



Typographical errors can be risky...

A Short Story of Coffee Cake and Proofreading

While scanning a 50-year-old cookbook for a community-organization client, Copesco's John Ruder found a tempting coffee cake recipe. So, he decided to try it out himself that night.

Not Quite Right

Rather than a flavorful treat, the pastry was a soggy mess.

Seems that the cookbook's typesetter missed one character. The recipe called for a 25-minute baking time. So, John corrected the mistake by popping the coffee cake back in the oven for another 30 minutes. And voilá, he had a tasty pastry for the Copesco staff.

Here's the Point

You may wonder what this has to do with Copesco's daily business routine.

A great deal. Typographical errors can be costly, especially for the highly technical and scientific materials we sometimes produce.

The End Result

The cooking time for a coffee cake isn't life threatening, but what would the consequences be if a serious error were overlooked in a textbook of chemical formulas, or a pharmaceutical manual, or in operating instructions for a nuclear facility?

Getting It Right

Careful proofreading is essential for success in any business. You can't count on lucky catches.

It takes time and discipline. Spell-checkers aren't the solution, as you can readily see from our cooking example.

Sharp Eyes

"Our production department staff is extremely adept at spotting typos and other errors, but we are not professional proofreaders," says Copesco President and CEO Steve Johnson.

"We strongly recommend that you



Manuel Duran and Steve Johnson enjoy John Ruder's latest coffee cake, baked from the corrected cookbook recipe.

hire a pro as we have done. It will save you time, money and embarrassment."

Proofreading Tips

Copesco also offers *TechTopics No. 12* with guidelines to help you avoid proofreading blunders.

The technical How To bulletin will benefit anyone who is responsible for the production of books, manuals and publications.

So, when you are ready to print your next project, call Copesco.

Speaking of Cookbooks

Looking for a way to raise funds for your favorite charity or community organization?

Timeless Recipes

Reprinting an out-of-print or vintage cookbook may be the best answer.

In the old days, cookbooks were the go-to fundraiser for church groups, women's clubs and associations.

Of all such things retro, the popularity of cookbooks is still tops.

Your Best Choice

Copesco's short-run digital printing is the way to get your culinary creation produced quickly and economically.

Old-time cookbooks can be scanned and printed with little time and effort.

An Array of Bindings

And, we have binding styles to meet any requirement. Coil binding is a nice option that provides durability and the ability of cookbooks to lie flat for easy reference.

Bon Appétit!

Copesco Making Headlines

Copesco is making big news in the business and graphic communications media.

An interview with Steve Johnson by Editor Kim Mikus appeared in the *Daily Herald Business Ledger* as well as the business section of the *Daily Herald* newspaper.

Steve was also quoted extensively in a lengthy article on printing on-demand in *Quick Printing* magazine.

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Check out Steve Johnson's *Daily Herald* interview:
<http://tinyurl.com/CoffeeBreakSteveJohnson>

For Steve's remarks on the status of short-run book publishing:
<http://tinyurl.com/qppod>

A must-read to avoid costly proofreading errors:
<http://www.copesco.com/techtopy.htm>



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262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

Aliens were visiting Earth and split up in order to learn more. When they rejoined at the end of the day, one alien told of a strange ceremony he had seen. "It's a very sacred ritual they call baseball," he began. "They gather in a large green building shaped like a meteorite crater,



with a diamond painted in the dirt. Around the edges, thousands of worshippers gather. Two groups dress in royal costumes, shake hands, cover their hearts and sing a hymn of loyalty. Then one picks up a ceremonial wooden staff and another tries to hit it with a white leather orb." "Then what happens?" the other curious aliens ask. "Then," the intrepid explorer continued, "it rains."



A conceited new rookie was pitching his first game. He walked the first five men he faced, and the manager took him out of the game. The rookie slammed his glove on the ground as he yelled, "Damn it, the jerk took me out when I had a no-hitter going."

"My responsibility is to get my 25 guys playing for the name on the front of their uniform and not the name on the back." —Tommy Lasorda



Two golfers were sitting at the 19th hole discussing their games this year, when one says to the other, "My game is so bad this year I had to have my ball retriever regripped!"



A teenager was headed to school one morning, when his mom told him that his shirt's neck tag was hanging out. "I know," he replied. "It's a fad some of us guys started." Weeks later, as the style persisted, his mother commented, "I can't stand it! Every time I see that,



I want to fix it for you," as she gently tucked the tag in place and ruffled his hair. "Yeah," he said smiling slyly. "All the girls do, too."



Failure: the path of least persistence.

Now that I'm raising kids of my own, I'm beginning to suspect that my mother gave me a middle name just so I'd know when I was in big trouble.



An interviewer started to ask Yogi Berra about his two hits from the previous night, when Berra corrected him and said he had three hits. The interviewer apologized. "I checked the paper, and the box score said you had two hits. The third must have been a typographical error." "Hell, no," Berra replied. "It was a clean single to left."



Upon seeing an elderly lady to make a change for her will, the attorney charged her \$200. She gave him two \$100 bills, not noticing that they stuck to another \$100 bill. On seeing the three bills stuck together, the ethical question came to the attorney's mind: "Do I tell my partner?"



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ISSN 1930-2274

Copresco

262 Commonwealth Drive
Carol Stream, IL 60188-2449
phone (630) 690-2000 fax (630) 690-8182
<http://www.copresco.com>