



Center for Urban Teaching: CLOSING THE GAP FOR TEACHERS, LEADERS & SCHOLARS

The Center for Urban Teaching (CfUT) is an independent, Christian non-profit organization that identifies, prepares, and supports high-performing urban teachers and leaders. CfUT believes there is nothing more important for the future of Milwaukee, Wisconsin, and the US than children's educational success.

They believe the commitment of individual teachers and leaders will transform our schools, our cities, our state, and our country. The teachers, leaders, and schools that have the greatest impact are those founded on respect, high expectations, and unconditional love.

Their vision is to be the foremost producer and provider of high-performing urban teachers and leaders, thereby leading the way in creating success in urban classrooms throughout Milwaukee and beyond. Currently, CfUT is on target to expand its pipeline of teachers and leaders so that by 2020 there are 500 alumni actively serving in the field. A key component of CfUT's work to prepare teachers and leaders is the six-week summer school program. This summer, CfUT plans to train at least 250 teacher and leader candidates, while helping minimize summer learning loss for over 1,500 students in Milwaukee.

DigiCOPY is a proud sponsor of CfUT, providing in-kind printing to support their programs, and getting involved with events like their annual Trivia night (see page 2). To learn more about CfUT, go to cfut.org



“Like Us” on Facebook



Please take a moment to “like” DigiCOPY on Facebook to receive information on special offers, promotions, track company activities, co-workers in the community and other information. Share our page with colleagues and other Facebook friends.

E-Store is “E-Z”

The DigiCOPY E-store is a one-stop shop for business cards, letterhead, invites, posters, banners, signs, canvas prints...almost anything you can imagine printing on.

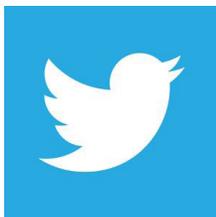
You can select one of any number of designs, or upload your own artwork. Pricing calculators with all items... “check out” and you are on your way.

The lightning quick turnaround time DigiCOPY is known for, all from the comfort of your home or office computer. Go to estore.dcopy.net

To Tweet or Not to Tweet

Twitter is one of the world's most popular social media platforms and many businesses use Twitter to reach and connect with their customers.

Before committing to an account you should monitor Twitter for a while and decide if it will benefit your business. Are your competitors using it? How do other people in your industry use it? What success are your peers having on Twitter?



Challenges of Twitter for business

Resources: Maintaining a presence on Twitter requires a time commitment. It's also important that the staff looking after the account have the right skills and training.

Negative criticism: A Twitter presence creates the possibility of customers complaining publicly about product or services. Negative comments can reflect badly on your business, however dealing with complaints well can have a positive impact on your reputation.

Time sensitivity: Unless you tweet at the right time, when your followers are online, your tweets could easily be missed.

Spam: Be wary of spam accounts on Twitter. In particular, do not click on suspicious links from users you don't know.

Limitations: You are restricted by Twitter's 280 character limit. It can take time to learn how to communicate effectively with brevity.



Alignment vs. Achievement

-Rob Otte



Has anything like this ever happened to you? You're feeling great because of something you achieved, and someone comes along and bursts your bubble.

For me, it happened recently at the gym. I was feeling particularly strong because I just did a few extra reps and added some weight to one of my exercises. Then, this guy about half my size pops in and warms up with the weight I just maxed out at. Oh well.

Doesn't it seem that's the way it goes? There's always someone out there who's a little stronger, or has a bigger house, a better car, more money, a higher GPA or a better wardrobe. Maybe they can run a little further or faster, have lost more weight, or retired a little earlier.

It's a big planet, and there are a lot of people on it. No matter how much any of us achieves, there's probably going to be someone who has done a little more, or done it a little "better."

To be clear, goals are great, and achieving them is grand. If setting goals and achieving them inspires you, go for it. Keep it up, and keep moving forward. I'm talking more about how a person perceives themselves, their sense of their own self-worth.

