



AROUND THE HOUSE

NOVEMBER 2013

NEWS FROM OUR FAMILY TO YOURS



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Inside This Issue:

- **How to Raise Prices Without Alienating Customers**
- **Paying Off the Mortgage May Not be Your Best Bet**
- **Get Your Fireplace Ready for Winter**

Plus much, much more!!!

Let's Talk Turkey

Here's one of those funny Thanksgiving facts: Turkeys have heart attacks. When the Air Force was conducting test runs and breaking the sound barrier, fields of turkeys would drop dead.

Turducken, a turkey stuffed with a duck stuffed with a chicken, is becoming more popular on Thanksgiving (originated in Louisiana). A turducken is a de-boned turkey stuffed with a de-boned duck, which itself is stuffed with a small de-boned chicken. The cavity of the chicken and the rest of the gaps are filled with, at the very least, a highly seasoned breadcrumb mixture (although some versions have a different stuffing for each bird).

There are regional differences as to the "stuffing" (or "dressing") traditionally served with the turkey. Southerners generally make theirs from cornbread, while in other parts of the country white bread is the base. One or several of the following may be added: oysters, apples, chestnuts, raisins, celery and/or other vegetables, sausage or the turkey's giblets.

Here's one of the most unbelievable Thanksgiving facts: The Guinness Book of Records states that the greatest dressed weight recorded for a turkey is 39.09 kg (86 lbs), at the annual "heaviest turkey" competition held in London, England on December 12, 1989.

Turkey is the traditional dish for the Thanksgiving feast. In the US, about 280 million turkeys are sold for the Thanksgiving celebrations. There is no official reason or declaration for the use of turkey. They just happened to be the most plentiful meat available at the time of the first Thanksgiving in 1621, starting the tradition.

Columbus thought that the land he discovered was connected to India, where peacocks are found in considerable number. And he believed turkeys were a type of peacock (they're actually a type of pheasant). So he named them "tuka", which is "peacock" in the Tamil language of India.

A spooked turkey can run at speeds up to 20 miles per hour. They can also burst into flight approaching speeds between 50-55 mph in a matter of seconds.

There are three places in the United States named after the holiday's traditional main course — Turkey, Texas; Turkey Creek, La.; and Turkey, N.C. There are also nine townships around the country named "Turkey," with three in Kansas.

Wild turkeys, while technically the same species as domesticated turkeys, have a very different taste from farm-raised turkeys. Almost all of the meat is "dark" (even the breasts) with a more intense turkey flavor. Older heritage breeds also differ in flavor.

Turkeys were one of the first animals in the Americas to be domesticated.

Raise Prices AND Keep Customers Smiling?

What happens to your product or service when your costs are going up and your profits are going down?

It's obvious that you can't sustain the losses for long and your prices will have to rise.

But how to do it without driving away customers?

Writing in The Wall Street Journal, marketing experts say some customers are more sensitive to prices than others. Marketers should target discounts and coupons to those customers. They can also consider offering different, lower-priced versions of their product.

The discounts work because price-sensitive people still buy the product, though at a lower price, and those who aren't so sensitive about pricing buy the product anyway. It averages out to be more income overall.

Kusum Ailawadi of the Tuck School of Business at Dartmouth, writes that it is a mistake to think customers don't pay attention to prices. They put a lot of emphasis on special deals like coupons or sales. It's one reason why raising the price and offering deals is a much smarter move than eliminating coupons and offers in order to save the store's money, Ailawadi writes.

There is also a psychological component to promotions. People who make the effort to clip coupons or mail in proofs of purchase feel like smart shoppers and smart shoppers are happy shoppers.

One mistake companies make that everyone notices is the cutback on the product itself. The most notorious example is the candy bar, which seems to shrink with the economic times. Consumers may experience this as a bit of a ripoff.

Also consider which prices in your line to increase.

If you have vegetables and ice cream, which should you increase? Ice cream, says Paul Farris of the Darden School of Business. Vegetables are a staple people have to buy. Ice cream, cookies and the like are indulgences and people are less price-sensitive when they buy them.



