



**Quick reference guides at your fingertips...**

## Printed Directories Trump Web-Based Editions

If you look around your home or office, there's a good chance that you'll find a directory or a reference guide in a bookcase.

Directories offer limitless applications for groups and organizations of all sizes from professional and trade associations, businesses and churches to social and service clubs, high schools and colleges and other institutions.

### Targeted Directories

While the use of generic directories like the Yellow Pages is declining, targeted directories are increasing in popularity.

Since their users have distinct wants, needs and tastes, targeted directories are highly effective for reaching specific groups of your clients, members and prospects.

### Beneficial Details

Along with pertinent contact information, these directories often include business profiles, hours of operation, locations, directions, maps and other useful information.

QR Codes may also be included in the mix so that smartphone users can connect directly to your organization.

### Worth a Thousand Words

A picture directory is an excellent resource for connecting members of your organization with their colleagues.

### Use Caution

We think that your organization or client should not just settle for an online directory.

Excel spreadsheets command no attention and unfortunately get lost in the clutter of email attachments.

And, due to the proliferation of junk email, important online messages and

attachments are often missed or just plain ignored.

### Ensures Privacy

There's nothing like having a printed piece at your fingertips; one that looks good, feels good and is there for you 24/7.

Another major reason for the printed directory is security. You must make sure that the privacy and integrity of your organization's information is protected.

### Restricted Data

With a printed piece in hand, the access to your organization's data is restricted to the directory recipient.

You have little or no control over documents published online. Ironically, the more secure you make your online information, the more difficult it is for your audience to find it!

### Digital's the Answer

Copresco's digital service is a logical choice for directory printing. There's little waste or obsolescence with our fast, short-run projects.

Changes and updates are made quickly and economically.

### Finishing Up

Copresco's bindery adds the finishing touches to make your projects look great.

Binding options range from loose-leaf and saddle binding to perfect bound and coil binding styles.

### Improve Readability

To add further interest and readability to your document, consider the use of special color sheets, inserts or other special pages.

### Index Tab Dividers

Copresco's index tabs will make your directory more user-friendly. And, we can help you gain even more attention with beautiful full-color, full-bleed tab dividers.

Printing on the body of the divider will create additional graphic appeal.

### Call Copresco

When you need a directory or any short-run publication, book or manual, play your trump card and call Copresco.

## Service Club Directory

Rotary International District 6440 understands the importance of effective communications.

### Print the Best Choice

That's why the District called on Copresco to print its 2013 - 2014 Directory rather than just producing an online version.

Rotary club websites are notoriously inaccessible and difficult to navigate.

### Handy Desktop Size

The 4 ½" x 8 ½" plastic coil bound guidebook—published exclusively for Rotarians conducting Rotary business—is packed with valuable information.

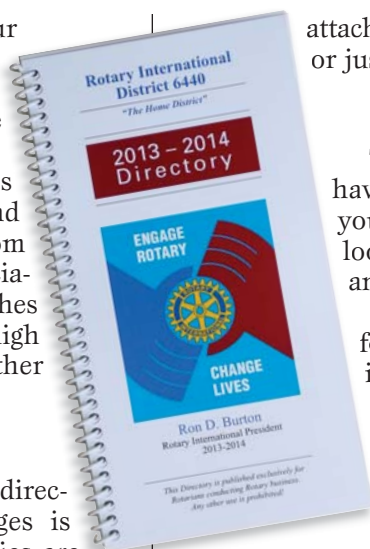
A four-page, full-color cover section, printed on a coated paper stock, features a creatively designed map of the district with club locations as well as ads from Rotary business owners.

### Key Contact Details

Individual clubs, listed in alphabetical order, include the names and contact information for club officers and key committee members.

<http://www.copresco.com>

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Digital On-Demand Printing

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Address Correction Requested

"How does electricity go through wires?" a boy asked his father during a walk in the park. "I don't really know," the father replied. They walked a little farther. "What makes lightning and thunder, Dad?" "To tell the truth, I never



understood that myself." A few minutes later the boy asked, "What is it that makes magnets stick together?" "Well, son, I guess I don't know that either." "Dad," the boy said, "I hope you don't mind my asking so many questions." "Of course not, son," replied the father. "How else are you going to learn?"

Average days of school missed by high school football players due to injuries: 5.6. Average days missed by cheerleaders due to injuries: 28.8.

"I never set out to hurt anybody deliberately unless it was, you know, important. Like a league game or something."  
—Dick Butkus, linebacker

If ignorance is bliss, why aren't more people happy?

"I'm not offended by all the dumb-blond jokes because I know I'm not dumb... and I also know that I'm not blond."  
—Dolly Parton

A couple was dismayed because their precious first child, who appeared healthy in every other way, hadn't uttered a sound. Neither doctors nor therapists could find any reason. Then on the boy's 12th birthday, as his mother set his cake in front of him, he said, "You forgot the ice cream, Mom," "You can speak!" his father exclaimed in astonishment. "Why have you been silent for these 12 years?" "Up until now," the boy said, "everything's been okay."

Seeing my kids go back to school always rustles up my school memories, like of the tough cafeteria workers I had. One day I asked, "Is this stuff steak or



liver?" "Can't you tell by the taste?" she grumped. "No," I mumbled. "Well then, what difference does it make?"

A Great Thought from Football:  
"The receivers are an integral part of the passing game."—Hank Stram, sportscaster

Sign we saw: Stupidity Is Not A Handicap. Park Somewhere Else.

Independent: How we want our children to be, as long as they do everything we say.

Another sign we saw: Take My Advice. I'm Not Using It.

Dumbwaiter: Someone who asks if the kids would care to order dessert.

**Editor's Note:** The two drawings on this page are reprinted from past issues of *Overnight Lite*. We are looking for a graphic artist to carry on the work of cartoonist Alvin Blick, who died in April. If you have a candidate, please send an email note to Lee Strouse at [lee@wordcraft.tv](mailto:lee@wordcraft.tv).

## Overnight Lite

**Overnight Lite** is published monthly by Copresco for the edification and amusement of our clients and friends.

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**Submissions:** Reader comments, suggestions and submissions of both humorous and technical material are welcomed. Submissions will be fully credited if requested.

**Postmaster:** Send address corrections to Copresco's *Overnight Lite*, 262 Commonwealth Dr., Carol Stream, IL 60188

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ISSN 1930-2274

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