

National Cliché Day Heard in the workplace and everywhere else

Scene: Viking leader, standing before gathered warriors wielding swords.
"Going forward, this is how it will be."

Business clichés are so part of the language that they end up in television shows about the 7th century.

Clichés have their advantages. They do colorfully explain an idea.

Check out these typical business clichés:

- Going forward and trying not to sound like a broken record, let's address the elephant in the room, sharpen our pencils and polish the company image.
- This project isn't about me; it's about us. We're on the same team. Put on your thinking caps and don't hesitate to chime in with workable ideas.
- Think outside the box. Color outside the lines and run with this. Make it pop. Let your creative juices flow.
- It's time for a paradigm shift. Take it to the next level. We may encounter pushback, but if we wrap our heads around the basic problem, we can right-size it.
- Tear down silos and move the needle, but don't lose track of our basic core principles. We're customer-focused and results oriented, so peel back those onion skins.
- Strategize, analyze, scrutinize, monetize, and incentivize. We need a win-win.

No flu for you!

Flu season is upon us and one shot could save you two weeks of suffering, says the Centers for Disease Control (CDC).

This is recommended for everyone over the age of six months, except for those who may be adversely affected because of a weakened immune system.

There are a variety of vaccine options available to help individuals avoid the virus, or to lessen its impact, and they come in multiple forms - typically a shot, or a nasal spray.

This year, the CDC says that the nasal spray vaccine should not be used during the 2016-2017 flu season.

The CDC recommends the inactivated influenza vaccine (IIV) or the recombinant influenza vaccine (RIV). There are vaccines with three components (a trivalent shot) or four components (a quadrivalent shot). No matter which you choose, it usually takes about two weeks for the vaccination to fully take effect.

If you're interested in getting a flu shot, there are a variety of places where you can go to get that vaccination, including your doctor's office. A local health clinic, a pharmacy or even a drive-through flu shot clinic, if you can find one, are all places where you can get a flu shot.

If you're going to get a flu shot, now is the time to do it - too early and you may suffer later on, from waning immunity around the time that flu peaks next January or February.



The magical Rockefeller Center: Symbol of hope

Christmas in the US officially begins Nov. 30 when the 45,000 energy-saving LED lights on the Rockefeller Center Christmas tree burst into a dazzling display.

The American event began in 1951 when only 9 percent of Americans owned a television. By the end of the decade, 90 percent of Americans owned a television and the New York City Christmas celebration became a holiday tradition.

When NBC broadcasts the one-hour tree-lighting special every year, the cameras emphasize the tree, ice skating rink, and surrounding magical decorations. They don't reveal the marvel of the Center itself. Rockefeller Center itself is a complex of 19 commercial buildings, themselves icons soaring up on legendary streets with names such as Avenue of the Americas and Fifth Avenue, and 30 Rockefeller Plaza, headquarters of NBC. The buildings take up 22 acres in Midtown Manhattan and they were part of the largest private building project of all time, a project of glamor wrought in gloomy times.

In 1928, John D. Rockefeller Jr., had already leased land from Columbia University to build a new facility for the Metropolitan Opera when the stock market crashed in 1929. With a global depression underway, the Opera board backed out of its commitment. Other financing fell through. Rockefeller knew if the Art Deco 'city within a city' would be built, he would have to finance it himself.

And he did. Although Rockefeller suffered losses himself on Black Tuesday, he pressed ahead with the project that became a symbol of success and hope for the future, a public space where New Yorkers could appreciate art, and a commercial boon for the city.



Do You Know...

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

... 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 you a referral bonus!

... We are always looking for reliable employees. If you know of anyone looking for a job have them call Jessica at extension 224.

... Don't forget to contact Stephanie at extension 225 to get information and a quote on cleaning your home.

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



Cable prices rise; cord cutting is a trend

The average monthly cable bill is now up to \$103.10, an increase of 4% from last year, according to the Consumerist. That rise surpasses the current U.S. inflation rate, which is about 1.1 percent.

Meanwhile, the cord cutter movement is slowly gaining steam. More than 82 percent of households subscribe to cable, satellite or fiber pay TV. But that number is down from 2011 when 87 percent were cable TV subscribers.

Cord cutters have more choices than ever. In metropolitan areas, a \$10 antenna can snag local TV digital signals out of the air for free, but it won't work very well for people in rural areas.

Hulu, at about \$10 per month, offers movies and network television shows one or two days after they air.

Netflix, \$10 per month, offers movies, television, and original programming.

Sling TV, \$20 per month, offers live sports and a variety of other channels.

These options depend on a high-speed internet connection, however, and that can add to the price of television.

One easy change consumers can make is buying their own DVR.

Cable boxes run about \$20 per box per month, but a DVR can be purchased for \$100 to \$175, according to cableboxandmodem.com. These boxes require \$3 cable card; which cable companies are required to sell.