Just for Fun

1. A Ball - A Fish - A Cold
2. A Ball - A Salad - A Coin
3. A Cork - A Question - A Balloon
4. A Bottle - A Baseball Player - A Mushroom
5. A Bell - Mouth - A Shoe
6. A Tug of War - The Nightly News - A Boat
7. Seventeen - Time - People
8. A Basketball Court - A Highway - A Bowling Alley
9. Fog - A Jack - A Body Builder
10. A Hockey Game - A Restaurant - A Bank

COMMONYMS

What's a commonym you ask?
A commonym is group of words that have a common trait in the three words/items listed. For example: A car - A tree - An elephant.. they all have trunks. These will make you think!

Answer page 8



What do turkeys like to eat on Thanksgiving?

Answer page 8

Precision Roof Crafters, Inc.

November Is:

- Aviation History Month
- Child Safety Protection Month
- National Adoption Awareness Month
- National American Heritage Month
- National Model Railroad Month
- Peanut Butter Lovers Month
- International Drum Month
- American Diabetes Month

Restaurants Honor Vets

Monday, November 11



This Veterans Day, restaurants across the country are holding an event to honor former and present military personnel. As a token of gratitude for their service, they are offering veterans a complimentary dinner.

Veterans Day gives all Americans the opportunity to thank veterans for their service and their sacrifices.

The day shouldn't be confused with Memorial Day, which honors those who lost their lives in military service. Veterans Day is a different type of celebration. It honors living veterans of American wars. It's a day for us to honor and appreciate them.

For veterans themselves, it can be a very pleasant day. They may gather at veterans clubs or get together with men and women they served with. They often swap mostly funny stories about what happened during very serious and dangerous times. Or they can just enjoy a family outing held in their honor.

It's important that we know why we celebrate Veterans on November 11 so that we can honor our former service members properly.

Veterans Day, formerly known as Armistice Day, was originally set as a U.S. legal holiday to mark the end of World War I, which officially took place on November 11, 1918. In 1954, after having been through both World War II and the Korean War, the 83rd U.S. Congress changed the name to Veterans Day. It became a day to honor American veterans of all wars.

Pay Off Your Mortgage Later, Not Sooner

Not having a mortgage can be satisfying but it may not be smart.

Financial planners recommend you consider doing other things before you pay off your mortgage.

* Pay off credit card balances. Paying credit card debt gives you an instant return equal to the interest rate on your card.

Financial planners say a mortgage is a good debt and should be one of the last ones to be paid off.

* Put extra money into your retirement account instead. The last 10 years of working and saving give you a chance to stash more money in a tax-advantaged retirement account. If you are over 50, you can put \$23,000 in a 401(k) and \$6,500 in an IRA or Roth IRA during 2013.

* Bulk up your emergency savings account. Unless you have six months of living expenses, you could end up draining retirement accounts. If you do that, you could be house rich and cash poor in retirement.

* Weigh the return versus the risk. At Kiplinger's Personal Finance, experts say if you're paying 4 percent interest on your mortgage and your nonretirement cash accounts are earning 1 percent, go ahead and pay off the mortgage.

* Have a flexible future. To pay off your home faster, consider paying extra on the principle of your current mortgage. You could save a great deal of interest. And if your finances hit a rough patch, you can revert to the lower payment.

If you're paid ahead on some mortgages held by credit unions and banks, you might not have to pay anything at all for a time.

Is It Time To Get A Smartwatch?

It's been 40 years since comic book hero Dick Tracy used his watch as a two-way radio. All the kids wanted one. Now, you can have a watch that's even better than Dick Tracy's.

Samsung's new Galaxy Gear Smartwatch (\$299) was introduced recently, and other makers are working on one. Samsung's watch has to be paired with its Galaxy Note 3 smartphone. When you sync Galaxy Gear with Note 3 (via low-energy Bluetooth), it responds to voice commands. You can make or answer calls, and glance at texts, emails and other alerts at your wrist. The Gear also doubles as a pedometer, stopwatch, timer and music player.

If you walk away from the Note 3, the phone screen with automatically lock, then unlock when you get closer.

			3		4	2		
	7	1	6		2			5
								6
	4					8	2	
8	9	6				1	5	4
	1	2					9	
3								
6			8		7	4	1	
		4	9		5			

To solve a sudoku, you only need logic and patience. No math is required.
Simply make sure that each 3x3 square region has a number 1 through 9 with only one occurrence of each number.

Each column and row of the large grid must have only one instance of the numbers 1 through 9.

