CFS FOCUS

SUMMER 2014

Want a Quick Response? Use a QR Code!

A Quick Response, or "QR" code, is a type of barcode that consists of stark, blocky modules in a square pattern on a white background. The QR code immediately links the user to pertinent text, contact info, a Web page, a video, audio material, or any other type of wireless network information. A QR code can be read by a QR scanner, a cell phone with a camera, and smart phones, iPhones, Android phones and so on.

A QR code allows the viewer to get more information about you without having to take notes or remember to look you up.

Think of it this way: you own a restaurant and you put your QR code on a flyer. A person uses their smart phone and is taken immediately to your menu. Or maybe you are having an event and you put the QR code on the poster. Scanning the code with their phone, the user is taken to a place to buy a ticket, and step-by-step directions from Google Maps on how to get there.

This "hard link" connects your mobile device with the cyber world. QR codes are all about convenience. Questions can be answered and buying urges satisfied on the spot! Shop, learn, and buy. This is a way for your prospective client or buyer to connect immediately to you while they are most interested.

QR codes can be put almost anywhere. You will see them in magazines, on signs, business cards, posters, even on buses and billboards. On business cards, they can direct people to your website. On flyers, they can direct people to online-only specials. On labels, they can direct people to learn more about how and where your product is made.

Generating QR codes is easy and free at many sites online, and it only takes minutes to create. Because you can put them on anything you would print and then link them to any site on the Internet, the possibilities are limitless.

Give it a try!
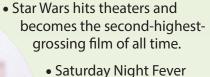Scan the QR Code to visit our new website!

Wise Words

"Don't judge each day by the harvest you reap but by the seeds that you plant."

— *Robert Louis Stevenson*

Casual CORNER

Guess the Year!

- The Oakland Raiders defeat the Minnesota Vikings in the Super Bowl, 32-14.
  - Star Wars hits theaters and becomes the second-highest-grossing film of all time.
  - Saturday Night Fever sparks the disco inferno and the popularity of movie soundtracks.
  - "The King," Elvis Presley, dies at the age of 42 at Graceland, his home in Memphis, Tenn.
  - Christopher Reeve is chosen as the new "Superman."
- NAVSTAR Global Positioning System (GPS) is inaugurated by the U.S. Department of Defense.
- "Chia Pet®" becomes a registered trademark name.
- Apple computers first go on sale.

Test your Knowledge!

1. Who is Homer Simpson's brother?
2. Hairy-nosed and Queensland are both varieties of which animal?
3. What is nitrous oxide better known as?
4. In what do arboreal creatures live?

Answers located on back page.

How are you Communicating with Important Relationships in the Business World?

Think about the last five interactions you've had with customers or colleagues. Have they been face-to-face, or did they occur through some form of electronic communication? In today's busy business world, most people rely on technology to effectively complete tasks. But at what cost?

Yes, communicating through email or text message offers many benefits: time-saving convenience, an instant exchange of information, and excellent documentation of communication. But employees who interact in person feel more engaged with one another and their work than those who do not. Only seven percent of communication that deals with feelings or attitudes is conveyed in the words we use— the rest of the meaning comes from tone or nonverbal cues. Face-to-face communication minimizes the possibility of misunderstandings.

While email gives the sender the opportunity to re-search and think about what they want to say before they type, face-to-face interaction fosters greater understanding, cooperation, and trust between individuals. It could even be argued that electronic communication enables others to pass the buck, buy time, or simply ignore emails when they first arrive.

Many people try to simulate facial expressions by adding smiley-face or cartoon emoticons to emails and texts, capitalizing words when they want to yell, or using color and bold type to emphasize words. While these may be acceptable versions of electronic etiquette, no emoticon can replace the genuine warmth of another's smile, and no amount of "LOL" can convey the uplifting sound of a good belly laugh.

While there is a place for both types of communication in the business world, perhaps it's time to think of electronic communication as a supplement rather than a substitute for speaking in person.

You WILL Stress Out!

The first and most important thing to know about stress is that it is normal. It's an inevitable part of being human and living in a world full of fast-paced stimuli. Stress can be motivating, challenging, and even pleasurable when accompanied by an adrenaline "rush" or the sense of accomplishment that comes when a task is done successfully.

It challenges a person to develop problem-solving and coping skills, develop mental, emotional, and physical endurance, and gain valuable self-knowledge. Sometimes stress is a main ingredient in what makes us feel "alive" and excited.

Stress becomes bad when it is prolonged or acute. Those two things— duration and intensity—are what we all need to watch for. To illustrate, a person can carry a small load for a long time, but a very heavy load only for a short time.

The most important and sensible approach to stress is knowing when to stop and give yourself a break. Too much stress affects decision making and reduces productivity. Give yourself time to actually relax. Don't over-schedule. Remember, dealing with stress should be simple. You shouldn't be stressed about being stressed!

For more information, visit www.helpguide.org.

HERE at CFS

We take pride in our work. We are proud of our partnership with the **Jimmy Fund** and **Dana-Farber Cancer Institute**.

An integral campaign in the fight against cancer, Jimmy Fund Golf hosts more than 160 golf tournaments with more than 20,000 participants each year! This amazing program calls for a dedicated logistic support system. We manage all inventory for these tournaments, coordinate shipments and even provide a customer pick-up option to tournament participants as needed.

CFS verifies all tournament collateral, and ensures all sponsor branding is properly displayed. We continue to present Dana-Farber and Jimmy Fund with solutions to improve upon their fundraising initiatives.

We understand what a non-profit needs to support its mission. From events to more involved programs like Jimmy Fund Golf, CFS is there to partner with non-profits and provide desired solutions.

If you are interested in organizing or participating in a golf tournament, please visit Jimmy Fund Golf at *www.jimmyfundgolf.org.*

Did You Know?

Did you know that direct mail brings in an estimated 78% of donations for non-profits?

CFS
client *focused* solutions

312 E Main | PO Box 1204 | Norton, MA 02766

- ◎ Marketing
- 🖂 Direct Mail
- 🗄 Fulfillment
- 🖶 Print
- 📅 Event Support
- 🎁 Promotional Items

Scan the QR Code to visit our new website!

Scan the QR code with your phone using a QR code reader from the app store.

The year was 1977. The trivia answers are 1. Herb Powell 2. Wombat 3. Laughing Gas 4. Trees

Hello & Welcome

We have some exciting news for you!

We have come a long way since opening our doors in 1990!
2014 has been a big year for us and, more importantly, what we can offer our clients.

Scan the QR code or visit cfsinc.com/new-cfs/ to learn more about the exciting new changes at CFS from our founder and CEO Tim Slattery.

Don't forget to visit our new and improved website. Check out all of our expanded services including our enhanced printing and marketing services.

CFSinc.com

cfsinc.com