



January 2012

Volume 3, Issue 1

# Better Home Living™

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

## You can be stronger... How to develop a resilient personality, that can bounce back from 'disasters'

Resilience is the ability to overcome adversity and to deal with stressful and difficult circumstances. The most resilient people recover from traumatic experiences and are stronger and wiser.

Everyone is born with the potential to develop these abilities, says Al Siebert, author of the book *The Resiliency Advantage* and *The Survivor Personality*. He says the five levels of resiliency are:

1. Maintaining your emotional stability, health and well-being. This is essential to maintaining your energy.
2. Developing an outward focus with good problem solving skills and concentrating on the challenges at hand. Problem-focused coping is better than emotion-focused coping.
3. An inward focus. Have strong self-esteem. Your self-confidence is your reputation with yourself. You expect to handle new situations well because of past successes. Remember them.
4. Expect things to work out well. Have optimism guided by internal values and a high tolerance for ambiguity and uncertainty.
5. Recognize serendipity. It is the ability to recognize what could turn misfortune into good fortune.

Siebert recommends having friendships and loving relationships. Those who do are more resistant to stress.

Wonder about things. Wonder what is different, and "What if I did this?"

Resilient people can have many sides. They can be strong and gentle, sensitive and tough, logical and intuitive. They can think of negative ways to reach positive outcomes, asking "What could go wrong and how can it be avoided?"

Being resilient helps them block attacks and sidestep cons, games and manipulations. They find allies.

## Guard your smartphone

Cellphone thefts are on the rise. Police in New York City estimate that 11,000 were taken from users in 2010. Police call the crime "snatch and grab."

If you decide to use your iPhone on the sidewalk, subway or train, better look over your shoulder first to see who is nearby and watching you.

A favorite tactic is to grab a phone and jump off a train, bus or subway just as the doors are closing.

If they know about the theft, some carriers can shut down the phone remotely. Verizon, Sprint and many European carriers already do so. AT&T and T-Mobile will cancel your SIM card after a phone is stolen to protect personal information, but a thief can slip in a new card and resell the phone on the black market, say tech experts reporting in Fortune.

*Free Cleaning Tips and Specials at [www.betterhomecleaning.com](http://www.betterhomecleaning.com)*



I hope you enjoy this month's  
newsletter!

Ken Steele  
Better Home Cleaning

## Happy New Leap Year!

One mathematically inclined wag says that, for 2012, we should wish you 12 months of happiness, 52 weeks of life, 366 days of success, 8,784 hours of good health, and 527,040 minutes of good luck.

Because 2012 is a leap year, it is as if we have an extra day, with all of its hours and minutes, to accomplish our goals.

We thank you for a great year and look forward to working with you in 2012!



... someone that could use our services? Perhaps a friend, family member, co-worker, or someone from church?

When a new client signs up for regular cleaning services (weekly or biweekly service) at your recommendation, you will receive half off up to \$50 after their 3rd cleaning!

And you don't need to feel funny about receiving a reward for the referral, because they get the same reward for signing up. They receive \$25 off their second cleaning and another \$25 off their fourth cleaning

Thanks in advance for your help.

Thanks, Ken!

I meant to email you yesterday. The girls did a great job. It was so nice to come home to a clean house!

Julie, Clermont

*The cleaning crews love it when you like their work...*

### Doggie passengers can be a safe-driving risk

About 40 percent of Americans own at least one dog. For some dogs and their owners, riding together in the car is a happy experience. So happy, in fact, that half of car owners pet their dog while driving and 17 percent have allowed the dog to sit on their lap while they drove the car.

Additionally, according to a USA Today survey, about 18 percent have reached into the backseat to interact with their dog; 4 percent have played with their dog, and 13 percent have given the dog food or treats while they were driving.

Driving with a dog is not usually listed among the most dangerous driver distractions, but it should be.

Your pooch will be almost as happy in the car if he's in a harness, in a crate, or behind a barrier so he can't jump on you while you're trying to make a left turn.



"When I was your age, we chewed on toys covered in lead paint and we liked it!"

### Famous chef tells how to choose and care for kitchen knives

Perhaps you've seen Chef Masaharu Morimoto on TV's Iron Chef. Or, if you're very lucky, you've dined at his Morimoto Japanese restaurant in New York City.