And, how they define success for themselves - what they choose to pursue to live a successful life, on their terms. Someone who makes "winning" or being the "best" or having the "most" or "getting credit" an important part of his or her self-esteem is heading down

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a path that can lead to some self-defeating self-talk, and feelings of failure when someone else who has done it a little faster or "better" shows up.

And, they usually do.

Here's a way you can be sure you're on a good path for YOU, regardless of what someone else is doing or has done. Seek alignment as achievement.



By "alignment" I mean matching up what you choose to do and choose to pursue with what matters most to you. Have you thought about what matters most to you? Have you identified your core values and thought about how they show up in your life? Do you have a mission statement for yourself? Have you revisited it recently to make sure you remember it, and that it still reflects what matters most to you?

If you get well-aligned with what matters most to you and live that out, you'll see yourself as successful (because you will be), regardless of what anyone else achieves. After all, what does it matter that someone can lift more weight or run faster than me, as long as what I'm doing works for me? It doesn't matter.

If my choices and abilities about exercise work well to support my beliefs about my health and how I want to live my life, then that's a good path for me to be on. No one can "beat" you at being a thoughtfully defined, well-aligned you. There you go - be thoughtfully defined and well-aligned.

Ask yourself this week:

- What really matters to me?
- What are my core beliefs or values that define the person I want to be?
- How can I use those values to help me make choices that align my behaviors with my beliefs?
- Am I on a good path to fulfill my vision for me? If not, where am I out of alignment? What can I do to get into alignment?
- **What WILL I do to get into alignment?**



Re-Invest in Your Community



DigiCOPY was a sponsor of and participant in the 2nd annual Center for Urban Teaching (CfUT) Trivia night at St. Augustine Prep in Milwaukee. The trivia theme was "Decades". 3rd place out of 20 teams for the DigiCOPY Trivia team!

The Center for Urban Teaching is an independent, Christian non-profit organization that identifies, prepares, and supports high-performing urban teacher and leaders for choice, charter, and public schools. For more information on CfUT, go to <http://cfut.org/> (see page 1 article)

Wide World of DigiCOPY



Stevens Point Store Partners with UWSP

Cornerstone Press, www.uwsp.edu/cornerstone a student-staffed publishing company at UW-Stevens Point, launched the

first book in its new Portage Poetry Series on April 4.

On March 27th, members of the class toured DigiCOPY in Stevens Point... the printer of the paper back books. Students saw the book pages

printed on the Xerox iGEN printer, then book blocked, bound and trimmed into the finished product.

Regional Account Manager Chris Berndt, DigiCOPY store manager Nicky Brillowski and customer service representative Shelly Martin demonstrated the book publishing equipment and the role we play in their publishing project.



The Almost-Children, by Alaskan author and poet Cassandra Windwalker, was released in April. Cornerstone Press, established in 1984, is made up of students in the Editing and Publishing courses offered each semester at UW-Stevens Point. It operates with the support of the English Department. Students have hands-on experiences in all aspects of publishing, from editing to marketing the finished product. DigiCOPY is proud to be part of the student experience at UWSP!



Stand Up Straight! Don't Slouch!

-Kathy Anderson, Physical Therapy Assistant (Ascension Employer Solutions)

We all have been told at one time or another to "stand up straight" or to not slouch. At that time, we probably did not understand the implications of poor posture. But mothers know best and we of course listen!

Posture is defined as holding your body erect against gravity while in standing, sitting or lying down position. It is important to train your body to stand, walk or sit in positions where minimal strain is placed on muscles and ligaments. When your body is in poor posture, there is an abnormal amount of stress placed on particular muscles and joints. Poor posture can lead to pain and injury.

Poor posture is not always the result of a bad habit. Overly tight hip muscles, for example, may pull your upper body forward, and tight chest muscles can pull your shoulders forward. Weak core muscles can encourage slouching, which tips your body forward and off balance. Strong core, hip and leg muscles help keep you steady when standing.

