



Kevin Shaw Plumbing, Inc

Around The House

OCTOBER 2010

NEWS THAT HELPS THE FAMILY.



How To Look Confident And Collected ...When You Really Are Nervous

In business, there are many situations that make you feel stressed. A meeting with the boss, a sales call, giving a speech, or speaking out to present an idea at a meeting, are some instances. The basic tools for performing well under these circumstances are preparation and self-confidence, but sometimes they aren't enough.

Our Services Include

- ***Plumbing***
- ***Drain Cleaning***
- ***Replacement Drains***
- ***Tankless Water Heaters***
- ***Water Conditioning***
- ***Heating***
- ***Air Conditioning***
- ***Insulation***
- ***Kitchen & Bath Remodeling***
- ***And more!***

* It helps to calm yourself before a meeting with physical exercise to decrease your adrenaline level. Take a walk or push on a wall to burn adrenaline. Walk slowly to the meeting to reduce your heart rate.

* Focus on the material and the information you have to offer. Don't think about yourself or the impression you are making.

* Know that you don't have to be perfect. If you make a misstep, just move on.

* Some advisors recommend finding one or two agreeable faces in an audience and looking at them rather than scanning an entire group.

* Avoid nervous gestures such as putting hands in and out of pockets, buttoning and unbuttoning a jacket, moving a hand to your eyeglasses, or toying with a pencil.

* If the situation allows it, focus on the others at a meeting and let them do more of the talking.

* Psychologists say it's important to look at the person you are talking to. Even if you don't make eye contact, which is best, look at them.

With practice and more self-confidence, you won't look nervous even if you are.



"I am ready. Didn't you say the theater had stadium seating?"

Inside This Issue:

- **Shrek Boosting Sales Of Onions?**
- **Healthy Idea For Teens!**
- **Clean Gutter Tips Ready For Fall!**

Plus much, much more!!!

When It Comes To Reading, Slow Motion Could Be Better

We have a lot of reading to do, including reports, newspapers, trade magazines, books and newsletters. Do you sometimes wish you had taken a speed-reading course so you could get through it all faster?

Don't fret. You probably understand and retain more of what you read than the speed readers do. In his book, *Slow Reading*, author John Miedema says it increases mindfulness. It's fairly well established that speed reading reduces comprehension, while slowing down increases it.

This is not a new idea. In 1887, philosopher Friedrich Nietzsche described himself as a "teacher of slow reading." He had a good point but was working against a trend that faster was better no matter what was being done.

Though President John F. Kennedy was renowned for his ability to speed read four or five newspapers every morning, we wonder if he really "read" much. He was probably targeting specific subjects and key words so was able to quickly pick up information he expected to see.

Technology has made this even easier. In a few minutes, we can hopscotch from one Web site to another and find bits of information that pertain to what you are looking for.

But now, the slow reading movement is upon us. It's mainly backed up by teachers and college professors who think we are reading too fast (and living too fast) and that we should take our time with a book or an article.

It's a comforting thought.

More Kids Quit A Sports Team To Get More Family Time

Some parents are just saying no to sports teams. Organized sports now start in preschool. Playing seasons for older kids run throughout the year, and teens and pre-teens are expected to specialize in a single sport.

Children as young as eight are going hundreds of miles to softball, basketball and football, and soccer tournaments. Costs to parents are estimated to be well into four figures.

Parents often worry that sports shut out children's other interests, and kids are beginning to miss their family time, especially when games are scheduled for weekends and even on holidays. Summer training camps interfere with family traditions and vacations.

Hockey, swimming, soccer, and other sports dominate players' lives for their entire school years. More kids and parents think it's not worth the sacrifice.

Some players are lucky enough to have parents who like making the trips to sports events. If it's their only child, they make mini-vacations out of the events and enjoy camaraderie with other parents. Most parents, however, either can't afford the trips or can't go because they have children at home.

Parents often endure hectic sports schedules in the hope that their child will earn a college scholarship or have a pro career. But the National Collegiate Athletic Association says only about 3 percent will

earn college scholarships and only 3 percent to 6 percent of all high school players will make a college team once they get there. Of those who do make the team, only a tiny percentage make it to the pros.

Experts say the answers to these two questions will tell parents they are over-emphasizing competitive sports:

"Am I getting too excited when my child does well in sports?" And, "Am I getting too depressed when he or she doesn't do well?"

Parents who want a well-rounded life for their players say the kids have just as much fun playing on neighborhood league teams.

**Monthly Helpful
Hint:
Antioxidants In
Coffee**

Coffee is a valuable source of disease-fighting antioxidants. Fruits and berries have higher levels, but because coffee is consumed more often, it is the top antioxidant source in American diets.

The good news for decaf lovers is decaf is very similar in antioxidant content. Even better, adding milk to either type of coffee doesn't affect the antioxidant level.

Kevin Shaw Plumbing, Inc.

Around The House Tip of the Month:

“Smoke Alarms: A Sound You Can Live With!”

