves so much more than just seeing an on-screen picture of something—even if it's a moving picture (i.e., a GIF or video). It's the feel, the touch, smell, and texture that make your products and services come to life on a printed

page they can physically hold in their hands and enjoy at their convenience.

This holiday season, while connection is a top theme and priority on the home front, make it top billing at your business as well. Use the personalized impact of print to connect to your audience and share the love of the season.

Whether you need to brighten someone's day and cheer them up or showcase solutions sure to help them succeed, giving them the gift of print is the perfect way to go.

Making connection possible—*That's the Print Advantage!* 



"The best way to predict the future is to create it."

— Peter Drucker

"Rule No. 1: Never lose money. Rule No. 2: Don't forget rule No. 1."

— Warren Buffett

"Change before you have to."

— Jack Welch

"Your most unhappy customers are your greatest source of learning."

— Bill Gates

"There is only one boss. The customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

— Sam Walton

"A business that makes nothing but money is a poor business."

— Henry Ford

"I learned to never kick someone when they're down. Everyone makes mistakes, and some are real whoppers. But that makes them whopping opportunities, too."

— Jack Welch

"Successful people do what unsuccessful people are not willing to do. Don't wish it were easier; wish you were better."

— Jim Rohn

"Stop chasing the money and start chasing the passion."

— Tony Hsieh



# IMPACT OF NEW POSTAGE INCREASE

The USPS has approved a mid-year rate increase for letter mail, postcards and flats that will go into effect on August 29, 2021. With new rates, the discount for First-Class Metered Letters increases to 5¢ for every First-Class Letter you send. USPS Shipping rates on services such as Priority Mail are not increasing in the new rates. The USPS has announced a proposed temporary rate adjustment for the 2021 peak holiday season that would go into effect October 3, 2021.

## USPS postage rate increases:

- Retail stamps and Forever® stamps are increasing 3¢ to \$0.58.
- Metered Mail letters increase 2¢ to \$0.53, improving the metered letter savings to 5¢ per letter when compared to stamps.
- Flats increase \$0.16 to \$1.16 for 1 oz.
- Postcards increase \$0.04 to \$0.40.

## Why is the USPS changing rates in the middle of the year?

The Postal Regulatory Commission recently completed a review of the rules that determine how much the USPS can raise rates in a year. The regulator determined that to restore financial stability to the postal service, the postal service should have the ability to raise prices above the rate of inflation. Rather than waiting until the traditional October announcement and January implementation date,

the USPS decided to move up the rate change to help expedite their ability to generate new revenues.

## Will there be another rate change in January?

We do not expect a January rate change for market dominant products like letters, postcards and flats. Although we have not received an official announcement on the timing of the next rate change, most observers believe that under the new pricing rules, the USPS will shift annual rate announcements to the late spring for implementation in the late summer. Rate changes for packages (services like Priority Mail) will likely take place on a different annual cycle.

## Do we expect rates to change before the holiday season?

The new rates take effect on August 29, 2021. We do not anticipate further pricing changes for letter mail until next year. The USPS has indicated that there will likely be another peak surcharge for packages this holiday season. [🔗](#)




## Featured Product

# GIVE THE GIFT OF GIVING

Cash is old school. Consider showing your thanks through personalized print that says you took the time to care.

When was the last time you told your staff or customers that you're thankful for all they do?

While giving a monetary reward other than a traditional cash bonus may seem against the grain, beautifully crafted and printed gift certificates hold the potential to prove you care and genuinely appreciate the people you're giving them to.

Whether you need contest prizes, promotional gifts, or something that will please anyone, gift certificates hit it out of the park every time. When executed properly, those one-of-a-kind gift certificates offer thanks to not only your employees and customers but to local businesses in your community as well. 



Business Funnies®



## Customer Care

### 4 Ways to Leave a Good Impression

First impressions can be tough. Here are four things every customer wants.

#### 1. Be Personable

Choose your words wisely. Clearly communicate and be approachable and easy to talk to. Remember, not every interaction with a customer has to feel like a business meeting.


#### 2. Be Presentable

From your clothes to your posture to your preparedness, you want your look to match the way you work—both prompt and professional.

#### 3. Be Listening

Nothing is worse than seeing someone's eyes glaze over when you're trying to talk with them. Body language is important.

