



**MinnClean**  
 <address>  
 <City, State, Zip>  
 <Phone>  
 www.MyWebsite.com

**Your New Issue of NewzBreak Has Arrived!**

*Look Inside for Some Amazing Money Saving Tips and More!*

**3 Minutes Lost**

Daytime continues to be longer than nighttime until after the September equinox, which is always between September 22-24, the beginning of autumn. The word "equinox" means "equal night" and refers to when the sun crosses the equator. Days are shortened by three minutes per day, resulting in a half hour per week.

**Staff Members Making the News**

Shelly and her team have been cleaning homes for the past five years and they've always done a great job for us. The team was recently awarded <My Company's> highest achievement award for Service Excellence. Congratulations team! Keep up the good work!

All team members of <My Company> have completed the Annual Safety Training Certification. We're very impressed with the scores and are confident about our staff's performance.

*Wringing your hands only stops you from rolling up your sleeves. James Rollins in Black Order*

**FREE Air Quality Cleaning Audit**

Call us by \_\_/\_\_/\_\_ to schedule your FREE Air Quality Cleaning Audit and...

**Receive a FREE Refrigerator Cleaning!**

<Company Name>  
 <Telephone>  
 <Website>

**Take the Trivia Challenge and Win a \$25 Gift Card to Applebee's!**

The first <##> people who call our office with the correct answer will be entered into the drawing!

**Pollen allergies affect nearly what percent of our population?**

- 1 – 13%
- 2 – 10%
- 3 – 7%
- 4 – 18%

HINT: The answer is hidden somewhere in this newsletter.



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Volume 2, Issue 9

# NewzBreak™

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



I hope you enjoy this month's newsletter!

Steve Hanson  
MinnClean

**Customer surveys shed light on areas for improvement**

Regardless of how small or how large your business may be, the goal of customer satisfaction is pivotal in retaining them and adding new ones.

When customers are very satisfied with your products or services, they are more likely to recommend your establishment to friends and family.

When measuring customer satisfaction, however, be sure to do it in the right way. The following survey was done by a gas station to measure satisfaction on service features. They were measured in a seven-point scale with seven being the best. The results:

- Gas pumping speed: 5.1
- Cleanliness of restrooms: 5.2
- Food and snack variety in the store: 5.0
- Friendliness of employees: 2.2
- Quality of the car wash: 1.9

Based on this, management should retrain employees and get new car wash equipment. But the survey also asked customers to rank the importance of each service feature. The results:

- Gas pumping speed: 6.4
- Cleanliness of restrooms: 6.8
- Foods and snack variety in the store: 2.0
- Friendliness of employees: 2.0
- Quality of the car wash: 1.4

Management can now see that keeping restrooms clean and keeping gas pumping fast is the most important. The car wash, snack varieties and friendliness of employees not so much.

When front-line employees are testy or unfriendly, it usually means they aren't being paid enough, haven't been trained and are not held accountable for excellent service.

Owners should not assume that satisfied customers will stay with them. If they are offered something better, they will switch in a minute, even if that something is a friendly employee.

Management Professor Keith Starcher says surveys should use words such as "Wow!" or "Unbelievable" as the top rating. Then give customers a place to write about their Wow experience.

Remember that customer satisfaction does not stand still. The target moves all the time.

Eventually, someone in your market will find a way to deliver the Wow experience. Why not be the first?

*Free Cleaning Tips and Specials at [www.MyWebsite.com](http://www.MyWebsite.com)*

**The 9/11 memorial to open on September 11, 2011**

Ten years after the terrorist attacks, the names of all the September 11 victims will be read for the first time during a ceremony in New York City.

A "Tribute in Light" commemoration will take place at sundown, with two bolts of light shooting up into the sky symbolizing the towers.

The names of all victims of terrorist attacks are inscribed on bronze panels lining the two pools. Waterfalls cascade down all four sides of each pool, creating a special place for remembrance and reflection. The surrounding plaza will be filled with oak trees and a callery pear known as the "Tree of Life," which was nursed back to health after surviving the 9/11 attacks.



