



AROUND THE HOUSE

OCTOBER 2013

NEWS FROM OUR FAMILY TO YOURS

Can Celebrating Halloween Be a Boon for Businesses?



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- *Insurance Claims*

Inside This Issue:

- **Reap the Benefits of Mid-Life Exercise Later in Life**
- **Avoid Fire Hazards in the Kitchen**
- **Miracle Waterproofing Spray**

Plus much, much more!!!

Just around the start of October you start to see one or two of them pop up: small businesses taking an unusual twist on their everyday practice, turning bookstores, car washes, laundry mats and pizza places into trick-or-treat stations, face painting boutiques, haunted houses and more. The reasoning behind it is usually pretty simple: the owner or manager is a Halloween enthusiast just like you and me, and wants to bring some Halloween fun to the community. But could there be more to these transformations of monster mayhem? It may be that the Halloween enthusiasts aren't the ones behind the operation, but the ones they're trying to draw in.

After doing some research in the southeastern Connecticut region, studies show that not all businesses get the same results from going out of their way to celebrate Halloween – some see their profits soar while others can lose money from it. Two factors that tend to make the most difference are the location of the business and the originality of the event.

Small stores in a close-knit environment such as a plaza or mall who share a common Halloween event don't tend to draw in the crowds they hope for. A mall holding a night of trick-or-treating on Halloween night, for example, drew in no new customers. It turned out that only regular customers brought their kids to the event, producing no extra sales that night, and in fact some stores lost business due to the heavy crowds of kids. No stores reported gaining any new long-term customers, or any increase in business there afterwards. The reasoning for this may very well have been that the theme of trick-or-treating lost its originality when almost every store in the mall participated, not allowing for any individual attention to be drawn to a specific store.

On the other hand, businesses that stand alone gain a lot more exposure, especially when their Halloween event is a new idea and in a good location. A small hands-on car wash in Connecticut put together a "haunted carwash" during the last few weekends in October, composed of a drive-through graveyard, witches brewing a smoldering cauldron by the roadside, eerie sound effects, spot lights, and finally monsters washing your car. The special effects and props could be seen by everyone driving by the main street location, and little advertising was needed as word spread fast of the intriguing haunted attraction.

The main goal of the car wash company was achieved as they gained new long-term both in and out of town, including people who did not ordinarily go out of their way to get a hands-customers on car wash. It is likely that a similar outcome could have occurred to the stores in the mall, had they tried a Halloween event that was unique from the other stores, and original enough to bring in new customers.

There are many different types of Halloween events and attractions that are perfect for smaller businesses, and they don't have to be as extravagant as a drive-through haunted house. Other ideas to try include having Halloween craft stations for kids, holding a free or low-cost raffle with a Halloween-related prize, selling small Halloween items, putting out some spooky outdoor décor or sponsoring a local Halloween event. These small tributes to Halloween are all ways to bring attention to a business during the Halloween season. Creating a fun and unique Halloween experience will not only draw people in to see what's in store, but will make regular customers out of all those Halloween enthusiasts who want to see their style continue in the future.

Exercise Throughout Midlife for Later Life Payoff

In their 40s and 50s, people who made a point of staying fit before may get pretty busy. They start wondering if lifting weights, exercising at home or going to the gym is worth the time and effort.

There has always been some evidence that people who are fit at midlife are more likely to be healthy in their 60s, 70s and 80s. The best evidence available now comes from the Cooper Institute in Dallas. It has a database of patients who have gone to their preventive medicine clinic since 1970.

Chronic illnesses

Their study, published in the September Archives of Internal Medicine, focused on data from 18,000 healthy people whose cardiovascular fitness was measured by treadmill tests in their 40s or 50s. By examining Medicare claims on these subjects, researchers found that those who were most fit were much less likely to develop heart disease, Alzheimer's, diabetes, kidney disease, colon or lung cancer during the next 20 to 30 years.

Dementia

They also found that subjects who were fittest at midlife were one-third less likely to develop dementia in their 70s and 80s. Cardiovascular fitness helps prevent dementia by reducing the risk of diabetes and hypertension, both of which can contribute to dementia. But even after controlling these factors, the reduced risk for dementia and Alzheimer's disease remained.

Fitness now

Doctors at the University of California, Berkeley, say one benefit of being fit in middle age is that it increases the likelihood that you'll continue to exercise, eat well and stop smoking.

If you're past middle age and didn't exercise much back then, you can still get many of the benefits of midlife fitness if you start to exercise now.

It's never too late to start improving your fitness level with exercise and other healthy habits.