#### 4. Be Confident

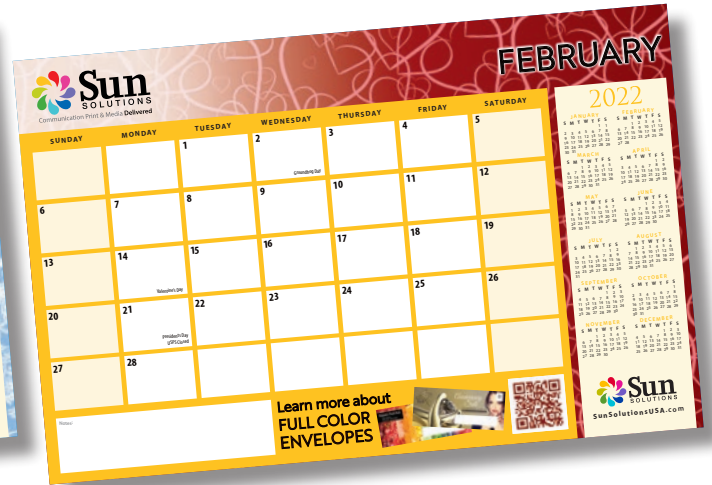
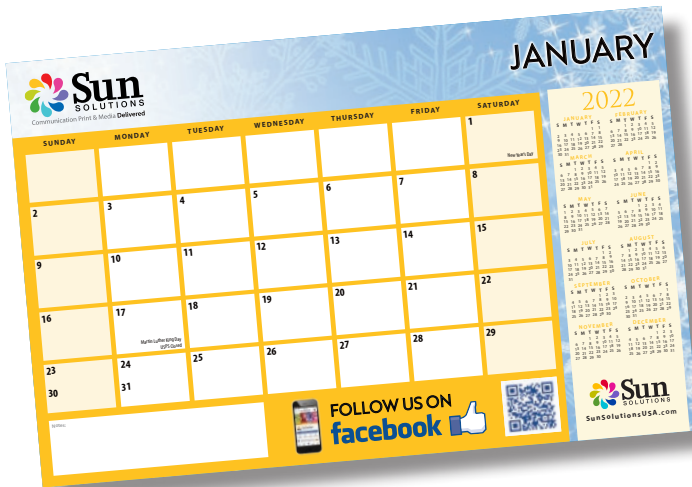
Show others you understand the problem and that you're a problem solver by walking them through how you will address the problem and fix it. 

# NEW 2022 SUN CALENDARS



The 2022 Sun Calendars will be available soon - taking pre-order now!  
To place an order, scan the QR code or visit:

<https://www.sunolutionsusa.com/2022calendars/>



## Apps Scene



**Calm**  
Android & iOS

Thinking of giving meditation a try? Calm is a free app geared toward beginners. It offers short, guided meditation sessions ranging from three to 25 minutes. Sessions focus on various topics, from anxiety reduction to cultivating gratitude. If you're interested in a long-term meditation challenge, there are hundreds of programs available. There's also an option for unguided meditation sessions with a timer and more than 30 soothing nature sounds.



**Fabulous**  
Android & iOS

Fabulous is an entertaining and interactive habit app that helps you improve your energy levels, fitness, sleep, and productivity. Based on scientifically proven techniques, you're challenged to complete daily meditation, work, creativity, exercise, and other types of self-improvement sessions to help you change your habits in as little as 19 days.



**Forest by Seekrtech**  
Android & iOS

Need to be productive but can't resist wasting time on your phone? Forest is an app that encourages focus with the help of a tiny seed. As long as you stay in the app, the tree grows; leaving the app means the tree might die. Growing virtual trees earns coins that can be donated through Forest to the nonprofit organization Trees for the Future to help plant real trees in the developing world and improve impoverished farmers' livelihoods by revitalizing degraded lands.

# WHAT TO LOOK FOR IN A GOOD RESUME

Hiring can be tough. Vetting all the applicants is not an easy task. Many people look good on paper but lack leadership qualities or consistency. When faced with looking through a pile of resumes, how do you decide who is the best candidate? Here are a few things to take into consideration.

## No Typos or Spelling Errors

It all comes down to professionalism. Making sure the applicant can answer work emails properly with correct spelling and grammar is a huge deal when it comes to upholding the professionalism and reputation of your company.