## Do You Know...

... someone that could use our services? Perhaps a colleague, friend, family member, or networking buddy?

When a new client signs up for regular cleaning services at your recommendation; you will receive \$100!

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 your \$100 Bonus!

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

## Thanks a Bunch!

"Sue and her team have been cleaning buildings for the past two years and they've always done a great job for us. The quality of service is at a much higher level than our previous cleaning provider."

Tom Johnson  
Sandy, UT

A special thanks to all these fine folks who referred us...  
Kathy Jackson, Dan Lundgren, and Marcy Cantrell.

## Retirement planning mistakes

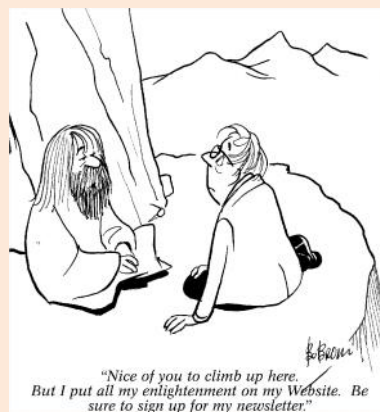
It's satisfying to fill out one of those retirement plan calculators offered by investment and insurance companies. They can make you believe you will retire in style. But take care not to make miscalculations that could lead to a lower level of savings. Consider taking life's events and realities into account.

Lifetime salary. It's easy to believe that you will have the same pay rate, or a higher one, as time goes by. According to the U.S. Census Bureau, on average, people hit their income peaks in their 40s and pay remains flat after that, or they will experience a pay reduction.

Years until retirement. Your forecast shows you working steadily through age 62 or 65, but illness, job loss or another circumstance could result in months or years without a job.

According to The Wall Street Journal, for many people, a retirement savings strategy is merely a best-case scenario. You should also consider a worst-case scenario and save more.

If you have work breaks, lower income in the future, or have to retire sooner, you will be prepared. If your best-case scenario works out, you'll be in clover.



## Fall brings an onslaught of allergies

Autumn is the favorite time of the year for many of us. Colorful foliage abounds. Humidity drops. We open our windows to let in the breeze and spend long hours outdoors hiking or raking up the falling leaves. Unfortunately, unseen allergens lurk in the crisp, dry air and in all those leaves.

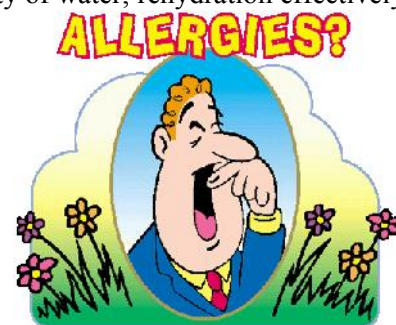
Pollen allergies affect nearly 10 percent of our population, approximately 62 million people. They are the fifth ranking chronic disease and cost U.S. businesses and our health care system nearly \$8 billion annually.

There's no reason to dread the arrival of autumn, however, if we reduce exposure to pollens and molds, thus lessening our symptoms of sneezing, itchy and watery eyes, dry throat, congestion and runny noses, all of which can impair our ability to perform well at school or work.

Ragweed pollen is one of the most common reasons for fall allergies. But pollen from other plants, trees, and grass can also trigger symptoms, as can mold.

Tips for managing fall allergies:

- \* Leave both house and car windows shut.
- \* Remove clothing worn outdoors after raking, hiking or mowing.
- \* Remove shoes at the door and go barefoot in house or wear slippers.
- \* Shower or rinse off exposed skin after being outdoors.
- \* Use a saline nasal wash to remove allergens.
- \* Use a dehumidifier to decrease indoor humidity.
- \* Clean visible mold in showers with a diluted bleach solution.
- \* Wear a face mask and goggles when doing yard work.
- \* Use an antihistamine to reduce or eliminate the effects of histamine.
- \* Drink plenty of water; rehydration effectively eliminates toxins.



