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# NewzBreak™

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

## How to praise employees

Incorporating praise into a person's management style is not difficult, and a little bit of effort can result in a significant return through the employee's productivity.

Inc. Magazine has a few best practices on how to get praising done right for high-performing employees, and they explain that while checking in with employees periodically to provide praise is important, it is also essential that the appreciation is genuine. If it feels like a box is being checked off on a to-do list, then nobody will gain any benefit. Sometimes, it can take a little searching to find praise-worthy behavior and managers that have a habit of only looking for poor performance to correct will need to readjust their vision.

Once habits of praise are beginning to form, there is a real opportunity to create a culture around recognition in the company. Encouraging each department manager to find ways to praise their crew sets up an incentive to help them find ways to increase performance. Positive recognition will often build upon itself and it could be that bad employees turn into good ones while good ones turn into great.

Almost as important as knowing how to praise someone in business for their performance is understanding how to receive praise from another discreetly and humbly as well. Rather than rushing into a sense of entitlement and superiority, take a step back to think about what the recognition means. Yes, it is acknowledging excellent performance, but it can also lead to a lack of innovation if a person lets it go to their head.

## New tax laws impact the way people give to charity

According to the Wall Street Journal, the near doubling of the standard deduction in the recently passed tax bill changed the way many people are handling their charitable contributions. Under the former tax law, these donations would be applied to a filer's itemized deductions and could, therefore, be used to lower the amount of taxable income for an earner. Under the new plan, the number of people itemizing their deductions is estimated to drop by more than half, from 26 percent down to 11 percent of households.

These changes created the need for many to increase their contributions for the 2017 tax year to benefit and much of this money flowed into what are known as charitable funds. Unlike a direct gift, these funds hold the money and allow the donor to choose which charities the money goes to throughout the year. A trend could evolve in which taxpayers are alternating between taking the standard deduction one year and making a lump sum payment to charity during the next year to reach the itemized deduction threshold.



## Earth Day 2018 - Ocean sweeper set to corral plastic debris

As another Earth Day rolls around, it's easy to become discouraged about huge problems, with no seeming solutions. The ocean's floating plastic problem is huge but, as it happens, there are some actual solutions on the horizon.

One solution comes from Dutch boy genius Boyan Slat who plans to test his ambitious ocean cleanup plan this summer.

An estimated 5 trillion pieces of floating plastic garbage inhabit the oceans, breaking into microscopic pieces that kill birds and disrupt sea animal life. Another 8 trillion metric tons of plastic enter the ocean each year.

The worst areas of plastic pollution are in the ocean gyres, areas where ocean currents meet and rotate endlessly, now clogged with plastic debris. Slat's idea is to deploy 1.24-mile-long solid pipes which will float on the ocean in a U shape. The pipes will float freely with an array of third-mile deep anchors that provide drag. Floating plastic and particles will gather in the U-shaped area. Then a cleanup ship will scoop up the debris and take it to land for recycling.

Critics of the plan make some serious points. For one thing, they say the plan seriously underestimates how wild the oceans are. Colossal waves may simply snap the pipes. Sea life will colonize the pipes and ultimately sink them. And, the worst plastic is said to be below the surface, not on it, in the form of microplastic clouds inhabiting the seawater. Finally, the earth's 7 billion inhabitants should not throw plastic into the sea.



## 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 good reliable people to join our team! If you know of anyone looking for an opportunity to work with a great team, please have them call Jessica at 610-266-7800 ext. 224.

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

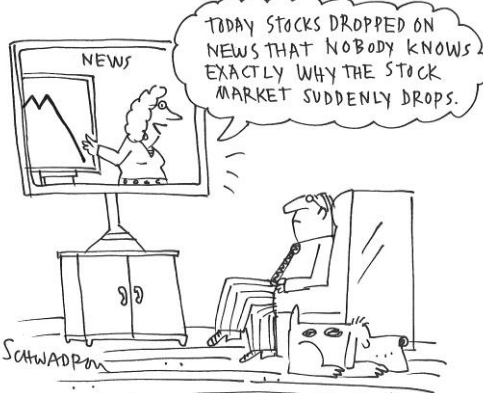


## Organ donors save lives

Donate Life America has been partnering with other organizations since 2003 to celebrate National Donate Life Month during April each year. Once an impossible dream, organ and tissue transplants saved the lives of more than 33,600 people during 2016, creating a new reality for them and their families.

