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NewzBreak™

The Workplace Newsletter That's Both Informative and Fun!

Add a Second Language and Boost Career

Most Americans took a couple of years' worth of credits in a secondary language class in high school or college, but according to the Library of Economics and Liberty as few as .7 percent, or less than one student in 100, actually achieved fluency.

But fluency in a second language can be profitable.

According to U.S. News, new members to the workforce in 2014 could expect an additional 10 to 15 percent pay increase if they were fluent in a second language. Language fluency can be essential for businesses with a global presence. As an example, many American firms outsource their manufacturing to places like China in order to maintain competitive prices. Having people fluent in both English and Chinese is essential up and down the product and command chains.

According to Forbes, language skills can help employees stay relevant in a current position, switch jobs, or launch a new career altogether.

Today, for maximum effectiveness, try Mandarin-Chinese, German, and Spanish as good picks for second languages.

Although children learn new languages most easily, adults can do it as well through a process of formal study, daily practice, and engaging in immersion activities.

For those looking to dabble before making a big financial commitment, there are many free online resources and sophisticated smartphone apps to get started.

Roomba for the Garden

For anyone who faces the constant aggravation of having to weed the garden all summer long, there might be some relief coming in the form of a little weeding robot called Tertill. According to Engadget, the makers of the popular automatic vacuum cleaner Roomba have been working on the product and started a Kickstarter campaign in June to fund their efforts.

The machine is solar-powered, waterproof, and uses sensors to identify weeds and chop them down with a little cutter. The kit comes with little collars that alert the Tertill to stay away from and protect actual plants and vegetables. Although most people would typically pull a weed up by its roots, this device plans to chop down the weeds repeatedly until they wither and die. It has some limitations and special requirements to work most effectively, but tending a garden might one day become as easy as watching the plants grow.



Totality: The Great American Eclipse Cometh

From Oregon to South Carolina, Americans will see the sight that has left mankind trembling and astonished for as long as humans have walked the earth.

The Great American Total Eclipse will be one for the record books as totality junkies from across the globe hurry to the best viewing destinations.

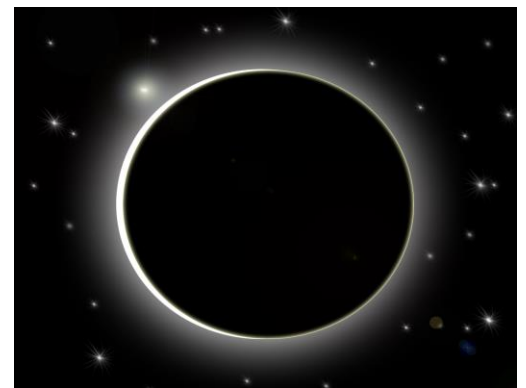
On August 21, 2017, for the first time in 99 years, the earth, moon, and stars will line up perfectly in a total eclipse that can be viewed in 14 states. Best viewing is predicted to be in Oregon where sunshine is predicted, especially near Madras. Local time will be 10:21 a.m. PDT and totality will last for about 2 minutes and 7 to 8 seconds, depending on where the viewer stands.

On the East Coast, the eclipse will start a little after 1 p.m. and reach totality just before 3 p.m.

Further inland, viewers in Illinois and Kentucky will experience 40 seconds more totality.

"A solar eclipse can only take place at the phase of new moon, when the moon passes directly between the sun and Earth and its shadow falls upon Earth's surface," according to space.com.

The eclipse will be actively pursued by a sub-culture of totality followers who travel to various parts of the world to experience the out-of-this-world phenomena many times during the year. Scientists will also be watching the display and the shadow allows them to see solar flares.



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.

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



No, you can't look at the sun and watch the eclipse. No.

If you have ever held a small magnifying glass over dry grass, you know what happens. The sun's rays become so focused that the grass catches fire.

That is what will happen to your eyes if you attempt to watch the eclipse. Your retina will burn up. You won't know it until you can't see any more.

DO NOT LOOK AT THE SUN WITH THE NAKED EYE.

Do not look at the eclipse through binoculars or a telescope or a camera lens. The same thing happens: Your retina burns up.

Do NOT use sunglasses, polaroid filters, smoked glass, exposed color film, x-ray film, or photographic neutral-density filters.

What you can do is make a pinhole projector. There are many instructions online for this.

For ideas on how to view, go to www.exploratorium.edu/eclipse/how-to-view-eclipse.



"My power tie and power suit got caught in a power struggle."

