



**Customer service and production veteran...**

## Lynn Buck Celebrates 20 Years with Copresco

Production Manager Lynn Buck is celebrating two decades of service.

Lynn joined Copresco in 1997 as a production coordinator. Her background was in conventional printing, but she soon warmed up to our digital processes and Copies Overnight turnaround times.



### Major Promotion

Lynn was promoted to production manager in 2006 and has since taken on management of our shop floor and the production of millions of pages of publications, books and manuals.

### Satisfied Customer

"I first met Lynn when I took over Innovative Graphics," recalls satisfied client Kelley Foulk.

"I soon discovered after working with her on my first project what a gem Copresco has! She is one of the most intelligent, knowledgeable and experienced people in the industry.

"Lynn is very dedicated to her profession and always goes above and beyond with the rest of the Copresco staff to help meet my deadlines.

"I always feel 100% confident when handing a project off to her that it's in great hands and will be a perfect product upon completion."

### Nix the Superlatives

Absolutely!" has been the buzzword answer for the last decade.

The news anchor asks the weatherman standing on location if it is raining and the reply is "Absolutely!" Ask the commentator if the governor vetoed the bill and the answer is "absolutely!"

### A Simple Answer

Why not a simple "Yes"?

In this age of competition for our attention, much of our media seem to be going to the extremes in language to make everything the best...or the worst.

### Use Very...Rarely

There is rarely any need to use "very." "Very black" is "black." "Very long" is "long." If an author is going to make a distinction between black and very black, I had better be seeing some data on different light absorbency.

Science is very careful about being accurate (matching reality) and precise (using finely detailed measurements).

### Dumb Questions

This frustrates journalists when they interview scientists. A reporter asks a new Nobel prizewinner: "So your discovery of protein-folding diseases will revolutionize our treatment of mad cow disease and cure Alzheimer's?"

The scientist waves frantically to qualify the narrow limitations of his research: "No, no! Only in this specific case, under these specific conditions does such-and-such happen."

### Slight Exaggeration

But public relations staffs generate a tidal wave of exaggeration. Every college and university with a molecular biologist on staff has probably had its

PR staff write the headline "University Professor Cures Cancer."

### Reality Test

In truth, some small pathway only distantly related to tumors was researched. But "Perception is Reality" is the PR motto and superlatives are their favorite tool.

And nearly every politician makes the mistake of proclaiming "The American people are behind me when I say such-and-such," when actually the politician was elected by 51% of the 30% percent of persons who voted.

### A Mandate?

In other words, his "mandate" (if the issue was a major factor in his election) reflects about 16% of the people. Yet he claims his position represents the views of everybody.

He is not "absolutely" wrong. He is 16% right. We just do not know where the 84% of folks not represented stand.

### Who Will Win?

Could a person who portrays the real world in its complexity and who does not exaggerate what is possible ever get elected? Will we vote for a person who will work towards (but not promise) small improvements, or a blowhard who promises massive but impossible gains?

### Left Speechless?

History usually indicates that intensive language wins. Many of us may recall a classmate in school who was fond of using the most boisterous or offensive language.

It is humorous to think that without that usage, he would be left speechless.

*Thanks to Dr. John Richard Schrock of Emporia State University in Kansas for this perceptive article.*



Digital On-Demand Printing

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A hospital patient was overheard saying, "They stuck so many needles into me, I asked the nurse for a glass of



water. She asked if I was feeling faint, and I said, "No, I just want to see if I leak!"



A girl called an airline company and asked, "Can you tell me how long it takes to fly from San Francisco to New York City?" The clerk said, "Just a minute." "Thank you," the girl replied and hung up.



The highway department crew chief called his supervisor. "We forgot our shovels!" "We'll send some right away," the supervisor said. "Just lean on each other until they arrive."



Golfer: How do you like my game?  
Caddy: Very good sir, but personally, I prefer golf.

A frustrated teenager was fighting with his mother. "I want excitement, adventure, money, and romance," he yelled. "I'll never find it here, so I'm leaving. Don't try to stop me!" As he headed for the door, she rose and went after him. "Didn't you hear me? I don't want you to stop me!" "I'm not stopping you," replied his mother. "I'm going with you."



Did you hear about the man who fell into an upholstery machine? He's fully recovered.



Lena and Ole's farm burned down, so Lena called her insurance company. "We had that barn insured for \$50,000," Lena said firmly, "and I want my money now."



"It doesn't work like that," the agent explained. "We will determine the value of the old barn and replace it with one of comparable worth." Lena thought about that a moment. "Then cancel the policy on my husband."

Golfer: Do you think it's a sin to play on Sunday?  
Caddy: The way you play, sir, it's a sin on any day.



It was time for the annual inter-office baseball game, and the Accounting Department soundly whipped the Marketing Department. But Marketing was in charge of the company newsletter, which reported this: "Congratulations to the Marketing Department for its second-place finish, having lost only one game this year. And our condolences for Accounting's dismal season, as they managed to win only one game."



I asked my Canadian friend "Did you have a good summer?" He replied, "Yes indeed, we had a great picnic that afternoon!"





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