



2012 Issue No. 2



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Cost-Effective, Time Saving, Durable

Some of our town's most famous monument signs have been crafted of a unique EPS foam and stucco product. This creates incredible durability, and a truly beautiful and cost-effective way to convey a sense of a company's permanence and longevity. Our custom monument signs are not limited to certain colors, shapes or sizes.

Our knowledgeable and skilled team has the experience to make your creative, unique ideas come to life in a EPS Foamcore Monument Sign. Save expense, and valuable time by specifying a monument sign built with unmatched quality and durability.

INCREASE PRODUCTIVITY THE RIGHT WAY!

Dear Shane,

Managers can help their teams start 2012 on the right foot by celebrating the accomplishments of 2011 and mapping out goals for the months ahead, says Teresa Amabile and Steve Kramer of Harvard Business Review. Why? Their research discovered that fostering progress in meaningful work is the most important way to keep people highly engaged at work — even if that progress is a "small win." This phenomenon is called the *progress principle*; it works because people want to feel that they are contributing to something that matters.

Looking for more creative ideas- Keep reading below or call us for a consult! 208-376-6621 | [Email Feedback](#)

#1 Marketing Tip for Your Business

{ The renowned brand strategy consultancy [Landor](#) shares the most relevant trends for entrepreneurs, startups and small businesses for 2012, in the context of marketing and branding. According to Landor, the burning question for 2012 is this: How can companies rapidly and efficiently infuse innovation across their entire culture? Try "team thinktank" to generate positive messages to promote your new, inspired 2012 goals (see above article). Let us jazz them up and get them on your walls, like fine art or memorable quotes. Then, make it easy for customers to share in the fun! Ask them for input, ideas and their "wish list." This is not only valuable input, it builds a bond and more business. Call us for ideas! }



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