

SWIFTYSOLUTIONS HAS JOINED WITH ALPHAGRAPHICS

Exciting Changes Are Coming to Swifty Solutions!

Swifty Solutions has a long history in Arlington, Texas. After purchasing the company in 1990, Jerry Mechell realized that the business offered much more than printing. As the business grew, marketing, design and web services enhanced the printing and supplied full-service visual solutions to clients. Now after 25 years as the owners, Jerry and Janie Mechell have officially retired and sold their beloved business to Mark Lee, the owner of AlphaGraphics, Arlington.

AlphaGraphics is a state-of-the art company that designs and produces communication materials so that local businesses can increase their sales, brand image, and customer loyalty. AlphaGraphics has been in Arlington for over 30 years. It is a full-service printing and visual communications company, dedicated to serving the needs of their customers.

Mark Lee is an established business executive with an extensive background in Communication, Sales and Marketing. Before purchasing AlphaGraphics in Arlington in 2013, Mark worked in various Sales and Marketing roles at General Electric and PepsiCo for 23 years. He is a graduate of the University of Texas, is married and has three young daughters.

The transition of these two robust companies to become one has begun. Under the name AlphaGraphics, the two businesses will merge together and be located on Cooper Street. The phone numbers, emails, staff and websites of both Swifty Solutions and AlphaGraphics will stay the same, making the merger seamless for all their clients. The new organization will benefit by having local ownership and extensive support in providing new and exciting products and services.

When Jerry began thinking of retirement, it was important to him that the new owner continue the tradition of quality products with a strong commitment to friendly service. Mark has that same commitment to service that has long been experienced by clients of Swifty Solutions.



Jerry Mechell & Mark Lee celebrating the merger of two exciting businesses.



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= Your Success



Building Community One Coffee at a Time

Sometimes work and laughter *do* go together. Employees who work and laugh with someone they're close to in the office show stronger connections to their companies than those who don't. Employees in a "friendly" office stay twice as long as those in offices where socializing is discouraged.

This "friendship effect" has been proven to boost both productivity and profitability, especially among hourly workers.

Of course, if friendships interfere with others' productivity, the benefits aren't so clear. It's great to have a friendly workplace — just don't take advantage or you'll likely get some unfriendly feedback.

So go ahead and laugh with your coworkers: you just might be making the office a better place.



One Singular Sensation!

Does group work make you groan? If so, take heart. While brainstorming is great for idea generation, new research shows that some other types of work are better suited for tackling alone.

Logic has always told introverts the same thing, but now there is science to support the need to shut the door and work alone on certain tasks.

The theory is that humans are hardwired to physically mirror each other, so the presence of a silent office partner doing a similar task is enough to slow someone down because it divides their attention.

In particular, tasks that require speed and accuracy (such as computer work) are best performed alone. Also, tasks that require extended focus benefit from lack of visual distraction.

In the end, it just goes to show that any great production takes all kinds of talent.

Did You Know?

- More than 360 distinct languages are spoken in Indonesia.
- A cup of drip-brewed coffee contains about 115 milligrams of caffeine, while a shot of espresso contains only about 80.
- The white part at the base of your fingernail is called the lunula.
- Someone who uses as few words as possible when speaking is said to be pauciloquent.
- The first hair perms were accomplished using a machine the size of a modern refrigerator. It took about 20 minutes for the machine to warm up, and the entire process took 10 hours to complete.
- The chance of being born on Leap Day is about 1 in 1,461. Fewer than five million people have their birthday on Leap Day.
- FBI statistics show that most robberies take place on Fridays.
- Ocean fish drink seawater and process out the salts through diffusion and osmosis. Marine mammals however, don't drink water. Instead, they get their water from the fish they eat.

Time to Knock That Creative Block!

Discipline and organization are great skills, but sometimes jobs call for creative thinking.

Of course, creativity does take discipline. If bad habits have worn a rut in your psyche, it's time to knock that creative block.

- Move: Get up and go. A brisk walk will get the blood flowing and give your brain a much needed breath of fresh air.
- Build: Make something with your hands. Whether it's a house of cards or a coffee-stick Taj Mahal, intricate physical play can pique your creativity.

- Change: Try a new view. How would a scientist solve your problem? A film director? A politician? Exploring ideas with a new persona opens avenues you may have missed.
- Laugh: Your boss wants three money-saving ideas? Imagine telling her to take a pay cut, lay off her secretary and lose the company car. A little humor can help ease pressure.
- Sleep: If you can, go home and get a good night's sleep, but keep a notebook nearby. Sometimes the best ideas come only after the subconscious mind kicks in.

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alphagraphics®



SWIFTYSOLUTIONS™
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- Envelopes
- Folders
- Brochures
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- Flyers
- Calendars
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- Invitations
- Forms
- Pads
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- Scanning
- Order Mgmt



Professional **GRAPHIC DESIGN** can convert your ideas into impressive collateral material.

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- Logo Design
- Brand Identity
- Business Documents
- Calendars
- Cards
- Invitations
- Posters
- Banners
- Signs



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- Advertising
- Dimensional Mail
- Targeted Direct Mail
- Email
- Every Door Direct Mail
- Variable Data



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- Banners
- Posters
- Real Estate
- Construction
- Building
- Trade Show Materials
- Engraved Signage
- Decals



Thought Leadership

Joel Kurtzman, former editor-in-chief of *Strategy + Business* magazine, coined the phrase “thought leader.” He used it for individuals or companies recognized for special expertise or insight into business.