If you're wondering why the National Fire Protection Association is focusing on smoke alarms when most homes already have at least one, you've come to the right place.

The NFPA theme for 2010 is, "Smoke Alarms: A Sound You Can Live With!" Unfortunately, homeowners sometimes unplug or remove the device after a false alarm. That's a very dangerous move.

* The kitchen fire alarm is the one most likely to be removed because residents burn toast or food and don't want to be bothered by the sound. Then they don't bother to put it back in place. In home fire deaths, some 23 percent of smoke alarms had been purposely disconnected.

A better plan would be to move the alarm some distance from the toaster so it doesn't go off as often. But keep it in the kitchen.

* Cooking is the number one cause of home fires and injuries.

One of the most significant things you can do during Fire Prevention Week (Oct. 3-9, 2010), is to update your smoke alarm system.

* Replace batteries and check the alarm to be sure it works.

* Install another smoke alarm in a different area of the house, such as near bedrooms. Interconnected alarms that sound at the same time increase safety.

* Consider having smoke alarms hard-wired into the electrical system. Permanent installation eliminates the task of changing batteries. Hard-wired alarms worked in 91 percent of home fires in recent years, while battery operated units worked only 75 percent of the time.

More than half of smoke alarms in reported fires and two-thirds of alarms in homes with fire deaths were battery operated.

* Smoking is the leading cause of fire deaths.

* Heating is the second leading cause of home fires, fire deaths and fire injuries

**How to solve
sudoku puzzles**

To solve a sudoku, you only need logic and patience. No math is required.

Simply make sure that each 3x3 square region has a number 1 through 9 with only one occurrence of each number.

Each column and row of the large grid must have only one instance of the numbers 1 through 9.

The difficulty rating on this puzzle is easy.

A Spooky Sudoku

				6	5		3	
	2		1					
6		4		9		5		
1		8			2	3		
5				4				7
		2	3			1		8
		1		2		6		9
					4		5	
	5		6	3				

LET'S WELCOME OUR NEW CLIENTS THIS MONTH
INTO THE "KEVIN SHAW PLUMBING, INC FAMILY"

Here are some of our new clients that became members of our "Kevin Shaw Plumbing, Inc. Family" this past month. I'd like to welcome you and wish you all the best!

Tom Augustine, Monrovia
Diane Kieffabe, Glendorar
Katy Kitchens, Pasadena

We are giving recognition to our new clients and our superb friends who are kind enough to refer their neighbors and relatives to us.

Halloween Face Paint Caution

Safety experts favor face paint over masks because the paint doesn't interfere with kids' vision when they go trick-or-treating. Now, those same experts are giving a few face paint cautions:

* Allergic rashes have been reported, such as the case of a group of Girl Scouts who broke out in a bumpy rash.

The best advice: Test the paint on a patch of skin before wearing it all evening on Halloween. If a rash occurs, buy a different brand.

* Don't use any paint that smells bad. Throw it away.

* Make sure kids only use paint designed for the skin.

* Never paint close to the eyes. This is especially true for fluorescent, neon, day-glow and glow-in-the dark colors.

* Kids should remove the paint before going to bed. Wearing it too long could irritate the skin.

The Food and Drug Administration is asking parents to report any problem with face paint to this Halloween to its adverse effect hotline at 1-800-332-1088.

Fish Oil May Slow Biological Aging

Researchers at Northwestern University and elsewhere have found that the omega 3 fats in fish oil have a life-lengthening effect for heart patients. The question is: Will they do the same thing for the rest of us?

Patients in their studies who consumed the most fish oil showed the least shortening of telomeres, a sign of biological aging. Patients with the lowest levels of omega 3s had the fastest rate of telomere shortening over a five year period.

The study did not specify cause and effect. That is, those with higher omega 3 levels might have healthier habits.

The American Heart Association reports that other studies have shown increased survival rates for patients who consume omega 3s from fish oil, but previously, no one could establish why it happened.

At this point, the telomere length is becoming an important indication of biological age.

COLD & FLU SEASON

Communicable diseases are the largest health and safety issue in both large and small American businesses.

The Institute for Continuity Management says that colds and flu can knock out large portions of the workforce.

The institute, based in New York City, specializes in business contingency planning.

There are two things you can do to protect yourself and the organization:

1. Don't come to work if you are already sick with a cold or the flu.

2. Get a flu shot. They are always offered in October, the best month to get one so immunity can develop before the worst days of the flu season.

Tap A Keg And Turn Up The Oom-Pah For Oktoberfest

As it turns out, in 2010, Oktoberfest has become a little like St. Patrick's Day. Everyone enjoys the event. Even if they aren't Irish on St. Pat's or German at Oktoberfest, it's a great time.

When event organizers put on their lederhosen and bring out the beer steins, the celebration begins.

The event recalls the 1810 marriage of Crown Prince

Ludwig I and Princess Therese of Bavaria. It featured days of horse racing, beer, food, music and dancing. Oktoberfests have been held ever since.