The difficulty rating on this puzzle is easy.

WE WELCOME THIS MONTH'S NEW CLIENTS TO THE "PRECISION ROOF CRAFTERS" FAMILY

Here are some of our new clients that became members of the "Precision Roof Crafters Family" this past month. I'd like to welcome you and wish you all the best!

Nagwa Shaarawi
Houston

Brian Brown
Houston

Lorrie Moreno
Houston

Jeff Walker
Tomball

Ali Javidpour
Houston

Dana Mattiza
Houston

Laura Callan
Houston

Paul Tucker
Huffman

D'Vere Ligons
Houston

Karl Joern
Houston

Bob McBee
Houston

Gail Russell
Houston

Paul Buie
Houston

Joe Siff
Houston

Rod Kujala
Houston

Bethany Dennard
Houston

Mimi Collins
Houston

Daniel Tamez
Pearland

Sue Jolly
Houston

Stuart Wilson
Houston

Min Kim
Houston

Edward Bartsch
Katy

Sandy Parker
Houston

Jeff Von Cannon
Houston

Kevin Moffett
Spring

David Branch
Cypress

Sergey Kolos
Houston

Pete Springer
Houston

Erin Austin
Houston

Jeannie Bustillo
Houston

Christina Simon
Houston

Brett Wisler
Houston

Maureen Holcombe
Houston

David Fitts
Houston

Ashanti Hepburn
Houston

Robert Burnside
Houston

We are giving recognition to our new clients and our superb friends who are kind enough to refer their neighbors and relatives to us.

Budget Friendly Kitchen Upgrades



Home advisors for bankrate.com say remodeling a kitchen may sound like a big, expensive affair. But the truth is that there are ways to breathe new life into any kitchen without spending a lot.

* A spokeswoman at Lowe's says paint gives the biggest bang for your buck. It instantly changes the feel of a space. If you do it yourself, it costs almost nothing.

* For \$150 to \$500, you can give your kitchen a snazzy look with the installation of a fancy new faucet. You don't have to be a plumber to install one, says Jamie Gold, author of *New Kitchen Ideas That Work*.

* Changing an appliance may push the outer limit of your budget. But if you're willing to accept a minor imperfection, it's possible to pick up a new range for \$500 or less at a home improvement store or a "scratch and dent" place.

* Countertops will stretch your remodeling budget, but nice options are available. For example, Gold says granite tile can give you the granite look without the price of a granite slab. Save money by installing the tiles yourself.

* New floors can be an expensive remodeling project, but they will have a dramatic effect on appearance. Don't overlook vinyl flooring, some of which looks like stone and costs about \$2 a square foot. If you're handy, you can install it yourself.

* Adding a backsplash behind your sink and counters is a small change that can have a big impact. Christine Tse, an interior designer in New York City says it can change your kitchen from "drab to fab." You can find nice options at about \$200 for 12 square feet, or you can spend several times that for designer materials.

* To get appliances and cookbooks off the countertop, add some floating shelves to a wall. Thick floating wood or glass shelves cost about \$40 each.

Is Your Fireplace Chestnut Ready?

It's time to give your fireplace a checkup. Getting it ready for cold weather is important for safety and for personal comfort. All home heating systems require regular maintenance to function safely and efficiently.

Have the chimney cleaned by a professional. Chimney sweeps use a high-powered vacuum so no dust or soot enters the house. They clean the entire chimney, check the flue and check the attic for any areas that need repair.

Arrange a good source of fuel. Delivery of one or two cords of seasoned wood may take the fireplace through the heating season. Never use green wood, which will produce more smoke than heat and will cause deposits to build up inside the chimney.

Synthetic logs can be pretty and easy to use, but be sure to follow the instructions on the package.

Open the fireplace flue before starting a fire. It will allow fresh air for the fire and allow smoke to go up the chimney instead of into the room.

Close the fireplace screen to keep sparks from flying out of the fire.

Educate everyone in the home so they will not discard anything into the fire, which could cause toxic fumes. And paper could cause an instant hot fire with flying particles.

Close the flue when the fire goes out to avoid heat loss and to keep debris, birds and animals out the house.

Have a metal container for removing hot ashes. Embers and ashes can stay hot for a long time. Place the metal container of ashes some distance from the house so they don't ignite and set something ablaze.



