



**Oh Baby!**

Take advantage of 10% discounts on all baby announcements! Designs start from just \$15. Contact Shadeflower Designs today to learn more!

Offer expires August 15, 2008

**Warm weather means ...**

backyard BBQs, family reunions, and block parties! Invite your friends in style with a custom-made invitation from Shadeflower Designs. Or choose from many of our templates! Enjoy unbeatable prices and no minimum orders!

**Now accepting credit cards!**

Shadeflower Designs is pleased to announce online payments are now available via Paypal.

Checks, cash and money orders will still accepted.

**What does your business need?**

No business too big, no business too small - Shadeflower wants to work with your company to design stellar business cards, stationery, logos, print ads and more. Contact Shadeflower Designs today for a free consultation.

**Client News**

**Congratulations!**

Wilma Mobegi just celebrated her political asylum from Kenya, with the legal expertise of DeAnne Hilgers of Lindquist & Venum PLLP. We wish her well on her new journey!

**Design Trends**

**Purple - The New Blue!**

At the 2008 National Stationery Show, stationers saw a trend of purple, purple, purple! From violet to plum, lavender to amethyst, purples are being combined with shimmering silver, chocolate browns and pear greens! According to theknot.com, purple and brown is the hot new color combination for weddings this year!

**Print Credibility**

Since the dawn of the world wide web, companies have struggled finding a balance between print and online mediums to best communicate with their customers. The dilemma has even trickled down to the personal user - e-card or real card? Mail or email?

The trick is to find a healthy balance between the two. As a company, if you do not have an online presence, your customers see you as too old-school, and not in the fun retro kind of way! But it's still important to have print materials - something to hand to your clients, be it as simple as a business card or as elaborate as a full-color booklet. So how to prepare your marketing budget? First start with a simple, brochure web site. Make sure to have it professionally designed. Even though there are plenty of templates out there, unless you have an eye for design, it will most often look sophomoric, thus result in a loss of respect and credibility from your clientele. Continue with your print materials, and as your company grows, you can expand your web site. Most designers will do a brochure-style web site for reasonable costs, and will even offer maintenance programs so you can update it as often as you want!

For personal users unsure of whether to use email or mail - consider the event. A mailed invitation or announcement is much more personal than even the cutest of e-cards. Thank you cards should always be handwritten, as well as anything baby or wedding related. If however, it's an ongoing book club or an impromptu get-together, then e-cards are the way to go! *SD*

"There is a credibility gap between print and digital media for one primary reason: the consumer knows that today almost anyone can create a professional looking web presence without a large investment. When you're talking print, readers either know or can sense that if something has been well designed and printed ... then that means the company must have strength. As a result, printed materials inherently exude credibility."

- Emily Andros, The Marketing Department  
The Woodlands TX  
Courtesy of GDUSA.com

**Going Green**

Are gas prices starting to make a dent in your checkbook? Mother Nature is giving us a pretty clear indication - oil isn't going to last forever, so it's essential to start conserving! It's time to get a **scooter!** Scooters are an inexpensive, fun way to cut back on finances (up to 100 miles per gallon!) and are kind to our environment! You might be surprised to find all that your neighborhood has to offer within a 10-mile radius that doesn't require driving on freeways. You can add storage compartments to most models that are large enough to fit your groceries. And if you buy one with an engine under 50cc, you don't have to worry about getting a motorcycle license! Don't forget to wear your helmet!

**Travel Tips**

The next time you cross country lines, leave the expensive rates of your cell phone at home and keep walking past the vendors' overcharged phone cards. Instead think ahead and get an **ekit** card. The **ekit** card saves you up to 70% on international calls with rates as low as 3-cents a minute! Family and friends can leave you messages for free, no matter where you are and it's easy to add more funds to your card - just call the toll-free number or go online. Visit [www.ekit.com](http://www.ekit.com).

On my trip around the world, I also used **Skype** when I was connected to the Internet. **Skype** is easy to use, super cheap and offers great sound quality. You can opt to pay as you go, with credits starting at \$10, or subscribe for \$3 a month for unlimited calls to places you call the most. You can also get an online number so friends can reach you from a regular landline or cell phone. Voicemail, call forwarding and SMS are also available. With **Skype**, who needs a landline? Visit [www.skype.com](http://www.skype.com) for details.

**Recipe of the Month**

**Broiled Duck with Raspberry Sauce**

Light the candles, pour your finest Pinot Noir and dip the strawberries in chocolate - this delicious duck is sure to spark the romance! Serve with rice pilaf and freshly steamed veggies.

**Ingredients:**  
2 duck breast  
Sea salt, to taste  
Fresh ground pepper, to taste  
4 sprigs of fresh rosemary, divided, 2 sprigs chopped, leaving the other 2 whole  
1 cup water  
1 cup raspberries  
1 tbsp sugar  
dash of Grand Marnier (or other orange liqueur)

**Directions:**  
Preheat broiler to 400 F. Add one cup water to broiler pan. Replace rack. Preheat broiler with pan 5-6" from heat. Pat duck dry and score skin at one-inch intervals with a sharp knife, being careful not to pierce the meat. Sprinkle all over with salt and pepper. Sprinkle with one chopped rosemary sprig. Stuff one whole sprig beneath the skin of each breast.

Place duck skin side down and broil for 4 minutes. Then turn and broil until thermometer inserted horizontally at center reads 130 F for medium-rare, about 8 to 10 minutes (check every 4 minutes or so).

Meanwhile, combine raspberries, Grand Marnier, sugar, and one chopped rosemary sprig and puree in a blender until smooth. Pour into a pan and simmer until warmed.

Transfer duck to cutting board and let stand for five minutes. Save juices and add to raspberry sauce. Hold knife at 45-degree angle, cut into thin slices and serve with sauce.

Serves 2

Note: The USDA recommends cooking duck breasts to an internal temperature of 170°F to ensure that any harmful bacteria are killed.

Did you miss last month's Green Hat Tostadas? [Click here to view recipe archives!](#)

**Express Yourself!**

Stock up on notecards today - packs starting at just \$8.95!

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Have you enjoyed this newsletter? If so, please let your friends know about Shadeflower Designs!

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