

A blast from our past

Introducing (or reintroducing) Chris Hofmann



Chris Hofmann, our new marketing consultant, is no stranger to Newsletters Ink. She was a customer service representative with us nearly a decade ago before pursuing the completion of her bachelor's degree in Massachusetts. Chris says that Newsletters Ink was her first "real job," and when she moved back to our area, she came a knockin' on our door (and we happily let her in).

"Massachusetts was nice, but I love living in downtown Lancaster," says Chris. "I can walk to work, visit the farmer's market, stop in at any number of eclectic stores, and stroll through the art galleries."

Chris has another enterprise she's immersed in: the plastic yarn (plarn) business. It all started with her making beaded jewelry about 10 years ago. A car accident left her with a numb hand, which meant beading was no longer an option. As a result, she developed a love for crocheting. Once she discovered plarn, the wheels were set in motion.

"I take plastic shopping bags and cut them into strips; then I crochet with them like they're yarn. I let my imagination do the rest. Bookmarks, bracelets, hair clips, scrubby dish doodads—you name it."

Chris also has a line of market bags and purses made from wool sweaters and vintage clothing. (Check out her Web sites at www.plarnstar.etsy.com and www.designsbymisschris.etsy.com.)

As for other interests, Chris visited Fenway Park when she lived in Massachusetts (she won free tickets), and now she's a baseball fan—"I had zero interest prior to that." The Red Sox and Phillies are her favorites. She also went fishing for the first time last year. "Sitting in the shade, wearing a fedora, and watching the river drift by. Not too shabby."

We're sure you'll enjoy getting to know Chris.

Other things that make Chris tick:

- Loves the beach (Stone Harbor, N.J., and the Outer Banks, N.C.).
- Enjoys listening to the crooners (Frank, Dean, Bing, Michael Bublé).
- Frequent a \$2 movie theater close to home.

Please welcome Matt Korschgen

Newsletters Ink PLUS is pleased to announce that **Matt Korschgen** has joined our team as a marketing consultant. Matt originally hails from Georgia but moved to our neck of the woods as a young boy in 1990.

Matt thought the job at Newsletters Ink was an appealing challenge, and it afforded him the opportunity to talk to people. In fact, "loquacious" is the word he uses to describe himself. "I'm also friendly and happy-go-lucky, although my wife says I sometimes have a bit of a short temper. **BUT IT'S JUST NOT TRUE!**"

Speaking of his wife, Hannah, she and Matt recently celebrated their first wedding anniversary. Hannah is a teacher and is also working toward her master's degree in child psychiatry. "I am an excellent test subject," says Matt.

Matt has a wide variety of interests, including writing and reading. "I have read more books than I care to think about. Dickens, Twain, and Stephen King are a few of my favorites." He has also been a longtime Indianapolis Colts fan—even prior to the Peyton Manning era. He is a history buff as well, and if someone tells him to take a hike, he's more than willing, since he loves the outdoors.

Matt is not ashamed to admit that he likes cats; he and Hannah have three of them—Puddin', Saya, and Nubbins. (But he wants everyone to know that he was *not* in charge of naming them.)

And there you have it. Welcome aboard, Matt.



A few more tidbits about Matt...

- Favorite meal—country fried steak with mashed potatoes and sawmill gravy, and Hannah's macaroni & cheese (and only hers)
- Preferred vacation spot—the Colorado Rockies
- Favorite TV show—"Game of Thrones"