

What exactly is being professional?

So many people talk about professionalism as if it is a suit you put on. In fact, professionalism is just shorthand for being respectful, skilled, and reliable.

*Respectful

It's not just 'yes, ma'am' or 'no, sir', although that isn't a bad thing. Respect is about:

- Listening: Treating co-workers and customers as important humans with valuable things to say. Learn to listen without interrupting.
- Dressing properly: The dress code is either spoken or unspoken. Look around to figure it out. Lifehack writer and business analyst, Ben Brumm, suggests dressing slightly above the dress code. If a collared shirt is required, try wearing a tie, too.
- Conversing smartly: Stay away from politics and religion, according to Inc. Magazine. You may want to avoid discussing current events, especially if it is against prevailing wisdom.
- Answering the phone properly: Greet and state your name. Hello, this is Sandy or Good Morning, Sandy speaking.
- Separating work from home: Hello Kitty is swell, but it should not dominate your office space. Decorate modestly and discretely. Don't bring your hobbies into the office. Be in the office to work, not solve family problems on the telephone.

*Reliable

- Return emails and texts promptly.
- Be punctual: Be on time, all the time. No exceptions.
- Meet all deadlines: Treat them as sacred.
- Show up. Always.
- Lend a hand.
- Volunteer for special jobs, if you have the time to follow through.

*Skilled

- Be great at your job.
- Be great at recognizing other people's greatness.
- Speak formally. No slang and certainly no objectionable words.

Gen Z: Not afraid of work, motivated by money

Generation Z teenagers, born in the 1990s, already have an opinion about what they want in their work life.

It's different from the Millennials, the generation just ahead of them.

According to a survey by Monster.com, Gen Z wants health insurance, a competitive salary and a boss they respect, the survey found.

They also aren't against working longer hours for more money. Fifty-eight percent of Gen Z survey respondents were willing to work nights and weekends for more money.

By comparison, only 35 percent of Millennials were willing to do the same, according to Mashable.com. Surveys of Millennials show they are interested in more time off -- a work-life balance.

Gen Z is also willing to move for a job. Sixty-seven percent of Gen Z would relocate, compared to 61 percent of millennials.



Bought your chicken feed yet?

Books, lunch, laptop, and more -- all go into a Chicken feed produced a golden egg for one Illinois candy company. Back in 1900, Gustav Goelitz's Confectionery Company produced and sold candy corn as chicken feed. Goelitz marketed the candy in a box branded with a rooster and the tagline: "Something to Crow About."

It caught on.

According to the Goelitz website, the candy was such a success, it "carried the company through two World Wars and the Depression," and saved it from bankruptcy.

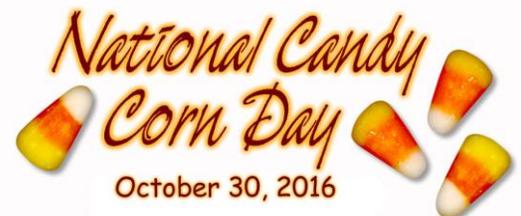
More than 100 years later, the fourth Goelitz generation is still selling the identical candy and recipe, although the company changed its name to Jelly Belly Candy after its primary candy product. In honor of its roots, it developed a candy corn-flavored jelly bean.

Candy corn is still a favorite Halloween treat, having slipped one notch to second place, with anything chocolate taking the number one honors.

In case you were wondering, there is a preferred way to eat the corn. According to a survey by the National Confectioners Association, 43 percent start with the narrow white end. About 10 percent begin eating the wider yellow end first.

Companies are tinkering with the candy corn recipe and trying new flavors, like caramel apple, caramel popcorn, and cinnamon. The Zachary Confections company (which sells to retail stores like Target) makes 12 varieties, including blackberry cobbler, raspberry lemonade, cherry and pumpkin spice.

Candy corn has made its way into Oreos, M&Ms, coffee, bagels, and even a martini.



