

The **W**osso **J**ournal

Celebrating 60 Years

Where We Live on the Etch!

Volume 22 • Issue 147 • 4th Quarter 2009

A publication for the customers and friends of Owosso Graphic Arts, Inc.



Anatomy of Online Ordering

In converting to our Online Ordering System, it is important to note some of its useful features.

Once you're **logged in** to our On-Line Ordering System one of the first things you'll see is **Customer Profile Update**. Click here to update a phone number, address, etc.

Beneath that is the **View Orders** section. All current days orders are displayed, or you can enter a date range to see last week or the entire year. If you click on the hyperlink for the **Product Name** (i.e. Thermal Die), you can open up that order form and see what you ordered.



Next is **Customer Template(s)**. This is where you'll find any order form templates you have saved.

Scrolling down is where you find the **drop down menu for order form choices**. Keep scrolling and you'll see our 'wizard' for people unfamiliar with ordering dies.

We are always open to suggestions on how to improve our On-Line Ordering System. If you have one please send us an e-mail.



Another Innovation
from OWOSSO:

- ✓ Saves Time
- ✓ Saves Space
- ✓ Saves Money



Standard Sizes	½" Holes	¼" Holes
4 ½" x 7 ½"	\$135	\$420
6" x 9"	\$215	\$690
9" x 12"	\$430	\$1400

Custom sizes are priced at \$.80 per square inch AND \$.80 per hole.

2

Introducing... OWOSSO Quik Mount

We are happy to introduce the OWOSSO Quik Mount – a speed chase to replace wood and magnesium mounted dies.

The Quik Mount is designed to work with four of our offered metal thicknesses: 3/8" (.375), ¼" (.250), 11 point (.153) and Eighty Thousandths (.080). The base insures a quick lock up with stability and evenness. The Quik Mount is precision ground, drilled and tapped to be exactly the right height for the thickness of die you are using.

The Quik Mount is mounted in your press just as you would any mounted die. The Quik Mount comes with several mounting holes at ¼" to ½" centers, so there are several areas to place the holes around your artwork. The dies have countersunk holes so there won't be any bruising from the screws.

Aside from significantly cutting down on make-ready time and inventory space, the OWOSSO Quik Mount also reduces the price of your dies. The Quik Mount will pay for itself in no time—increasing your profit.

Example:

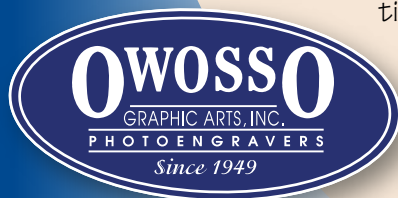
A 14 square inch magnesium mounted is \$70.35 and the same size ¼" unmounted die cost \$32.75.

A 14 square inch wood mounted die is \$19.25 and a .080 unmounted die is \$16.95.

The OWOSSO Quik Mount has a \$75.00 minimum.



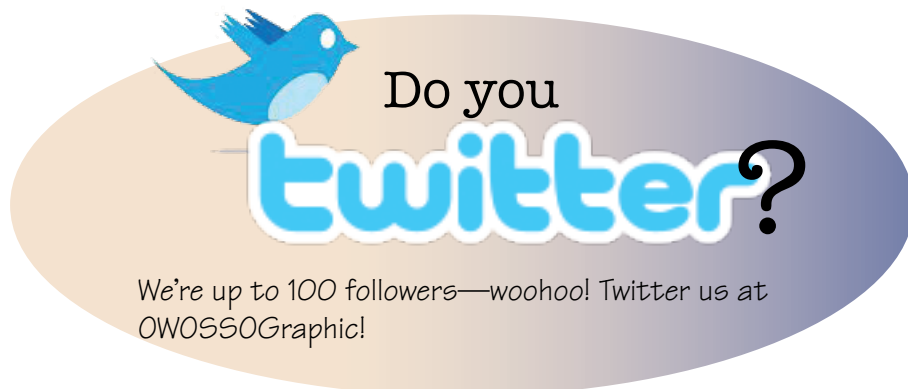
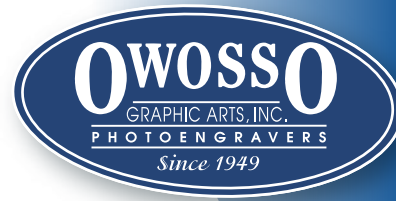
For questions and/or pricing,
please give Joe Holden a
call at 800-444-5552.



