



## Prince Perfect Retiring from Auburn Printers

**After 13 years as a mascot, the bunny "calls it quits"**

"That's All, Folks!" Prince Perfect, the well known mascot of Auburn Printers has decided to retire from the company this summer.

*Many years as Auburn Printer's face*

*It's time for a little transition to take place*

*Being the mascot takes such dedication*

*I clearly deserve a long vacation!*

*I sat down with Brad and Merrill today*

*And told them I needed some time away,*

*I told them, "Move on without me, and please do know*

*Change is good, it allows us to grow!"*

*"I am Prince Perfect, but I am a little tired.*

*Not as handsome as I was, and not as admired."*

*My eyes are sore and I'm always squinting.*

*I'd like to learn other things besides printing.*

*They understood my point and my position.*

*So, together we planned a clever transition.*

*You won't see me on our signs or cards anymore,*

*But, I'll still sit in meetings on the executive board!*

*Very soon they'll announce the rest of the plan*

*I am only telling you as much as I can*

*New innovations and technology await.*

*Marketing solutions for our customers equate.*

*So I'm stepping aside and it's bittersweet*

*But to travel the world would make life complete!*

*During the day, I'll have more time to think,*

*Pen my autobiography, stock up on ink.*

*And for Auburn Printers, a new chapter in their book:*

*More services for customers and a brand new look!*

Prince Perfect will be visiting friends & customers over the next few months. To see where he will turn up next, please visit <http://aub49.com/moreinfo/23811/> and for information on how to enter his going away contest. Grand Prize Drawing is for a New iPad!

