



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

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

To: Company Name  
 Contact Name  
 Address  
 City, State, Postal Code

**No need to buy organic**

Nutrition scientists reporting in Health say there's no point in spending extra money to buy organic forms of these foods.

Avocados: Just washing their thick skin before cutting into them will get rid of any residual pesticide.

Eggs: They have no higher contaminant level whether or not they are labeled organic.

Spices: They are eaten in small quantities so any risk of nonorganic is minimal.

**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.

*"No matter where you are in life right now, no matter who you are, no matter how old you are, it is never too late to be who you are meant to be."*

Esther and Jerry Hicks, authors of "Ask and It Is Given"

**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!

**What % of companies have concerns about  
younger supervisors and older workers?**

1 – 88% 2 – 63% 3 – 72% 4 – 59%

HINT: The answer is hidden somewhere in this newsletter.



February 2012

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**NewzBreak**™

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



*I hope you enjoy this month's newsletter!*

Steve Hanson  
MinnClean

**A lateral move on today's career lattice:  
Good choice**

In the present business climate, and with people deciding to put off retirement, climbing the corporate ladder is more complicated than before. People on the ladder rungs above you just aren't going anywhere.

The editors of Fortune say companies are now pushing lateral moves as career enhancements. Moving sideways may not be what you want, but it can give you a wider range of experience.

With the realities of trying to do more with less, being agile can be as important as the having the ability to move up. So says Joanne Cleaver, author of a forthcoming book called Over is the New Up.

If you are considering a sideways move, consider this advice:

\* Seek more responsibility, even if the job has the same title and same pay. You want to influence and direct others.

\* Use company resources, such as software programs, to help you make a decision. A sideways move can give you the opportunity to learn more about company operations, which can help you achieve your real goals later on.

\* Remember that lateral moves are good choices in organizations that appreciate a skill in many areas.

\* In her book, The Corporate Lattice, Cathy Benko says a good way to analyze a lateral move is by calculating how many future choices it gives you.

After three years in this economy, you might be up for new challenges and different responsibilities.

**Older worker, younger boss**

At Wharton School's Center for Human Resources, director Peter Cappelli says 88 percent of companies have concerns about conflicts between younger supervisors and older workers.

It's more of a problem today, because the gap in ages is increasing. Some 30-year-olds have jobs that used to be held by 40- or 50-year-old people, while some 65-year-olds have come back into the work force as employees, part-timers or contractors.

Cappelli says younger managers and older workers should focus on teamwork instead of hierarchy. Managers should focus on goals to be achieved, be less formal about their leadership and more interested in engagement.

Older workers should manage their expectations, since they likely will not be in charge.

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

**Mardi Gras festivities  
celebrated worldwide**

Mardi Gras -- or Fat Tuesday -- is world renowned as the rowdy, bawdy, celebration of spring, but the day is more than that.

Fat Tuesday has been traditionally the last hurrah as Christians before the austere penitential season of Lent. Fat Tuesday is followed by Ash Wednesday, the first day of the 30 days of austerity that precede Holy Week and Easter.

Today, it is celebrated in hundreds of cities across the United States and hundreds more in South America, Europe and Asia. It still marks the beginning of Lent but while not many people observe Lent as 40 days of prayer, self-denial and penitence, people of all faiths, or no faiths, believe in celebrating Mardi Gras.



## 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.

## Random Acts of Kindness Week: Feb. 13-19

This celebration is held to increase awareness of kindness and its benefits to both the giver and receiver.

Anonymous acts make the giver feel good, maybe for the rest of the day or evening. The odd thing about it is that you can't plan to do any particular type of kindness, all you can do is recognize an opportunity to kindly help someone.

From February 13 to 19, you have an entire week to become something of a hero. A person overloaded with packages will be surprised and pleased when you offer to carry one. The co-worker who drops papers on the floor will admire your kindness when you help to pick them up.

## Stay safe at the ATM

That corner ATM seems so familiar, but don't let down your guard. Stay safe:

**HOW:** Guard you PIN number. In 1/3 of ATM card frauds, cardholders wrote their PINs on their ATM cards or on a slip of paper they kept with their cards.

Never put your receipt in the trash. Put your money away immediately.

**WHERE:** If one is available, use a machine in an enclosed vestibule with windows. Or select an ATM that has a station guard, working security camera, emergency telephone, and doors that lock. Be careful at carnivals or festivals where you might have to use an ATM but you will have little choice of location. Never accept help from anyone who offers advice if your card is taken by the machine. They may want to watch you enter your PIN. If you are approached by someone after making a transaction, go to a public place and stay there for at least 15 minutes. In case of a robbery always surrender your card and money upon demand and report the robbery to law enforcement.

**WHEN:** It's safer to use most ATMs during the daytime. If you know you'll need more money, for example when you are leaving on a trip, don't wait until the last minute. Withdraw the money the day before, because if the ATM you need is out of service, it will take time to go to another location. That could alter your schedule or result in a missed flight.