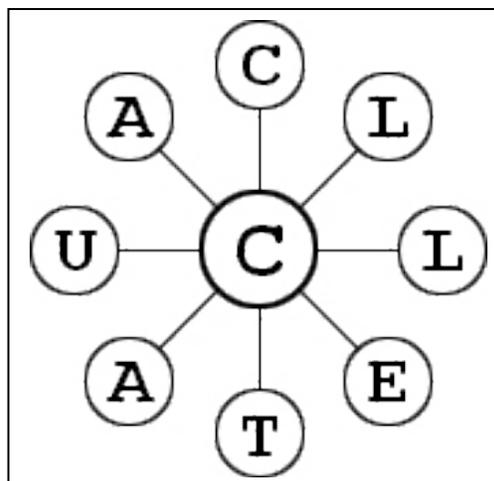
"It's faster, but the cauldron tastes better."

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"Still, let's do an x-ray just to be sure."

Just for Fun



Using the grid to the left, how many words can you find? Each word must contain the central C and no letter can be used twice, however, the letters do not have to be connected. Proper nouns are not allowed, however, plurals are. Can you find the nine letter word?

Excellent: 22 words. Good: 19 words. Average: 16 words.

Answer page 8

What is the problem with two twin witches?

Answer page 8

Precision Roof Crafters, Inc.

October Is:

- **Breast Cancer Awareness Month**
- **Adopt a Shelter Dog Month**
- **Computer Learning Month**
- **Cookie Month**
- **National Pizza Month**
- **National Popcorn Popping Month**
- **Seafood Month**
- **National Diabetes Month**

Early Breast Cancer Detection is Key



The goal of screening exams for early breast cancer detection is to find cancers before they start to cause symptoms. *Screening* refers to tests and exams used to find a disease, such as cancer, in people who do not have any symptoms. *Early detection* means using an approach that lets breast cancer get diagnosed earlier than otherwise might have occurred.

Breast cancers that are found because they are causing symptoms tend to be larger and are more likely to have already spread beyond the breast. In contrast, breast cancers found during screening exams are more likely to be smaller and still confined to the breast. The size of a breast cancer and how far it has spread are some of the most important factors in predicting the *prognosis* (outlook) of a woman with this disease.

Most doctors feel that early detection tests for breast cancer save thousands of lives each year, and that many more lives could be saved if even more women and their health care providers took advantage of these tests. Following the American Cancer Society's guidelines for the early detection of breast cancer improves the chances that breast cancer can be diagnosed at an early stage and treated successfully.

Save a Pooch in October



For many pet advocates, it's hard for them to understand how someone could give up a pooch ... although it happens daily. Since October is Adopt a Shelter Dog Month, we'll give your 411 on the history, the truth about shelter dogs, facts and stats, and best of all, where to find your new companion at a local shelter.

The Truth About Rescue Dogs

Approximately 5 to 7 million companion animals enter animal shelters nationwide every year, and approximately 3 to 4 million are euthanized. As they say, there are no bad pets, just bad owners. Most times, animals were given up due to the owner's irresponsibility or lack of initiative. In a recent study by the National Council on Pet Population Study and Policy the top reason people surrender their dogs to shelters are due to behavioral problems followed by housing situations, incompatibility with the family's lifestyle, and finally because the dog didn't live up to the owner's expectations. All shelter dogs need is a loving owner and a safe, happy home. Many shelter adoptees even say that shelter pets know that their new owners saved them and therefore have a special bond with their new parents.

Find Your Local Shelter

There are about 5,000 community animal shelters nationwide. First turn to your local ASPCA or Human Society or start looking is on Petfinder.com or AdoptAPet.com. All the pets on the site are from rescue shelters and you can search by animal, breed, sex, age, location, size, and even color. Each pet profile has pictures and a short bio on their behavior, likes, and dislikes. Search to find your fuzzy companion this month from a shelter instead of a breeder. Your pup will love you forever for it.

Shelter Dog Fast Facts According to AnimalShelter.org

- 8-10 million dogs and cats entering shelters each year
- 3-4 million dogs and cats euthanized by shelters each year
- 3-4 million dogs and cats adopted from shelters each year
- 4,000-6,000 animal shelters in the U.S.
- 25% of purebred dogs in shelters
- A female dog and her offspring can produce 67,000 dogs in six years
- Between 600,000 and 750,000 dogs and cats reclaimed by owners each year from animal shelters

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

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!

Dirk S., Bellaire

Matthew H., Houston

Saing T., Deer Park

Richard R., Houston

Karen S., Houston

Tom O., Houston

Rachel H., Cypress

Lisa M., Spring

Kay L., Pearland

Cheryl S., Houston

Sophia L., Houston

Ronnie B., Crosby

Barbara W., Baytown

Casey M., Houston

Robbin B., Richmond

Russell M., 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.

Fire Prevention Week October 6 - 12

During Fire Prevention Week, October 6 through 12, the National Fire Protection Association is highlighting the dangers of unattended cooking and risky kitchen habits.

The theme was announced at the Fire Department Instructors Conference (FDIC) in Indianapolis, which is attended by thousands of firefighters from around the world.