53 years and counting: The enduring Doctor of the BBC

Even though it has been more than five decades since the BBC's hit Doctor Who took to the airwaves, this television program has enchanted fans of all ages, taking chances that have doomed lesser programs.

Four factors that could explain the inter-generational popularity of Doctor Who:

*The instantly recognizable theme song: Composed by Ron Grainer, this theme song was mixed in the BBC studio, by Delia Debyshire. No other television show has such a unique-sounding theme.

* Outstanding writing: Many of the themes and occurrences throughout the show are scary and thematically not meant for children. But, with sophisticated writing, and the doctor's typically nonviolent responses to danger, kids can watch and still sleep at bedtime. In fact, Doctor Who was originally meant for children, according to mentalfloss.com.

* The changing Doctor: What began as a problem, the original doctor's declining health, ended up as a trademark with a dozen new actors "regenerating" as the doctor during the series.

Piers Britton of the University of Redlands in California and author of TARDISbound told Forbes that the idea of change is central to the show. Even as popular culture changes, so does the show reinvent itself.

In addition, the very Britishness of the show anchors it in UK culture while attracting viewers from all over the world.

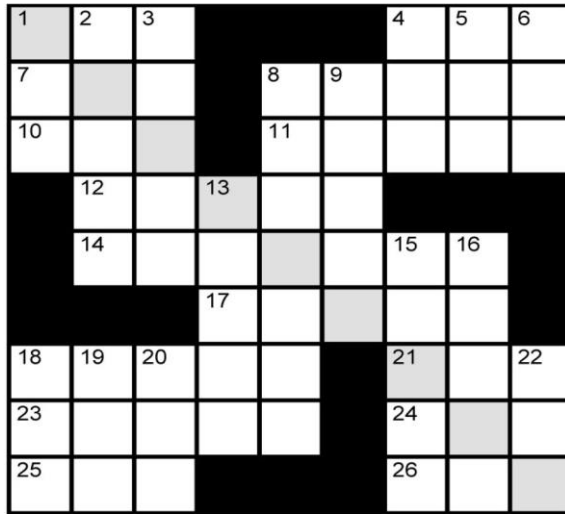
Television host Craig Ferguson once said that the show is a "triumph of intellect and romance over brute force and cynicism."



The King's Spaniels

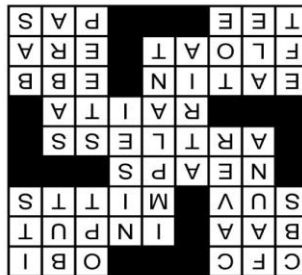
Across

1. Ozone layer pollutant
4. ___-Wan Kenobi
7. Call to Bo-peep
8. Enter
10. Blazer, e.g.
11. Hands, in slang
12. Some tides
14. Naive
17. Indian yogurt dish
18. Dine at home
21. "Chicago" lyricist
23. Drink with a straw
24. Big time
25. Casual attire
26. Faux ___



Down

1. "60 Minutes" network
2. Flora's partner
3. Speleologist
4. Decide to leave, with "out"
5. On the other hand
6. "___ De-Lovely"
8. Artificial tooth
9. Japanese-American
13. Courtyards
15. Prepare, as tea
16. Mideast native
18. Newt, once
19. A pint, maybe
20. Little piggy
22. ___-relief



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

Soft skills rank high in the workplace

To succeed in the modern workplace, it's not enough to have technical skills.

In a highly competitive job market, employers are looking for "soft skills" in prospects.

Some of the most sought-after "soft skills" combine common sense, courtesy, and some learned behaviors.

- Flexibility/Adaptability: Employers need workers able to complete a wide range of tasks. The ability to switch tasks quickly, and to adapt to situations outside your comfort zone goes a long way toward helping you stand out.
- Interpersonal skills: Several so-called soft skills fall into this category: the ability to communicate effectively; work with others as part of a team; and resolve conflicts are all considered interpersonal skills.
- Time and project management: In the working world, employees must meet and manage deadlines. Time management and project management go hand-in-hand because managing your time well requires prioritizing tasks and projects to get the most important or most beneficial done as efficiently as possible.
- Emotional intelligence: Many jobs require this, but you won't see it on a job description. Sometimes called EI, it is the ability to assess social cues and social situations and manage your reactions to these situations.
- Leadership skills: When you're consistently looking for ways to improve your skill levels and to show initiative, it shows your leadership ability. Even if you're not in a management position, the ability to lead can make a big difference.

Trivia Teaser – Police Station

1. The RCMP is the national police force in which country?

a-Haiti, b-Canada, c-Russia, d-China.

2. What silent film producer created the zany Keystone Kops?

a-Hal Roach, b-Frank Capra, c-Samuel Goldwyn, d-Mack Sennett.

