



Helpful News from a Helpful Company

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

REWARD & RECOGNITION

Who Says Rewards Don't Work?

Giving low-cost awards and making 'stars' out of employees is one of the most profitable, most fun, most rewarding activities a business can undertake.

C'mon. Who *doesn't* want recognition? It's one of our most basic human traits. A pat on the back. To be a star! Look at the Oscar movie awards. It's like a MasterCard commercial in reverse. Movie Role: \$10 million dollars; \$500 Oscar statue: Priceless! We see a new Harrison Ford movie coming out. Bad guys threaten to harm his family and steal from his employer. Apparently even 60 year old men still fantasize about being heroes!

You may be a member of some organization or association. Or a volunteer. You know the excitement awards bring. The small twinge of envy some people feel when others win. The motivational juices flowing! Yes, there is some work associated with a recognition and rewards program. A little organizing, a little politics, a little time... the odd bit of public speaking (have someone else to do the presentations if you're not comfortable). However, as Robert J. Kriegel, Ph.D. notes in his book, *Contented Cows Give Better Milk*, "**companies that manage and recognize its people outperform companies that don't by 30 to 40%**". A recent WorldatWork study found employee recognition actually gives a better return than sales incentives. In upcoming issues we'll offer tips and ideas you can try and use.

For more information on Reward & Recognition programs and products, email dianapozza@tbvets.org

DIRECT MAIL 101

How To Get All Your Mail Folded, Inserted, and Addressed for FREE*

Consider the cost of having staff fold, stuff, seal, address and put a stamp on the darn thing and get a letter out the door. It's because of all these costs that experts say it actually costs a business about \$2 total to mail a letter.

The thing is if you mail 1000 or more letters at one time, in return for pre-sorting and organizing the mail so it is easier and less expensive to deliver, Canada Post gives price discounts. So instead of your staff

spending hours, even days, grumbling, hating the work, suffering paper cuts and morale issues from having to stuff hundreds of envelopes and lick hundreds (or a thousand!) stamps, etc., a machine can do it all in a flash. The *really* good part? The money you save in postage will quite possibly be similar to the machine cost. The savings make it kind of like getting the stuffing, sealing, etc...FREE!

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

MAILER CLIENT PROFILE

Planned Lifetime Advocacy Network

PLAN is a not-for-profit charity created by and for families who have a relative with a disability. Their goal is both to ensure a safe and secure future for the disabled individual and, in the process, provide their loved ones with peace of mind. In pursuit of this goal they are inspired by a simple but powerful vision: the vision of a good life for all people with disabilities and their families.

Melissa Davis, PLAN's Director of Communication, has 15 years of success fostering profitable partnerships between the not-for-profit and corporate sectors. With a deep commitment to community and social justice, Melissa develops compelling communications and marketing strategies through innovative methods, including ethical advertising, cross-marketing, and other progressive approaches.

"I wanted you to know how much I appreciate TB Vets getting our mailing out late last week. The timing could not have been better! The mailing was geared towards promoting the sales of our new book, The Company of Others, and had a time-sensitive special offer to encourage orders before Christmas. Thanks to your efficiency, our mailing hit Canada Post on Friday afternoon...., and many people received their mailing today. We received 6 book orders today alone!!"

Melissa Davis, Director of Communications & Marketing, PLAN
604-439-9566 ext. 36

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

Fast Mail Fact: You may have heard or read rumours of Internet service providers about to start charging to send email. The stated motivation of the companies is as a response to the ubiquity of email and spam. This is plausible: *everybody* is cursed with too much email from unwanted sources. But they're probably looking at it as a great source of revenue. So while we may be about to say goodbye to free email, the upshot of it all is that with the prevalence of email, good old fashioned direct mail is enjoying something of a renaissance. This old workhorse, around over for 150 years in Canada, is getting good reviews and response rates simply because people aren't mailing as much, hence there's not as much competition for the readers eye and time.

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

3,357,441 pieces mailed in 2005

Quote of the Month

"The ideals which have lighted my way, and time after time have given me new courage to face life cheerfully, have been Kindness, Beauty, and Truth. The trite subjects of human efforts, possessions, outward success, luxury have always seemed to me contemptible." Albert Einstein

MONTHLY SPECIAL

From plain... to ...memorable!

Want to create an impression? Want people to ooh and ahh? Want to do something people will remember? We can engrave *anything*. Wood, glass, metal. You name it. Let your imagination run wild! You should see what we can do with wine glasses. With custom engraving you give mementos that keep memories alive for years and years... perhaps even generations. Think of engraving for:

Weddings
Anniversaries
Gala Events
Prizes
Rewards & Recognition
Suppliers
Committees

20% OFF

Mention that you saw our email promotion and receive **20% OFF** all engravings during the month of April 2006.

Contact for Details: dianapozza@tbvets.org

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 <mailto:dianapozza@tbvets.org>

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

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