



# The Organization of Spirit Industry Providers

## *Spirit Industry Insider*

November 2008

Volume II  
Issue VI

### What's New with OSIP?

Keeping up with the "Going Green" theme of year, check out our latest tips to stay "Green" this Holiday season. As we stated last month, OSIP has started a contest to recognize member companies who are showing their green side. Want to be included in the next newsletter? Email **Becky Gennings** at [bgennings@varsityspirit.com](mailto:bgennings@varsityspirit.com).

This month's article is "**5 Tips to Stay Ahead of the Competition**" by Beth Wilson, Marketing Manager of Mahaffey Tent Rentals, the leading renter of event tents in North America, also specializing in flooring, lighting, tables, chairs, stages, and more. The article provides some great insight on how to keep your competitors in the dark, which is essential in our industry today. Check it out!



Be sure to check back next month for some important demographic information on today's cheerleaders. We'll also bring you more Holiday tips to keep up with the "spirit" of the season...

Happy Thanksgiving from all of us at OSIP!

### "GREEN" Holiday Tips

1. Send holiday greetings to family and friends via e-mail. If you prefer to send hand-written notes, make your own cards with paper you already have. Or look for holiday cards printed on recycled paper. Eliminate envelope waste by sending postcards or folding and sealing notes so you can address them on the outside.
2. Print holiday party flyers on recyclable pastels -- bright red and green paper are hard to recycle!
3. For holiday parties, use reusable glass or plastic ware and cloth napkins.
4. When shopping for gifts and holiday food, carry your own canvas bag or backpack, or reuse shopping bags.
5. Instead of material gifts, give gifts of your time or expertise. Consider gift certificates to restaurants, movies, babysitting, etc., or give consumable items such as baked goods.
6. If you buy gifts, look for durable and re-usable items and resist the latest "fad." Purchase gifts from local vendors, or that were made locally. Also consider gifts made from recycled materials.
7. Wrap gifts in fabric, comics, or your own decorated, reused paper. Create special cloth gift bags or decorated boxes that can be reused and traded among family members each year.
8. Make gift tags or decorations from last year's cards.
9. Reuse recyclable and recycled-content boxes and packing for mailing gifts.
10. Consider alternatives to a cut tree, such as a live tree, decorated house plant, or artificial tree.
11. Recycle any holiday waste from your household.
12. Make a New Year's resolution to buy recycled products for your office and at home.



For more "green" holiday tips, visit [http://www.uoregon.edu/~recycle/green\\_holiday\\_text.htm](http://www.uoregon.edu/~recycle/green_holiday_text.htm).