Morimoto, who was interviewed by The Wall Street Journal, says, "The Japanese believe our soul goes into our knife when we use it."

So choose carefully when buying a new repository for your soul. First, Morimoto recommends holding the knife. It should be balanced and the handle should fit your hand. The knife should not be too heavy for you, or too light and fragile.

Morimoto cleans his knives carefully after each use and says careful cleaning keeps bacteria from growing on them in the knife holder. He never puts knives in the dishwasher. Instead, he washes them with detergent and a sponge and wipes them dry afterward. No moisture or fingerprints should remain on the blade because they can cause rust.

He sharpens his knives often. At his restaurant, he sharpens them every night after work. He says if you let them get dull, it will take more sharpening time to make them usable.

He uses a high grade sharpening stone. For really fine-edged blades, like those for cutting sushi, he uses a very fine grade of 8,000 to 10,000 grit.

Before using a stone, he soaks it in water for 30 minutes. When sharpening, he holds the stone with a wet towel to keep it from sliding around.

His sharpening technique: Hold the knife with the handle toward your body and let the knife make contact with the stone at a 15- to 20-degree angle. Guide the stone gently away from your body for about 20 strokes on each side of the blade.



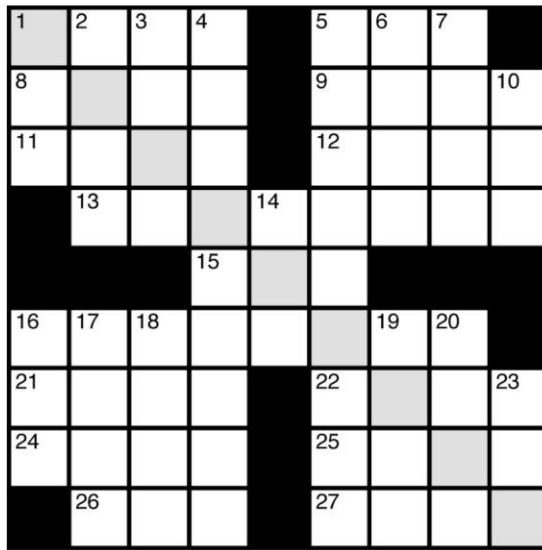
## Olympic Event Crossword

### Across

1. Finish line?
5. Jewel
8. Baseball stats
9. And others, for short
11. Flock member
12. Yellowfin or ahi
13. Cooking slowly
15. "Harper Valley \_\_\_"
16. Patisserie
21. One way to run
22. Building additions
24. Strike out
25. Balm ingredient
26. Aye's opposite
27. Sunrise

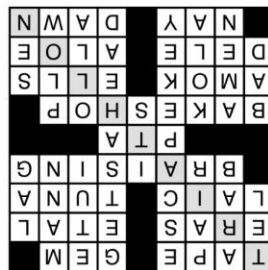
### Down

1. \_\_\_ el Amarna, Egypt
2. Saudi, e.g.
3. Au \_\_, live-in
4. Near F1
5. Advances
6. Small handbag
7. Educator Horace
10. Hang back
14. "\_\_\_ show time!"
16. Not good
17. "You can say that



18. Kind of nut
19. Earthen pot
20. Farm equipment
23. D.C. bigwig

*Note. The title is a clue to the word in the shaded diagonal.*



## Trivia Teaser – In The Black

1. What TV personality was named Miss Black Tennessee in 1972? a-Oprah Winfrey, b-Pam Oliver, c-Tyra Banks, d-Robin Roberts.

2. What singer won five Grammy Awards for her sophomore album "Back to Black" in 2008? a-Adele, b-Solange Knowles, c-Taylor Swift, d-Amy Winehouse.

3. What black-and-white cartoon character appeared briefly in "Who Framed Roger Rabbit" claiming work has "gotten slow since cartoons went to color"? a-Betty Boop, b-Olive Oyl, c-Minnie Mouse, d-Snow White.

4. What fictional character was the godson of Sirius Black? a-Harry Potter, b-Percy Jackson, c-Superman, d-Indiana Jones.

5. What day of the week was in the title of a viral Rebecca Black song sensation? a-Sunday, b-Monday, c-Saturday, d-Friday.

6. Which U.S. President enlisted as a volunteer but was voted the captain of his company during the Black Hawk War? a-Dwight Eisenhower, b-Abraham Lincoln, c-George Washington, d-James Polk.

