

New services make loyalty programs work for small business

Thanks to smartphones, loyalty programs can work for small business.

According to Forbes, loyalty programs help provide a substantial reason for customers to come back to a store. In the past, these programs were cumbersome, expensive and difficult to manage. That has changed.

Many services have stepped into this market to provide an inexpensive loyalty solution for small businesses.

According to MileIQ, Belly is one such service that starts at \$159 per month and offers apps for the business to use to let customers sign up in the store and keep track of rewards.

Small Business Trends points out another service, Wilbur, that forgoes apps altogether and relies on just a phone number and text messaging to keep things as simple as possible for the customers.

In both cases, the business can create custom reward programs that maximize the value they are trying to provide. For example, points can be rewarded for each visit to the store, per dollar spent, or even for referrals. In addition to simple coupons or dollar-off rewards, customers could redeem their points for special services, VIP access, free merchandise, or anything else that would get customers excited about participating. Also, many service options can automate email lists and advertising campaigns as well as provide data analysis on their customers to determine the effectiveness of the programs.

their time compared to only 44 percent of women.

Flagship smartphones are getting more expensive

The most cutting-edge flagship phones from manufacturers such as Apple, Samsung, and Google have been increasing in price over the years with no signs of slowing down, according to The Verge. Apple's iPhone X, released with an incredible \$999 price tag, was a full 30 percent higher than the starting price of the iPhone 7 Plus of the previous year. Samsung, meanwhile, boosted the cost from the Note 7 to the Note 8 by 10 percent from \$849 to \$930. To make matters worse, most phone updates these days bring only incremental upgrades to the technology and are now mainly focused on screen improvements and new, sometimes novelty, features.



Exotic history of what makes up "pumpkin spice"

The spices that make up the famed pumpkin spice or pumpkin pie spice have nothing to do with pumpkins, but they have a lot to do with history.

The ingredients -- more or less -- for pumpkin spice include: Nutmeg, cinnamon, allspice, cloves, and ginger.

In the 15th century, these spices were worth more than gold to Europeans. Middle Eastern and North African sailing cultures had a monopoly on these spices (except for allspice). They kept their spice sources top secret, weaving tales of exotic locations guarded by terrifying snakes, and they became fabulously wealthy.

But, the economics of the spice monopoly failed as the price of buying spices soared 32,000 percent. That made hunting for the secret islands financially viable. So, Europeans set out to find the spices.

In 1492, when Columbus sailed the ocean blue, he was looking for spices, not gold. Famously, Columbus didn't find the spice of the Indies, but others did. By the 16th century, the Dutch and English monopolized spice markets.



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!



Four-on-the-floor: Once cool, now antique

Back in the day, a car with four-on-the-floor was the preferred cool of every young man cruising the main drag.

The manual transmission parked at the right of the driver was a fun way to take your Mustang GT out on a winding road.

But, the constant clutch and shift is no good for heavy traffic. Maybe that is one of the reasons why the clutch and stick have largely disappeared from the urban landscape.

Only diehard enthusiasts go for the old gearbox. In 2016, only 27 percent of new models in the U.S. were offered with both automatic and manual transmissions, which is down from 37 percent in 2011 and 47 percent in 2006. Among actual purchases, less than three percent of sales in 2016 went for manual gearboxes which is in stark contrast to the 80 percent sold in some Asian and European countries today.

At one time, the manual transmission lowered the price of the car, was more durable, and even improved fuel economy. Advancements in technology have changed that. Car manufacturers have improved automatic transmissions, and the best now outperform their manual counterparts in all of the areas that once made them great, according to the Los Angeles Times.

Electric cars, devoid of a transmission altogether, are also entering the mainstream and could ultimately replace all gasoline cars and make the question of clutches entirely obsolete. Even sports cars, once dominated by the stick shift that driving enthusiasts traditionally love to use, are being forced to change their roots due to slack in orders.



"It's a conflict between your hardware and your software. Your cauldron won't support Eye Of Newt 3.0."

Cilantro pesto with roasted cashews

Tucked into Mexican salsas and guacamoles is the fresh, citrusy flavor of cilantro, a favorite all over the world. A favorite, that is, except for a group of people who are literally genetically disinclined to like it.

Strangely, this herb tastes soapy or even rotten to certain people. According to recent research at Cornell University, this is because the OR6A2 gene in the human body affects how the olfactory receptors handle the high levels of aldehydes contained in the herb. Folks with this gene have an aversion to cilantro.