### September Event

1	2	3	4	5	6	7	8
9				10			
11				12			
13			14			15	
		16			17		
18	19		20			21	22
23		24			25		
26					27		
28					29		

**Across**

- \_\_\_ Diego
- Chip away at
- Duffer's dream
- Cut wood
- "Be quiet!"
- Pretentious sort
- Brave
- Thus
- German sub
- Beaver State: Abbr.
- Moonstruck
- Ziti, e.g.
- Expire
- Open, in a way
- Crew need
- Gawk
- Cunning

**Down**

- Beauty pageant wear
- Advil target
- India's first P.M.
- Spying
- Imp
- "I \_\_\_ you one"
- \_\_\_ ex machina
- Taro root

14. \_\_\_ dictum

17. Flaps

18. Big production

19. Deliver a tirade

21. Medicine bottle

22. Mysterious: Var.

24. Massage locale

*Note: the title is a clue to the word in the shaded diagonal.*

A	L	S	E	R	S	T	A	R	S
R	V	O	G	E	P	N	U	N	
E	I	D	I	A	P	A	S	T	A
E	A	O	L	T	N	I	R	O	
O	S	I	C	I	O	B	H	H	
U	D	S	E	P	S	H	H	S	
D									
E	R	O	D	E					

## ePolicy handbook tells how to avoid future liability

Without realizing it, you could be making statements on social websites that would leave you open for future liability risks.

These strategies are recommended by Nancy Flynn in the second edition of her ePolicy Handbook. Flynn says they apply to all organizations that maintain an online presence. She recommends that all companies should prohibit employees from these practices:

- \* Do not mention the organization, its people, products, services, secrets, suppliers or customers on third-party websites without first securing permission from Management.
- \* Do not identify yourself as an employee of the organization on personal or third-party websites, including LinkedIn, and other networking sites designed for businesspeople, without securing written permission from management.
- \* Never post business email addresses on personal third-party websites, including business-related social-networking sites, without management permission.

Whether or not the company has these rules in written form, it would be in your best interests to study these recommendations and follow them.

The policies were posted in Convene, a publication of the Professional Convention Management Association.

## Trivia Teaser – Flags of the World

1. What is the background color of the United Nations flag? a-White, b-Blue, c-Silver, d-Red.

2. What musical instrument formerly appeared on the Irish flag? a-Bagpipes, b-Horn, c-Harp, d-Saxophone.

3. A 24-spoke wheel called the Ashoka Chakra appears in the center of what nation's flag? a-Japan, b-Thailand, c-India, d-Tibet.

4. Which Scandinavian country's flag has a yellow cross on a blue background? a-Denmark, b-Finland, c-Norway, d-Sweden.

5. How many stars appear on the national flag of Cuba? a-1, b-3, c-15, d-50.

6. How many stars appear on the official flag of Israel? a-1, b-8, c-13, d-15.

7. The flag of which African nation features a green star on a red background? a-Algeria, b-Tunisia, c-Morocco, d-Mali.

8. The flag of which country consists of three equal horizontal bands of black, red, and gold? a-France, b-Egypt, c-Germany, d-Belgium.

9. The flag of which country pictures a golden eagle with a snake in its mouth? a-Mexico, b-India, c-Turkey, d-Italy.

10. The royal seal framed by the Pillars of Hercules appears on what nation's flag? a-Hungary, b-Spain, c-Poland, d-Greece.

Answers to 'Flags of the World'

1-b, 2-c, 3-d, 4-a, 5-c, 6-b, 7-d, 8-c, 9-a, 10-b, 11-a, 12-c, 13-b, 14-d, 15-a, 16-b, 17-c, 18-a, 19-b, 20-c, 21-d, 22-a, 23-b, 24-c, 25-d, 26-a, 27-b, 28-c, 29-d