Good posture will keep the bones and joints in proper alignment so muscles can work more efficiently. You will use less energy and be less fatigued. Proper posture decreases abnormal wearing on joint surfaces and less strain on ligaments. It can reduce lower back pain and headaches. Good posture will make you appear more confident, taller and more fit. It also can improve breathing and improve your mood!

Correct posture should not feel strained. If you have had poor posture for a long time, improving it won't be effortless at first. You will have to work on proper posture your whole life! No one has perfect posture all the time; it takes a lot of strength to do so. Get up and move around when you feel tired and are starting to slouch.

You can improve your posture with some simple exercises to build strength where it is needed and specific stretches to loosen tight muscles. Increasing your core and scapular strength and improving flexibility can improve your posture in just a few weeks. Yoga can build strength and improve flexibility. Having better awareness of your own posture and what good posture should look like, will help your overall health.



DigiCOPY Large Format Printing Is Your ACE In The Hole

Our management team brings over 150 years of combined print experience to help meet your needs. We are a valuable asset to **Architectural, Construction, and Engineering** professionals, providing useful tools that can invigorate your ACE business and help it thrive. Our experienced staff ensures that your project gets done right and on time.



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- 22" 24" 30" 36" Engineering Rolls (500 ft. / 3" Core)
- Additional roll sizes available upon request
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FAST Turnarounds
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OVERSIZE PRINTING SERVICES

oCé Arizona 318 GL
LARGE FORMAT UV FLATBED PRINTER

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LARGE FORMAT APPLICATION • SCRIM VINYL BANNERS • FIXED METAL SIGNS • WINDOW CLING
WINDOW PERFORATED VINYL • REMOVABLE ADHESIVE

The Arizona flatbed printer features printing direct to substrate. It not only has the capability of printing on 8.5x11 flat surfaces up to 2" thick, but also includes a roll media option for printing of banners and adhesives up to 100' long.

It features a roll media pre-tensioning system, outdoor use, perfect for point-of-purchase displays and outdoor signage. Ask to speak with a DigiCOPY representative for more information on our large format printing and how we can meet your needs.

SCRIM VINYL
3mm PVC
COROPLAST
FOAMCORE

DigiCOPY Oversize/Large Format Printing in 2019



Where the magic happens

The Oze Arizona 318 flatbed printer is located at the DigiCOPY Eau Claire location, but serves customers across the DigiCOPY footprint - throughout Wisconsin and the Midwest. The Arizona flatbed printer features printing direct to substrates/media: like foam core, acrylic, styrene, coroplast, vinyl, wood and aluminum. The print is UV cured providing durable, long-term, outdoor use - perfect for point of purchase displays and outdoor signage.

Large format in the community

The new logo for the Portage County Library system was unveiled in May (right) and the PJ Jacobs Junior High Student Council in Stevens Point needed a “big check” to present \$4,000 to the Never Forgotten Honor Flight (below). Both jobs from the DigiCOPY Stevens Point store on large format laminated foam core.



Large format in the home

Rather than printing on “run of the mill” paper and framing, a DigiCOPY customer (left) printed their trip-of-a-lifetime images full bleed on PVC and displayed with other prints. PVC, canvas, acrylic...all great ways to add some flair to your decor!

Large format “fun and games”

Our oversize print solutions can bring the past into the future! The graphics of a classic video game being redesigned and printed to adhere to the video game frame (below left) for a “like new” look and (below right) a “wood panel” motif printed on sanded plywood with the DigiCOPY company logo for a classic, custom bean bag game.

Large format for business

The sun was a HUGE issue at DigiCOPY Milwaukee Erie Street..pounding into the store each PM.

The answer? Perforated Window Vision. The decal (below) features an image or graphic printed directly onto perforated, adhesive vinyl material. See out clearly, sunshine diminished coming in. Any image or color can be printed to brand your business...at Erie, we went with Digi red.



