



February 2018

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# NewzBreak™

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



## Spay and neuter: Save the Animals

Pet owners should watch for low-cost neuter and spay offers at the end of February in honor of Spay Day, Feb. 25 and World Spay Day, Feb. 27.

It's the kindest thing you can do for a family pet. Neutering limits wandering and aggression, and extends the life of your pet, according to the Humane Society.

In the United States, about 6 million to 8 million homeless animals enter animal shelters every year. About half of these animals are adopted. The other half are euthanized. In some states, as many as 300,000 homeless animals are euthanized in animal shelters each year.

Be kind. Save an animal by getting your pet neutered.



## Consider the Clear Path

Tim Ferriss spoke to 100 of the world's best thinkers and doers for his book, *Tribe of Mentors*, and some of their thoughts grabbed his attention and held on.

One of the ideas that he says he will think about forever was a quote from Chase Jarvis, the hyper-kinetic photographer and CEO of CreativeLive.com.

Jarvis said simply this:

"What would this look like if it were easy?"

After that question come a half-dozen others that probe the essence of work and productivity. Blogger Jonathan Vieker asks:

Why is this done in the first place?

What is slowing down the process?

Could I eliminate steps?

What can I do differently?

These are questions that can clarify both work and home tasks to simplify and create the clear path.

## Valentine Lore Abounds

Superstitions abound about Valentine's Day and many involve birds.

If the first bird a girl sees on Valentine's Day is a robin, she will know she is to marry a sailor. If she sees a goldfinch, she will marry a millionaire and if she sees a sparrow, she will be the wife of a poor man. But if she glimpses a woodpecker first, she will never marry.

So go many of the tales that have become part of the lore (though many have been forgotten) of love and Valentine's Day. Here are a few others:

The oldest known valentine card still in existence is on display at the British Museum. This valentine is a love poem written by the Duke of Orleans to his wife while he was imprisoned in the Tower of London.

Christian tradition for Valentine's Day dates to the third century, when a kindly priest named Valentinus was arrested by emperor Claudius II for crimes that included helping Christian martyrs and marrying young lovers in secret. Some sources say that, while in jail before his martyrdom, Valentinus wrote a letter to his jailer's daughter, signing it "From Your Valentine." If that is true, Valentinus started a powerful tradition.

Today, according to the Greeting Card Association, 1 billion cards are sent for Valentine's Day, second only to Christmas (2.5 billion).

Flowers are another tradition of Valentine's Day. Red roses are said to denote true love. A pansy declares loving thoughts, a periwinkle suggests early friendship and a red tulip professes powerful love.

## 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!



## Mortgage Interest Deduction and the New Tax Plan

A new tax plan passed by Congress in December 2017 allows taxpayers to deduct mortgage interest up to \$750,000.

This is lower than the previous limit of \$1 million.

The limit only affects new mortgages, not existing mortgages.

Since the median list price of a home is \$270,000, most homeowners won't be affected by the limit decrease. It is expected to affect about 1.3 percent of new mortgages on very expensive homes, usually in expensive housing markets such as coastal areas.

The new limits on deductions aren't expected to affect many people nationally, according to realtor.com. That's because homeowners can only take the deduction if they itemize and only about one-third of taxpayers do that. Of those that itemize, just over 21 percent use the deduction. However, it will affect high-cost markets in local areas.

Experts are divided as to the impact of the new tax plan on housing. Some see the tax changes as encouraging renting in high-cost areas, causing housing prices to fall. On the other hand, with a higher standard deduction, taxpayers in lower brackets could find themselves able to buy a home. That could push prices up, according to realtor.com.



"I think you want Phillips. Two doors down on the left."

## Secret Sauce: Sriracha Spices Up Steak and Peppers

The wildly popular Sriracha hot sauce will put some spice into your Valentine dinner.

Sriracha is the 80-year-old invention of a Thai cook, Thanom Chakkapak, who limited the secret sauce to family and friends until her friends demanded more. She then manufactured the sauce, quickly making it the most popular sauce in Thailand.



According to Community Table, the sauce was unknown in the West until a Vietnamese immigrant marketed his own version of the sauce through Huy Fong Foods with the famous rooster logo.

Today, its fame is widespread, and you can find it on the shelves of nearly any grocery store.

Its name is pronounced See-rah-jah, as if the syllables were separate words.

This recipe for flank steak and peppers from emeals.com showcases the flavors of Sriracha. Experiment with the sauce, since it is spicy.