3. What Beatles song contains the line "Mister City Policeman sitting, pretty little policemen in a row"?

a-"I Am the Walrus," b-"Across the Universe," c-"A Day in the Life," d-"Dr. Robert."

4. Chief Inspector Morse of the Thomas Valley Police is the protagonist in a series of mystery novels by what author? a-P.D. James, b-Agatha Christie, c-Colin Dexter, d-Simon Brett.

5. What is the reggae theme song for the TV series "Cops"?

a-"Rise Up," b-"Watch Me Now," c-"Bad Boys," d-"I Shot the Sheriff."

6. Police scientist Barry Allen is the alter ego of what DC Comics hero?

a-Superman, b-The Flash, c-Green Lantern, d-Green Arrow.

7. Officer Dibble pounded a beat near the neighborhood of what cartoon character?

a-Daniel Tiger, b-Mr. Peabody, c-Top Cat, d-Touché Turtle.

8. What song was the debut single for The Police on A&M Records?

a-"Roxanne," b-"Every Breath You Take," c-"Message in a Bottle," d-"Every Little Thing She Does is Magic"

9. Police Chief Carl Kanisky was the head of the household on what sitcom?

a-"Uncle Buck," b-"Gimme a Break," c-"Family Matters," d-"The Good Guys."

10. In what Gilbert and Sullivan comic opera do singers complain that "A policeman's lot is not a happy one"?

a-"The Mikado", b-"Patience," c-"The Pirates of Penzance," d-"Trial By Jury."

- Answers to 'Police Station'
- 1-b, Canada
 - 2-d, Mack Sennett
 - 3-a, "I Am the Walrus"
 - 4-c, Colin Dexter
 - 5-c, "Bad Boys"
 - 6-b, The Flash
 - 7-c, Top Cat
 - 8-a, "Roxanne"
 - 9-b, "Gimme a Break"
 - 10-c, "The Pirates of Penzance"



1063 Seventh Street
North Catasauqua, PA 18032
610-266-7800
www.celebritycleaning.com

About Our Company

Celebrity Cleaning Inc. is a full service commercial and residential cleaning company that serves the greater Lehigh Valley.

Services include general cleaning, carpet cleaning, all types of hard floor care, and house cleaning.

Owners, Wally Myers and Kevin Brown, have a combined 50 years of experience in the cleaning industry, 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. For that reason, they are active participants in industry associations ISSA (International Sanitary Supply Association) and BSCAI (Building Service Contractors Association International).

Five steps employees can take to protect against cybersecurity threats

No one wants to come into their office one morning and find out that their company has been a victim of a security attack. Losing customer data or having proprietary information revealed - these can be disastrous.

According to the Identity Theft Resource Center, there have been more than 450 data breaches so far in 2016, which have exposed more than 12 million records that contain sensitive material.

Cyber security is a hot topic in the business world, but there are things that employees can do to lessen the likelihood or impact of a security breach.

Steps to protect from cyber security breach:

1. Use a strong antivirus program and run scans at least weekly.
2. Use spam filters and ignore suspicious messages. Do not click links that seem questionable, and do not click links on websites that ask for personal information.
3. Back up all files regularly. In the event of a problem, you can get your computer up and running again with little loss of information.
4. Create complex passwords. When using passwords to protect files, make sure that you use a password people can't often guess. Mixing letters, numbers and symbols is often the way to go.
5. Learn to recognize a cyber attack and notify IT. There are different types of attacks that can put your company's systems at risk. A Denial of Service (DOS) or Distributed Denial of Service (DDOS) often presents with slow internet, slow or nonexistent access to the company's servers and websites that just don't work. A virus attack can cause programs to run slowly, allow rampant and unexpected pop-ups, and crash systems.

Thanksgiving tradition: The banner card

According to thekitchn.com, one family covers the Thanksgiving table with butcher paper and then gives everyone a marker.

They can doodle, and give thanks, and draw pictures throughout dinner. The creation then becomes a banner to enjoy for the day.

If you don't want to substitute butcher paper for your nice tablecloth, or if you would prefer conversation at dinner, consider hanging a large thankfulness paper on the wall or door. Attach markers so everyone can give their autograph or opinion. Or drawing. Or thanks.

If you want, you can clip autographs and notes off the banner and scrapbook them.

Another idea is to give the banner to the person who lives farthest away, a college student or family friend.

November Birthdays and Company Anniversaries

Anniversaries

- 20 years – Kevin Brown
- 10 years - Lisa Carroll
- 9 years – Kathy Bedocs
- 9 years – Nereida Muniz
- 3 years – Ken Newhart
- 2 years – Lillian Ramos



Laughter is the closest distance between two people.
~Victor Borge

