

04/06

## Helpful News from a Helpful Company

Doing business with TB Vets saves your business money while supporting your community.

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### **WANTED — New Name For Our Business Division**

As a valued client you are aware TB Vets does a LOT more than provide Keytags. Our Business Unit does large mailings, and provides reward and recognition products. (We can engrave almost *anything!*) We also make ribbons, ID Discs and Corporate keytags, all of which can be used as unique, affordable advertising. The current official department name is TAGS, which stands for The Ability Group Society. Often, internally, we just refer to it as the “Business Unit”. Neither is a good name, we don’t think. As this department is growing so much in popularity and usage (we DO offer excellent service at *better-than-competitive* rates AND help the community, after all), we find ourselves looking for a proper name.

We’d like to combine the TB Vets part with the “Business Solutions” aspect. In fact, TBV Business Solutions right now has the inside track. As someone intimate with our work, we thought perhaps you could do better. Got any ideas? We want ‘em! Even the bad ones, as how often do bad suggestions spark great solutions, right? If we use your idea, or even if your suggestions lead to our idea for a new name, you’ll win a great *mystery* prize worth not less than \$100.00. We’ll be giving away a few extra bonus prizes as well, so, if you can, take a moment and help us out. Email your name ideas to [dianapozza@tbvets.org](mailto:dianapozza@tbvets.org). Thank you! Diana

## **Recognition Products Big Hit with New Vista Society Volunteers**

**The New Vista Society is a non-profit society and registered charity dedicated to providing care, support and housing for seniors. Contact at 604-527-6000**

New Vista Society has an initiative called their Employee Donation Fund where employees donate a percentage of each pay cheque to the foundation. Once a year they get together and have a party where everyone’s contribution is recognized with a gift. This year’s gift was a travel coffee mug. “The gift was perfect for a number of reasons,” says Heather Snider, Executive Assistant with the Society. “*Everyone* seems to like them. Which is great. And it was really nice to see the donation fund promoted as other people would see them and ask, ‘Oh, where’d you get that?’ with the answer being, ‘Well if you want to give two bucks off every paycheque you’ll get a gift every year.’ They fit in with our initiatives as an environmentally friendly organization as well, so when Diana at TB Vets suggested them we thought it was a timely and appropriate gift.”

For New Vista’s April 8<sup>th</sup> Fashion Show they gave volunteers engraved wine glasses. These were a big hit too, presented in a nice box, wrapped with tissue and with a ‘Thank You’ note on the front. “One of the things we like about TB Vets is there are so many choices that you can usually find something appropriate for whatever event you’re doing,” says Heather. “These were wonderful. Everyone thought them really neat as it’s something most people wouldn’t think of. Yet everyone enjoys a glass of wine now and then, and they fit in with the theme of our fashion show as well.”

We have ideas for you too. For more information on Reward & Recognition programs and products, email [dianapozza@tbvets.org](mailto:dianapozza@tbvets.org) or call 604-874-5626

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## **An Inexpensive Test That Pulled More Sales**

A small specialty financial newsletter publisher was faced with declining response rates to his direct mail. Not wanting to sign-off on the expense of creating whole new sales pieces, what he did was he decided to mail past proven profitable mailings — and put copy on the outer envelope. They designed an envelope to look like someone had used it as a notepad. "Handwritten" notes with cross-outs and doodles covered the front and back. A few items were circled, underlined or marked in red ink. A "smile face" wasn't smiling, but had tears pouring down. A simulated coffee stain was even printed in the corner of the envelope to add to the "doodles" quality. The back of the envelope had a scribbled retirement budgeting attempt with the words "Can't retire" highlighted in red ink. The envelope looked as if someone had jotted down all their frustrations about investing for retirement — and that a possible solution was inside the envelope. The result? The 'notepad' envelope brought in just as much money as the original envelope. However, there were more subscribers who chose the quarterly billing option over the annual purchase. Once the additional three quarterly payments were received the profit was much greater. All for the cost of printing on an envelope. Remember: the sole job of the envelope is to get your letter opened. Perhaps putting part of your sales message or offer on the outside envelope could increase your response too.

For more information on our Mailing Services email [dianapozza@tbvets.org](mailto:dianapozza@tbvets.org)

TB Vets is a One-Stop-Shop for all your Admail and printing needs! **And as a non-profit, our rates are always competitive.**

**Ask us how to Save up to 30% on your postage costs**  
Email [dianapozza@tbvets.org](mailto:dianapozza@tbvets.org)

**3,357,441 pieces mailed in 2005**

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### **Quote of the Month**

*"If every American donated five hours a week, it would equal the labor of 20 million full-time volunteers." Whoopi Goldberg*

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April is National Volunteer Month

For all of you who work with volunteers, *or feel you put in so much extra time and energy you're almost a volunteer!*, April is Volunteer Month. We know that volunteering is its own reward. It's a great way to network and gain skills. The Heart Association even claims volunteers have healthier hearts!, saying that "Volunteering reduces your heart rate and blood pressure, boosts the immune system and alleviates chronic pain." But we also know volunteers need recognition. Not necessarily rewarded, but certainly recognized. "Volunteer of the Month" awards... surprise plaques or framed certificates that can be displayed... a custom engraved trophy or wine glasses are all great ideas sure to help your work run smoother. It makes it more fun too! Now is the time to give recognition where it is due. For a limited time, get...

**10% OFF** — Mention that you saw our email promotion and receive  
**20% OFF** all Engraved Awards till May 15, 2006.

Contact for Details: [dianapozza@tbvets.org](mailto:dianapozza@tbvets.org) or call 604-874-5626 ext. 233

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For helpful ideas and best prices call Diana Pozza at 604-874-5626 ext. 233.

#### Services Offered

/Mail Services /Engraving/Ribbons /ID Tags (Discs)/Corporate Keytags

**Contact** Diana Pozza 604-874-5626 [dianapozza@tbvets.org](mailto:dianapozza@tbvets.org)

4050 Graveley Street, Burnaby, V5C 4A5 [www.tbvets.org/tags](http://www.tbvets.org/tags)

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