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# NewzBreak<sup>TM</sup>

*The Newsletter That's Both Informative and Fun!*

## How to Make Lemonade Out of Lemons

Somebody must do it, and that somebody could turn out to be you. When you are assigned a project or task that seems unimportant, or one that could be headed for failure, you have some choices.

You could try to convince your boss that you are the wrong person for the job. Assigned to head up plans for a service awards dinner, you could say you know nothing about event planning, food, or entertainment. You might convince the boss to pick someone else, but it would hardly be a feather in your cap.

Sometimes the unwanted project is one that seems destined to be a failure, one that couldn't produce the results the company wants. When that happens, it's important to keep your boss informed about progress or lack thereof all along the line.

In many cases, you will be recognized for your diligence and efforts even if the project fails.

When life gives you lemons, the old saying goes, make lemonade.



*I hope you enjoy this month's newsletter!*

*Gene Rhodes*

*ServiceMaster Quality Services*

## Get the Most from Your Local Library

There's nothing better than free, and that's what you get at your local library. While there are countless ways to take advantage of your local branch, here are a few that stand out on the radar.

Families looking for fun things to do that won't break the bank will love the fact that many libraries offer free tickets to museums, concerts, and other events. According to Free Money Finance, the passes work almost like a library book in that they must be "checked out" to use them. Although they can usually only be used once per year, the number of amusements available will ensure that you won't run out of ideas!

Bustle.com suggests looking to the local library for some common services that might be expensive elsewhere. Getting a document notarized is often free at the library, and there are often low-cost scanners and copiers available. The free Wi-Fi available at most libraries will allow for research and other work to be performed if the internet isn't an option at home.

Aside from the typical items available at the library, many of the larger library systems offer lending programs for things most people wouldn't expect, ranging from telescopes to musical instruments and from household tools to cake pans and more.

There is no way to know if your local branch offers some of these unique options, so it pays to do a little research to take advantage of everything available and to discover as many money-saving gems as possible!

## The Importance of Showing Gratitude

Everyone knows that it is good manners to thank people.

What might be less intuitive is that showing gratitude creates a whole host of positive outcomes for the grateful person.

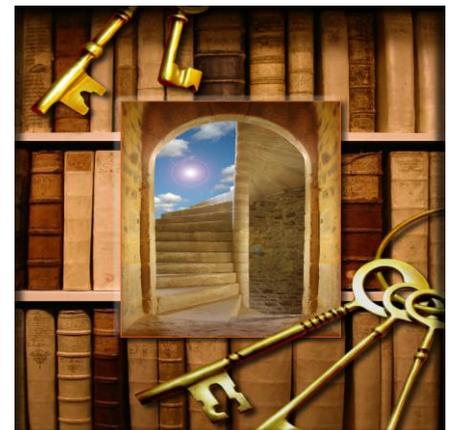
According to The University of California at Berkeley, practicing gratitude can lead to benefits in the physical, psychological, and social areas of a person's life. Having a stronger immune system, being more alert and optimistic, and feeling less lonely or isolated are just a few of the ways that a person could notice an improvement over time. The social aspect is possibly the most important because gratitude can help strengthen relationships by affirming others.

Psychology Today highlights gratitude's role in the relationship of a married couple. Over time it is common for a person to become numb to their spouse's good qualities and only focus on the annoying parts of their personality. This leads many couples to think that they have lost the spark.

But, couples who have an ongoing appreciation for one another are less likely to end their relationship and more likely to become closer, research shows.

One great technique for showing appreciation to a partner is by actively listening. Lean in, make eye contact, and show them that what they say is important.

In the realm of business, Fast Company looks at how gratitude can help to motivate employees to work harder and be more loyal to a boss. In fact, showing appreciation for a job well done was a better motivator than a financial incentive in most cases. Without that crucial interaction, employees will be much more likely to be unhappy with their jobs, miss work, burnout, or even quit.



## Do You Know...

... someone that could use our services? Perhaps a colleague, friend, family member, or networking buddy?

When a new client signs up for regular cleaning services at your recommendation; you will receive \$10.00!

If you would think of 3 or 4 people that could use our services, then don't hesitate to call them and give them our name and phone number. Be sure to have them mention your name when they call so we can send your \$10.00 Bonus!

Thanks in advance for your help and we look forward to sending cash your way!

## Thanks a Bunch!

*"On-time, professional, helpful,  
great service"*  
-Ms. Johni Ledet

*"Very satisfied, quick service"*  
-Ms. Kathy Herring

*A special thanks to all these fine  
folks who referred us...*

## Be Not Ashamed Doodlers; You Aren't Wasting Time

How do you doodle? Elaborate flowers? Vines vining up a page? Little faces with smiles and frowns?

However you doodle, you probably don't give it much thought because the nature of a doodle is that it is done while thinking about something else.

Although once dismissed as a waste of time or the product of inattention, recent studies say that's not so.

Yes, there has been serious research on doodling. Here are some findings:

**Doodlers remember more:** In a 2009 study in the journal *Applied Cognitive Psychology*, doodlers remembered 29 percent more information than non-doodlers.

