

Why good customer service is essential

The best small businesses will excel in many areas, but the most critical quality for long-term success is having exemplary customer service, according to Entrepreneur Magazine.

Corporate giants like Amazon have risen to the top based on their value of providing genuine satisfaction to their customers and continuing to evolve within an ever more competitive market. Jeff Bezos states that Amazon not only wants to meet customers' expectations, but that they actively try to solve problems they don't even know they have yet.

Keeping a customer through excellent customer service is much cheaper than acquiring new customers through advertising or sales teams. Customers who are happy with a transaction also have around a 60-70 percent chance that they will buy something in the future. When a customer is treated poorly, however, they are more likely to return products, tell their friends and family about their negative experience, and even feel obligated to seek legal compensation.

On the other hand, one fan of a business can help convert many more people through word-of-mouth advertising, and when enough people agree that a company is good, it will attract strangers who are buying based purely on reputation.

Employees, aware of how owners treat their customers, are more likely to take pride in their work.

Travel Bag

Rules on support animals tightening

Airlines like United and Delta are tightening their rules on emotional-support animals kept in the cabin due to a rising number of complications that are impacting their passengers' safety, according to USA Today. United carried around 76,000 such animals last year, and a few high-profile incidents such as their refusal to allow a peacock onboard a flight and a support dog biting another passenger in the face have forced them to act before things get more out of hand, according to a spokesman.

Starting in March, all passengers were required to notify the airline about the animals 48 hours in advance and provide a note from a medical professional substantiating their need for the animal. The animals also need to be trained to behave in public to avoid issues like urination or attacking other people. These rules will help protect those truly in need while preventing fraud.

Future airplanes could have 'virtual windows'

Emirates airline is experimenting with removing the windows from their planes and replacing them with high-definition video displays, according to USA Today. Their President, Tim Clark, said the change would allow aircraft to be built lighter, fly faster, and use less fuel because engineers wouldn't have to work around the structural weaknesses of windows. Special cameras on the outside of the plane would pipe in the actual surroundings to the screens and prototypes have shown that they are surprisingly realistic.



Back to the land with unused commercial space

Growing plants and animals can be fun, but it does take space.

Interestingly, in communities throughout the country, new space is emerging. Small stores are disappearing, to the chagrin of many, but space is appearing. The question is how people will use this space.

One possible outcome from the internet shopping revolution: urban areas in cities large and small could be used for small farming.

Since the 1980s, cities have reserved green spaces for city gardening with varied success. One urban garden in Washington D.C. called North Columbia Heights Green started in the early 2000s after the owners of a quarter-acre lot shut down their business and left it vacant. The city agreed to sell the lot to a non-profit group for one dollar, and today about 25 residents actively farm the plot, growing fresh produce for themselves and to sell at local farmers markets.

Some experts say this experience could well be replicated in towns and cities as people take advantage of properties once used for shopping.

Another use of land may be hobby farms, a past-time once reserved for high-income people with time on their hands.

With a little space, nearly anyone can raise chickens for eggs and goats for milk. Or even keep honeybees. While the average small family farm has 231 acres, it takes little more than an acre to raise chickens and a goat.



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!



A dollar by any other name

Clams, dough, bacon, bread, lettuce. If you're talking food, you could also be talking dollars.

On August 8, 1786, Congress adopted the monetary system of dollars, with a value based on a Spanish coin that popularly was called by the Dutch word: daler.

Over the next 232 years, the dollar and its larger denominations gained other names too. In fact, while low denomination bills often have food names, higher denomination bills have the names of things.

These special slang dollar words have been coined, you might say, by gangsters and gamblers. The words often end up in popular culture. For example, Tony Soprano, lead character in the hit series *The Sopranos*, often referred to a million dollars as a rock, as in: "This whole thing is going to cost me close to a rock." That's not the same as roll, which just means you have a lot of scratch.

Presumably, Tony's rock was filthy lucre, big lolly, loot or plunder. In other words, OPM, other people's money.