### Sriracha Steak and Peppers

Ingredients:

1/2-pound flank steak	2 cloves garlic, minced
1/2 teaspoon pepper	2 tablespoons soy sauce
4 teaspoons toasted sesame oil	1 tablespoon water
1 red bell pepper thinly sliced (or any color),	1 1/2 teaspoons Sriracha hot sauce
1 cup thinly sliced green onions	1 1/2 teaspoons cornstarch

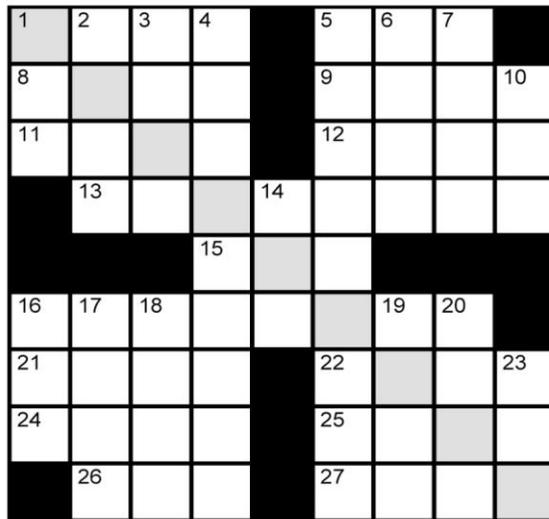
Instructions:

Thinly slice beef across the grain; sprinkle with pepper. Heat 2 teaspoons oil in a large wok or nonstick skillet over high heat. Add beef to pan, and cook 3 minutes or until browned. Remove from pan. Heat 2 teaspoons oil in same skillet over medium-high heat. Add bell pepper, green onions and garlic; cook 3 minutes or until tender. Whisk together soy sauce, water, Sriracha and cornstarch in a small bowl until blended. Add beef and sauce mixture to pan. Bring to a boil and cook 1 to 2 minutes, stirring constantly, or until sauce is thickened.

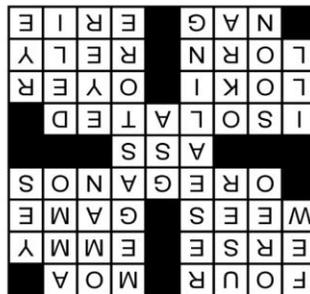
## Overhand Swim

### Across

1. Gettysburg Address starter
5. Extinct flightless bird
8. Gaelic language
9. TV award
11. "Pee-\_\_\_ Big Adventure" (1985 film)
12. Up for it
13. Greek herbs
15. Beast of burden
16. Remote
21. Mischievous Norse god
22. \_\_\_ and terminer (criminal court)
24. Desolate
25. Bank (on)
26. Bother



10. "Indubitably"
14. Fed. construction overseer
16. Down with the flu
17. Procrastinator's promise
18. Gumbo ingredient
19. Ogler
20. Pastrami purveyor
23. "The Catcher in the \_\_\_"



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

## Malls Now Seek Out Fitness Centers

Gyms, fitness centers, and other health clubs have long been absent from most of the malls around the country, but a recent trend has placed these businesses right in the middle of an industry trying to reinvent itself.

According to The Wall Street Journal, malls have found that fitness fills real estate. Now-struggling major retailers are leaving malls, but fitness is a high-income earner draw.

Fitness club memberships have risen by 26 percent since 2009. Unlike shopping, people have to actually show up at a gym. That's something that can't be outsourced to the internet.

New growth in the fitness industry centers on smaller, boutique-style gyms that provide upscale clientele with a more personalized experience. This type of club saw increases of 74 percent in client base between 2012 and 2015 compared to the overall industry's 5 percent.

It's a good fit for malls with vast retail space. After these customers get their workout in, they can shop. Studies have shown that shopping centers have been able to increase rents of neighboring tenants due to sales increases of up to 30 percent in the year following a new gym opening.

With fitness clubs acting as anchor stores in a shopping community, developers are also digging into the overall trend towards being more health-conscious by creating an entire ecosystem for that demographic. Partnering with natural food grocers and restaurants, these locations can serve as a one-stop-shop that saves people time and money.

## Trivia Teaser – Spread Your Wings

1. In Greek mythology, who flew too close to the sun on wings held together with wax and fell into the sea?

a-Hermes, b-Hesperus, c-Zephyr, d-Icarus.

2. Paul McCartney & Wings performed the theme song for which James Bond movie? a-"Goldfinger,"

b-"Diamonds are Forever," c-"Live and Let Die," d-"Octopussy."