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.

... Don't forget to contact Stephanie at extension 225 to get information and a quote on cleaning your home.

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



American Pizza by the numbers

- 36 percent of all pizza orders include pepperoni
- Regular thin crust is most popular in America--it is preferred by 61% of the population, 14% prefer deep dish, and 11% prefer extra thin crust
- 62% of Americans prefer meat toppings while 38% prefer vegetables
- Women are twice as likely as men to order vegetables on their pizza.
- Mozzarella cheese accounts for nearly 80 percent of Italian cheese production in the United States.

Expensive Pizza

What has been called "the world's most extravagant pizza" is available at New York's Nino's Bellissima restaurant. Topped with six varieties of caviar, chives, fresh lobster and crème fraiche, this 12-inch pie, called the "Luxury Pizza," retails at \$1,000 (or \$125 a slice).



"Just so you know, I only tolerate your generation because you can troubleshoot my technology issues."

Book Review: What was gone is found again

Trusting your judgment, learning how to take risks, believing in yourself, feeling authentic.

All these phrases are the common topics of books on business and life. Yet, for one life, they are more profound, more treacherous.

Martin Pistorius' book *Ghost Boy* is his autobiographical story of traveling from life to sleep to life again.

Pistorius was a lively young boy living in South Africa. One day in 1988 at about age 12, he came home ill. He couldn't eat. He became paralyzed. He could not speak. He slipped into a comatose state. The cause remains unknown.

But what is known is that Pistorius was largely unresponsive to his environment. He was helpless, with limited awareness. He was elsewhere.

But, one day he woke up.

At age 16 he became fully aware of his surroundings but utterly unable to interact. For nine long years, he understood everything around him, from the insipid children's television shows he was forced to endure to people's private conversations conducted in front of a boy they thought was lost to the world. The boy who could not move was back, but no one noticed.

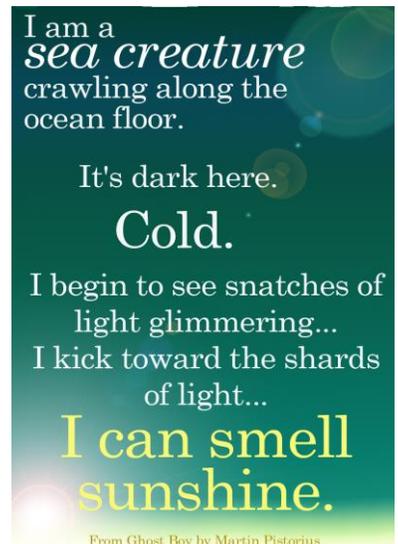
A remarkable chain of events started with a massage therapist who did notice. She made sure others saw too and within a year, Pistorius was making a computer talk for him.

Imagine coming out of a world where there were no choices. Pistorius lived in a world where he couldn't choose food, answer questions, defend himself or reveal himself.

And then one day he could, but he had to learn how.

"...Gradually I've learned to trust my own judgment, even if it is sometimes wrong...life is about shades of gray instead of black-and-white."

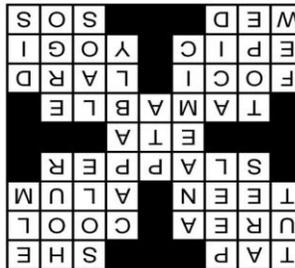
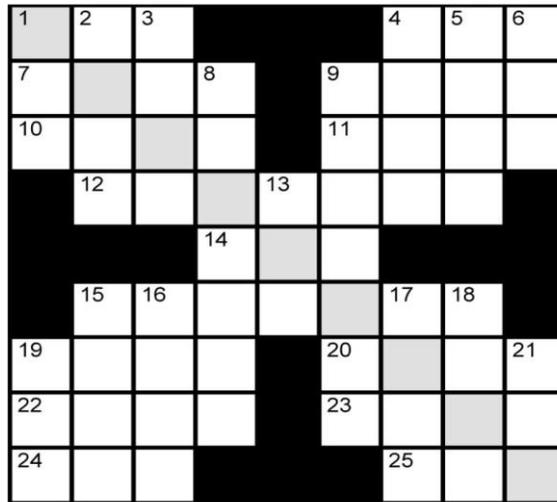
Ghost Boy is an uplifting, true story with a happy ending and life lessons that everyone can take to heart.