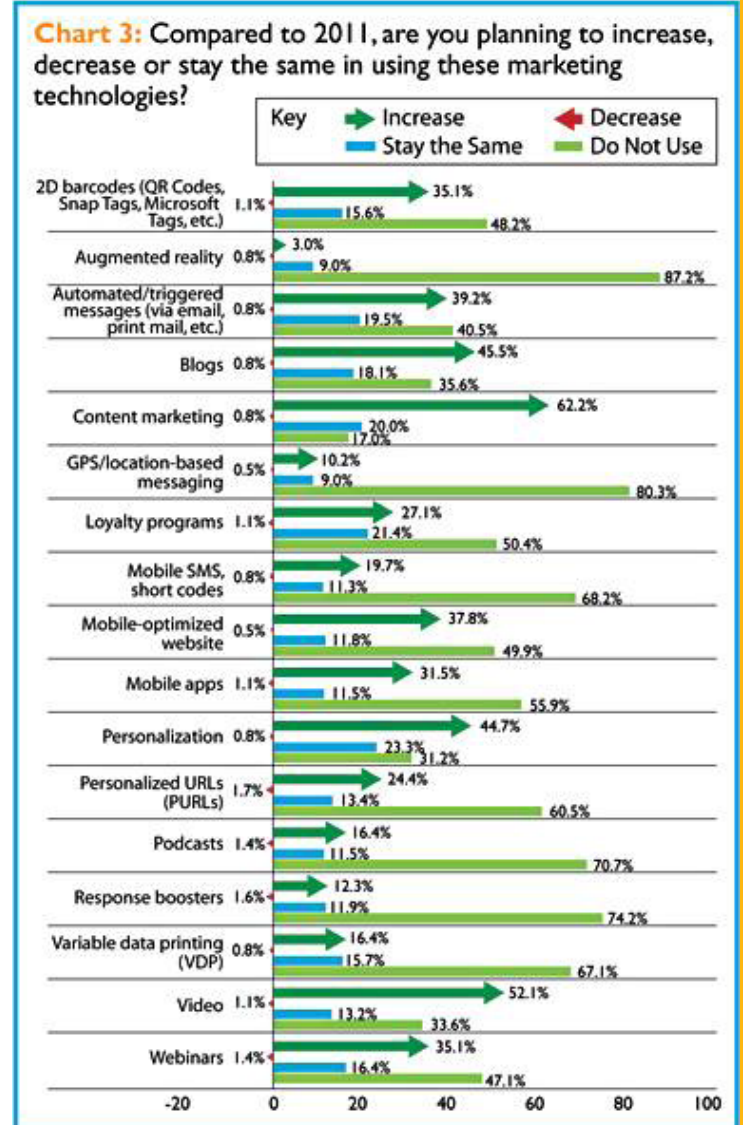
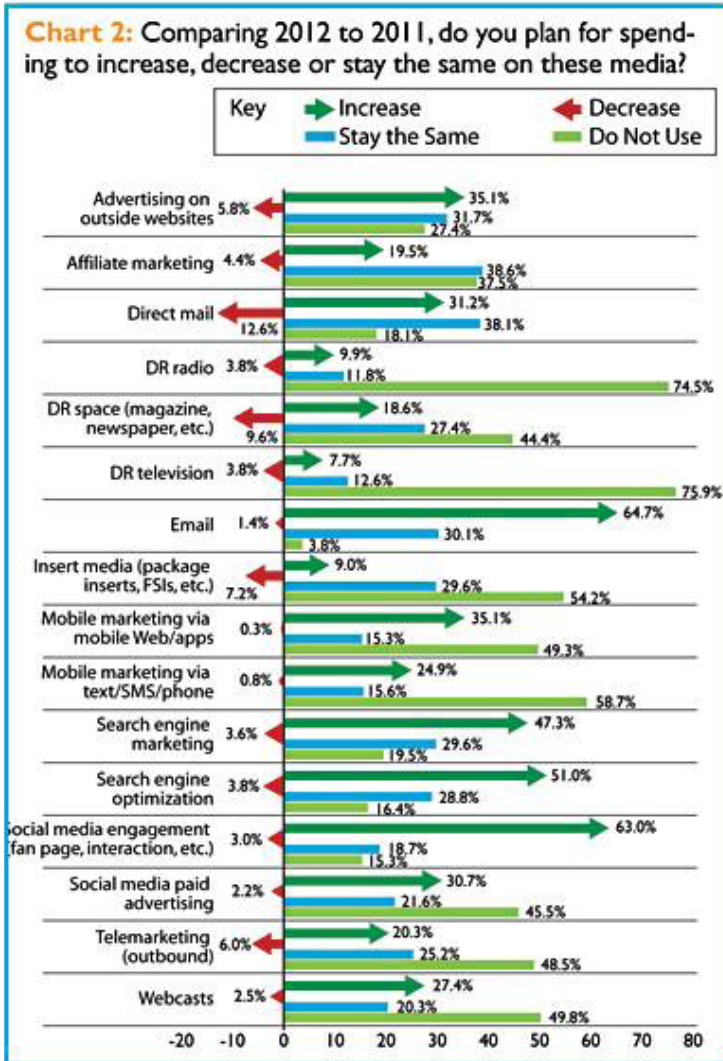




## 2012 Target Marketing Survey

The 2012 Target Marketing Media Usage Survey results have been released in the March issue of Target Marketing magazine. In that article, you'll find composite results of where all responding marketers are allocating their direct response marketing budgets in terms of media, and also what technologies they're investing in. Here, let's take a deeper look at how specifically B-to-B company

Below are the answers that just the dedicated B-to-B marketers gave to these questions.





## Top 5+ Best Twitter Tips & Tricks

From [techchunks.com](http://techchunks.com)

Twitter is one of the most popular social networking sites today. Unlike its counterparts, Facebook and LinkedIn; Twitter, the micro-blogging platform restricts its users by only allowing them 140 characters of space for their updates.

People are using Twitter, not only for personal and entertainment uses, but also for business use. This is a great way to reach millions of new customers every single day. When you are a member of Twitter, you are able to have followers and you are able to subscribe to other's Twitter updates as well.

You don't have to be a Twitter maniac to be able to use Twitter like a pro. If you are new to Twitter, or if you are looking to find useful tips and tricks for using Twitter so that you can make your experience easier, this article will help you do just that.

