

TARGET WINDOW & DOOR, INC. HOME & FAMILY NEWS!

Volume 4, Issue 1

January 2000

Happy New Year Friends!

All of us at Target Window & Door want to wish you and your family a happy and healthy New Year.

Welcome to the first edition of the *Home & Family News* for the year 2000! This month's edition is a dandy! Lots of fresh ideas, money saving tips, and neat tidbits for your home.

Please visit our web site at (www.targetwindowdoor.com.) or email me: mark@targetwindowdoor.com with any suggestions you may have on how to improve your newsletter!

If you have any questions, please don't hesitate to call me at **1-800-956-7722!**

INSIDE THIS ISSUE

- 3** January's Trivia Contest!
- 4** Health Fact!
- 4** How To Weather Strip Your Doors!
- 5** Client Recognition!
- 6** Save \$\$\$ On Your Energy Bills!
- 7** January's Amazing Facts!

How To Make A Gourmet Pet Treat For "Rover"

Did you know that dogs like brownies? They like chicken liver brownies! I know it sounds yucky, but trust me, dogs love 'em! So if you'd like to pamper your pet with a nice treat, here are the ingredients:

- **1 lb. of raw chicken livers, 1 egg, 1 cup of whole wheat flour, 1/2 cup of cornmeal, a pinch of salt, 1/4 teaspoon of oregano**

Grind the chicken liver in a food processor. After the liver is ground, combine the other ingredients and mix with a spoon. Coat a 13"x9" pan with non-stick spray. Fill the pan and bake at 350 degrees for 30 minutes (or until it's firm). Let it cool and then cut it into bite size squares. Store the treats in your refrigerator or freezer.

This is a great treat that you can make at home with kids. Plus, it will save you from having to buy those expensive doggie treats at the store.

A Special Thanks To These REPEAT Customers:

- ◆ Joe Roberts from Tujunga.
- ◆ John Grote from North Hollywood.

JANUARY'S Q & A

Q: *"I've been experiencing some mold problems in my bathroom, so I'd like to re-caulk and seal my bathtub and shower area. I heard polyurethane caulk was the best caulk to use. What do you think?"*

A: To my knowledge, there is no polyurethane caulk suitable for bathroom use. Polyurethane is not mildew-resistant and it is fairly "stretchy". The "stretchy" feature is great in some applications, but not so great in the bathroom. Also, polyurethane caulk is very adhesive. The adhesive feature may work against you if you need to remove the caulk in the future.

Your best bet is to go with an acrylic latex caulk, over silicon and polyurethane. Two brands you may want to consider trying are... *Macklanburg-Duncan* and *Polyseamseal*. There are many brands to choose from and they are available at your local home store. Just be sure to get the 'mildew-proof' brand of acrylic latex caulk.

Thank You! Thank You! Thank You!

Thanks to YOU the word is spreading! Thank you to all of our clients who graciously referred us to their friends and neighbors last month! Our success is because of good friends like you. We just couldn't do it without *you!* **Thank You For Your Referrals: Warren and Shirley Hasseler, Richard and Amy Lipari, Steve Obdabasian, Robert and Suzi Cruz, Karen Carlson. Wen and Longbin Zhou, Mike and Janie Desrosiers, William and Sandra Manger, Steve and Mary Bisch, Steve Lawhon, Bob and Ann Haffner, Jack and Dotty Lane, and Bernadette and Tony Foti DeBarajas!**

HOME SHOP SAFETY TIP!

Electric power tools can be unsafe to operate using common household extension cords. The safest extension cords for you to use should be grounded, three-pronged, and be of **14 gauge** or larger.

Your extension cord should not be too long, as this will diminish the power reaching the tool.

Finally, always unplug your tools and extension cords when they are not in use.

GUESS WHO WON MY NOVEMBER TRIVIA QUESTION?

Target Window & Door is pleased to announce the Grand Prizewinner of last month's quiz. And, the winner is Steven Measer from Glendora. He has won **\$50.00!** Congratulations, spend it well! He was the first to correctly answer this question:

What Year Did the Lego Group Begin Manufacturing & Selling Lego Blocks?

a) 1949 b) 1912 c) 1961 d) 1884 e) 1907

Well folks, I honestly don't have a funny "lead-in" to the answer of the trivia question (I can't think of anything that rhymes with Lego!), so I'm just gonna come right out with it... it is **a) 1949**.

JANUARY'S MEGA TRIVIA QUESTION!

Boy oh boy, this is one of my favorite sections! I love challenging you with questions that'll leave you puzzled! And, I also love receiving your answers and feedback. Each and every month I bring you a brand new question!

As always, **YOU** have a chance to win **EVERY** month! The first correct answer faxed to **818-846-1112**, mailed to **146 W. Cypress Ave. Burbank, CA 91502** or emailed to **mark@targetwindowdoor.com** will be the winner of:

!!! \$50.00 CASH !!!

