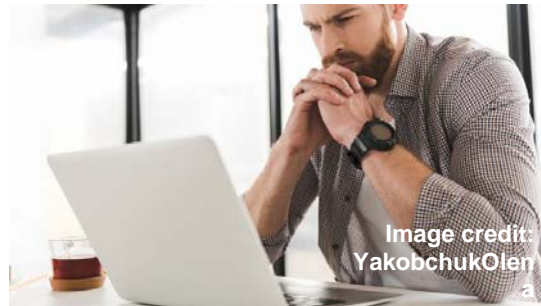


November 2017



4 Ways I Fail Forward on a Daily Basis and Why You Should Do the Same

An excerpt from Jim Joseph's article, published November 8, 2017

I like the idea of failing forward. It basically means that it's okay to fail as long as you learn from your mistakes. How could I mind that? What's not to like about learning? Here's how I've started to proactively fail forward in my work.

1. **Take risks:** If it's okay to fail as long as you learn from it, then I'm going to embrace this notion and take more risks. And by the way, maybe they won't all fail!
2. **Learn constantly:** I'm going to make sure that the lessons I learn through failure will stack on one another, each piece of learning helping the next.
3. **Search and reapply:** We can also learn from each other's mistakes. I always say marketing is a spectator sport, meaning we can learn from watching each other's brand activities -- both the wins and losses.
4. **Accept failure:** It's not easy to fail. It's not something we were taught to do. It distracts us from our mission and it takes time away from being successful...Or does it? Do we need to shift that thinking? Maybe we should accept failure as a natural part of the path to succeeding.

I'm learning to fail forward on a daily basis, not only for myself but for my teams as well. As a business leader, I need to create an environment where failing forward is accepted and embraced as part of a learning culture that seeks continuous improvement.

To read more, please visit: <https://www.entrepreneur.com/article/303509>

Instant Imprints In the Community

Flags for Heroes

We were proud to assist the Rotary Club of Wilmington's fundraiser *Flags for Heroes*, an event established to honor community members and help to raise funds for the club's annual service projects. Anyone can sponsor a flag, naming their own personal hero. Visit brandywinehundredrotary.org for more information.



Stuff The Bus & Salvation Army

This fall, we also contributed to the Rotary Club of Delaware's *Stuff the Bus* event in Newark by donating our overflow apparel to those in need. Additionally, we donated about 12 boxes of misprinted apparel to the Salvation Army, and these donations were shipped across seas to communities in need.

Giving back and being involved with our community are examples of how we are keeping the holiday spirit alive in our business!

Ho...Ho...How is it Already November?

Getting ready for the holidays!

Before Halloween, stores were already setting up their holiday displays even before the temperature dropped below 60 degrees! Now that we have turned back the clocks and the weather is starting to match the season, we too are thinking about the upcoming holidays.

Some important dates to keep in mind when it comes to our regular operating schedule: **we will be closed Thursday, November 23rd and Friday, November 24th for Thanksgiving.**

Most of our products take 7 to 10 business days to complete, while promotional products can sometimes take longer. As more people tend to stop in around the holidays to find or create the perfect gift, that means our production time can get backed up. What does that mean for our customers? If you are thinking about getting custom apparel or products for your team or clients, you should start thinking about your wish list now!

To guarantee you have what you need by the date you need it, reach out to us this month - think of end-of-year employee and client recognition gifts, logo'd apparel, and promotional products. Show your clients and/or employees you appreciate them this holiday season!