

the Cloverleaf **Winter** 2011

News and Happenings from your friends at Eire Direct

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**Happy Holidays
Everyone!**

New Client Work

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Collateral & Banner Ads

Statement inserts, retail signage and banner ads were developed to introduce new gift certificates from ComEd.

Reasons to Celebrate

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Eire is now WBE Certified!

Eire is now officially a WBENC-Certified Women's Business Enterprise. The Women's Business Enterprise National Council (WBENC) Certification for women owned businesses is one of the most widely recognized and respected certifications in the nation. WBENC's goal is to foster diversity in the world of commerce. Its programs and policies are designed to expand opportunities and eliminate barriers in the marketplace for women business owners. WBENC works with representatives of corporations to encourage the utilization and expansion of supplier/diversity programs.



Introducing Theodore Bradford Ressler.

Our first boy baby of the year arrived on April 21, 2011. Weighing in at 7 lbs., Teddy has already been camping in the back yard, swimming in about 12 different pools, and likes to take a ride on the rowing machine now and then. It's no wonder. Parents Katy and Steve like action. And outdoors. And swimming. And exercising. We can hardly wait to see what kind of winter tricks Teddy will be up to come snowfall!



Daniel Isaac Baig gives Teddy an 8 week head start.

Danny let the excitement around Teddy die down a bit before making his entrance. And on June 28, 2011, he came bounding into the world ready to make his mark. His Eire brother may be headed for extreme sports, but he's got nothing on Danny's travel log. From Lake Tahoe to Atlanta to Ames, Iowa, Danny is seeing the world. Or at least the country. When he wants to expand beyond these United States, he just visits the old sod, Eire Direct Marketing. But give him time, he's only 5 months young.

The Eire Green Team

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OutSmart your Smart Phone

Are cell phones taking over our lives? Sometimes it seems like it. But you can wrangle back some control by keeping your phone use as green as possible. This week's tips tell you how.

Tip #1: Unplug it.

Most of us keep our phones plugged into our chargers for too long. The typical device needs just an hour or two of wall juice to keep it going another day. So instead of keeping it plugged in during all the hours you sleep, plug it in when you wake up in the morning.

Tip #2: Make it multitask.

Instead of buying an e-reader, a music player, a GPS device, a point-and-shoot camera, and a pedometer, you can streamline your belongings by using your phone as all of the above. You'll prevent the manufacturing waste of making all those things and the e-waste of disposing them.

Tip #3: There's an app . . .

Apps can help you live greener, whether you're trying to save gas, commit to carpooling, garden more, or recycle anything. Apps can also help you find public transit, cancel paper subscriptions, even become an Eco Hero.

Tip #4: Make it last.

Though certain companies are expert at making people really, really want the latest model of their "sexy" phone, don't fall for the shtick. Sure, seeing images in a resolution slightly higher than you already do would be nice. But is it really worth all the unseen damage that e-waste does? Instead, take care to make your trusty phone last as long as possible.



The Art of Giving

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The holiday season is a great time to donate to local charities. From food to coats to time, there are lots of opportunities to help the less fortunate. A few ideas to consider:

- **Many churches have “adopt a family” programs** for the holidays. It’s a great way to make a difference in a family’s holiday season.
- **Coat drives are everywhere** – even the local barbershop! Check your closet and part with that long forgotten jacket in the back.
- **Food drives** – from canned goods to pasta to oatmeal – all contributions are appreciated. Check your shelves. You may not even have to hit the store!
- **Shelters and soups kitchens always need help** – consider a New Year’s resolution to help *after* the holiday season.



Photo Gallery

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Jacki's Shower
Sarah Moore
& Jacki



Jacki's Shower
Lex & Marcia



Family Affair
Jacki, Vaseem
& Daniel



1st Halloween
Teddy & Katy



Eire Holiday Party
Elizabeth & Kyle



Eire Holiday Party
Lex & Steve



Eire Holiday Party
Mr. Jim Kearney



Eire Holiday Party
Jacki & Ellen

Get to know Ellen!

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Everyone knows Ellen. But do you *really* know Ellen? Besides being a partner here at Eire Direct where she wows clients with strategic ideas and marketing plans, and well, we all know the rest, did you also know:

- All of her grandparents came right off the boat from Greece?
- She's been a city kid, living in Chicago, her entire life?
- She was a track star in high school?
- She teaches Sunday school to the kids at Annunciation Greek Orthodox Church? (She and Bishop Demetrios, a high-ranking official in the church community, are high school buddies!)
- She used to wear her hair spiked up and don long acrylic nail tips?
- She sits on the board of a local elementary school and actively helps fundraise for Juvenile Diabetes?
- She really can't cook?
- She can still do a cartwheel?
- She and her husband like to ski?
- And she's more proud of her son than she ever dreamed she could be?

We could go on and on, but along with her leadership role here at Eire, she likes to edit the writers, too. So we'll stop here, but, if you're curious about anything else, just ask her!

New Client Special Offer

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HO HO HO HOLIDAY SPECIAL!

Let us help you kick off the new year
with a few fresh ideas.

Set up a meet and greet with our Eire account service team
and we'll bring lunch!

HURRY - Offer expires 1/31/2012!

Call Ellen at 312.640.4004 or email