The first cyanoacrylate (super/krazy glue) was discovered accidentally by chemists at what company?

a) Dupont b) Elmer's c) Proctor & Gamble d) IBM e) Eastman-Kodak

Quickie Cleaning Tips:

To remove tea and coffee stains from the bottom of your china cups, add one and a half teaspoons of chlorine bleach to one cup of water. Pour the solution into the china cup. Let it stand for 2 minutes. Then pour it out and wash your china cup. If your china plates are stained, gently rub them with baking soda to remove the stains. Finally, if your china is getting dull, rub a little petroleum jelly (Vaseline) on the china and let sit for an hour. After an hour has passed, simply polish the china. It'll look good as new!

A Common Myth... *Revealed!*

There's a common myth that says if you have a cold or the flu you can re-infect yourself by brushing with your toothbrush. That myth is **WRONG!**

Contrary to popular belief, you can't re-infect yourself, nor can you infect others. Hang on to those toothbrushes! (Just be sure to cover your mouth when you cough)!

A "DID YOU KNOW" HEALTH FACT!

Giving blood has been shown to reduce the risk of heart attack and stroke!

Non-smoking men that give a pint of blood every three years are 30% less likely to have a heart attack or a stroke compared to those that do not donate their blood.

The likely reason is because blood donations help reduce the amount of iron in the body. Too much iron can cause cardiovascular disease.

The Cat's Meow...

Let's face it, cat's litter boxes don't always smell sweet! When the smell gets really bad, emptying it and washing it doesn't always do the trick.

To get rid of the odor, I have a very simple solution for you. Simply empty out the litter box of all the "contents". After the box is empty, fill the bottom with baking soda and re-fill the box. Now you can breathe easy!

HOW TO WEATHER-STRIP YOUR DOORS FOR Comfort & Energy Savings!

It's never too late to insulate your doors to prevent outside air from entering your home. The best way to determine which doors need to be weather-stripped is to look for gaps of light around the door.

To weather-strip your doors, here's the supplies you'll need: **high-density foam rubber adhesive weather-strip** and a utility knife. (These supplies are available at all home improvement stores).

Step 1: Using the weather-stripping material, measure from the top of the door in the door jamb (where the hinges are located) to the bottom of the door to determine how much weather-stripping is needed.

Step 2: Cut the insulation at the bottom where the door jam ends. Make sure the weather-stripping is even with the bottom of the door.

Step 3: Starting from the top, simply remove the adhesive tape from the weather-stripping. Repeat this process on the remaining two sides of the door.

Welcome To New Clients!

Here are some of our new clients who became members of my "Remodeling Family" this past month. I'd like to welcome you, and wish you all the best!

- **Ralph Akoi from Los Angeles.**
- **Richard and Marilyn Peter from Long Beach.**
- **Jerry and Susan Adomian from Los Angeles**
- **Marc Taradash from Woodland Hills.**
- **Wen Longben Zhou from Thousand Oaks.**
- **Jane Nishimoto from Los Angeles.**
- **Weilong Mei fang from Thousand Oaks (Referred by Wen Zhou – Thanks!).**
- **Brent Ranek from Newport Beach.**
- **Michael and Patricia Savage from Van Nuys.**

News Of The Bizarre!

NY - Paragon Cable of New York reported that collection of overdue bills has improved dramatically since the company stopped punishing delinquent customers by cutting off service. Instead, Paragon fills each of its 77 channels with C-SPAN, which airs congressional proceedings and other public affairs programming.

FL - After surgeon Rolando Sanchez amputated the wrong leg of a patient at University Community Hospital in Tampa, Florida, the hospital started a new policy of writing the word "No" on patients' limbs that are not supposed to be removed.

CT - The timers on the microwave ovens at a Burger King scared off a gunman who thought they were security alarms going off. The holdup man left without taking any money.

Target Window & Door

Money-Saver Tips Of The Month!

“6 Incredibly Cheap and Easy Ways To Save Big Money On Your Energy Bills – PART I”

It's been quite awhile since I've given you any money saving and energy saving tips. Now that the colder months have set in, the holiday credit card bills are due, and the tax man is knocking on your door, I figured now would be the best time for us all to save a dollar or two!

Water Heater – 2 Money Saving Tips:

Heating water is one of your biggest annual energy expenses. Your water heater can cost you an average of **\$12** a month (for gas) to **\$34** a month (for electric).

1. To work most efficiently, your water heater should be set between **120°F** and **130°F**. That is the optimal setting for most water heaters.
2. By purchasing a water heater blanket, you can save **9%** on your heating costs! To perform a quick efficiency test, take your hand and place it on the outside of the water heater, if it is warm, you should definitely use a heater blanket. Heater blankets are available at most home improvement stores. **Warning:** If you have a gas heater, be sure that your water heater blanket does not come in contact with the flame!