In the U.S., many are held in September, including the largest celebration outside of Bavaria: Oktoberfest Zinzinnati. Up to a million people crowd the streets of Cincinnati each year to celebrate the event.

Oktoberfests of all sizes are held across the U.S. In Milwaukee, it has become a family affair celebrated on the four weekends after Labor Day and ending Oct. 2. It is held at Old Heidelberg Park with live music and dancing plus beer and soft drinks to wash down the bratwurst and pork loin dinners.

If an Oktoberfest is held near you, now or next year, visit and enjoy.

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How To Save On
Your Next Home
Project**

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A Summary Of Columbus' Journal: Columbus Day Marks The Discovery Of The New World

Leaving the Spanish port of Palos in August of 1492, Christopher Columbus and his ships, the Nina, the Pinta and the Santa Maria, sailed some 69 days in search of a land called the Indies.

By October 10, his fearful crew was near mutiny for the second time. He promised that if land was not sighted in two days, they would turn back.

In the evening of the following day, the crew of the Pinta signaled that it had spotted land. Admiral Columbus saw a light on the horizon but couldn't say for certain that it was on land.

The crew sang "Salve

Regina," as was their custom each evening. It begins: Hail holy Queen, Mother of mercy, our life, our sweetness, and our hope.

To thee do we cry, poor banished children of Eve.

To thee do we send up our sighs, mourning and weeping in this valley of tears.

Columbus then promised rewards for the first person to see land in the distance. Everyone watched for it.

At 2 a.m. on October 12, land was confirmed at a distance of two leagues. Columbus ordered the three ships to stop. At

daylight, they proceeded to an island, which he named San Salvador. They saw very green trees, good water and fruits of many kinds.

Columbus called his captains and crew members to the shore to witness that he now took possession of the island for the King and for the Queen of Spain.

The natives came to the beach and Columbus gave them red hats and beads. The natives gave gifts of parrots, cotton and other goods.

Columbus noted in his Journal that the natives, who wore no clothes, were handsome people.

Client of the Month!

Every month we choose a Kevin Shaw Plumbing, Inc. Family Client Of The Month. It's just our way of saying thanks and giving a little recognition to our good friends and clients who help support us!

This month's client of the month is the **Steve and Kris Williams of Arcadia**. Congratulations! Steve and Kris win a **FREE DINNER** from Stuart Anderson Black Angus Restaurant. You can be the client of the month too! Watch for your name here in an upcoming month!

SEND A REFERRAL: GET A PRIZE

Did you know that we love referrals?

Earn Cash For Referrals

For every referral you send our way that becomes a client, you will receive a %10 discount up to \$100 for each new client that you refer to us –OR- your friend can receive a 10% rebate up to \$100 on the total cost of their first job. Your choice! Just give us a call at 626-359-1864

By referring your family, friends & neighbors, you've helped our business grow. Offering these special rewards is our way of saying, "**Thank you, you're the best!**"

Without you, we couldn't do what we do. To take advantage of our Referral Reward Program, just fill out the enclosed referral sheet and either fax or send it in. That's all there is to it!

ROCKET REFERRAL REWARD PROGRAM!

If you use this form, we will be able to make sure you get credit for all of your referrals when they become clients. If you have any questions, just give us a call at (insert your phone number).

Your Name: _____ Your Phone# _____

Referrals: If you run out of room, please feel free to use a separate sheet of paper.

Name _____

Address _____

City, State, Zip _____

Home Phone _____

Name _____

Address _____

City, State, Zip _____

Home Phone _____



Yes! Feel free to use my name as a reference when you contact the referrals!

Fax To: (626) 359-1026

Mail To: 224 E. Foothill Blvd. Monrovia, CA 91016



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Kevin Shaw Plumbing, Inc

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OUR OCTOBER SPECIAL

\$20 Off Any Drain Clearing in the Month of October

Not Valid with any other offer
One per customer. Coupon expires 10/31/2010

As always - You have our Personal Satisfaction Guarantee

THANK YOU FOR VOTING US



BEST PLUMBING COMPANY IN THE SGV

8	1	9	4	6	5	7	3	2
3	2	5	1	8	7	4	9	6
6	7	4	2	9	3	5	8	1
1	4	8	9	7	2	3	6	5
5	6	3	8	4	1	9	2	7
7	9	2	3	5	6	1	4	8
4	3	1	5	2	8	6	7	9
9	8	6	7	1	4	2	5	3
2	5	7	6	3	9	8	1	4

Kevin Shaw Plumbing, Inc. is committed to providing the finest [San Gabriel Valley plumbing services](#) available to our most valuable resource, the customer. Our California customers will receive services and products that meet or exceed their expectations or we will make it right. We have the [finest trained plumbers](#) to assist our customers at their home or business. Kevin Shaw Plumbing, Inc. is committed to setting the standard for excellence in [San Gabriel Valley plumbing](#).