## Flow and Consistency

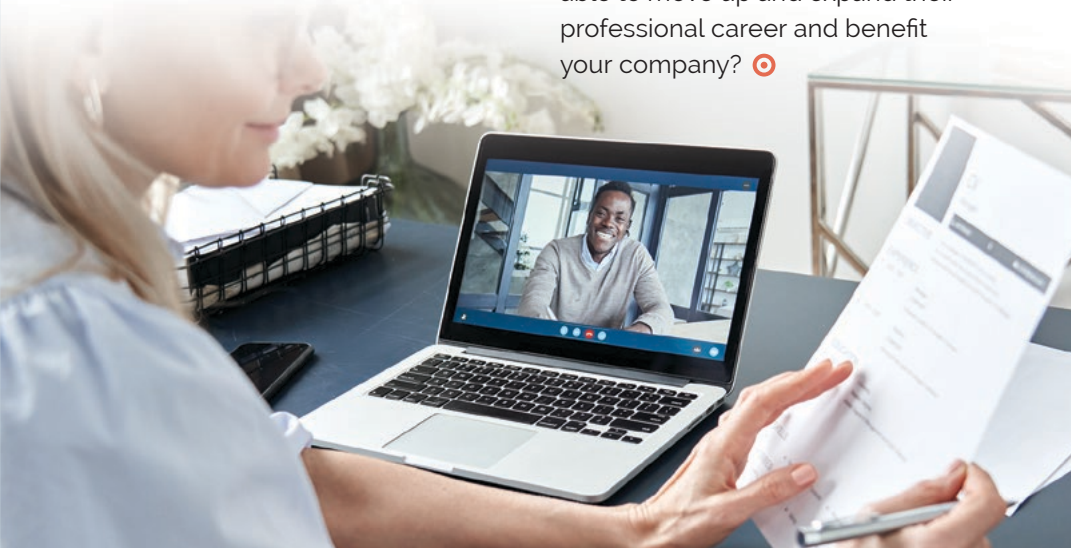
Is the resume sleek and easy to read? Does it stand out in a good way? Make sure it is not overloaded with information that is not relevant. See if the applicant lists their experience in their current field and what other credentials make them a good fit. Whether through work experience or education, do they have the knowledge to get the job done?

## How Long They Have Stayed at Previous Jobs

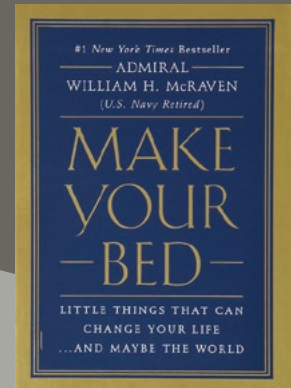
You want to be careful about not hiring someone who is flaky. Look for someone who wants to build a career, not just earn a paycheck. Longevity is key. Will this person fit in with company culture, go above and beyond, and uphold company values? Don't settle for less than the best.

## Does Their Personality Come Through on the Page?

Can you tell who they are just from their resume? Are they loyal, a team player, and innovative? Finally, it all comes down to do you want them to be a part of your company? Imagine them working with your business for years. Will they be able to move up and expand their professional career and benefit your company? 



## Books in Review




## *Make Your Bed*

by Adm. William H. McRaven

If you want to change the world, start off by making your bed. On May 17, 2014, Admiral William H. McRaven addressed the graduating class of the University of Texas at Austin. Taking inspiration from the university's slogan "What starts here changes the world," he shared the 10 principles he learned during Navy Seal training that helped him overcome challenges not only in his training and long Naval career but also throughout his life. He also explained how anyone could use these basic lessons to change themselves (and the world) for the better. Admiral McRaven's original speech went viral with over 10 million views.

Told with great humility and optimism, *Make Your Bed* is a timeless book that provides simple wisdom, practical advice, and words of encouragement to inspire readers to achieve more, even in life's darkest moments.

Whether you manage a team or need to learn how to be a team player, *Make Your Bed* is an important read for anyone trying to level up in life. 



# TEACHING SELF-EVALUATION

The saying "If you don't know the problem, you can't fix the problem" is entirely accurate.

So the question becomes, how can you train your employees to be self-evaluators?

## Be Transparent

The best thing you can do for your company's health is to model and encourage openness and honesty. Start by acknowledging your own shortcomings and ways that you hope to address them.


## Set Up SMART Goals

SMART goals are realistic ways to improve as a person, employee, or employer. Remember SMART goals are: Specific, Measurable, Achievable,

Relevant, and Time-Bound. Helping people make, manage, and execute goals will help everyone and boost morale because everyone is reaching their goals together.

## Encourage

Sometimes all people need is a nudge in the right direction. Leaders don't need to be overbearing or breathe down people's necks. Maybe one of your employees is simply one "Good job" away from being your top performer.

Being better is not easy, but many good things in life are hard. Be the type of person that encourages your company to be filled with understanding, compassion, and drive, and you'll get to where you're going. 

Many people have a desire to be better, but sometimes they can be blind to their own faults. Nobody wants to see their business slow down or stop growing, but it can happen if your team gets weak.

## October Birthdays

Teri Johnson – 10/11

Stephanie Butler – 10/12

Michelle Kelly – 10/13

Joe Noll – 10/13

Dave Robinson – 10/18

Bobby Scott – 10/23

Jacob Cook – 10/26

Greg Smith – 10/26

Jim Hutto – 10/31

## October Anniversaries

Jim Hutto – 10 years

## 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  
Customer Service  
info@SunSolutionsUSA.com

Fax  
803.794.9487

Web  
www.SunSolutionsUSA.com

\*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**

