

that would work great for this purpose. The same concept would work well for almost any profession but there is an abundance of lawyer jokes available online that can be copied easily, and lawyers are always fun to poke fun at. You can start collecting them online at <https://www.readersdigest.ca/culture/funniest-lawyer-jokes>. (I'll probably get sued for giving you the idea.)

Don't forget the schools when graduation rolls around. They will likely be in the market for some awards to give students for all kinds of things. Scholarships, sports awards and, of course, the "Most Likely to Succeed Award." (Can you believe I won that for my high school? Just shows how hard up they were.) If you want to get a piece of the school market, you should start in late winter or early spring by contacting the school secretary, the chairperson of the PTO and the athletic director.

After Mother's Day and graduation comes Father's Day. Personally, I think dads get the short end of the hoopla, but a gift should be involved nonetheless. The National Retail Federation reports that about \$25 billion dollars is spent each year for Mother's Day. Father's Day only checks in at about \$6.6 billion. Still, dads are usually good for a coffee mug with the kid's picture(s) on it, a keyring, flashlight, lighter or license plate for the front of his car that says, "I'd Rather Be Fishin." For a more unique gift,

For over 75 years, Gravotech has been a global leader and pioneer in laser and rotary engraving. We offer unique turn-key solutions to our customers with a large product range and laser source options. Whether it's signs, personalization, or industrial applications we remain innovative. Gravotech strives to deliver a perfect engraving machine every time.

800.843.7637 | web.us@gravotech.com | www.gravograph.us

CIRCLE 116 • ECLICK 00162

what about a pair of socks that are decorated with pictures of dad's hobbies and the names of his children? Or, here's an idea: Let his children come into your shop, give them a set of the sublimation pens and let them decorate something on their own. Even the all-time favorite T-shirt announcing what a great dad he is takes on new meaning when pictures of his kids are included in the design.

Next comes the month of June, traditionally known as the month of the

blushing bride. Of course, the preparations for the big day begin long before June, probably a year or more, and, fortunately, weddings do occur year-round so any month you start promoting weddings is a good month.

For years, the only products I promoted for weddings were wine glasses and cake servers but that was before I had two daughters of my own with big weddings (a fate I would wish no man). That is when I learned that toasting wine glasses and a cake

LASER RESEARCH OPTICS
A Division of Meller Optics, Inc.

CO₂ Laser Optics for Engravers

- Easy on-line search by laser manufacturer
- Lenses and mirrors optimized for 10.6 μm
- Meet OEM and ISO 10110 specifications
- Made in the USA by proud craftsmen

Overnight Delivery from Stock
engraveroptics.com

CIRCLE 47 • ECLICK 07304