3. Which bird has the largest wingspan of birds capable of flight?

a-Condor, b-Albatross, c-Bald eagle, d-Booby.

4. From 1979-2017, the Detroit Red Wings played home games in an arena named after which professional boxer?

a-Joe Louis, b-Jersey Joe Walcott, c-Muhammad Ali, d-Sugar Ray Robinson.

5. How many Buffalo wings are served in a Hooters Tailgate Bucket?

a-24, b-50, c-75, d-100.

6. Which job did Lowell Mather, played by Thomas Haden Church, have on the NBC sitcom "Wings"?

a-Mechanic, b-Caterer, c-Photographer, d-Bartender.

7. Who sang "The Wind Beneath My Wings" to Johnny Carson during his penultimate appearance on "The Tonight Show?"

a-Barbara Walters, b-Bette Midler, c-Barbra Streisand, d-Barry Manilow.

8. According to chaos theory, the flapping of the wings of which creature can cause a hurricane? a-Sparrow, b-Dragonfly, c-Hummingbird, d-Butterfly.

9. Which U.S. state was the home of President Josiah Bartlet on TV's "The West Wing?" a-New Hampshire, b-Pennsylvania, c-Indiana, d-Oregon.

10. Which country singer's hits include "Sing Me Back Home," "If We Make It Through December" and "Silver Wings?"

a-Toby Keith, b-Merle Haggard, c-Steve Earle, d-Jerry Reed.

- 1-d, Icarus  
 2-c, "Live and Let Die"  
 3-b, Albatross  
 4-a, Joe Louis  
 5-b, 50  
 6-a, Mechanic  
 7-b, Bette Midler  
 8-d, Butterfly  
 9-a, New Hampshire  
 10-b, Merle Haggard

Answers to 'Spread Your Wings'



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## Co-working Spaces Help Small Businesses

Getting a small business off the ground or even maintaining a successful startup can be a grueling and expensive task, but co-working spaces have been popping up all over to offer a more compelling option for entrepreneurs.

According to Nerd Wallet, co-working offices can provide many key benefits to a small business owner that might not be obvious at first glance, and go way beyond just free coffee.

One of the best reasons to consider co-working spaces revolves around the competitive pricing they offer, as well as the prime locations. Using the multitude of different tenants as an advantage, leasing companies can take over whole floors of attractive office buildings to then sublet for a profit. According to co-working company, The Common Desk, businesses can save up to 75 percent of their total costs by using this method. A 2,000-square-foot space for six workers could cost around \$4,000 a month and wouldn't include supplies or utilities. Conversely, a monthly membership would cost only \$1,200 per month and would include many supplies and utilities.

The ability to plug-and-play is another great advantage for co-working spaces. Because they are already set up with furniture and internet access, many businesses just need to bring their laptops to get started. There isn't any need for a complicated move, design process, or renovation to make use of the space, and there are often shared printers and kitchen space to use, as well as unlimited conference room use.

Perhaps overlooked as a benefit, co-working spaces offer an excellent opportunity to network and many places feature an open floor plan that makes meeting new people extremely easy. They might even offer special events to encourage mingling and exchanging ideas. This type of environment helps to bring like-minded people together who are excited about new ideas and projects. These chance encounters could be the difference between a breakthrough and a long solo slog through a problem.

## 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).

## Fuel Up with Energy-boosting Foods

Forget the energy drinks. Dietitians say if you want a steady stream of energy without the ups and downs, try whole foods, grains, fruits and vegetables.

The key to sustaining energy throughout the day is balance.

Start the day with a portion of whole grain and fruit. Throughout the day, eat fresh fruit, nuts, seeds, beans and non-starchy vegetables in small portions.

For a pick-me-up, Research Dietitian Aubrey Jarman recommends a slice of apple or one whole wheat cracker with peanut butter. Follow up with water to stay hydrated.

Meats and fish are also part of a balanced diet, especially when used modestly.



## February Birthdays and Company

### Anniversaries

#### Birthdays

- 1<sup>st</sup> – Ken Newhart
- 9<sup>th</sup> – Jonathan Asber
- 12<sup>th</sup> – Jessica McKellick
- 15<sup>th</sup> – Nestor Cabrera
- 16<sup>th</sup> – Carolyn French

#### Anniversaries

- 6 years – Denise Ellis
- 4 years – Carolyn French
- 2 years – Brian VanWhy
- 1 year – Thomas Rivera
- 1 year – Rena Cioffi



*You don't have to see the whole staircase, just take the first step.*  
 ~Martin Luther King, Jr.