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**“There is nothing more truly artistic than to love people.”  
-Vincent van Gogh**

This quote is a great illustration of how I feel. We love people and art at Peacock Print and Marketing! We are planning to honor some of our many local artists this year, we support local!

This first issue features my mom, Nina Peacock. She is one of my favorite artists! I have to say one of my favorites because my husband Mark and my daughter Lacy Evrard are both very talented artists too. Follow us for more spotlights on art in 2015!  
Carrie Smith

## LOCAL ARTIST SPOTLIGHT



### NINA PEACOCK

I enjoy painting with watercolor, oils and acrylics and draw with charcoal, pastels and Prismacolor pencils. My home studio space and being retired, allows me to work with any medium, even clay and gourds, any time.

The human image appeals to me and I have painted and drawn many portraits. I also have been making jewelry/Art with metal for 27 years and frequently use primitive people images in my pieces. The gourd dolls I make is another example.

My paintings and jewelry designs have placed at different local and state competitions. Along with encouragement from my family, being a member of Cedarhurst, The Independent Artists' Studio and the Interstate 57-64 Artists keeps me inspired and motivated.

My jewelry/Art is currently being sold at the Convention & Visitors Bureau, The Mitered Corner, and the Southern IL Art & Artisan Shop. I continue to be a vendor at art fairs and conferences.



### IT'S WHAT'S INSIDE

- Three Reasons Why Print Marketing Remains Effective
- Six Ways to Stay Safer
- Adopt Four Good Habits of Punctual People
- Five Good Add-Ins for Your Cup of Tea

PEACOCK PRINT & MARKETING PRESENTS

# INK LINK

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## THIS MAY BE YOUR CUP OF TEA

Next to water, tea is the most commonly consumed beverage in the world, and it's a good thing. Several studies have linked a number of significant health benefits to drinking tea. In honor of National Hot Tea Month, here are five good reasons to brew yourself a cup.

### 1. TEA MAY REDUCE YOUR RISK OF HEART ATTACK AND STROKE.

A study from the Netherlands found a 70% lower risk of fatal heart attack in people who drank two to three cups of black tea daily compared to non-tea drinkers. Also, a review in the European Journal of Clinical Nutrition showed that drinking three or more cups of tea per day is linked with a lower risk of coronary heart disease, potentially because of the amount of antioxidants in tea.

### 2. TEA CONTAINS FLUORIDE AND TANNINS.

These help to keep plaque at bay and contribute to healthier teeth and gums.

### 3. TEA BOLSTERS YOUR IMMUNE DEFENSES.

Green tea boosts the number of regulatory T cells in the body, which are important for the immune system, according to research from the Linus Pauling Institute at Oregon State University.

### 4. TEA PROTECTS AGAINST CANCER.

Lab studies have found that antioxidants called catechins in tea can shrink tumors and reduce tumor cell growth. Both green and black teas contain catechins, but green tea contains more.

### 5. TEA CAN CONTRIBUTE TO WEIGHT LOSS.

Green tea has been shown to increase metabolic rate. And black tea may prevent your body from absorbing fat from food, an animal study in the journal Nutrition reports. Drink it plain, however—milk may inhibit the fat-fighting effect.





## THREE REASONS WHY PRINT MARKETING REMAINS EFFECTIVE

Digital marketing continues to grow and evolve, but don't listen to the naysayers who may tell you print marketing is dying. Nothing could be further from the truth.

Print marketing has continued to evolve alongside the upsurge of new technology, and it remains a crucial part of any brand's marketing mix. According to a Pitney Bowes survey, 76% of small businesses say their ideal marketing strategy includes a combination of both print and digital communication.

Here are three reasons why print is (and will remain) an effective tool for delivering your messages.

**1. PRINT PLAYS NICELY WITH SOCIAL MEDIA.** Social media can easily be integrated with any print marketing campaign. Many brands rely on print materials to drive traffic to their social networks—how many business cards do you get these days with a LinkedIn, Twitter or other social networking URL included on it?

