

WE'RE SOCIAL!

FIND US ON ALL YOUR FAVORITE SOCIAL MEDIA SITES.



Answers to Trivia from page 2.

1. Houston Astros
2. Star Wars: The Last Jedi
3. Stranger Things
4. SpaceX
5. Los Angeles

Meet the Team

We believe in providing our customers unparalleled service. We also believe in having fun and working hard to get where we want to be! With that in mind, we would like to introduce you to some of our team members. In this issue, meet Bonnie and Paul.

Bonnie loves camping on the weekends with her husband Daryle and dog Berkeley, while exploring New England. They are big campers!

If Paul could have a super power, it would be the power of going back in time. There are so many people he would want to meet.



Finding the Love in Marketing

by Tony Pires

I was talking with a business associate recently, and we were discussing how “the way” we market and sell has changed so much. We were sharing our thoughts on how technology has made all of us savvy buyers, and how customers are much more educated and aware than ever before. Gone are the days when just having a good product or service and a demand for it created an opportunity for growth. We talked about how it’s not a bad thing, it’s just different. As business leaders we need to understand that difference and learn how to approach our marketing and sales in new ways.

One of the main things we are all realizing is that we need to become stronger partners with our customers. We need to become advocates for them to help them grow. We need to not only sell them something but also become interested in who they are and what they do. How we can help them do it better, easier and more cost effectively. We need to genuinely care about them and show them that we do. It is time to market and sell on purpose. Not “on purpose” in the meaning “intentionally doing something” but “on purpose” in the meaning that what we do “has significance and it matters.”

I read a book by Tim Sander, who was once the Chief Solutions Officer at Yahoo, “**Love is the Killer App.**” It was a great book that described how we need to look at how we market, sell and grow our businesses. Tim had 3 things to help you grow personally and professionally, they were:

Your Knowledge: What you know and what information you can share that makes you an expert in your field. He recommends learning as much as you can about the products or services you offer, and continuously expanding that knowledge.

Your Network: Your collection of friends and business contacts that you have developed over the years, and how you should continue to grow that network in all aspects of your life. The bigger our network the greater the opportunity to help others by connecting them to each other where we see a need.

Your Compassion: The desire to share what you know and who you know so that others may benefit and grow. The feeling we get when we feel like we have made a real difference in someone’s life.

In his book, Tim describes how we can dramatically change the way we do business by just doing these 3 things each day. When we become good at what we do, when we expand our network of influence and then seek to share them both so others can benefit from them, we move to marketing and selling “on purpose”. This is how we find the “LOVE” in marketing, and this is how as we move into a new era of business – we discover a better way for all of us to prosper.

So go out and get good at what you do. Meet new and exciting people, and then share all of it with all of them and watch your business and your life change.



Scan the QR code to learn more or visit: <http://cfsinc.com/meet-the-team>

Test Your Knowledge!

Are you up on your 2017 trivia? Here are a few questions to test your knowledge from top moments of 2017.

1. Which MLB team won the World Series?
2. Which was the highest grossing movie?
3. Which popular Netflix show aired season 2 on October 27th?
4. What company conducted the world's first reflight of an orbital class rocket?
5. Which city was awarded the right to host the 2028 Summer Olympics?

See Answers on back page.



Postage Rate Increase 2018

Starting January 21st, 2018, mailing services product prices will rise "approximately 1.9 percent, and most shipping services products will average a 3.9 percent price increase," according to the USPS.

Here are the price breakdowns.

Product	Current	Proposed	Difference
Letters (1 oz.)	\$ 0.49	\$ 0.50	\$ 0.01
Letters additional ounces	\$ 0.21	\$ 0.21	\$ 0.00
Letters (metered)	\$ 0.46	\$ 0.47	\$ 0.01
Outbound International Letters (1 oz.)	\$ 1.15	\$ 1.15	\$ 0.00
Domestic Postcards	\$ 0.34	\$ 0.35	\$ 0.01
Small Flat Rate Box	\$ 7.15	\$ 7.20	\$ 0.05
Medium Flat Rate Box	\$ 13.60	\$ 13.65	\$ 0.05
Large Flat Rate Box	\$ 18.85	\$ 18.90	\$ 0.05
APO/FPO Large Flat Rate Box	\$ 17.35	\$ 17.40	\$ 0.05
Regular Flat Rate Envelope	\$ 6.65	\$ 6.70	\$ 0.05
Legal Flat Rate Envelope	\$ 6.95	\$ 7.00	\$ 0.05
Padded Flat Rate Envelope	\$ 7.20	\$ 7.25	\$ 0.05

Don't forget, the USPS offers various amounts of Postage Discounts for you to take advantage of!