Thought leaders, according to Kurtzman, create common purpose in organizations. Team members feel revolutionary while at the very same time grounded by an innovative, crystal-clear point of view of the future.

Research shows companies that express an innovative point of view towards solving clients’ problems

generate more leads than companies using advertisements claiming superiority.

Alan Kay, a chief scientist behind businesses such as Atari and Xerox, is often quoted as saying, “The best way to predict the future is to invent it.” Developing a point of view for the future of your business or industry is a lot like planning out how you will invent the future.

Thought leaders *create* industries, as well as build superior companies. How will your point of view shape the future?

Business Quotes

“You need to be aware of what others are doing, applaud their efforts, acknowledge their successes and encourage them in their pursuits. When we all help one another, everybody wins.”

—Jim Stovall

“There’s no luck in business. There’s only drive, determination and more drive.”

—Sophie Kinsella

“A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large.”

—Henry Ford

“The best way to engage honestly with the marketplace via Twitter is to never use the words ‘engage,’ ‘honestly’ or ‘marketplace.’”

—Jeffrey Zeldman

“People who work in an environment where doing their best is recognized have a better chance of feeling good about their work.”

—Marilyn Suttle

increase your reach

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Brain Teasers!

Test your brain power!

1. This certain church has 500 members. They raised 500 dollars from the members. If every man gave 5 dollars, and every woman gave 3 dollars and every child gave a penny, how many men, how many women and how many children are members of the church?
2. A man builds a house. All four sides face south. A bear walks by. What color is the bear?
3. What word is the same forwards and backwards that includes 2 r's?
4. Picture three books on a shelf. Volume 1, Volume 2 and Volume 3. Each book has exactly one hundred pages. They are exactly one inch thick. The covers are exactly one eighth of an inch thick.

How far is it from page one of volume one to page one hundred of volume three?
5. I may be sharp, I may be dull
You use me with a push and pull
With one sharp end I do create
With one dull end I can unmake
With these great powers, I do come cheap
I may seem strong, but I am weak
Easy to break, sometimes to bend
My counterpart is on my end.
What am I?
6. A king, his sister, his best friend and his best friend's wife are sitting around a table. Upon the table sits three pies they love more than life, but they all got equal shares. They did not cut the pies. How did that work?
7. Jack's mother had four children. The first was called North, The second was called South, the third was called East. What was the fourth called?
8. If you want to do it, do NOT use a calculator. Now add the following numbers.
Add 1000
Add 40
Add 1000
Add 30
Add 1000
Add 20
Add 1000
Add 10
What did you get? I bet you have the number 5000, well.... you're wrong.
9. Can you find a five letter word, which, when typed in upper case, reads the same upside down?
10. I can see every thing and everybody,
I can see everyone else by myself.
What am I?

Odd Facts

Limes:

- Christopher Columbus brought limes to the Caribbean in 1493.
- Extracts from lime are used in anticongestive medicines due to the presence of kaempferol.
- Limes were eaten for hundreds of years by sailors and explorers to prevent scurvy on long sea voyages.

The Sun:

- The photosphere, the surface of the sun, is about 10,000°F.
- The diameter of the sun is 870,000 miles wide, 109 times wider than the Earth.
- The sun accounts for about 99.86% of our solar system's mass.

The Internet:

- Fifteen hours of video are uploaded to YouTube each minute.
- It would require more than one billion DVDs to save the entire Internet to disk.
- The first webcam was used to monitor a coffee pot at Cambridge.

Visit our website for the answers! • www.SwiftySolutions.com

Brain Teaser Answers!

October 2015

1. This certain church has 500 members. They raised 500 dollars from the members. If every man gave 5 dollars, and every woman gave 3 dollars, and every child gave a penny, how many men, how many women and how many children are members of the church?

There are 98 men. $98 \times 5 = 490.00$

There are 2 women. $2 \times 3 = 6.00$

There are 400 children. $400 \times .01 = 4.00$

$490 + 6 + 4 = 500$

$98 + 2 + 400 = 500$

2. A man builds a house. All four sides face south. A bear walks by. What color is the bear?

White. If all four sides face south, then it must be at the North Pole, where there are polar bears.

3. What word is the same forwards and backwards that includes 2 r's?

Racecar

4. Picture three books on a shelf. Volume 1, Volume 2 and Volume 3. Each book has exactly one hundred pages. They are exactly one inch thick. The covers are exactly one eighth of an inch thick.

How far is it from page one of volume one to page one hundred of volume three?

One and a half inch.

5. I may be sharp, I may be dull
You use me with a push and pull
With one sharp end I do create
With one dull end I can unmake
With these great powers, I do come cheap
I may seem strong, but I am weak
Easy to break, sometimes to bend
My counterpart is on my end.

What am I?

*A pencil (with an eraser on end,
hence the last line)*

6. A king, his sister, his best friend, and his best friend's wife are sitting around a table. Upon the table sits three pies they love more than life, but they all got equal shares. They did not cut the pies. How did that work?

The king's sister was his best friend's wife. There were never four people at the table. Only three.

7. Jack's mother had four children. The first was called North, The second was called South, the third was called East. What was the fourth called?

Jack

8. If you want to do it, do NOT use a calculator.

Now add the following numbers.

Add 1000

Add 40

Add 1000

Add 30

Add 1000

Add 20

Add 1000

Add 10

What did you get? I bet you have the number 5000, well.... you're wrong. It's 4100.

9. Can you find a five letter word, which, when typed in upper case, reads the same upside down?

SWIMS

10. I can see every thing and everybody,
I can see everyone else by myself.
What am I?

Your eyes!

