



# HOT off the PRESS

March – April  
2007

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## Introducing our **NEW** FULL COLOR Press!

As of February, 2007 we acquired a versatile 4-color offset press for the increasing printing demands of the new generation. Our customers will benefit greatly from this new addition as it brings great advantages to us that we can pass down to you.

Thinking of color on your next project but think it's too expensive? Ask us for a quote, it may be more affordable than you think and you will be blown away by the quality!

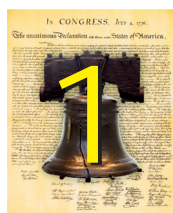
The Ryobi 3304HA delivers stable and reliable high-speed multi-color printing.

### Some advantages are:

1. **Superior features that shorten make-ready time**
2. **Stable and reliable multi-color printing**
3. **Four-color printing with remarkable ease**
4. **Provides convenient remote ink fountain key operation**

## Why Print?

### Top Five Ways Print Helps Your Company PROSPER



## Print is for keeps

In action, print's durability has a positive impact on every message it touches. It says: Your message is significant. That you cared enough to put it on paper. That you are authentic rather than virtual, and you will be there when we need you.



## Print is portable

There are no compatibility issues, no need to keep anything charged, and never a worry about screen glare. You can fold print, stuff it, clip it, even scratch-and-sniff it. You can take it to bed, to the beach or to the bath. Print is always there and always ready to instruct, inform and entertain.



## Print has higher roi

Direct mail is a great way to expand business relationships and keep customers loyal. A study by the Rochester Institute of Technology Printing Industry Center found that **67% of respondents like getting mail about new products** from companies they do business with.



## Print is Beautiful

Special effects draw the eye to the printed content, and a new generation of papers and substrates make readers want to **touch and feel** your message. Photos seem to jump off the page! The beauty of print will enhance your product or service, giving it a special appeal of its own and an extra tangible dimension that no electronic media can impart.



## Print puts them in control

Telemarketing is the crudest form of cold calling and, with the growth in do-not-call lists, its effectiveness has sunk to an all-time low. If you were to send a personalized mailing that introduces the caller and let them call you when it's convenient, you're now putting the potential customer in control of the situation. There are no interruptions at dinner. The sale now becomes a natural progression of the power of print rather than a rude intrusion.

# Meet our Newest Employee at Printing Plus!



## Welcome Dan Hebert.

Dan is a Print Production Specialist with over 30 years experience in print manufacturing. Dan graduated from the **School of Printing** at **RIT** in 1974, married his wife Suzanne and raised four children. Dan and Suzanne are the proud grandparents of seven grandchildren at last count. He purchased printing for **Eastman Kodak** for six years and has in plant experience at **Mercury Print** as a CSR and scheduled the letter shop at **Vertis**. Dan is helping Tony

day in and day out at the counter and will be representing his own accounts as they come to fruition. He is an avid reader, loves action adventure flicks, cooking and has a wonderful sense of humor. He keeps the coffee pot full so stop by and say hello when you're in the area and put him to task. Look for Dan's food recipe in this issue of "**Hot off the Press**" and other employee contributions to the "**Employee Recipe Corner**" in future issues.



## Employee Recipe Corner

### Dan Hebert's Cajun Casserole

As winter still hangs around and we hunker down for the warmth of our hearths or gather around the big screen for March Madness, this oven dish will help warm your homes and hearts.

You'll need to decide before hand whether you want to have shrimp, chicken, or pork as your meat for this dish, it works well as a vegetarian dish also, just skip the meat steps.

Get out your Dutch oven or which ever pot you can bake with in the oven; make sure it has a cover!

**Collect the following ingredients:**

- 1-Large can crushed tomatoes
- 2-regular sized cans of stewed tomatoes (Cajun style if you can find it)
- 1 can of mushroom buttons
- Enough shrimp cleaned and de-veined, chicken or pork to feed how ever many folks you are serving I usually make 6 pork chops or 6 chicken breasts.
- Either Success rice (boil 1 the bag version use 2) or 2 cups Uncle Ben's Perverted (or was that Converted?) rice.

Cajun Seasoning, ready made or some Bam Powder by Emeril Lagosse.

**Procedure:**

Preheat your oven to 350 degrees. In a 3 quart sauce pan mix the crushed tomatoes, the stewed tomatoes, the mushrooms, and your spice. Stir and simmer 10 minutes while the meat is browning, don't let this burn. Brown the pork or chicken in olive oil and season with salt & pepper, the shrimp are good to go the way they are.

In the bottom of the Dutch oven put the rice uncooked, lay the browned meat on top of the rice, and pour the tomato mixture over the meat. Sprinkle with grated cheese (lots of this) and bake in the oven covered for 30 - 40 minutes. Check it, if it seems like its going to burn add a little water. The rice will absorb the juice from the tomato mixture and swell, the meat, as it rises on the rice will filter out the tomatoes, onions, peppers and mushrooms which will be then be layered on the meat and coated with the melted cheese. Serve by spooning beneath a chop bringing up the rice and meat in one pass.



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