**2. PRINT MARKETING IS USED LESS SO IT STANDS OUT MORE.** Many companies are competing online for their audience's attention, which means there's less competition in consumers' mailboxes. Nowadays, print materials are likely to receive extra attention—especially if they look unique.

### 3. PRINTED PIECES GO WAY BEYOND PAPER.

The cynics who predicted the “death of print” have forgotten that print media extends well beyond paper products like business cards, brochures and presentation folders. Print media can include promotional drinkware, magnets, stickers, pens, key chains, coasters or apparel like T-shirts and caps.

These tend to be thought of as gifts, not marketing collateral, so your audience is more likely to hold on to them. In fact, according to the Advertising Specialty Institute, 84% of Americans retain a company's name when they receive swag with that company's logo on it.



## SOMETHING TO THINK ABOUT

Despite being digital natives, 45% of millennials say that digital and traditional advertising work better in combination in influencing their brand decisions, compared to either as a stand-alone channel. —according to Androit Digital

## SIX WAYS TO STAY SAFER WHEN YOU'RE OUT ALONE

January is National Personal Self-Defense Awareness Month—brush up on these important self-defense tips to stay safe in 2015.

### 1. ALWAYS BE AWARE OF YOUR SURROUNDINGS.

The number one self-defense technique is to be aware of potential threats and identify possible dangers. Always take note of who's around you and know where possible exits are, especially if you're by yourself.

**2. INCREASE PERIPHERAL VISION.** Widening your scope of vision will help you recognize suspicious people faster, as well as identify potential escape routes. An exercise to increase your peripheral vision is to practice talking with someone while trying to identify what's nearby without moving your head.

**3. WALK TOWARD YOUR CAR WITH YOUR KEYS READY.** If you're at the mall or out shopping, have your keys in your hand before you even leave the store. Experts recommend holding the longest key between your index and middle fingers, which can be used as a potential self-defense weapon if necessary. Also, have a finger on your car alarm button so you can push it a moment's notice to attract attention.

**4. DON'T RESIST GIVING SOMEONE YOUR BELONGINGS.** If a potential attacker approaches you and asks for your property—purse, money, car keys—give it to him, then run, preferably toward a well-lit public area, where people are present.

**5. MAKE EYE CONTACT WITH ANYONE NEAR YOU.** Aggressors tend to back down if they notice that you're aware of them. Act confident.

**6. IF SOMEONE APPROACHES YOU IN A THREATENING WAY, YELL.** Yelling increases power as much as 33%, which can be valuable if you need to fight back, plus it can attract help.

### FIVE GOOD ADD-INS FOR YOUR CUP OF TEA

1. **LEMON** (adds vitamin C)
2. **STEVIA** (promotes good digestion)
3. **GINGER** (helps with nausea)
4. **HONEY** (contains antioxidants)
5. **PEPPERMINT OIL** (good for sore throats)

## TEND TO BE TARDY? ADOPT THESE FOUR HABITS OF PUNCTUAL PEOPLE

Plan an event and chances are one in five people will be late. A recent study from San Francisco State University found that about 20% of the U.S. population is chronically tardy. If arriving on time is one of your New Year's resolutions, here are four characteristics to emulate of the habitually punctual.

### 1. THEY'RE REALISTIC THINKERS.

Punctual people know how long things take. The chronically late tend to underestimate. How to solve this: Time yourself and write it down. How long does it really take to shower and dry your hair or drive to work?

**2. THEY GIVE THEMSELVES BUFFER TIME.** Punctual people tend to be slightly early because they don't want to feel rushed. A good rule of thumb: Plan to arrive 15 minutes early.

### 3. THEY'RE ORGANIZED.

Punctual people analyze their daily activities, then set routines and stick to them. If you tend to be tardy, experts suggest putting more routines and structure into your life. For example, prepare for your mornings the night before.

**4. THEY'RE COMFORTABLE WITH DOWNTIME.** Punctual people use extra moments to catch up on email, read notes or simply relax. The chronically late hate downtime and enjoy the thrill of the last-minute sprint to the finish. To be more comfortable with downtime, bring along something to fill your time.

## WORDS TO LIVE BY

“Tea began as a medicine and grew into a beverage.” —Okakura Kakuzō