Despite the many successes, more than 116,000 Americans are actively waiting for an organ transplant to save their lives, and a new person is added to the list every 10 minutes on average. These chronic shortages cause over 8,000 people to lose their lives each year because no donors are available. While more than 138 million people in the U.S. are registered as organ donors, about half the population can still register which would dramatically increase the number of available donations from the deceased. Including tissues such as corneas, skin, and organs, a single donor could potentially help more than 75 people.

Fully 80 percent of all patients waiting for a transplant need a kidney, and 12 percent are waiting on a liver. While giving a kidney represents a substantial sacrifice for a living donor, the National Kidney Foundation explains that most people who have chosen to donate a kidney experience little to no long-term problems and go on to live healthy lives. Meanwhile, the liver will regenerate itself over time if a portion is removed for a donation.



## April and May welcome the vivid colors of tulips

Tulips will open their colorful petals this month in a familiar and welcome nod to spring that, sadly, lasts only about a week.

Still, the vivid colors of the tulip have been valued throughout the world for a thousand years since Turkish growers began cultivating wild specimens, trading them throughout the Ottoman Empire.

Some speculate that the tulip actually derives its name from the turbans worn by early Turkish traders.

By 1594, the tulip was established in Holland and was traded throughout Europe. The Dutch are still the main exporters of tulips, selling about 3 billion bulbs annually.

The flower didn't arrive in the United States until about 1847 when bulbs were imported for planting on the Fay Estate in Massachusetts.

The tulip can grow and flower from either bulb or seed. However, bulbs are the main way the plants are sold, since a seed takes from five to seven years to produce a flowering plant.

Meaning of tulip colors. According to FlowerMeaning.com, tulip colors have special symbolism in art and culture:

- Yellow is the color of unrequited or spurned love. Sending a yellow tulip to someone means you love them, but you know they don't return your feelings.
- Bright red is the color of passion and perfect love. Don't send a bouquet of these flowers to a family member or you'll be sending the wrong message!
- Purple is tied to royalty, but also abundance and prosperity.
- Pink is less intense affection and love, and also offers a more appropriate choice for friends and family.

Multi-colored tulips. Some early tulips bewitched the 17th century population of Holland because of their intense variegated color. However, in the 1920s it was finally established that these intense variations in color resulted from the Mosaic Virus, a disease that 'broke' the color of the tulip and made it appear flamed or striped.

Today, no infected flowers are sold on the market, mainly because they result in weak and stunted plants. However, many varieties of multi-colored tulips do exist, thanks to experimentation and propagation.





## Trivia Teaser – Clean Sweep

- Which of these sports and games does not require a broom? a-Curling, b-Broomball, c-Quidditch, d-Bocce.
- Which company produces the Mop & Glo floor cleaner? a-Reckitt Benckiser, b-Procter and Gamble, c-Prestige Brands, d-Bissell.
- Martha Wash provided the female vocals for which hit song by the dance group C+C Music Factory? a-"Pump Up the Jam," b-"Gonna Make You Sweat (Everybody Dance Now)," c-"Be My Lover," d-"The Power."
- In Greek mythology, who cleaned the Augean Stables by redirecting a river through them? a-Achilles, b-Perseus, c-Icarus, d-Hercules.
- Which Baseball Hall of Fame third baseman was nicknamed "The Human Vacuum Cleaner"? a-Ron Santo, b-Brooks Robinson, c-Eddie Mathews, d-Mike Schmidt.
- In the New Testament book of Matthew, who washed his hands in front of a crowd? a-Peter, b-Judas, c-Pilate, d-Caiaphas.
- Which President of Serbia initiated a policy of ethnic cleansing in Bosnia and Kosovo in the 1990s? a-Pol Pot, b-Slobodan Milošević, c-Marshal Tito, d-Draža Mihailović.
- Which rapper had a top ten hit in 2002 with a song about his mother titled "Cleanin' Out My Closet"? a-Snoop Dogg, b-Mos Def, c-Eminem, d-Lil Bow Wow.
- The title of nearly every episode during the first eight seasons of "Scrubs" started with which word? a-Love, b-My, c-When, d-Stop.
- In the Lewis Carroll poem "The Walrus and the Carpenter," whose "coats were brushed, their faces washed, their shoes were clean and neat"? a-Oysters, b-Owls, c-Otters, d-Octopuses.