How the World Wide Web was born

If you can't imagine the world without the Web, just remember that in human years, the World Wide Web hasn't even broken 30 yet.

According to TechSpot, the World Wide Web started March 12, 1989, when Tim Berners-Lee penned a paper that proposed a way to use computers to connect university researchers so that they could share information more easily around the world. In 1990, the first website went live on Tim's computer and only existed to describe the features of the web and how people could use it for themselves. This simple plain-text page evolved into the multimedia-driven Web of today.

Many important milestones have been reached over the years, and CNN highlights many companies and services as they popped up. Although some are still very much alive and kicking, others have faded into history. Here are some of the big ones:

1993: AOL starts sending their famous free software in the mail on CDs. There are 130 websites in existence at this time.

1995: Amazon.com launches as an online bookstore.

1997: Google.com is registered, and there are now 1 million websites created.

1999: Napster, the first popular peer-to-peer file sharing service changes the way people think about music.

2003-2005: Myspace launches and quickly becomes the biggest social network in the world. Facebook and YouTube launch in the next two years and start their climb.

2013: By this year, it is estimated that 2.7 billion people can access the internet worldwide.

The most striking feature of the World Wide Web is that ordinary people have been able to create their own content from the beginning. As BizTech magazine points out, GeoCities launched in 1995 and allowed users to host their own website for free.

Today the web provides people access to the people, places, and events of the world that was once unimaginable.

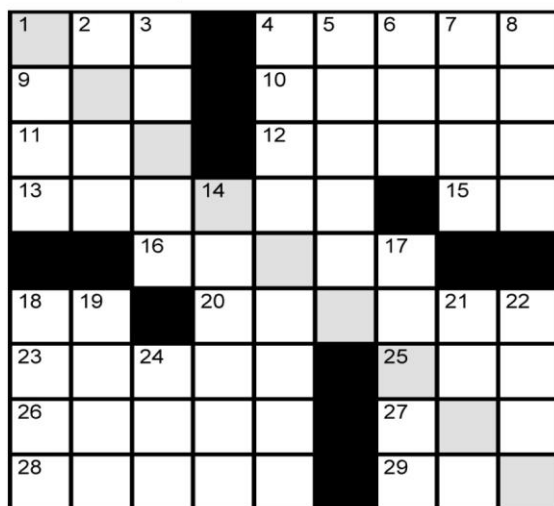
Document protection

Across

1. Like a bairn
4. Blue-pencils
9. anray
10. Explosion maker
11. "C'___ la vie!"
12. Ming things
13. Moon of Neptune
15. Rocky's greeting
16. Times of old
18. ___ way of
20. Non ___ mentis
23. Consumed
25. Back then
26. Strong string
27. French vineyard
28. Put in a stake
29. Comics shriek

Down

1. Small songbird
2. Comfort
3. Contest effort
4. Surrounded
5. Tiara
6. Possessive pronoun
7. Four's inferior
8. Comme ci, comme ca
14. Dawn-of-
17. "The final frontier"
18. Kind of blocker
19. Sign of boredom
21. Fairy tale villain
22. Hebrew open air market
24. Small songbird



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

Looking for the 'Hockey Stick' on Your Growth Chart

Entrepreneurs and investors talk about hoping to see a hockey stick (period of great growth) on a sales chart. The big uptick is hard to get, but these pointers could help.

* Listen first. Try to get the customer talking about what is wanted, needed and problems involved. Then you can focus on what you can do to help.

* Know the answers to such questions as, "What I don't understand is" and "How do you know that"

* Realize that even the best product doesn't sell itself. The salesperson has to develop the desire to buy. Be prepared to overcome obstacles.

* Tell the price up front so the prospective buyer knows what it is. After that you can describe the product's value, which is what they want and really interests them.

* Study up before going to a negotiating table. Have the best research. Remember the "consistency principle," which refers to your need to appear reasonable.

* In their bargaining manual, *Getting to Yes*, Roger Fisher and William Ury say not to view the other negotiator as an adversary. Focus on the merits of the case and ways to achieve reciprocity, a win-win agreement.

* Have faith in your negotiating skill. Don't underestimate the importance of your experience.

In *Bargaining for Advantage*, author G. Richard Shell says that, in addition to bargaining at a sale, you have plenty of other negotiating experience.

You negotiate every day with your spouse, your co-workers, and even with fellow passengers on the train. Practice.

Trivia Teaser – Going Under

1. Who teamed up with the rock group Queen to record the 1981 song Under Pressure? a-Mick Jagger, b-Stevie Nicks, c-Phil Collins, d-David Bowie.