**Doodling can create new ideas:** In a 2014 study, a researcher found that doodling stimulated ideas.

**Doodling expresses emotions:** When doodlers are instructed to doodle, they will sometimes express emotions too difficult for words. In a 2011 study, a new father drew a frazzled brain; an overwhelmed grad student drew a huge tower looming over a childlike figure.

Beware, though. According to the *Wall Street Journal*, the visual task of doodling conflicts with other visual tasks. It is best to listen to something and doodle. Watching something at the same time causes a traffic jam in the brain.



"Well, if no one is willing to take responsibility for it, we'll blame it on climate change."

## Success Through Being a Generalist

Everyone knows what it means to specialize in a particular field but it might not be as common to think about what it means to be a generalist.

Forbes magazine uses an excellent analogy from the animal kingdom in which they examine koalas and mice. Koalas must have a specific diet, climate, and access to trees in order to survive and thrive. Mice, on the other hand, can survive just about anywhere that there is access to edible food. Although koalas do well when the situation is ideal, disruption can lead to disaster while the mice will simply move on to somewhere else.

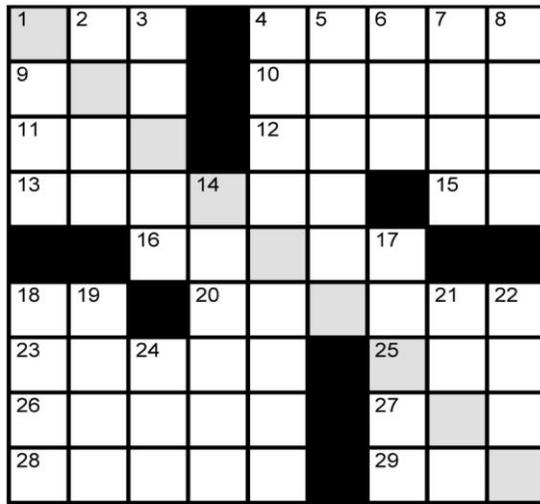
Much like the animals, people often fill these same roles during their lives in the way they approach their careers and personal lives. As the *Harvard Business Review* explains, the past several decades have seen a marked increase in the amount of specialists flooding the job market because, for years, "expert" status has assured more money and better career chances. They argue that this era may be drawing to a close, however, as it will take a generalist familiar in a variety of fields to be able to connect individual pieces into a big picture of the modern world economy.

For a given business, having a team of people highly trained in one specific area will be extremely inflexible if it comes time to head in a new direction or otherwise respond to trends in the market. These individuals would have to be retrained, which takes time and effort. On the other hand, generalists can not only react more nimbly, but also tend to predict those trends better than the experts. According to a study of professional forecasters, non-experts in a field were more likely to predict the future than the experts; which shows how a narrow viewpoint can be blinding.

While it will probably always be useful for a person's surgeon to be highly trained in their area of expertise during an operation, it might take a generalist to understand why the surgery is needed in the first place.

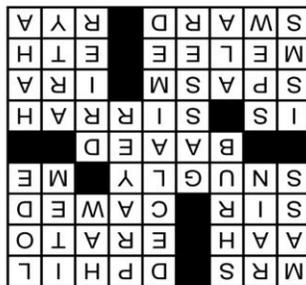
## Festive Beverage

- Across
- Robinson of song
  - Oxford doctorate, briefly
  - "That feels good!"
  - Muse of poetry
  - Knight's title
  - Emulated a rook
  - How bodysuits fit
  - St. in New England
  - Bleated
  - Part of the verb "to be"
  - Shakespearean term of address
  - Muscle twitch
  - Author Levin
  - Donnybrook
  - Biblical verb ending
  - Grassy area
  - Type of rug



- Down
- Church service
  - Parade spoiler
  - Bush
  - Renounced
  - Supplication
  - "Hee \_\_\_\_"
  - Any thing

- Miner's quest
- Knee-slapper
- Less wet
- Doctrines
- Erupt
- Affectedly creative
- "Very funny!"
- Cookbook phrase



The headline is a clue to the answer in the diagonal.

## Business Networking Groups: Sharing Contacts and Information

Business networking groups are not just for socializing; they can actually give you access to people with new ideas and strategies.

Groups are becoming more niche oriented so that it is easier to find one where the members' businesses are more related. This can allow for sharing business strategies. For example, a baker, ice cream shop owner, and restaurateur can approach a vendor they all use to lower their costs.

By regularly attending business events, people will begin to recognize you. Take advantage of giving others advice and the benefit of your experience. You want to be known as a person who is trustworthy and reliable. This can help you get more leads and referrals as you will be the one who "pops into their head when they need what you offer," notes Small Business BC.

Free consult - You may find just the consultant you need within a business networking group. Just as you are angling to be noticed by being willing to give advice, so are others. You should take advantage of that. Observers note that people, in general, enjoy sharing their expertise.

