

Copresco's Overnight Lite...

Celebrating 30 Years of Continuous Publication

From our headline and the new volume number, you see that Copresco is celebrating something special: our 30th Anniversary of *Overnight Lite*.

The flagship of our marketing communications program, *Lite* has been published and mailed continuously since September 1990.

"We are extremely proud of this achievement that makes our newsletter one of the longest-running publications in the communications business," says Copresco President Steve Johnson. "It is virtually unheard of for any corporate publication."

Spirited Fun

As its name implies, *Lite* has always been a spirited publication. Originally, we featured a full page of jokes to tickle your funny bone, with one panel of news material and the mailing details on page two.

More Tech Info Wanted

A survey of readers told us that you loved the content, but wanted more technical information.

So, we expanded our emphasis on digital technology, communications, industry trends and topics, while maintaining our whimsical page of jokes and cartoons.

Impressive Database

Over 2000 clients and prospects receive the publication that is digitally printed in-house in full color. Other readers may view the newsletter in multiple formats on our website.

Overnight Lite has also spurred the development of additional Copresco communications such as *TechTopics*, Steve's monthly column in *Printing Impressions* magazine and a series of problem-solving client case histories.

Standard-Bearer for Print

"We continue to practice what we preach...and that means providing a

constant marketing message in printed materials. Print, we know, is still the most powerful way to communicate," Steve says.

Newsletter Advocate

Copresco has also been a longtime advocate of targeted newsletters.

Regularly published newsletters create and build strong relationships by keeping your name in front of new and existing clients.

Printed newsletters offer the added benefits of permanence and portability, so they can be passed on to other interested parties.

One Color

Our newsletter was originally printed in black as you saw in our August issue. At the turn of the century, we turned a new leaf and began printing in full color.

Worthy of Noting

During our three decades of continual publication, *Lite* has heralded these company milestones:

- the installation of Copresco's first docutech publishing system, which was groundbreaking news in the early days of printing-on demand.
- the change of our corporate name from the original Copies Overnight moniker to Copresco, signifying the integration of a whole new digital printing foundation.
- the miraculous 48-hour recovery from a devastating storm that tore the roof off the plant. We recognized this extraordinary accomplishment by the publication of a four-page issue with a collage of photos.

News and Feature Reporting

Lite has reported the dozens of technological advancements Copresco has made over the years as well as the continual upgrading of our press and binding departments.

We have also published an array of feature articles about the power of print, self-publishing, paper, binding styles, shipping, virus protection and other informative topics.

Award Recognition

Lite has won multiple APEX Awards for Publication Excellence from Communications Concepts, Inc.

Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence.

Our Staff

Lite's experienced editorial team comprises Steve Johnson, publisher; Lee Strouse of Wordcraft, editor; Dave Dankovich, graphic design; Chris Garcia, cartoons; Jessica Pinkous, photography; and Evelyn Johnson, proof-reading.

Subscriptions

Subscriptions to *Overnight Lite* are complimentary. To subscribe, visit copresco.com/lite.htm. Archived copies of back issues are also available.

Please let us know if anyone else in your organization should be put on our mailing list for a free subscription.

Your Suggestions Welcomed

Reader comments, suggestions and submissions of both humorous and technical material are welcomed.

Epilogue

The contributors to *Lite* have enjoyed watching the company grow from a one-room office into the world-class leader in digital technology.

So, when you need books, manuals and publications, go straight to the top of the class.

Call Copresco.

(630) 690-2000

www.copresco.com



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Address Correction Requested



This weekend the Road Runner Club is sponsoring a marathon just for lawyers. The pace car is an ambulance.



A man was hit by a car, and as he lay in the street waiting for an ambulance, an onlooker covered him with a jacket and propped his head on a pillow. "Are you comfortable?" the helper asked. The injured man replied, "I make a living."



Have you ever noticed that when you are driving on the highway, everyone going slower than you is an idiot and everyone driving faster is a maniac?



A seasoned executive had a long meeting with a young salesman. Afterwards, the company president asked if the meeting was productive. "Oh, yes, we had an exchange of views," replied the manager. "He came in with his views and left with mine."

A Native American paid a visit to Manhattan. While shopping in a drug store, he got into a conversation with the storekeeper, who asked, "How do you like our city?" "Oh, just fine, thank you," he answered. "And how do you like our country?"



My dog is beginning to get lazy. Lately, he'll only chase economy cars.



A friend of mine makes a living raising sheep. When I asked how many



he had, he said, "I don't really know. When I try to count them, I fall asleep."



A caterer was preparing a meal for a local politician's fundraising dinner. Waiting in the doorway, he asked one of the supporters, "Do you think he's about finished?" Oh, he finished about half an hour ago," she replied. "He just hasn't stopped yet."

Before starting my physical the doctor asked my age. I said, "Now, or when I first entered the waiting room?"



Experience is what enables you to recognize a mistake when you make it again.



My friend doesn't know how to communicate with his kids. When they complained that he wasn't giving them enough quality time, he bought them each a Rolex.



I asked my boss if I could take a day off to celebrate my 25th wedding anniversary. He said, "So, do we have to put up with this every 25 years?"



Attorney: someone who writes a 40-page document and calls it a brief.



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

Subscriptions: Subscriptions to *Overnight Lite* are complimentary and available only within the United States of America. To subscribe, visit www.copresco.com/lite.htm

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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