

John Reinhardt's

BOOK DESIGN NEWS

Christmas 1994

"HAPPY HOLIDAYS!"

VOLUME II • ISSUE IV

CELEBRATING NINETEEN YEARS IN BOOK DESIGN

WHAT'S NEW (again)

• *My Potato Chip Recipe.* Many of you will be attending numerous parties and gatherings during this holiday season. Instead of bringing the same-old-thing or another fat-filled munchie, treat your friends to a real treat, fresh natural potato chips! I have included my original recipe in this issue for your pleasure. My recipe has appeared in national publications and I first released it in 1979.

These chips always receive great reviews and go fast! Be the hit at the munchie table this year. Those people trying to lose weight will thank you, those people that are in training for the Boston Marathon will thank you, and those who just love great food will thank you . . . or, maybe they won't thank you (see editorial), but it won't matter because you will be enjoying the chips as well!

So have a really happy and safe holidays! If you drink, PLEASE don't drive. I look forward to hearing from you all during the coming year!

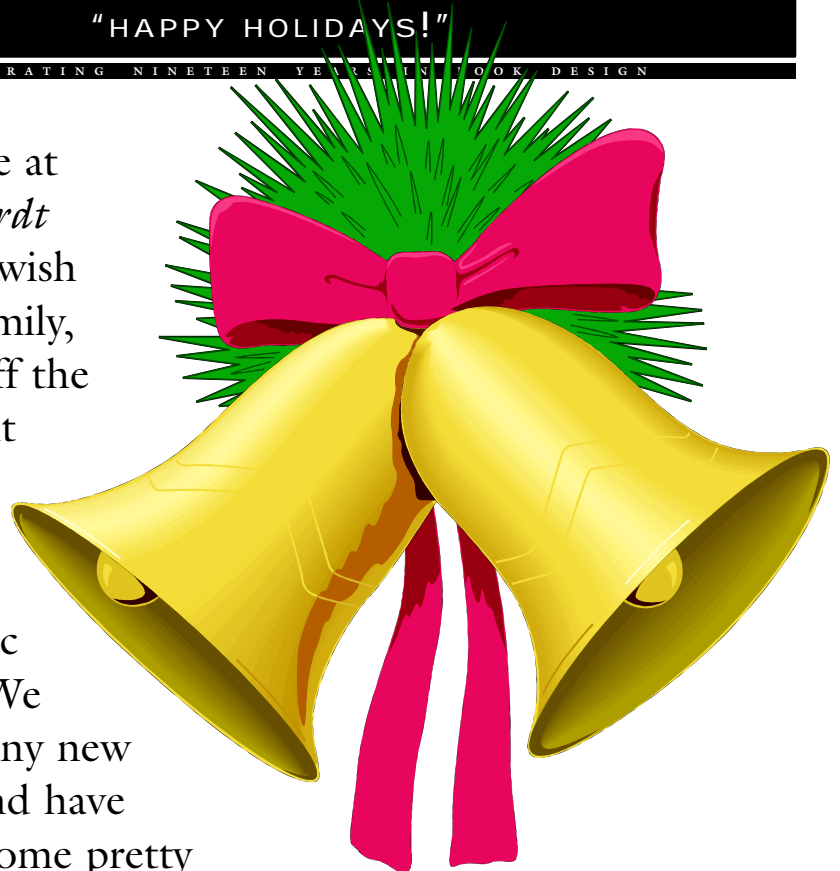
HAPPY NEW YEAR!

All of us here at *John Reinhardt Book Design* wish you, your family, and your staff the most pleasant and safest of holidays!

1994 has been a terrific year for us. We have met many new publishers and have worked on some pretty nifty books. Many thanks to all of you who have called on us to serve you in 1994.

I hope 1995 is a banner year for you and I hope that everyone of your books comes in on time, under budget, and with an award-winning design! I am excited about the coming year and can't wait to begin working on your many new and challenging projects.

All my best,



John's Famous Potato Chips

Yes, it's true. This is a recipe in a book design newsletter. Not only do I design books, I design food! I've been making these chips since 1979 and have shared this little secret with thousands of people. My recipe has even been published! It really is so simple it's embarrassing. For those of you that know of me, read my newsletter, or have worked with me over the years, know that I am really an athlete that designs books in between workouts. I love potato chips and we all know how fatty potato chips are. My wife and I purchased a microwave oven in '79 and I decided to experiment with all kinds of foods. Well, to my delight, I found I could make the perfect potato chip in the microwave. No fat, just pure potato! Here's the scoop . . .

Any potato will do. You'll find that each type of potato has it's own taste. Thinly slice the potato (I slice them by hand using one of those nifty Quikut knives that are advertised on TV that can cut cans, nails, etc. and then continue to thinly slice tomatoes. I'm sure you've seen them. Any sharp knife will do.) and lay the slices on a microwave rack that allows air to get up and through the rack. In other words, the rack must not be flat. I use one with grooves. As the potato cooks, the moisture is removed and if the slices are on a flat surface, the potato will cook to the surface. Use something like a bacon rack. An average size potato will take approximately 8–10 minutes. Each potato is different and the thickness and number of slices will vary the cooking time. You need to watch each time you try this until you get a feel for how long it should take. Keep punching in another minute, or whatever, until you get the chips the way you like them. The potatoes will turn brown, but the best ones will turn light brown. The chips should break just like the real thing. You can experiment by putting different toppings on the slices before cooking. I use salt or McCormick's Season-All. Have fun, eat healthy, and enjoy. If you need help with your chips or your book designs, give me a call!

A New Year's Resolution, Thank You!

How many times have you held a door open for someone only to have them walk right through without acknowledging your gesture? How many times have you let someone in line in front of you and they just move into place without looking at you, thanking you, or even noticing you were there? It drives me crazy, does it you?

I have recently been asking myself why I do these things for others. If it really irritates me that others don't say thanks, then why do it? Do I do these things because I really want to? Do I do them because that is the courteous way I was taught? Or, do I do them because I want the pleasure that comes from the acknowledgment?

I get a real joy doing things for others. I like doing that "little extra" when I can. I always appreciate it when I am on the receiving end.

If I could afford to provide my design services without charging for them I would because I love what I do. Just as I will continue to hold doors open and allow cars from side streets to enter the main traffic in front of me (often to the disgust of the person behind me!), I will continue to do my best to provide my customers the product and service they need to succeed. I shouldn't have to do the things I believe in because I get paid for it or I get a "thank you." If being compensated is the only reason for doing something for others, then disappointment will likely result—for both.

For 1995, I resolve to try not to get disappointed when others don't say "thanks." I will continue to do things for others without ever expecting a response because the Golden Rule is right. It will be a hard and terrific challenge, but deep inside, I will always be rewarded by knowing I've made a difference.

May 1995 be filled with smiles. Thank you!