"You will find that as you build relationships with people, the value of the help that is passed to you formally or informally will exceed any costs incurred by developing the relationships in the first place." -

AmazingBusiness.com

To find a networking group that's the right fit for your type of business, contact your area Chamber of Commerce. They tend to keep track of the active groups in your community. Also, check out Meetup. This online site lists groups that you can choose from that best suit your needs.

## Trivia Teaser – Female Advertising Figures

1. The Morton Salt Girl holds a canister of salt and which other item? a-Umbrella, b-Loaf of bread, c-Basket, d-Hat.

2. Which motion picture company's logo depicts a draped woman holding aloft a torch? a-Paramount, b-MGM, c-Columbia, d-DreamWorks.

3. What color is the sunbonnet worn by the Sun-Maid girl on boxes on Sun-Maid raisins? a-Blue, b-White, c-Purple, d-Red.

4. What is the name of the receptionist in red appearing in Toyota commercials? a-Jan, b-Flo, c-Pam, d-Amy.

5. Jane Withers played what female plumber in commercials for Comet cleanser? a-Elsie, b-Josephine, c-Madge, d-Rosie.

6. Which company owns the Aunt Jemima brand of pancake mix and syrup? a-Campbell's, b-Pepsi, c-Quaker Oats, d-Kraft.

7. What is the first name of the founder of Mrs. Fields' Original Cookies? a-Debbi, b-Marjorie, c-Martha, d-Joan.

8. Which actress appeared as the Coppertone girl in a TV ad in 1965, at age 3? a-Rosie O'Donnell, b-Jodie Foster, c-Genie Francis, d-Daphne Zuniga.

9. Which name completes the slogan "Everybody doesn't like something, but nobody doesn't like..."? a-Marie Callender, b-Granny Smith, c-Little Debbie, d-Sara Lee.

10. Formerly with The Little Rascals, Darla Hood provided the voice of which animated icon? a-Miss Chiquita Banana, b-Peter Pan, c-Elsie the Cow, d-Chicken of the Sea mermaid.

- |                          |                          |
|--------------------------|--------------------------|
| 1-a, Umbrella            | 5-b, Josephine           |
| 2-c, Columbia            | 4-a, Jan                 |
| 3-d, Red                 | 9-d, Sara Lee            |
| 4-b, Jodie Foster        | 10-d, Chicken of the Sea |
| 5-a, Debbi               |                          |
| 6-c, Quaker Oats         |                          |
| 7-a, Debbi               |                          |
| 8-b, Jodie Foster        |                          |
| 9-d, Sara Lee            |                          |
| 10-d, Chicken of the Sea |                          |

Answers to 'Female Advertising Figures'



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### About Our Company

ServiceMaster Quality Services is a full service commercial and residential cleaning company that operates in the following areas: Terrebonne and Lafourche Parishes.

Services include commercial general cleaning, carpet/rug cleaning, upholstery cleaning, all types of hard floor care, window washing, interior vehicle cleaning (mats and seats only) and construction cleaning. Owners Gene and Sally Rhodes have been in the cleaning industry for [over 25] years, and they feel it's important to provide cleaning services that place the utmost importance on the health and safety of their clients and employees. We also are professionally certified with IICRC (Institute of Inspection Cleaning and Restoration).

### Could Emojis Be Helping Language?

Those little faces, smiley and otherwise, are spreading their way across global culture.

It wouldn't be a stretch to think that they could threaten actual language. According to USA Today, however, they might actually be helping text-based communication be more accurate.

Vyv Evans, the author of The Emoji Code, explains that humans can produce more than 10,000 individual expressions during face-to-face conversations. When these expressions are removed, as they are with text, the emotion is robbed from communication, and it is very easy to miscommunicate under those circumstances. In this way, Emojis are the body language of texting and only help in getting the point across.

### Staff Members Making the News

Congratulations to our Cleaning Specialist, Natalie Celestine!

Natalie received high scores on her review and earned herself a \$100 bonus. Keep up the great work Natalie!

*How old would you be if you didn't know how old you were?*  
~Satchel Paige

### How Much Can Credit Scores Rise?

Considering that it is so incredibly important for a person's financial well-being, there is a surprising amount of mystery surrounding the FICO method of evaluating credit scores. According to FICO itself, examining its own data revealed some solid information about how much a person could expect their credit score to rise after a delinquency falls off of their report.

Their primary findings were that one delinquency removed from an account holder over a three-month period typically resulted in a 14-point rise in their credit score, while a removal of all outstanding delinquencies over the same period showed a 33-point increase. Although this might not seem like a dramatic increase, they also point out that the penalty for major negatives on an account decreases over time, so the recovery after it actually falls off can be modest.

### 25% off Upholstery Cleaning

**Schedule your upholstery cleaning by September 30, 2017 and receive 25% off**

ServiceMaster Quality Services  
985/872-1029  
[www.s-mqs.com](http://www.s-mqs.com)

\*Not to be combined with any other offers\*

### Take the Trivia Challenge!

Doodlers remember how much more information than non-doodlers?

- a. 20%
- b. 29%
- c. 39%
- d. 40%

HINT: The answer is hidden somewhere in this newsletter.