Now if you have a frog, you're probably a gambler who just put \$50 on a horse. That is if you have a lot of frog skins.

If you have a rack, a yard or a stack, you've got at least a thousand smackers.



"These true or false questions...do you want the real truth or the truth according to social media?"

Ancient spice combines with chocolate for a sweet treat

More than 4,000 years ago, turmeric was being used to spice up food and make medicines in India.

Today, the spice is still an important crop in India, which produces nearly all of the global supply. About 80 percent of turmeric is used in-country to flavor and color food, enhance cosmetics, and make holistic medicines. It is widely used in South Asian, Middle Eastern, and South African cuisines and is notable for its use in curries and rice.



Recent research on two chemical compounds found in the plant have shown some promise for future treatment of Alzheimer's disease, according to the Alzheimer's Society. One chemical, curcumin, has shown some effect on amyloid-beta plaques found in the brains of Alzheimer patients. The other chemical, turmerone, has been shown to stimulate stem cells into making new brain cells, potentially aiding neurodegenerative diseases.

Here's a recipe from Paleohacks.com for a sweet, but nutritious dessert featuring Turmeric:

Chocolate Turmeric Truffles

Ingredients:

- 1 cup unsweetened, shredded coconut
- 1/2 cup raw honey, softened
- 1 tablespoon coconut oil, melted
- 1 teaspoon ground turmeric
- 1/4 cup dark chocolate chips
- 1/4 teaspoon sea salt

Mix all dry ingredients together and ensure the coconut is evenly spiced. Next, pour in the coconut oil and honey and stir until completely mixed. Roll the mixture into several small balls (whatever size you'd like) and then place them on a parchment paper-lined baking sheet in the freezer for 10 minutes. Melt the dark chocolate in a saucepan and then drizzle it over the balls once they are finished setting-up in the freezer. Allow to defrost before enjoying.



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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).

Financial wellness benefit

Although more than 80 percent of employers have plans to offer financial wellness benefits, many employees are not taking advantage of the opportunities they present, according to Forbes. These programs provide services like one-on-one coaching, workshops, webcasts, and online support discussion groups to help provide direction for workers at every stage of their life and career for retirement, savings, and healthcare.

Research on participants in these programs, carried out by Financial Finesse, showed that they were twice as likely to be on course for retirement, better insured, financially healthier overall, and only half as likely to experience unmanageable financial stress compared to those who didn't take advantage of the benefit.



Joy is what happens to us when we allow ourselves to recognize how good things really are.

~ Marianne Williamson

Be in history: The new time travel

For your next vacation, travel back in time and be on the spot as history unfolds.

It's possible with new virtual reality tourism, an idea that will immerse tourists in historic moments.

One firm, TimeLooper, already has an app and VR headsets that allow visitors to see history unfold at 12 sites around the world. You can be part of the fall of the Berlin Wall in 1989, the Great Fire of London in 1666, or see immigrants arrive at Ellis Island in the 1900s. Most virtual reality scenes require a visitor to be at the site. They then download the app or don a headset to immerse themselves in a scene from the past that changes as they walk.

Owlized takes a different approach. Using the classic coin operated viewing stands, the visitor does not see the present day, but instead sees the scenery as it once was.

UrbanTimeTravel creates virtual reality scenes for cities. Users can don goggles to view the scenery from a past era. This can be done from a tour bus, for example.

The companies work closely with museums and historians to bring the landscape and history to life, according to the Wall Street Journal.

The VR experiences cost about \$7 to \$10 per view. You'll be seeing these options everywhere you travel.

August Birthdays and Company

Anniversaries

Birthdays

8th – Helen Stuart

9th – Leighann Longo

13th – Vivian Lesczysyn

22nd – Sharon Hudson

29th – Veronica Ortiz

Anniversaries

11 years – Virginia Lindeman

6 years – Anthony Taglioli

3 years – Gail Stewart

1 year – Colleen Gubish