Alternative to Bag of Tricks

Across

1. Faucet
 4. Any boat, affectionately
 7. Carbamide
 9. "Neato!"
 10. Freshman, probably
 11. Grad
 12. Knee ___ (funny joke)
 14. Pilot's announcement, briefly
 15. Not too wild to be broken
 19. Central points
 20. Piecrust ingredient
 22. Of huge proportions
 23. Baseball's Berra
 24. United
 25. "Help!"
- Down
1. "For shame!"
 2. Mars, to the Greeks
 3. Spa treatment
 4. Exclusive
 5. 2:00 or 3:00
 6. Shade tree
 8. Lacking vigour
 9. Skillfully
 13. "Harper Valley ___"
 15. Hit the bottle
 16. Battery contents
 17. Golden Triangle country
 18. "Cogito, ___ sum"
 19. Handful
 21. Criticize, slangily



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

Trivia Teaser – The Whole Wide World Trivia

1. "A Whole New World" won the Academy Award for Best Song in 1993. It was featured in which Disney movie? a-"Aladdin," b-"The Little Mermaid," c-"Beauty and the Beast," d-"The Lion King."

2. Who wrote the classic science-fiction novel "The War of the Worlds"? a-Jules Verne, b-H.G. Wells, c-Arthur C. Clarke, d-Edgar Allan Poe.

3. Who was the longtime host of the sports anthology TV show "ABC's Wide World of Sports"? a-Marlin Perkins, b-Brent Musberger, c-Verne Lundquist, d-Jim McKay.

4. What Judy Garland musical was set around the World's Fair of 1904? a-"The Harvey Girls," b-"Meet Me in St. Louis," c-"Summer Stock," d-"Little Nellie Kelly."

5. What publisher made his fortune with the New York World newspaper? a-Emile Zola, b-Joseph Pulitzer, c-Andrew Carnegie, d-Donald Trump.

6. What young adult book series features an evil organization known as WICKED (World in Catastrophe: Killzone Experiment Department)? a-"The Fallen," b-"The Legend," c-"Divergent," d-"The Maze Runner."

7. What band had a hit with the 1985 song "Everybody Wants to Rule the World"? a-Tears for Fears, b-Simply Red, c-A-Ha, d-Starship.

8. In which New Testament book did Jesus say "I am the light of the world. Whoever follows me will never walk in darkness, but will have the light of life"? a-Matthew, b-Mark, c-Luke, d-John.

9. Who starred as teenager Cory Matthews on the coming-of-age TV series "Boy Meets World"? a-Lee Norris, b-Ben Savage, c-Austin Nichols, d-George Finn.

10. The first FIFA Women's World Cup for soccer was held in 1991 in what country? a-Nigeria, b-China, c-Chile, d-USA.

11. "Fall of Giants," "Master of the World," and "Edge of Eternity" make up the Century Trilogy by what writer? a-Clive Cussler, b-Ken Follett, c-Lincoln Child, d-Lee Child.

12. Who played the policeman overseeing the antics in the movie "It's a Mad, Mad, Mad, Mad World"? a-Jimmy Durante, b-Jackie Gleason, c-Spencer Tracy, d-Phil Silvers.

