

Which planner is Right for You?



Appointment Books Pages 4-36



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Wall Calendars Pages 74-92

What kind of planner are you? Do you like to put every minute of your day on paper? Are you always on the go with little time to plot your week? Maybe you're a big-picture thinker who would rather not fuss with the details? We know that making the most of your time is important, and that you want products that help you unplug—step back from the chaos—and regroup. Size is an important factor in choosing your planner, but so is your lifestyle and personality. To guide you toward the right time management product, we give you several ways to choose.

What's Your Favorite Cause?

We offer a range of products designed to support what matters. Look for these symbols throughout the catalog:



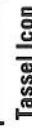
Pink Ribbon Icon
Pink ribbon products highlight your commitment to fighting breast cancer while also donating money to the cause.



Recycled Icon
Green products are made from recycled materials and made in sustainable, earth-friendly ways.

What's Your Personal Style?

Are you professional, trendy or casual?



Tassel Icon
This icon designates products available in fashion colors, patterns and textures. You'll be able to show off your style preferences while you manage your days!

Need Help? Let Our Quizzes Help You Decide!



Choose by Personality Which best describes you?

- I'm a detail-oriented perfectionist who prefers to "do it myself"
- I secretly desire to be a social events coordinator and I'm great at multitasking
- I'm a big picture visionary and usually delegate the detail work to others
- I'm always on the go and in a hurry to beat the clock

If you answered:

- You like to keep things structured and organized. You need detailed appointment books and products that have special features such as task pads, reminder notes and tabbed sections.
- You try to stay connected and keep everybody else in your circle connected. For you, personal organizers are a must, and you often also use appointment books, wall calendars and desk pads to keep track of everything and everybody.
- You like to keep things simple, unstructured and basic. You find too many details distracting. Basic products like appointment books with monthly overviews, desk pads without rulings and erasable wall calendars are your best bet.
- Yours is a fast-paced lifestyle and you hardly have time to keep track of your schedule. Portable personal organizers, with plenty of pockets for important documents, and a place to jot down quick reminders are the name of the game for road warriors like you.



Choose by Job Which best describes your job functions?

- Administrative**—I'm in charge of scheduling meetings, making travel arrangements and planning events and fundraisers
- Educator**—I work in a classroom or similar setting
- Sales or Presentation**—I travel often and have to keep track of appointments, maps, itineraries, airline tickets and more. I also need a place to jot down notes and reminders
- Professional**—I schedule myself and have fairly regular meetings and appointments
- Project/Facility Manager**—I schedule projects, meetings and more than one shift of employees

If you answered:

- You need a detailed planner, with weekly views and 15-minute rulings as well as monthly overviews to see what's coming. A wall calendar is also handy for keeping track of the executive team.
- Academic calendars that follow the school year are essential for keeping things straight.
- Compact planners, ruled for hourly appointments with plenty of special features like pockets for maps and tickets, will help keep you going strong.
- Appointment books can help you easily keep track of your day-to-day goings-on.
- Wall calendars can give you the big picture quickly and erasable wall calendars are essential for scheduling projects and employees. You'll also need a desk size personal planner with plenty of space for listing tasks, follow-up items and personal appointments.



Choose by Scheduling Demands Which best describes who you keep track of?

- Myself and family members
- Myself, my family, and/or my staff or clients
- Myself
- My students
- Someone else keeps track of my schedule

If you answered:

- Personal organizers, wall calendars and erasable wall calendars are a good fit.
- Appointment books, wall calendars and erasable wall calendars work best.
- Personal organizers or appointment books are a good match.
- Academic calendars and appointment books are a must for tracking your students and scheduling class time. Basics such as desk calendars, desk pads or erasable wall calendars will also fit your classroom needs.
- Basics such as desk calendars, desk pads or wall calendars will suit your needs.