We are in the process of adding a template to our website that can be used when creating your files. Online order forms are also being updated with the hole selection.

UPS & FedEx Shipment Notification

Be sure to add engraver@owossographic.com as a 'trustworthy' e-mail address so your shipment notification isn't sequestered in your junk e-mail.



Something to Make You Smile

There was once a snail who was sick and tired of his reputation for being so slow. He decided to get some fast wheels to make up the difference. After shopping around a while, he decided that the Datsun 240-Z was the car to get. So the snail went to the nearest Datsun dealer and said he wanted to buy the 240-Z, but he wanted it repainted to 240-S.

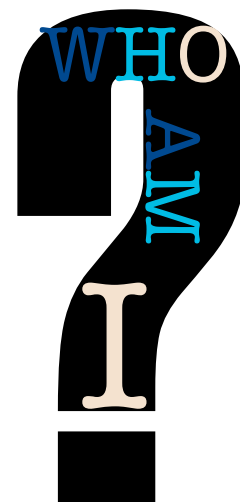
The dealer asked, "Why?"

The snail replied, "The letter 'S' stands for snail. I want everybody who sees me roaring past to know who is driving."

The dealer, not willing to lose the unique opportunity to sell a car to a snail, agreed to have it repainted for a small fee.

The snail got his new car and spent the rest of his days roaring happily down the highway at top speed. And whenever anyone would see him zooming by, they'd say,

"Wow! Look at that S-car go!"



The correct answer to last quarter's quiz: HABIT. Congratulations to our winners! OGA

Spot & Win

How many times can you spot this symbol randomly placed throughout the *Journal*?

Tell us and you could win an OWOSSO tee shirt! Simply fill out the form or include this information in an email:

OGA Spot & Win!
Contest Entry Form

Answer: _____
Name: _____
Company Name: _____
Address: _____
City, State, Zip: _____
Tee Shirt Size (circle one): M L XL
Fax: (989) 723-5399
Email: engraver@owossographic.com

Community

The World's Largest

by Kathy Wilson

My family and I enjoyed the long Labor Day weekend visiting the Whitehall/Montague area in Michigan. What a treat it was for the four of us to spend some time together after a busy summer. Bike riding on the Hart-Montague Bicycle Rail Trail was very enjoyable although my 'behind' was a bit sore at the end of the weekend.

At the end of the trail we treated ourselves to some ice cream at Twisters and our eyes were drawn to the **World's Largest Weathervane**. Perched atop the weathervane is a replica of the Ella Ellenwood, a ship battered and broken in Lake Michigan.

The weathervane was manufactured by Whitehall Metals Studios, the world's largest manufacturer of weather vanes and a customer of OWOSSO.

We would love to hear about your travels and any 'world's largest' that you've come across--send us a picture and we'll include your story in a future edition. If you're in the area visit us here at OWOSSO, home of the World's Largest Etching Machine!

Wants & Sales

The next issue of The Owosso Journal will be published in 1st Quarter 2010.

To run your classified, simply submit your copy by *January 15, 2010*.

Mail: 151 N Delaney Rd, Owosso, MI 48867

Fax: 989.723.5399

Email: engraver@owossographic.com

FOR SALE

FM Multipress for sale for printing & imprinting. Possible to print two colors at one time. Need Rollers Covered. In real good shape—continuous feed. \$2,000.00.

Also Ludlow Mats 1 font, 6 point Medium Condensed. \$70.00

GP Speed-O-Print

1014 S Lafayette St

Shelby NC 28152

704.482.9791

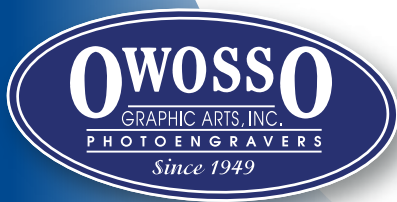
Fax 704.482.7147



Statistics

Overall Height	48'
Arrow Length	26' 2"
Ship Length	14' 3"
Ship Height	11' 7"
Globe Diameter	
Large	4' 6"
Small	3'
Vane Weight	3,500 lbs
Arrow & Ship Weight	800 lbs
Foundation	45,000 lbs