- Answers to "The Whole World"
- 1-a, "Aladdin"
 - 2-b, H.G. Wells
 - 3-d, Jim McKay
 - 4-b, "Meet me in St. Louis"
 - 5-b, Joseph Pulitzer
 - 6-d, "The Maze Runner"
 - 7-a, "Tears for Fears
 - 8-d, John
 - 9-b, Ben Savage
 - 10-b, China
 - 11-b, Ken Follett
 - 12-c, Spencer Tracy

Happy! Research finds life gets better with age

Your odds of being happy increase 5 percent every 10 years, one researcher says. Older people are just happier overall.

Yang Yang, a University of Chicago sociologist interviewed a sample of Americans from 1972 to 2004, aged 18 to 88. About 28,000 people took part.

The findings? People perceive life as better and happier as they age.

At age 88, 33 percent of people reported being very happy. But at age 18, just 24 percent were very happy.

Wealth, race and economics play roles in happiness during one's lifetime. Wealthier white people are happier at a younger age. Young blacks are less happy. Bad economic times also corresponded with happiness, Yang found. But all those differences melted away as people aged.

University of Chicago researcher Benjamin Cornwell found that social connection is the key to happiness in later life.

Although older people do experience the loss of friends and family, about 75 percent of those aged 57 to 85 have at least one social activity a week. This may be church, volunteering, group activities or socializing with neighbors, according to Cornwell's research published in the American Sociological Review. In fact, people in their 80s were twice as likely to do these things than people in their 50s.

Older people also find contentment with their lives, accepting where their lives have taken them.

One exception seems to be Baby Boomers. Yang found that Boomers were often the least happy, trying to achieve more as they age while not accepting life's accomplishments.

The studies also found that midlife is the most stressful and least happy time as people try to meet the demands of family and work.



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About Our Company

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

Services include general cleaning, carpet cleaning, all types of hard floor care, and house cleaning.

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).

Your dog knows what you are saying

A study from a Hungarian university seems to show that dogs understand what you are saying and how you are saying it.

The research focused on family dogs that were taught to stay down for 7 minutes without moving. The dogs were then brain scanned, and during the scan their owners spoke words of praise in both neutral and higher-pitched (happy) sounds,

With neutral words only the left side of the brains lit up under the scanner. With happy, tonal sounds only the right side of the brain lit up. This is the same way humans process language, according to Wired.com.

When praise was spoken in words with a happy tone, both regions of the brain lit up, suggesting the dog knew the word and meaning.

The researchers' conclusion: Language is not uniquely human.



You only have to be right once.
 ~Drew Houston, founder DropBox

How to handle two driving emergencies

How much time do you spend in your car?

Most Americans drive an average of 29.2 miles a day, with trip length of 46 minutes per trip, as the AAA Foundation for Traffic Safety's survey of 2015 revealed. That's more than 10,650 miles per year, and a whopping 279 hours in a car each year. Most of those hours are uneventful.

Yet, driving emergencies happen. Here's what the experts suggest to do in two common situations.

- **Blown tire:** Stay calm. Keep the foot off the brake. According to the experts at Popular Mechanics, gently press on the accelerator to stabilize the car, then let the car slow. Once the car has slowed, move toward the shoulder. Remember that driving on an underinflated tire can increase the possibility of a blowout, as can an object in the road, according to the pros at Popular Mechanics.

- **Brake Failure:** Most cars have dual braking systems, so even if the front goes out, the car may still have back brakes and vice versa, according to Allstate's blog.

There are several ways to slow a vehicle during a brake system failure.

First, slow the vehicle, carefully taking pressure off the gas pedal, and downshifting so the car will slow itself, thanks to the vehicle's drag. Then, when the car has slowed enough to be under control again, work to get out of traffic and off the road. Do not shut off the vehicle until it is off of the roadway, or it may be harder to control.

October Birthdays and Company

Anniversaries

Birthdays

- 16th – Dennis Wieand
- 21st – Glenn Leh
- 21st – Lisa Garcia
- 25th – Lew Rushatz
- 26th – John Piger

Anniversaries

- 18 years – David Moore
- 11 years – Gail Zwickle