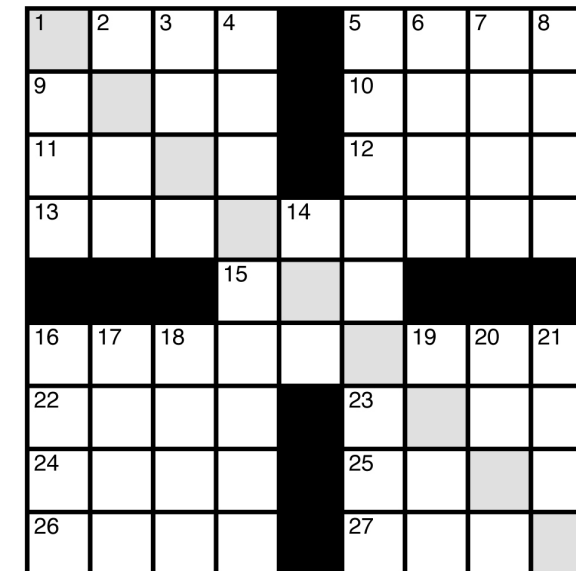


"Cash? Gee, I'm new here and I haven't been trained in making change. Would you like to open a store charge?"

## Flavorful Crossword Puzzle

Across

1. Absorbs, with "up"
5. Make like a sheep
9. Crude group?
10. Greasy
11. Lascivious look
12. Heavy, durable furniture wood
13. Hold spellbound
15. Ace
16. By and large
22. Hardly the life of the party
23. Cosecant's reciprocal
24. "I had no \_\_\_!"
25. Arm bone
26. Leak slowly
27. "Check this out!"



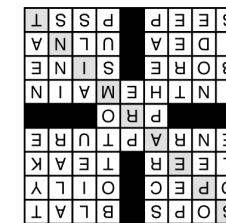
Down

1. Exclusive
2. Dentist's request
3. Equal
4. Dump
5. Cheers!
6. In \_\_\_ of
7. Banned apple spray
8. Kid

14. Grand \_\_\_, Nova Scotia *diagonal.*

16. Nile bird
17. Junction point
18. Arborist's concern
19. Feels punk
20. Getaway spots
21. "Cool!"

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



## Your boss is looking for bright ideas!

People are known to make statements like, "If I ran this company, I would ..." or secretly, sometimes not-so-secretly, they may think they're smarter than the boss.

While we're not counting brain cells here, there's one area where you might know something the boss doesn't. To you, a cost-cutting step or an innovative idea might seem almost obvious, because you are more familiar with your job, your department, and its processes and procedures.

You might have an idea for an improvement that business consultants could never come up with.

Many organizations, including your own, are realizing the value of their workers' input. Companies are coming up with so-called innovation management programs. Some set up online idea submission systems where employees can enter ideas or comment and vote on an idea.

In one such program, 60 percent of the workers submitted an idea. Got an idea? Your boss wants to hear it.

## Trivia Teaser – Elephants

1. What fictional character was friends with an elephant named Tantor? a-Mowgli, b-Tarzan, c-Thomas the Tank Engine, d-Curious George.

2. What was the name of the queen who ruled with King Babar? a-Maya, b-Cathy, c-Ntombi, d-Celeste.

3. Who directed the 1980 film drama The Elephant Man? a-David Lynch, b-Martin Scorsese, c-Barry Brown, d-Ken Loach.

4. What was the name of the mouse who befriended Dumbo the elephant? a-Matthew, b-Timothy, c-Ralph, d-Gus.

5. Who filmed the electrocution of an elephant named Topsy in 1903? a-Nikola Tesla, b-Henry Ford, c-Thomas Edison, d-Alexander Graham Bell.

6. What name is given to a dangerous male elephant that lives outside a troop? a-Rogue, b-Bull, c-Harlequin, d-Fiddler.

7. What deity in the Hindu pantheon has the head of an elephant? a-Jaganneth, b-Shasta, c-Ganesha, d-Agni.

8. What Carthaginian general led an attack on Rome leading elephants over the Alps? a-Scipio, b-Hamilcar, c-Hannibal, d-Alexander.

9. New Yorkers were convinced of the safety of the Brooklyn Bridge after what showman led a parade of elephants across the bridge? a-Casey Jones, b-Robert Falcon Scott, c-John Philip Sousa, d-P.T. Barnum.

10. Which SEC football team features a mascot named Big Al in an elephant costume? a-University of Florida, b-University of Alabama, c-University of Georgia, d-Vanderbilt University.

1-b, Tarzan  
2-d, Celeste  
3-a, David Lynch  
4-b, Timothy  
5-c, Thomas Edison  
6-a, Rogue  
7-c, Ganesha  
8-c, Hannibal  
9-d, P.T. Barnum  
10-b, University of Alabama

Answers to Elephants