Answers to 'Clean Sweep'

- 1-d, Bocce  
2-a, Reckitt Benckiser  
3-b, "Gonna Make You Sweat (Everybody Dance Now)"  
4-d, Hercules  
5-b, Brooks Robinson  
6-c, Pilate  
7-b, Slobodan Milošević  
8-c, Eminem  
9-b, My  
10-a, Oysters

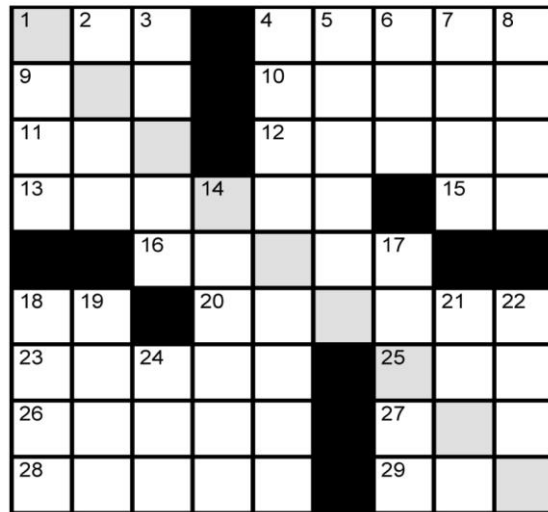
## Kind of an orange

### Across

- Recipe amt.
- Finale
- Call to Bo-peep
- Unusual
- Break a commandment
- 1545 council site
- Pickle
- Gift tag word
- Cloudless
- Kipling poem
- Still on the shelf, maybe
- Punctuation mark
- Chit
- Dangerous bacteria
- Econ. indicator
- Fortune teller
- Born as

### Down

- Recipe abbr.
- Breeze (through)
- Pre-exam feeling, maybe
- Exact or very accurate
- Pestle's partner
- "The Three Faces of \_\_\_"
- Lady's escort
- Kind of sax
- In a melancholy manner
- Despot's duration
- Clinches
- Central points
- Excellent
- Fool
- Unruly crowd



of \_\_\_"



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

## America's growing cybersecurity hub

Despite the fact that Silicon Valley gets most of the attention related to technology, New York City is positioning itself to become the center of cybersecurity in America, according to the Wall Street Journal. In recent months, the city has deployed a \$30 million fund to entice new firms to plant their roots in the Big Apple as well as to allow students to attend the New York University Tandon School of Engineering's cybersecurity master's program at a total subsidized rate of \$15,000.

The investment has been working so far as several Israeli firms have opened offices and at least one, Bay Dynamics, has relocated their headquarters to the area to take advantage of the incentives. Planners behind the deals are banking on the fact that New York has many creative professionals that can team with the technical expertise of foreign and domestic companies to create incredible new products and services for the market.



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### About Our Company

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

Services include but are not limited to general cleaning, carpet cleaning, and all types of hard floor care.

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).

### New blood test identifies heart attack

A new blood test that became available in the U.S. in January 2017, can rule out heart attack in patients with symptoms and suggest whether a patient is likely to have a heart attack within 30 days.

The test is called high-sensitivity TnT -- or hs-TnT -- and it detects the presence of troponin T proteins in the blood. During a heart attack, troponin proteins spill out of dying cells. This new test is 1,000 times more sensitive at detecting the proteins than standard TnT tests.

For emergency room physicians, the test has the benefit of taking the guess-work out of observing symptoms. A patient with the symptoms of a heart attack might have to spend a day in the hospital under observation. But with the hs-TnT test, patients can be released in a few hours instead of a day.

### Finding value in unheard of insurance companies

A recent poll of the top 10 insurance companies in 2018 includes a couple of nationally-known brands and many that many probably haven't heard of.

Research firm Clearurance analyzed each company's performance with customer service and the policy holder's likelihood to renew their policy and recommend it to others. While popular carrier USAA claimed the second overall spot, regional company New Jersey Manufacturers Insurance Co. claimed the top pick.

Most consumers are usually focused on the price when shopping for insurance and fail to recognize the value of the company's service and ability to pay claims. Smaller companies are often able to be more efficient during their claims handling process, which can lead to a higher overall satisfaction even if their prices aren't necessarily rock bottom.

### April Birthdays and Company

#### Anniversaries

#### Birthdays

12<sup>th</sup> - David Moore

12<sup>th</sup> - Francis Vilela-Santamaria

19<sup>th</sup> - Kevin Brown

21<sup>st</sup> - Gayle Vicorek

24<sup>th</sup> - Melanie Irizarry

#### Anniversaries

24 years - Wally Myers

12 years - Judy Kressley

4 years - Kevin Mueller

3 years - James McMillian

2 years - Yvonne Rivera



*I like the dreams of the future better than the history of the past.*  
 ~Thomas Jefferson

