



Helpful News from a Helpful Company

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

INSIDE:

- *Time for "Back-To-School" Mailings*
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Now is time to call about "Back-To-School" mailings



Kids may cry about it, some even kick and scream (then again, many *do* get rather bored by September), but if back to school is a big time for you, as it is for a number of our clients, now is the time to call.

Beginning of September is a busy time for both printers and mail houses. Leave the details too long and you flirt with mess-ups or worse, missing out on one of the best mail times.

Give a shout. Even if you're not sure of your plans we can give you tips and insight that'll lead you to the right decision. **Call 604-874-5626 ext 233** for ideas and pricing. Ask about our **FREE Limited Time Offer** for September mailers.

September is "Back To Work" time too. Call if you're looking to take advantage of this premium mailing time.

REWARD & RECOGNITION

Should you reward volunteers/employees with cash?

Most recognition consultants say 'no'. "Realize it's not money that drives people away," writes Dr. John Sullivan, a human resources professor at San Francisco State University for more than 20 years. "One firm tracked the salary difference between a former employees old job and new job. They found the average salary differential was little more than five per cent. It's not about the money."

Here's what most people do with cash rewards:

- 29% Paid bills
- 18% Can't remember where the money went
- 11% Bought gifts
- 11% Purchased household items
- 11% Put it into savings

The upshot is that there's no 'wow' factor. They don't *remember* they got recognized. Which rather defeats the whole purpose of reward and recognition. For this reason the best awards are often functional jewelry or office or home accessories that contain some form of symbolism, such as company logos and colours.

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

DIRECT MAIL 101

Will you and I actually have more success trying to brand a cow than trying to brand our business?

'Branding' seems to be such a hot word these days. At least everywhere we go it's on the tips of lots of people's tongues. Now, you can find lots of lists on the Internet of the top brands. They all differ – slightly. But whether Coca-Cola, Google, Proctor & Gamble, Microsoft, Gillette, McDonalds, Disney or what have you, the trouble is figuring out how to plan and implement a proper branding strategy when you *don't* have a \$500 million advertising budget.

If you're curious about branding, we found an interesting article that talks about the difference between marketing vs. branding. The article is a few years old, but aside from the use of the Internet and branding, has all that much changed? You can find it at this link below. Hope you like it.

http://www.jrcanda.com/art_mtgvrbrd.html

For more information on our Mailing Services, email dianapozza@tbvets.org

Ask us how to Save up to 30% on your postage costs
Email dianapozza@tbvets.org

3,357,441 pieces mailed in 2005

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

Quote of the Month

“It has been my experience that one cannot, in any shape or form, depend on human relations for lasting reward. It is only work that truly satisfies.”

Bette Davis, *The Lonely Life*,
Movie actress (1908 - 1989)

CLIENT PROFILE

Melanie Brooks & Heart & Stroke Foundation

The Heart & Stroke Foundation is — literally! — involved in ‘life or death’ work. (How many of us can say *that?*) They rely on donors (*Thank You* to those of you who donate), and the following are just some of the projects your efforts have made possible this year:

- Innovative drug treatments to prevent long term tissue damage after stroke;
- Investigating methods to diagnose and treat women with heart disease;
- Studying the role of stress in heart disease;
- Using early diagnostic techniques to determine risk for heart disease and stroke;
- Examining the relationship between viral disease and heart failure;
- Exploring new techniques to measure oxygen supply in the brain during surgery;
- Examining the benefits of exercise rehabilitation in children with congenital or acquired heart disease following surgery.

To donate or read more click here: <http://ww2.heartandstroke.ca/Page.asp?PageID=81&CategoryID=6&Src=donate>

We rely on our patrons too, and thank to the Heart and Stroke Foundation for favouring us with their business — and their kind words about our service. I worked with **Aderita Roetes** when she was Executive Director at the Capilano College Foundation, and when she joined HSF she called me about their mailing businesses which is awesome!! She passed it on to her assistant **Melanie Brooks** who has this to say about TB Vets: “One of the first things handed to me when I started at the Heart & Stroke was to do this large mailing and I did not know where to start. Diana just said, ‘Here is what you do, this is what you need, da te da,’ and it was so easy. Diana invited me down to the mailing house so I can see what happens and better adapt and prepare our mailings to make it even easier. It was so great. All positive. All good. TB Vets makes it easy and stress-free.” (You’re welcome!)

NEW PRODUCT UPDATES

Just returned from the big RCL Legion 41st Dominion Convention in Calgary. It’s a big trade show with 1000 people in attendance making for a good buzz around the booths. Sold a LOT of souvenirs like wine glasses, beer mugs and pens with the trade show logo, time, date, etc. etched or stamped on them. *Told you that people like these things!* At the end we had just a few promotional items left over so I made up a couple “Surprise Prize” gift bags. They announced it over the loud speaker and I felt like a K-Mart clerk when the blue-light special came on! It REALLY sparked interest and hundreds of people entered my free draw.

Here’s some of the most popular promotional items. The first two items are new; the rest tried & true perennial favorites that people like and are great ways to promote your company.

- Flingers – like a Frisbee. But lite as a feather (see right)
- Tattoos – of the ‘non’ permanent kind. A lot of fun and very affordable (lower right)
- Water Bottles
- T-shirts
- Stainless steel travel coffee mugs
- Pen-in-Case sets
- Crystal Paperweights (these are *gorgeous!*)



We are also looking into those plastic wrist bands. You know the kind, like Lance Armstrong’s yellow “livestrong” band. If you are interested do call as perhaps with enough orders we can arrange a better price for everyone.



Contact for Details: dianapozza@tbvets.org

For helpful ideas and best prices call **Diana Pozza** at 604-874-5626 ext. 233. dianapozza@tbvets.org

Services Offered

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

4050 Graveley Street, Burnaby, V5C 4A5 www.tbvets.org/tags

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