

# Spotlight on Lynn McDowell

**Lynn McDowell**, Executive Vice President at Newsletters Ink PLUS, has a lot going for her these days. She's a longtime, avid fan of the reigning NFL champs, the Pittsburgh Steelers; she and her husband Mike are the proud grandparents of a new grandson, Sean, who will celebrate his first birthday this November; and she enjoys her job here at Newsletters Ink.

Prior to joining our team, Lynn had spent 15 years in the educational field when she decided it was time for a change. A friend of hers referred her to us and the rest is history. Lynn has worked in many capacities at Newsletters Ink—customer service, sales, marketing, business development, and new acquisitions. In her position of Executive Vice President, she oversees and is responsible for all operations of the business.

"I look forward to coming to work each day. This is a company with heart, and we have a true sense of loyalty to our clients and partners," says Lynn. "The team we've assembled is great, too. We care about each other, make each other laugh, and pitch in to accomplish whatever needs to be done." Another aspect to Lynn's job is traveling around the country from time to time to meet with clients at trade shows and seminars, exploring how to help them achieve their marketing goals.

In her spare time, Lynn enjoys spending time with family, singing with the worship team at her church, and has been known to spend many hours in the kitchen, playing "Top Chef" for family and friends.



## A few tidbits about Lynn...

- ♦ Lynn has a twin sister.
- ♦ Lynn's favorite book is *To Kill a Mockingbird*.
- ♦ Lynn's favorite singer is Chris Tomlin.
- ♦ Lynn's favorite foods are sushi and many Arabic dishes.
- ♦ Lynn would love to travel to Italy and Greece (the Mediterranean in general).



## Why calendars?

### Ten reasons to add calendars to your marketing mix:

1. Visual appeal for your brand
2. Command of wall or desk space
3. Controlled, targeted distribution
4. Remarkable cost-effectiveness
5. Creative design to fit your brand
6. Yearlong, high-frequency visibility
7. High perceived value for gift giving
8. Useful for personal record-keeping
9. Businesspeople use an average of 2.5 calendars
10. Versatile styles, colors, formats, and designs

What percentage of your advertising budget should you put toward a hardworking advertising calendar program?

83% of customers purchase products or services from the advertiser who supplied them with a calendar, while only 78% did business with the advertiser before receiving the calendar.

94% of all businesspeople can recall the advertising message on their calendars.

### Visibility for the long run...

On average, a person looks at a calendar **12** times a day, **84** times a week. After 365 days, your brand will leave a definite impression: **4,380** times!