OGA



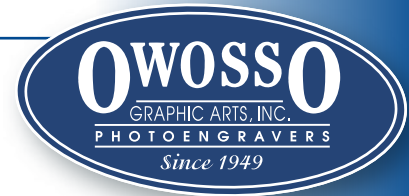
Associate News

Fitness Challenge



Back in April, 12 of our Associates committed to walk at least 10 miles per week—with a goal to walk to Los Angeles (2,254 miles) in 19 weeks. We made it in 12 weeks and like Forrest Gump decided to keep going. We made a turn and kept walking, making it to Oklahoma City, OK in week 19. We're resting there until spring!

*Pictured from OGA:
Tony, Ed, Sean, Jake, Randy, Darrel, Jackie, Dottie & Kathy*



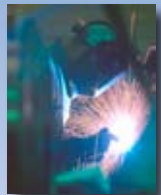
You've Got to see Shiawassee



✦ Easy Transportation Access



✦ Central to Midwest Markets



✦ Large and Talented Labor Pool



✦ Proximity to Research Institutions

✦ Competitive Cost Structure

✦ Cooperative Governments

To learn more about what Shiawassee County, Michigan can offer your business, visit us on the web at:

www.sedpweb.org



Associate Milestone Anniversaries



We ended another Associate Appreciation Week with breakfast to celebrate some milestone anniversaries.

- Phillip Henn — 40 years
- Joe Holden — 25 years
- Tony Kendrick — 15 years
- Kathy Mahoney — 15 years
- Joey Hickmott — 10 years
- Cary Britten — 5 years
- Brandie Albring — 5 years

"I need help! I was thinking outside of the box and I let my mind wander too far and now I can't find my way back!"

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www.glasbergen.com



GLASBERGEN

Associate News



Erica, Abigail, **Sean Anderson** & Adam



Hannah, Paul, **Kathy Wilson** & Chloe



Laura & **Craig Ellenberg**



Cindee, Callie & **Tony Kendrick**



Sean Anderson & Abigail



Jackie Pospisil & **Lori Mills**

Bowling

6



Dottie Roy,
Carmen,
Sami, Jeff,
Caleigh
& Jeremy



Brad Braley & Caitlin



Devan, **Ed Bates**, Michelle, Joe, Ashlee & Austin

Kris, Angie, Blake, Jennifer, Sarah, Autumn,
Brad, **Kandy Ketzler** & Marilyn



Brad, Joe Holden & Tammy



Brandie Albring, Dee, Greg & Justin Pardee



This year for our annual Associate outing we went BOWLING. We took over a local bowling alley and made a night of it—complete with trivia questions and prizes for all attending Associates.

The Owosso Journal is published quarterly for the fun of it. We hope you enjoy perusing its pages as much as we enjoy putting it together. We only ask that you think of us next time you need brass, copper & magnesium photoengraved dies!—Thanks! 4th Quarter 2009

Design: Carrie Farr
Lots of help from: Kathy Wilson & Kathleen Mahoney

What is an OWOSSO? Well, besides being a neat little town in Mid-Michigan, it's home to America's Largest Brass, Copper and Magnesium Photoengraver. We've specialized for over 60 years in producing the highest quality dies for the printing industry. We offer:

- Free technical support
- Free estimates

Contact Us:
800-444-5552

Plant Manager: Craig Ellenberg
Tech Support Manager: Joe Holden
Imaging Tech Support: Kathleen Mahoney, Andy Huff, Janeen Moskal & Cary Britten
President: Kathy Wilson
Customer Service Specialists: Tina Davis, Lori Mills, Brandie Albring & Jackie Fospisil
Customer Service Billing: Stacy Davis
Office Manager: Dottie Roy
Nat'l Account Director: Doug Pendergast, 989-277-8369
Nat'l Acct Dir. Email: dpendergast@owossographic.com
Business Fax: 989-723-5399
Business Email: engraver@owossographic.com
On-Line Ordering available at www.owossographic.com

How are we doing?

Send us an Email, fax or letter and let us know what you would like to see in *The OWOSSO Journal*. Your thoughts about OWOSSO are important to us—Tell us! Thanks!