Cilantro comes from the coriander plant, all parts of which are edible. Only the leaves make up the herb called cilantro. The plant produces dried fruits, known as coriander seeds, that are used as a spice. A native of Iran, coriander grows wild in Western Asia and Southern Europe. It has been cultivated for thousands of years. A half-liter of coriander was found in the tomb of Tutankhamen, proving that the ancient Egyptians grew the herb. The Greeks were known to have used coriander since 2000 BC, based on archeological finds. The oldest find of dried coriander was in a cave in Israel dating to 6000 BC.

Here is a fresh take on a pesto recipe that substitutes cilantro for the basil that is traditionally used along with roasted cashews, compliments of showMeTheYummy.com

Ingredients:

- 2 cups of packed cilantro
- 2 cloves of garlic
- 1/4 cup of unsalted, roasted cashews (4-8 minutes in a 300-degree oven)
- 1 tablespoon lime juice
- 1/2 cup shredded parmesan cheese
- 1/3 - 2/3 cup of olive oil (you may substitute oil of your choice)
- Salt to taste

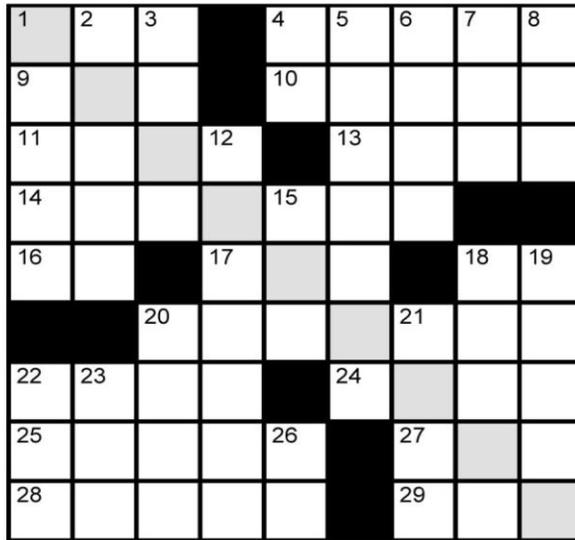
Instructions:

1. Place all ingredients into a food processor and pulse until smooth.
2. Scrape down the sides and pulse again.
3. With the processor running, add the oil slowly until desired consistency has been reached.
4. Add salt to taste, combine with pulse, and serve with crackers, chips, pasta, etc. Store covered in the refrigerator.

Columbus landfall

Across

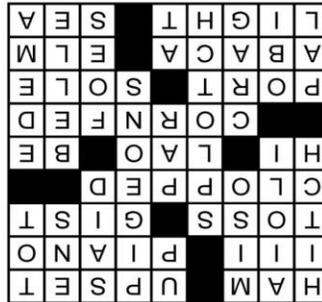
1. Western omelet ingredient
4. Unexpected sports outcome
9. Sundial number
10. Baby grand, e.g.
11. Fling
13. Essence
14. Hoofed it?
16. Hello
17. Indochinese language
18. Exist
20. Like some cattle
22. After-dinner drink
24. One and only
25. Hemp fiber
27. Dutch tree
28. Easy to lift
29. Shade of green



Down

1. Thumb a ride
2. Garlicky mayonnaise
3. Soybean paste
4. "___ on the rooftop..."
5. Urban flock
6. Aforementioned
7. Lt.'s inferior, in the Navy
8. "Sesame Street"

12. Stain
15. Duffer's goal
18. "Beauty and the Beast" beauty
19. Swelling
20. Rugged rock
21. Adversaries
22. Buddy
23. ___-Wan Kenobi
26. @



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

Trivia Teaser – Come sail away

1. Which sailor appears in the Arabian Nights stories? a-Ali Baba, b-Prince Ahmed, c-Sindbad, d-Aladdin.

2. Who wrote a novella about the young sailor Billy Budd? a-Herman Melville, b-Joseph Conrad, c-Seamus Heaney, d-Mark Twain.

3. According to myth, a siren known as the Lorelei lured sailors to their deaths on which European river? a-Danube, b-Vistula, c-Seine, d-Rhine.

4. In which Italian city was the explorer Christopher Columbus born? a-Milan, b-Turin, c-Genoa, d-Florence.

5. "Come Sail Away" was a 1977 hit song for which band? a-Electric Light Orchestra, b-Styx, c-Cheap Trick, d-The Eagles.

6. Which fictional sailor was introduced in the 1937 novel "The Happy Return" and made his final appearance in the 1967 novel "The Last Encounter"? a-Robinson Crusoe, b-Captain Nemo, c-Captain Hook, d-Horatio Hornblower.

7. Poopdeck Pappy was the father of which fictional sailor? a-Popeye, b-Jack Sparrow, c-The Flying Dutchman, d-Captain Ahab.

8. In the Bible, who hoped to flee from the presence of the Lord by sailing to Tarshish? a-Jonah, b-Noah, c-Lot, d-Daniel.

