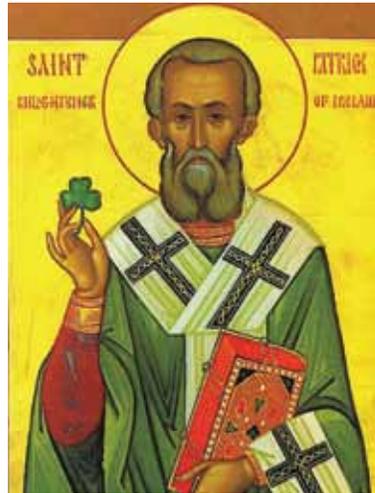


THE DRIVE OF A MAN THAT CHANGED AN ISLAND



It is hard to imagine being enslaved for six years far from your home amongst a people that you do not know. But that is what happened to Patrick as a young man. Stripped from the life he knew, he became a lowly shepherd. When he finally escaped and made the long trek back to Britain, that could well have been the end of the story, but it was not. He decided to do the difficult thing: see the need of his captors and forgive. St. Patrick made it his life's mission to care for those who scorned him. This very action that fear paralyzes and common sense cautions against, led to the transformation of the entire island of Ireland. His actions were not to be recognized until over a millennia later proving his deeds were not a means of self glorification, but what were his motivations?

A hymn attributed to Patrick called the Breastplate of St. Patrick sheds illumination on the impetus behind his actions. The content shows the unshaking resolve and belief in God's protection and guidance. The final stanza bellows a triumphant foundation of Christ as a forerunner and rearguard, and the person Patrick gives glory to.

This St. Patrick's Day, amongst all the fanfare and pinching, remember to have the perseverance to do something that will have lasting impact beyond yourself, and explore the motivations guiding each of your days.

ANOTHER TYPE OF PERSERVERANCE

The Iditarod, an annual Alaskan Dog Sled race starts March 5th this year. The racers, usually around a hundred, make a 1,150 mile journey over the course of a few weeks. The first official race was in 1973 in remembrance of the dog sledding tradition and once standard transportation method. The fastest time? 8 days 18 hours.

CONVEYING THE POINT ACROSS ALL MEDIUMS

When presenting your business to another person, you must communicate across a variety of channels. Email, phone, in person, text, and even fax are ways to communicate personally, but the business is communicated even when not doing any of those things. Your website, online reviews, your vehicle advertising, social media, and paper ads all communicate strongly about your business.

At Printing Connection, Inc. we are steadily improving on our different channels of communication (major website update last year, partial wrap on our secondary delivery vehicle, etc.). By improving these channels we are ensuring that our clients are having the best communication with us as possible, ultimately increasing retention rate.

In addition to these changes we have also been growing the number of communication channels we are on. We have an instagram @printingconnection, we have started regularly communicating via this newsletter, and just this last month we created an introductory video and placed it on our website's home page. By adding these channels we increase the ability for new customers to find us and current customers to better connect with us. We have found in our business that there is always room for improvement in this area.

What about your business? Is there a way for you to improve your channels or increase the number of ways you communicate with your customer base? From vehicle wraps to paper products to building a website we can help get your business in front of more people.

MAR 1 - MAR 31 SPECIALS

NCR FORMS

20% OFF

ENVELOPES

20% OFF

LETTERHEAD

20% OFF

WEBSITE

10% OFF