7. Max Black and Caroline Channing are the main characters on what sitcom? a-Rules of Engagement, b-Still Standing, c-2 Broke Girls, d-Happy Endings.

8. Coleman Young was the first black mayor of which major U.S. city? a-Houston, b-San Francisco, c-Chicago, d-Detroit.

9. How many black keys are on a standard piano keyboard? a-26, b-36, c-46, d-56.

10. What actor played the one-armed stranger in the movie Bad Day at Black Rock? a-Ernest Borgnine, b-Alan Hale Jr., c-Spencer Tracy, d-Maximilian Schell.

## Martin Luther King Jr. birthday: January 16 The King Legacy of Service

The King Legacy of Service 25th Anniversary video tells the story of how Dr. Martin Luther King's birthday evolved into a national day of service. Featuring civil rights luminaries such as Congressman John Lewis, Reverend Dr. Joseph Lowery, and Ruby Bridges, the video reminds us of the importance of keeping Dr. King's legacy of service alive and challenges us to make service a part of our lives every day of the year. Watch the Video at [mlkday.gov/promote/videos.php](http://mlkday.gov/promote/videos.php).

Dr. Martin Luther King Jr. once said, "Life's most persistent and urgent question is: What are you doing for others?"

Each year, Americans across the country answer that question by coming together on the King holiday to serve their neighbors and communities.

The Martin Luther King Day of Service is a part of United We Serve, the President's national call to service initiative. It calls for Americans from all walks of life to work together.

Answers to 'In the Black'  
1-a, Oprah Winfrey 2-d, Amy Winehouse  
3-a, Betty Boop 4-a, Harry Potter  
5-d, Friday  
6-b, Abraham Lincoln  
7-c, "2 Broke Girls"  
8-d, Detroit  
9-b, 36  
10-c, Spencer Tracy

## Early Spring 2012 SPECIALITY PROJECTS

### Do Them Now and Save!!

#### Save up to 30%

Things we might do: Clean out cabinets, replace shelf liners, clean out and/or organize closets and pantries, garage clean-up, errands, local pick-ups and deliveries, grocery shopping, personal shopping, schedule and attend home repairs, clean inside of refrigerator, clean inside of the stove, remove ashes from the fire place, brush down cob webs inside and out, straighten up and wipe down book cases, apply lemon oil treatment on wood furniture and cabinets, turn mattresses, change light bulbs (could convert whole house to the new "green" light bulbs). Have something else in mind let us know.

	Regular rates	Special	Savings
One person for a half day (half day equals 3 ½ hours - 8:30 to noon or 1 to 4:30)	\$ 126	\$ 100	20%
Two people for half day or one person for a full day (full day equals 7 hours - 8:30 to noon - break for lunch - then 1 to 4:30)	\$ 252	\$ 189	25%
Two people for a full day	\$ 504	\$ 352	30%

\*\* Discounts only apply to specialty projects and is not to replace your regular house cleaning.



### Your New Issue of Better Home Living Has Arrived!

*Look for Some Amazing Money Saving Tips and More!*

### Say cheese after dinner

Eating a piece of cheese after dinner is healthier for your mouth than eating a sweet dessert, says the American Society for Dental Aesthetics.

Cheese neutralizes oral acids and helps remove bacteria. It also contains calcium and phosphorus that remineralize tooth enamel.

### Making the news

Better Home Cleaning celebrates three years in providing free house cleaning to women who are undergoing cancer therapy, through the organization – *Cleaning For A Reason*.

If you know anyone currently having treatment, please refer them to the website – [www.cleaningforareason.org](http://www.cleaningforareason.org)



*"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day.*

Edith Lovejoy Pierce, poet, author

### FREE Cleaning for Ladies undergoing treatment for cancer

If you know of anyone that could use that kind of help please refer them to

**"Cleaning For A Reason"**  
[www.cleaningforareason.org](http://www.cleaningforareason.org).

We're the service provider in our area, but there is a nationwide network of cleaners providing this service.

### Take the Trivia Challenge and Win a Starbucks on us!

The first 5 people who call or email our office with the correct answer will receive a Starbucks on us!

#### What % of Americans own at least one dog?

1 – 35%   2 – 40%   3 – 55%   4 – 60%

HINT: The answer is hidden somewhere in this newsletter.