Here are some good tips from NFPA:

Remember that fat and oils are flammable. Most kitchen fires, and fires that burn down restaurants, start when someone is heating fat or oil and forgets about it. The oil gets increasingly hotter, smokes, and then bursts into flame.

Never leave the room when you're cooking. It's easy to think you'll only be away for a minute or two to answer the door or step into the living room or bathroom, but it could take longer.

Beware of deep fat fryers. Never get liquid near a oil fryer. If it spills, it instantly turns into steam, violently spraying hot oil.

Steam is dangerous. Steam is water vapor that is above the boiling point. It can be highly pressurized and is almost invisible, but it causes nasty burns.

Have a fire extinguishers available in the kitchen and learn how to use it. The people who service your extinguishers can arrange training.

If there is an oven fire, turn off the heat and keep the door closed to prevent flames from burning you and your clothing.

Miracle Waterproofing Spray

Everyone is talking about NeverWet, a spray-on waterproof coating that Rust-Oleum is manufacturing and distributing in North America.

The astounding demo video for NeverWet has gone viral. The demo video has several fascinating examples of what the product does. In one example, NeverWet seems to solve the summer problem of swimming pools and mobile phones. An iPhone coated with NeverWet is dropped into water. It comes out dry and works perfectly.

Flushing Wipes is Bad for Pipes!

Non-flushable cleanup wipes, baby wipes, and sanitary products must not be flushed down the toilet.

The reason is simply that, unlike toilet paper, these other materials do not dissolve. Instead they clog up the sewers, damage equipment, and cost cities and taxpayers a lot of time and money.

In one city, they had to hire a contractor to vacuum out a lift station and remove a truckload of cloth material. It's happening all over the country.

The Association of the Nonwoven Fabrics Industry says researchers collected and analyzed materials from wastewater pumps and found that most items clogging equipment are not labeled flushable.

These items, experts suggest, should be more clearly labeled Do Not Flush.

Kimberly-Clark's flushable Cottonelle cloths undergo extensive testing to ensure they are compatible with home and city sewer systems. However, some flushables do not comply.

Some companies have heavily promoted bathroom wipes, while some cleaning product manufacturers have also advertised sponges they say can be disposed of in a toilet.

A Consumer Reports test showed that toilet paper disintegrated after about eight seconds, but some wipes still hadn't broken down after 30 minutes. They should never have been classified as flushable.

Seafood Enchiladas

Ingredients

- 1 onion chopped
- 1 tablespoon butter
- ½ pound fresh crabmeat
- ¼ pound shrimp, peeled, deveined and coarsely chopped
- 8 ounces Colby cheese
- 6 (10 inch) flour tortillas
- 1 cup half-and-half
- ½ cup sour cream
- 1 ½ teaspoons dried parsley
- ½ teaspoon garlic salt
- 1 cup heavy whipping cream



Directions

- Preheat oven to 350 degrees F (175 degrees C).
- In a large skillet, saute onions in 1 tablespoon butter until transparent. Remove the skillet from heat and stir in crabmeat and shrimp. Shred the cheese and mix half of it into the seafood. Place a large spoonful of the mixture into each tortilla. Roll the tortillas up around the mixture and arrange the rolled tortillas in a 9x13 inch baking dish.
- In a saucepan over medium-low heat, combine half-and-half, sour cream, 1/4 cup butter, parsley and garlic salt. Stir until the mixture is lukewarm and blended. Pour sauce over the enchiladas, and sprinkle with remaining cheese.
- Bake in preheated oven for 30 minutes.

Recipe Source: Allrecipes.com

Marshmallow Popcorn Balls

Ingredients

1 tablespoon vegetable oil	1 tablespoon butter
5 cups miniature marshmallows	½ cup unpopped popcorn

- Grease a 9x13 inch baking dish. Set aside.
- Add vegetable oil to a 4 quart saucepan, and heat over high heat. When oil is hot, add popping corn. Keep pan moving constantly. When corn stops popping, remove from heat. Put popcorn in prepared pan.
- Melt butter In a medium saucepan over low heat. Stir in marshmallows and cook until melted, stirring constantly. Pour marshmallow mixture over popcorn and mix with spoon to coat evenly.
- Let mixture cool slightly. Smear butter on your hands or spray with non-stick cooking spray. Mix popcorn with your hands so that it is evenly coated.
- Form popcorn into 8 balls.

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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.

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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!

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

Puzzle Answer:

9 letter word:
calculate

ace, aceta, acetal, act,
acta, actual, actuate,
acute, alec, caca, caeca,
caecal, call, calla, callet,
cat, catcall, cate, caul,
ceca, cecal, cel, cell,
cella celt, cleat, clue,
cue, culet, cull, cullet,
cult, cut, cute, éclat,
ecu, lac, lace, lacteal,
luce, tace, talc

Riddle Answer:

You never know which
witch is which!

Precision Roof Crafters, Inc.

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