



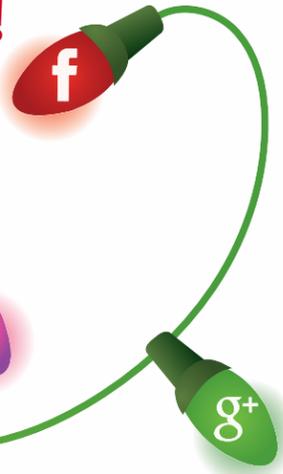
312 E Main | PO Box 1204 | Norton, MA 02766

PRSR STD
US POSTAGE PAID
CFS, INC.
02301



We're Social!

Find us on all your favorite social media sites!



Winter Trivia Answers: 1. Ten inches 2. Six sides 3. -80 degrees 4. False - If the atmospheric temperature is at or below freezing, it can still snow outside. 5. 15 inches

Favorite Holiday Decoration Contest

'Tis the season for stringing up lights and pulling out lawn ornaments and CFS wants to see what you have in store for the holidays! We are having our **CFS Favorite Decoration Contest** and no matter which holiday you celebrate - we would love to see which decorations are your favorite! Just visit us on Facebook at www.facebook.com/CFSFulfill or follow us on Twitter @CFSFulfill and post your photo. Use the hashtag **#CFSHolidayContest** to enter!

The winner will receive a \$50 American Express Gift Card!

But hurry! The contest ends on December 31st.

- Marketing**
- Event Support**
- Print**
- Fulfillment**
- Direct Mail**
- Promo Products**



CFS Cares - The Art of Caring

This year, we announced "CFS Cares" as a way of celebrating our company's 25th anniversary. We asked our team members to keep track of acts of community service; we set a goal of 25, one for each year our company has been in business.

Our employees made donations to a wide variety of charities including the Avon Walk for Cancer, the Sam Berns Memorial Field, Bike MS, the Special Olympics, Bailey's Team for Autism, local animal shelters and food banks; the Progeria Foundation, the Sean Collier Memorial Fund and Big Brothers Big Sisters. In addition, CFS made donations to local non-profit events such as the BCC Golf Tournament, the St. Vincent's Children's Home Celebration, The Nemasket Group Golf Tournament, and the Attleboro Council for Children's "Christmas is for Kids" initiative.

Our proudest moment? Seven of our employees walking 13.1 miles along side a team member who battled cancer earlier in the year and is now a cancer survivor.

The most touching moment? After our company barbecue in August, we had several trays of food left over and as is custom, the last employee out of the building took it home. On his way home, he made a stop and was approached by a family who

were hoping for a donation so they could get food. He gave them all of the leftovers. They were over-whelmed and brought to tears by this act of kindness.

The most fun moment? We were approached by a local teacher about hosting students to share our marketing expertise and provide a "real world setting" for what they are learning in the classroom. So we cleared off our schedules and had a blast! The kids were kind, respectful and full of great questions.

What did we learn through this initiative? We learned that caring is an art best served with selfless humility and that our employees are as generous and caring as we thought they were. We officially reached our goal on November 2nd, and will surpass it by the end of the year. We created a "CFS Cares" photo album on our facebook page highlighting many of the acts of kindness described above. We encourage you to view this album and hope you are inspired to pay it forward.

Tim and Kelly with students from Foxboro High School



Members of Team CFS participating in the 2015 Jimmy Fund Walk.



Gingerbread Cookies

Looking for a new recipe to bring to your next holiday party? Or looking for something to make with your loved ones? Try this easy and fun recipe for Gingerbread cookies from our **Marketing Coordinator, Cathleen Drury**.

Ingredients:

- 1/2 cup butter, softened
- 3/4 cup packed dark brown sugar
- 1/3 cup molasses
- 1 egg
- 2 tablespoons water
- 2-2/3 cups all-purpose flour
- 2 teaspoons ground ginger
- 1 teaspoon baking soda
- 1/2 teaspoon salt
- 1/2 teaspoon each ground cinnamon, nutmeg and allspice

Directions:

In a large bowl, cream butter and brown sugar until light and fluffy. Beat in molasses, egg and water. Combine flour, ginger, baking soda, salt, cinnamon, nutmeg and allspice; add to creamed mixture and mix well. Divide dough in half. Cover and refrigerate 30 minutes or until easy to handle. Preheat oven to 350°. On a lightly floured surface, roll out each portion of dough to 1/8-in. thickness. Cut with a floured 4-in. cookie cutter. Place 2 inches apart on greased baking sheets. Reroll scraps. Bake 8-10 minutes or until edges are firm. Remove to wire racks to cool completely. Decorate as desired. Yield: about 2 dozen

Have a recipe you want to share? Email it to Cathleen at cathleen@cfsinc.com with the subject line "Newsletter Recipe" and you might see it in our next newsletter.



Winter Trivia

Winter is right around the corner, but how much do you really know about it? Here are a few trivia questions to test your knowledge.

1. One inch of rain is equivalent to how many inches of snow?
2. How many sides does a snowflake have?
3. What is the coldest temperature recorded in the U.S.?
4. True or false, the temperature outside must be below freezing for it to snow?
5. What size was the largest recorded snowflake to fall?

Trivia answers on back page.

How to market your brand in 2016

As the year comes to a close, now is the perfect time to reflect on how you are marketing your brand. Look closely at your marketing strategies over the past year and consider what is and is not working. Both the hits and the misses can be improved in 2016. With the New Year comes a new attitude, so being open to new ways of marketing your brand can freshen and revitalize your brand's message. Ask yourself – are we taking full advantage of all the marketing opportunities that are available for our business? If not, then consider these five ways to market your brand in 2016.