9. The second part of which novel begins aboard the Tsimtsum, a Japanese freighter transporting zoo animals? a-"Doctor Dolittle's Caravan," b-"IQ84," c-"The Kite Runner," d-"Life of Pi."

10. Which British pirate sailed aboard the Queen Anne's Revenge? a-Calico Jack, b-Blackbeard, c-Long John Silver, d-Captain Kidd.

- 1-c, Sindbad
2-a, Herman Melville
3-d, Rhine
4-c, Genoa
5-b, Styx
6-d, Horatio Hornblower
7-a, Popeye
8-a, Jonah
9-d, "Life of Pi"
10-b, Blackbeard

Answers to 'Come sail away'

Some brick-and-mortar stores thrive

In small towns and cities all over America, malls are closing, shopping centers are vacant, and the cause is e-commerce.

But physical stores still have power and some sectors are showing resilience, according to Forbes.

Nine companies on the list of Top 10 U.S. retailers is made up entirely of players that rely on foot traffic: Wal-Mart, Kroger, Costco, Home Depot, CVS, Walgreens, Target, Lowe's, and Albertson's.

The principal markets for these retailers are groceries, clothing, and home improvement supplies -- all more desirable when purchased in person. Consumers still want to examine fresh produce. They would rather try on new clothes before they buy. Home improvement products such as lumber and tools are still get-it-now items.

In addition, according to a study by the CBRE Group, 70 percent of Millennials -- the largest, most connected consumer base -- still prefer to shop in stores.

Amazon, the big destroyer of retail, must know that too. Their recent purchase of Whole Foods for \$15 billion is a dramatic example of their play in the brick-and-mortar space.



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Mouth health can be a sign of overall wellness

Taking care of your mouth health can also mean a healthier heart, according to WebMD.

Many illnesses such as diabetes, heart disease, respiratory disease, rheumatoid arthritis, and osteoporosis have been linked to gum disease. In fact, those suffering from periodontitis are three times as likely to have a stroke and twice as likely to suffer a fatal heart attack.

The connection between the mouth and the heart lies within the incredible amount of bacteria commonly found inside the human mouth, according to the Mayo Clinic. Most of these bacteria are harmless and can be controlled with daily flossing and brushing, but a lack of dental hygiene can allow them to get out of control and cause oral infections, tooth decay, and gum disease.

Certain medications, such as antihistamines and painkillers, can also slow the flow of saliva which is one of the most significant natural defenses in the mouth against harmful microbes. Bacteria can move through the bloodstream to places like the heart, potentially leading to endocarditis and other issues.

Elsewhere in the body, oral health can show that something else is wrong inside the body such as through lesions for HIV/AIDS and through its ongoing link with chronic diseases such as diabetes. Because diabetes lowers the body's resistance to infections, gum disease is more frequent among those patients. People living with Alzheimer's have shown a similar tendency as the condition worsens. The American Dental Association recommends regular dental checkups to protect overall health and they urge immediate attention for bleeding, red, or swollen gums, loose or separating teeth, persistent bad breath, or any changes to how the teeth feel in the mouth.

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).

A nap before work for shift workers

To increase alertness, shift workers could consider a short nap before work.

According to circadian.com, the nap should be no longer than 30 minutes. Longer naps can result in grogginess.

Even if you can't fall asleep in 30 minutes, just resting with your eyes closed can help.

One trick for napping: Drink a caffeinated beverage immediately before your nap. This way you wake up more alert.



September Birthdays and Company

Anniversaries

Birthdays

2nd – Francesca Sette

7th – Becky Carlin

16th – Dennis Wieand

21st – Cynthia Starr-Witman

26th – John Piger

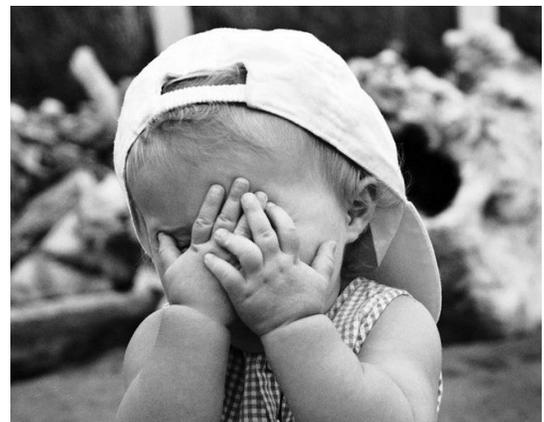
31st – Maria Mendoza

Anniversaries

20 years – David Moore

13 years – Gail Zwickle

21 year – Jason Stenock



The greatest test of courage on earth is to bear defeat without losing heart.

~Robert Green Ingersoll