### Twitter Tip #1:

#### Understanding How Twitter Works

Anyone that has a Twitter account is able to leave a message that other people can see, but then the people who see these messages are able to "re-tweet" them to their followers and even reply to your messages.

If you respond to someone's message, your Twitter name will be shown with a @ preceding it. Anyone can view these responses unless you choose to respond via private direct message instead. You can use Twitter on your computer, laptop and even your mobile phone, and you can do it any time, in any location you may be.

### Twitter Tip #2:

#### Know the Reasons You're Twittering

It is important to know why you are planning on using Twitter. Some people use Twitter for entertainment purposes only, some use it to catch up with family and friends, and others use it as a blog or even to help promote their business. If you plan on promoting your business, keep your two worlds separate by having an account for personal use as well.

When you use Twitter for business, you can keep your followers updated with sales, specials, press releases and other important information about your company.

### Twitter Tip #3:

#### Share Exciting and Interesting Content

When you're a member of the fastest growing social network, your content will be available to millions of people and businesses alike. There is a competition for followers among entertainers, businesses and bloggers too.

If you want to attract these followers, you have to create content that people will be interested in, even more important, you want content that will attract the followers that will be interested in your blog, business or you.



### Twitter Tip #4:

#### Make Twitter do the Work

You can use Twitter as a resource for your business, blog or personal life. If you want to use it to benefit you, you can research the most effective ways to use Twitter on Twitter itself!

Getting out there and leaving comments on other Twitter member's status updates, bringing attention to yourself and collecting more followers in the process will help you to build your brand and get more followers. You can also use Twitter to search for what others are interested in.

### Twitter Tip #5:

#### Online Safety and Privacy

Just as with a diary, it is important to decide just how open you want to be online. You might forget that people are actually reading the messages you send on Twitter and other social networking sites, but they are! Though Twitter may seem to

be "laid-back" and open, it is important to make sure that you don't reveal too much. You can change your settings to only allow friends and family to see your posts by clicking on "preferences". If you're uncomfortable with the world seeing too much private information, you need to change these settings or keep yourself from posting pictures of your family and children, using your first and last name, or talking about the community you live in.

### Twitter Tip #6:

#### Understanding How Twitter Works

Anyone that has a Twitter account is able to leave a message that other people can see, but then the people who see these messages are able to "re-tweet" them to their followers and even reply to your messages. If you respond to someone's message, your Twitter name will be shown with a @ preceding it. Anyone can view these responses unless you choose to respond via private direct message instead. You can use Twitter on your computer, laptop and even your mobile phone, and you can do it any time, in any location you may be.

### Conclusion:

Now that you've learned some of the most important tips and tricks about the fastest-growing social networking site, you just might be ready or tempted to jump in and get started right now!

Remember, if you are or will be a heavy twitter user you should consider using a twitter app — for instance an instant on twitter desktop or mobile application that will work for not only Twitter but with many other social media accounts. For example, two of the most popular social media desktop clients are Tweetdeck & Hootsuite which started out as twitter only desktop clients but now offer Facebook and LinkedIn accessibility as well.



## Placer High Seniors get a boost from Auburn Printers

We are all about giving back to our community. This year in addition to donating the printing for the Grad Night Appeal mailer for the school, we helped out one graduating senior complete her senior project.

Kelly Soto's Senior project was to put together a children's fair with proceeds to go to Kid's First, a local organization that works to end child abuse and neglect. She needed to get the word out and came to us for help. It was a small thing for us, but, for with limited funds, she didn't have the resources to get flyers printed. She designed them and we just put ink on paper!

The event was surely a big undertaking and also garnered publicity for our local newspaper, The Auburn Journal. To view the Auburn Journal Article, please visit:

<http://auburnjournal.com/detail/205300.html>





### Extreme Personalization Survey

Our May 2012 online edition included a survey and a drawing to win 5000 personalized images for a marketing campaign. The drawing is now closed.

Personalized images use data from your mailing list to create more interest in your direct mail and email marketing campaigns. Personalized images grab the recipient's attention and help create interest in the campaign.