2. Who played a vampire named Selene in the Underworld film series? a-Leelee Sobieski, b-Kate Beckinsale, c-Milla Jovovich, d-Jordana Brewster.

3. Who is the author of the National Book Award-winning novel, *The Underground Railroad*? a-Thomas Pynchon, b-Timothy Egan, c-Colson Whitehead, d-Sherman Alexie.

4. President Frank Underwood hails from which US state on the Netflix series *House of Cards*? a-South Carolina, b-Vermont, c-Arizona, d-Alabama.

5. Which singer-guitarist is a former member of The Velvet Underground? a-Lou Reed, b-Jimi Hendrix, c-Buddy Guy, d-Johnny Winter.

6. Who was the sweetheart of cartoon superhero Underdog? a-Pearl Pureheart, b-Sweet Polly Purebred, c-Tess Trueheart, d-Angel the Ape.

7. Which dance is usually associated with the music of the *Infernal Gallop* from Jacques Offenbach's opera *Orpheus in the Underworld*? a-Tango, b-Waltz, c-Jitterbug, d-Can-Can.

8. Who was Carrie Underwood's duet partner on the number one ballad *Remind Me*? a-Luke Bryan, b-Keith Urban, c-Brad Paisley, d-Eminem.

9. Which mystery writer began his *Underworld USA* trilogy with the 1995 novel *American Tabloid*? a-Edward Bunker, b-James Ellroy, c-Elmore Leonard, d-Jim Thompson.

10. Which writer lived in an English house called *Undershaw*? a-G.K. Chesterton, b-Jules Verne, c-Arthur Conan Doyle, d-H.G. Wells.

- 1-d, David Bowie
2-b, Kate Beckinsale
3-c, Colson Whitehead
4-a, South Carolina
5-a, Lou Reed
6-b, Sweet Polly Purebred
7-d, Can-Can
8-c, Brad Paisley
9-b, James Ellroy
10-c, Arthur Conan Doyle

Answers to 'Going Under'



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Exercise helps lower back pain, experts say

Most people suffer from lower back pain at one point or another, but treating it remains hit and miss.

Research reported by Reuters says that 80 percent of all people will suffer from some sort of back pain during their lives.

An estimated 90 percent of all chronic pain sufferers are prescribed opioid pain medications for treatment. Although they may work as a treatment for a short period, opioids don't work in the long-term and can also cause a host of negative side effects.

Exercise can help with pain.

The most important areas to target for lower back pain are, perhaps unsurprisingly, located near the lower back. These include the back extensors, deep core stabilizers, glutes, and abdominals. Secondary areas include the upper leg muscles as they act as support structures for the back.

According to Prevention Magazine, target the back with the half lunge, stretching, basic yoga like the child's pose, and strength training movements like the squat.

Using the squat as an example, this exercise helps to stabilize and strengthen the whole body and helps prepare the body for actions that would typically cause back pain like picking up a child or lifting a heavy box. If the muscles are strong and secure, there is much less chance of an injury.

The best part of these methods is that in many cases these routines can be performed for free and in the comfort of your home.

According to popular fitness blog Greatist, back-strengthening exercises, breathing, and yoga all work to prevent the weaknesses that can come from modern society's increasingly sedentary lifestyle.

Performing these movements also helps the body to tolerate more activity as it ages, which can contribute to longer lifespans with longer periods of health.

About Our Company

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

Services include: 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).

Smile! (or wave!) - You're on Candid Camera

It may sound creepy, but it's a fact of modern life. Every person in a city is photographed an estimated 75 times a day by surveillance cameras.

When you walk out of your house, home security cameras may snap you. When you stop for gas or a toll booth, there are two more images. When you go to a coffee shop before work, then park in a garage, enter the lobby of your work, take an elevator, that's three more. When you go to the bank, pharmacy, restaurant, convenience store, tally up four more. And that doesn't include other errands!

With 210 million surveillance cameras worldwide, why not say hello? August 16 is the day to show off in front of the watchers since it is International Wave at Surveillance Day. Of course, some passersby may think it's weird that you are walking around waving, but the snoops will know and that's what counts.



August Birthdays and Company

Anniversaries

Birthdays

8th – Bob Shifter

11th – Bob Mohring

13th – Jocelyn Graeser

22nd – Sharon Hudson

Anniversaries

10 years – Zenny Senese-Kim

5 years – Tony Taglioli

2 years – Gail Stewart



Never give in except to convictions of honor and good sense.
 ~ Winston Churchill