Go Social - Today, it is essential that you market your brand on social media. Whether it is interacting with customers, providing support or promoting new products and services – social media is a good way to get your brand out there. For example Facebook and Twitter are great for interacting with customers directly, while Pinterest and Instagram are perfect for marketing your brand visually. You do not need to choose all of them, but find which ones your customers are using and focus your branding efforts there.

Create Videos - Many website, blog, and social media visitors prefer watching videos rather than reading through text. By creating informative or entertaining videos that demonstrate products and highlight services, you can increase brand visibility. With more than three billion searches per month, YouTube is the second largest search engine after Google. Posting videos to your company's YouTube channel is a marketing strategy your brand cannot afford to miss.

Attend Trade Shows - Meeting people in person is one of the best ways to market your brand, so going to trade shows is a must. Participating in or attending trade shows throughout the year will give your business the opportunity to network and create a personal relationship with clients, vendors, and customers. It is also a great way to see what your competitors are doing.

Go Mobile - Nearly everyone has some type of smartphone these days, so make sure you are promoting your brand for the mobile market. From optimizing your website for mobile users, to running a mobile ad campaign, to creating a QR code that easily directs mobile customers to your site, there are dozens of ways to go mobile. In this rapidly moving world, your mobile brand marketing needs to keep up.

Update Email Lists - Is your email list alive and well or is it dead in the water? Your email list should constantly be growing by having contests, promoting on social media, and providing email content that customers want to read. At the start of each year, you should clean up old email lists by sending new opt-in messages. This will keep your list fresh and make sure your brand is reaching active readers.

Refocusing your marketing strategy can give your brand new life and help you reach customers in fresh and exciting ways. By trying out new strategies, keeping up with trends, and embracing new ways of marketing your brand, 2016 might be your best year ever.



Keep your eyes healthy this winter season.

It's always important to protect your eyes, especially during the winter. The cold weather and dry air can cause discomfort and even damage if you're not careful.

Here are a few tips to help protect your eyes during the winter season:

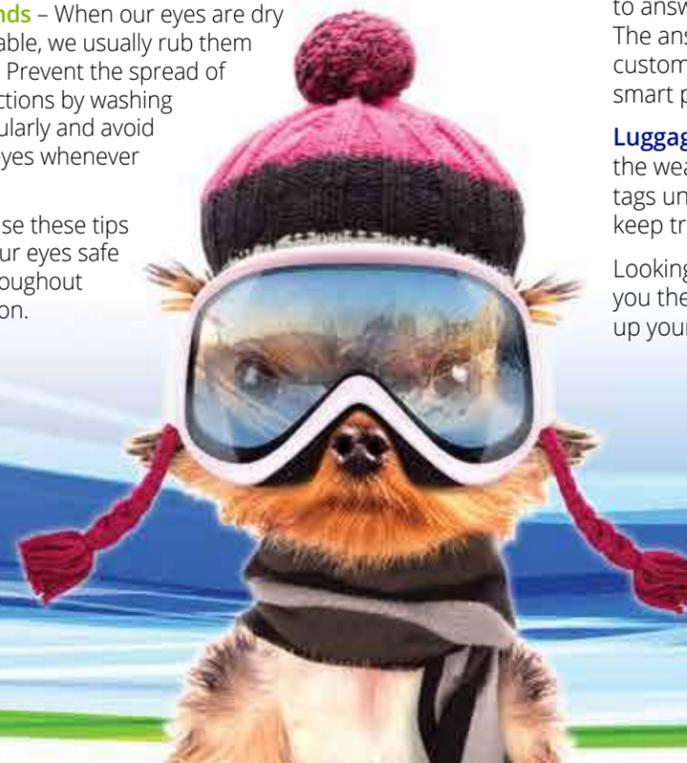
Use a Humidifier – Dry air can cause your eyes to become more sensitive. A humidifier can help prevent your eyes from drying out when your heater is running.

Wear Your Shades - Harmful UVs can still cause damage to your eyes during the winter months - especially since they can easily reflect off snow and ice. They can also protect against glare, the cold, wind and debris. Just make sure they have UV protection.

Stay Hydrated - Drink plenty of water, even a little dehydration can reduce the moisture in your eyes.

Wash your hands – When our eyes are dry and uncomfortable, we usually rub them with our hands. Prevent the spread of germs and infections by washing your hands regularly and avoid touching your eyes whenever possible.

Remember to use these tips to help keep your eyes safe and healthy throughout the winter season.



Top 5 winter promo products for 2016!

The temperature on the thermostat is dropping and before long we will be into the cold and frigid start of 2016! Now is the perfect opportunity to look at promoting your business for the start of the New Year with winter promo products.

Here are the top 5 winter promo products for 2016:

Winter Scarf – When the weather starts to get cold, you see people walking around in scarves. Why not keep your clients, employees and prospects warm while displaying your brand.

Thermos Travel Mug – Help keep your customer's coffee hot with Thermos Travel Mugs. Add your logo to the mug and your customer will remember your brand every time they take a sip.

Compact Hand Sanitizer – Unfortunately winter is all about catching colds. Sooner or later, everyone gets sick. Help your customers thwart this with travel size hand sanitizer. Add your logo and remind your customers you care about their well-being.

Touch Screen Gloves – Who likes removing their gloves to answer a call or text someone when it's cold outside? The answer is no one! Not only will these help keep your customers' hands warm, but they will still be able to use their smart phone or tablet.

Luggage Tags – People like to travel to warmer places when the weather gets cold, and most forget about getting luggage tags until the last minute. Let your brand help customers keep track of their bags during their travels.

Looking for more winter promo products? Let CFS show you the hottest products for 2016 and help you heat up your brand.