Your Lights – 2 Money Saving Tips:

1. Switch to Compact Fluorescent light bulbs. Compared to regular light bulbs, compact fluorescent bulbs cost as much as one-fourth to operate, last **10 times** longer and use **75%** less energy. That's amazing! Replacing an incandescent bulb with a compact fluorescent will help the environment, saving the energy equivalent of **46 gallons** of oil.
2. This probably goes without saying, but by all means, turn the lights out when you're done with them! You could be paying as much as **\$10** a month for leaving just two or three lights on!

Your Refrigerator & Freezer – 3 Money Saving Tips:

1. Keep your refrigerator clean! Dirty condenser coils will lead to higher operating costs. The coils, found on the back or bottom front of your refrigerator, should be checked and cleaned every **3 months**. To clean the coils, you can use a damp towel or a paintbrush.
2. Check your thermostat controls. To work most efficiently and economically, your refrigerator should be set between **38°F** and **40°F**. The freezer temperature should be set at **0°F**.
3. If you have an old frig that's not running efficiently, you may want to consider replacing it with a new energy efficient frig. Here's an example: a 14-year old, 22-cubic-foot side-by-side refrigerator/freezer will cost you about **\$220** per year to operate! But a brand new high-efficiency refrigerator will only cost you **\$86** per year to operate -- a savings of **\$134** each year on your energy bill. That's huge!

Like the headline reads, this is Part I in our **energy and money saver** series. I have more tips and tricks to share with you. Be sure to keep an eye out for next month's exciting installment!

A Quick Note From Some Of Our Satisfied Clients

"I don't believe the window experience could have gone better. – new windows in the whole house and not a complaint. Martin Hale and Leonel and his crew were excellent."

Ralph and Pat Riehl - Fullerton

"Excellent – Everyone involved was helpful, efficient, and timely. We would highly recommend your company."

Bob and Ann Haffner – Oxnard Shores

January's Amazing Facts...

- Percentage of Africa that is wilderness: 28%
- Percentage of North America that is wilderness: 38%
- Men can read smaller print than women, women can hear better than men.
- The city with the most Rolls Royces per capita: Hong Kong
- Cost of raising a medium sized dog to the age of 11: \$6,400.
- The youngest Pope was 11 years old.
- Every day more money is printed for monopoly than the US Treasury.

“You May Never Have To Pay For... Remodeling Again!”

Many of our clients have discovered a way to earn lots and lots of CASH! As you well know, advertising for new clients is very, very expensive. Like any business, I need new clients to stay in business.

Over the years, I've found that looking for new clients takes away from the time I would rather be spending working with you and our other clients! In the past, many of you have graciously referred your friends and neighbors my way. And for that, I thank you.

And now, in addition to my gratitude, you'll also get a token of my appreciation!

Here's how it works:

For every referral you send my way that becomes a client, you will receive YOUR choice of the following:
NOTE all awards are doubled to \$200.00 if received between December 15, 1999 to February 1, 2000!

- ◆ **\$100 200 gift certificate to the Mall of your choice!**
- ◆ **\$100 200 cash!**
- ◆ **\$100 200 donation to the charity of your choice in your name!**
- ◆ **\$100 200 credit towards your next improvement with TARGET WINDOW & DOOR!**

This is just my way of saying “thanks,” for your support. By referring your friends and relatives my way, everybody benefits!

Your friends benefit because you can rest assured they'll be treated to the very best of care! (There are a lot of contractors out there ripping people off and doing a shabby job, with no guarantee behind their work. They give remodeling contractors a bad name. You will be doing your friends, relatives, and associates a huge favor by sparing them the grief of trying to find an honest, ethical, high-quality company that backs their work up with a guarantee.)

I benefit, because I get the chance to help your friends. And **you benefit** because you get a nice gift! And I assure you that I'll take the very best care of your friends or family that you refer. Plus, you will be helping us out too. You will be a real hero! That's why you deserve to be rewarded! So, fill out the Referral Reward Form and mail it or fax it in today! You can always fax to **818-846-1112**.

If You Enjoy This Newsletter, Why Not Share It With People You Know?

If you would like any of your friends, coworkers, relatives, business acquaintances, etc. to receive a **FREE** subscription to this newsletter, please fill out the information on the next page and I'll see to it that they receive a copy each month!

I'll also send them a note with their first issue letting them know that you were the thoughtful person who suggested they receive this newsletter, and to contact me if they would like to stop at any time.

Well friends, that's it for this month! As always, feel free to call me with any questions you may have concerning your home! We'll see you in a few weeks!

Best Personal Regards,

Mark Cherney

PS Don't forget to take advantage of our special referral awards program so that we can help your friends and family with their window remodeling needs.

Copyright 2000 Target Window & Door, Inc.