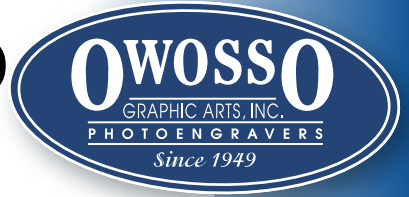
PPAI
The Mark of a Professional



OWOSSO is Earth Friendly
PRINTED ON RECYCLED PAPER
WITH SOY INK

This issue's cover was foil stamped with an OWOSSO magnesium die. Foil provided by Nakai International #61 Dark Purple.

Holiday Schedule 2009



November
26+27

Thanksgiving

December
24+25

Christmas

December
31

New Year's Eve—
Close at 3pm

We will be spending some time with our families during these days. Our answering system is always on to take your messages, and we will return your phone call the next business day.

Owosso...

A Great Place to Visit...and Call Home!

Like other small communities, our hometown is unique. We thought we'd share some of our area's special events with you, just in case you happen to be passing by. If you are in our neck of the woods, we hope a stop at Owosso Graphic Arts is first on your list!



The Shiawassee County Convention and Visitors Bureau at 989-723-1199
www.shiawassee.org

would be happy to answer any questions about the following events, or transportation & accommodations. Please give them a call!

Farmer's Market

Every Saturday, May-October, Downtown Owosso.

Owosso Amphitheater Summer Concerts

300 Block of Water Street. Every Thursday, June-August. All concerts begin at 7:30pm. Lawn seating (bring a blanket or chair).

Owosso Curwood Festival

Annual event on the 1st full weekend in June. Parade, Raft Races and Arts & Craft Show. This festival bears the name of James Oliver Curwood (1878-1927). Famed conservationist and author of 33 novels.

Fourth of July Family Day Celebration

McCurdy Park, Corunna. All day long activities, entertainment, food & fireworks.

Shiawassee County Fair

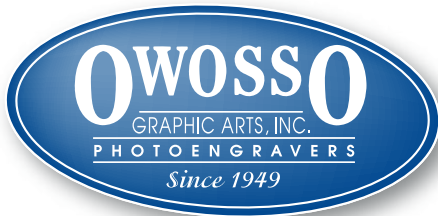
2900 E Hibbard Rd, Corunna. Held the first week in August.

Fall Fly-In

Owosso Airport, Held in September. Enjoy a nice breakfast in an airport hanger while watching planes fly-in from all over Michigan, including classic War Birds.

North Pole Express

Thanksgiving weekend through mid December. Passengers will board at the Steam Railroading Institute's Visitor Center in Owosso. Before departure, the North Pole Express OGA train arrives, pulled by the Pere Marquette No. 1225, with lots of steam, bell ringing and whistle blowing.



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151 N. Delaney Rd
Owosso, MI 48867
800-444-5552

Fax: (989) 723-5399

Email: engraver@owossographic.com

Web Site: www.owossographic.com

The OWOSSO Journal 4th Quarter 2009

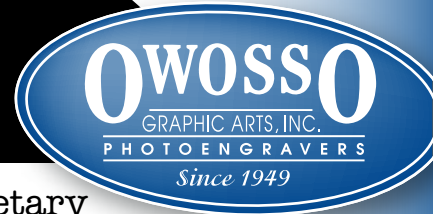


- ☞ Online Ordering
- ☞ New Product: OWOSSO Quik Mount
- ☞ World's Largest
- ☞ Milestone Anniversaries
- ☞ Bowling OGA

Do you have a friend or co-worker who would enjoy this newsletter?

Please Pass It On!

OWOSSO Monetary Motivation



Economic Stimulus, Pecuniary Propellant, Fiscal Flash, Budgetary Bang, Commerical Catalyst, Industrial Incentive, Monetary Motivation: call it what you want, it's time!

The key to surviving a down economy is to keep advertising. When a company stops advertising, they stop stimulating the demand for their products. A study by McGraw-Hill found companies that cut their advertising during the early 70's recession, lost momentum and reported slower sales growth after the recession.

OWOSSO is offering our own 'stimulus package'— 10% off your self-promotion dies by sending in or mentioning this coupon with your order. Get your name out there, show people what your capabilities are!
Offer good until 12/31/09.