How activities can boost team morale

Our team members are the most important asset at CFS, and without them, we wouldn't be where we are today. No matter who you are, stress eventually builds up and there needs to be a way for it to be released. This is why at least every quarter we make a point to host a team event or fun activity. Whether it's a cornhole tournament, or a birthday celebration – we want all of our team members to have fun and feel engaged. **We're a particularly competitive bunch especially when it comes to games.** We believe getting together as a team on a frequent basis, will decrease stress levels, allow everyone to have fun, and boost morale.

We like to plan our events early; doing so gives our team **something to look forward to.** If we're gearing up for a cornhole tournament, a bracket is created and posted up to a week in advance for everyone to get an idea of who they're teamed up with and competing against, as well as to allow them to practice when they have free time. It's a great feeling to see everyone get excited for an upcoming event, and witness how much they get into it.



These events allow team members to take a **mental break from their daily routine** as well as alleviate stress about the projects they're working on.

The most important part of each activity we schedule is to **make it as fun as possible.**

Some of the past activities we've hosted are team games, fundraising events, pizza lunches, and annual cookouts. Our favorite event, that has become an annual recurrence, is our cornhole tournament. It's a great way to get team members working together and rooting for one another. We held a cornhole tournament over the summer; check out some of the photos we took during the event! <http://tinyurl.com/CFSCornhole17>

Employee happiness is the key to any successful business. Taking time to schedule activities or events really helps with team building, and encourages everyone to laugh with one another.

Does your company host fun activities or events?

Quick Winter Tips

The winter is just beginning, and with that comes cold, snowy weather. During this time of year you always want to make sure you're prepared for anything. Check out the quick tips below to get through this season successfully.

- **Check the Weather** – Before heading out, be sure to check the weather. By doing so, you'll know what to expect when you go outside.
- **Use Rock Salt** – Water freezes below 32 degrees, so having rock salt handy will help keep your driveway from icing over. If you have pets that go outside, be sure to use pet friendly rock salt.
- **Wash your hands** – Dirty hands can spread germs and may cause you to get sick. You can avoid this by washing your hands often.

• **Dress Warm** – Winter is known for its low temperatures, so be sure to dress warm especially if you plan on spending anytime outside.

• **Wear Sunglasses** – Harmful UV rays can cause damage to your eyes during the winter months – when they reflect off snow and ice. They also protect against glare, the cold, wind, and debris – just be sure they have UV protection.

These are just a few of the important winter tips that you should keep in mind. You want to be sure you get out of this season successfully, to fully enjoy the upcoming summer season!

Quick and Easy Chili

Looking for the perfect recipe to keep you warm this winter? Try this recipe for Quick and Easy Chili from our Marketing Coordinator, Cathleen Drury. It is the perfect dish to bring to your next event, and it is sure to be a hit with your family and friends.



Ingredients

- 1 lb 90% lean ground beef
- 1 medium jalapeño pepper, seeded and minced
- 2 cups chopped onion
- 2 cloves garlic, minced
- 2 cans (14.5 oz each) Mexican-style stewed tomatoes
- 1 can (15.5 oz) red kidney beans, rinsed and well-drained (can substitute no-salt added)
- 2 tbsp chili powder
- 1 tbsp ground cumin
- ½ tsp ground black pepper

Steps

1. In a large saucepan brown meat with jalapeno, onion, and garlic over medium high heat. Drain fat from pan.
2. Add remaining ingredients and bring to a simmer.
3. Stirring occasionally, simmer in a covered container for 20 minutes.