Leftover Turkey Lasagna

Ingredients

- 1 onion chopped
- 2 stalks celery, chopped
- ½ teaspoon minced garlic
- 1 tablespoon vegetable oil
- 2 cups cooked and chopped turkey
- 1 cup chopped cooked broccoli
- 2 tablespoons butter
- ¼ cup all-purpose flour
- Salt to taste
- 1 (16 oz. package) instant lasagna noodles
- 1 cup shredded mozzarella cheese



Directions

- In a medium skillet saute the chopped onions, celery and garlic in oil until soft and tender. Add chopped turkey and broccoli. Set aside.
- To make white sauce: In a small saucepan over low heat melt butter or margarine. Remove from heat and add flour, salt, and pepper; and blend well. Return to low heat, whisk in milk and cook until thick.
- To assemble, in the bottom of a casserole dish place a thin layer of white sauce, then a layer of noodles. Next, place a layer of the turkey mixture, followed by sauce, and then 1/2 cup of the shredded mozzarella cheese. Repeat layering process with turkey mixture and sauce. Top with the remaining 1/2 cup of mozzarella cheese.
- Bake in a preheated 350 degree (175 degree C) oven for 45-60 minutes until bubbly and heated through. Let stand 10 to 15 minutes before serving.

Recipe Source: Allrecipes.com



Peanut Butter Balls

- 1 ½ cups peanut butter
- 1 cup butter
- 4 cups confectioners' sugar
- 1 1/3 cups graham cracker crumbs
- 2 cups semisweet chocolate chips
- 1 tablespoon shortening

- Mix together peanut butter, butter or margarine, confectioners' sugar, and graham cracker crumbs. Shape into 1 inch balls.
- Melt chocolate chips and shortening in top of double boiler. Dip balls into chocolate mixture and let dry on waxed paper. (Poke each ball with a toothpick for easier dipping.)

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Project**

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Client of the Month!

Every month we choose a Precision Roof Crafters Client Of The Month. It's just our way of saying thanks and giving a little recognition to our good friends and clients who help support us!

CLIENT OF THE MONTH IS... _____



You can be the Client of The Month! Watch for your name here in an upcoming month!

SEND A REFERRAL: GET A PRIZE

For every referral you send our way that becomes a client, you will receive a gift from our company:

"A \$25 Pre-Paid American Express Gift Card"

By referring your family, friends & neighbors, you've helped our business grow. Offering these special rewards is our way of saying, **"Thank you, you're the best!"**

Without you, we couldn't do what we do. To take advantage of our Referral Reward Program, just fill out the enclosed referral sheet and either fax or send it in. That's all there is to it!

ROCKET REFERRAL REWARD PROGRAM!

If you use this form, we will be able to make sure you get credit for all of your referrals when they become clients. If you have any questions, just give us a call at (insert your phone number).

Your Name: _____ Your Phone# _____

Referrals: If you run out of room, please feel free to use a separate sheet of paper.

Name _____

Address _____

City, State, Zip _____

Home Phone _____

Name _____

Address _____

City, State, Zip _____

Home Phone _____



Yes! Feel free to use my name as a reference when you contact the referrals!

Fax To: 713.334.4458

Email To: info@roofprohouston.com

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Precision Roof Crafters, Inc.

Money Saving Coupon

\$\$\$\$\$\$\$\$Take Advantage of Our \$\$\$\$\$\$\$\$

OUR NOVEMBER SPECIAL

Get 5% off with any roof repair, installation or replacement.

As always you have our 100% Personal Satisfaction Guarantee

Offer expires December 10, 2013
(Cannot be used in conjunction with any other offer.)
Must present this coupon to receive offer

9	6	5	3	7	4	2	8	1
4	7	1	6	8	2	9	3	5
2	3	8	5	1	9	7	4	6
5	4	3	1	9	6	8	2	7
8	9	6	7	2	3	1	5	4
7	1	2	4	5	8	6	9	3
3	8	7	2	4	1	5	6	9
6	5	9	8	3	7	4	1	2
1	2	4	9	6	5	3	7	8



Commonym Answer:

1. they are caught
2. they are tossed
3. they are popped
4. they have caps
5. they have tongues
6. they have anchors
7. they are magazines
8. they have lanes
9. they lift
10. they have checks

Riddle Answer:

Nothing; they are already stuffed!

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