

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

Volume 3, Issue 7

JULY 1999

Hello Again!

Hello friends and clients! Here's your newsletter, the brand new July edition of my *Home & Family News*!

This month you've got a real gem of a newsletter packed full of some informative and entertaining ideas I know you're going to love!

Don't forget to visit our almost website at (www.targetwindowdoor.com.)

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

So without further delay let's get started.....

The Largest Home Show In California!

The 45th Annual Southern California Home & Garden Show is coming to the Anaheim Convention Center from **August 14th to August 22nd**! It's the largest display of home improvement products and services in the west! If you're going to go to any home show, this is the one!

To all our wonderful friends and clients we are offering a **2 for 1 discount coupon** on the last page of this newsletter! You can make copies of this coupon and share this event with family, friends, co-workers and neighbors!

Jesse Lovelady with "The Home Show" from KIEV radio 870AM will also have a booth at the show! Tune in Sundays from 6 – 7 AM, and she will keep you informed about the show!

We will be located in Hall C booth space #3157! Please stop by and see us!

We'll See You There!

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How To Keep Pesky Ants

From “Moving” Into Your Home This Summer!

It seems like most folks are always in the process of preparing food, whether it be the beginning or the ending of a meal.

So, if your kitchen is serving up more meals than Mel’s Diner, you’re bound to have an ant problem this summer!

If you find some of those six-legged snackers parading through your kitchen, here’s what you need to do:

No Trespassing: And I don’t mean putting up one of those cute red and white signs, I’m talking about limiting an ant’s access to food in your home. Remember, if there ain’t no food, there ain’t no ants! So, be sure to wipe down your countertops after food preparation. Don’t leave out anything edible, especially sweets and proteins.

King Arthur Style: Go ahead and put your pet’s food bowl in a shallow tray of water. The water will act like a mote, just like King Arthur used to protect his knights!

Read The Label: There are some ant sprays that are labeled “indoor-safe,” they should only be sprayed in cracks and crevices, and **never** on countertops! If you find a line of ants entering your home through a gap in your base moulding (trim), you can spray the ants and seal the area with some caulk. Be sure to wipe all sprayed areas with a **bleach-moistened** sponge to remove the chemicals.

Bait Those “Bad-Boys”: If you want to use baits, the best place to stick them is right near the ant access points or near an active ant trail. The **gel-type** baits seem to work the best. They can be squirted in cracks near doors and windows, inside or out. The ants love the sweet gel, and unknowingly, they take their belly-full of poison back to the ant mound.

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: Michelle Spann, Jose and Hope Pasillas, Mr. And Mrs. Camarusti, Edward, Mary and Dale Shepard, Scott and Audra Freeman, Lionel and Phyliss Spruiell, Gregg and Patty In boden, Sharon Jackson, Harry and Lonnie Dyner, David Furukawa, Craig and Eileen Hurst, and John and Nancy Mansfield!**

A “Home-Brew” Remedy For Poison Ivy, Oak, And Sumac!

With the warm and sunny weather, most kids are just *itchin'* to go outdoors and play. Because most children can't recognize poison ivy, oak, and sumac, they may accidentally get a hearty-dose of the itchy stuff after playing outside.

Instead of going to the store to buy an expensive “itch-reliever,” try this homemade remedy:

1/4 cup of white vinegar
1/4 cup of rubbing alcohol

Simply mix the equal parts of vinegar and rubbing alcohol and apply directly to the rash. When the itching sensation returns, **wash** the rash, and re-apply.

Or, you can try this remedy:

1/4 cup of buttermilk
1/4 cup of vinegar
1 teaspoon of salt

Again, mix the 3 parts together and apply to the rash. Both of these remedies have chemicals in them that draw out the burning and itching, better than calamine lotion.

Target Window & Door

“Home & Family” Tip Of The Month!

How To Keep Mosquitoes Away - The Hard Facts On What Works And
What Doesn't Work To Repel Those Blood-Thirsty Bugs!

There isn't a single one of us that wants to become a mosquitoes next meal, but with all of the mosquito repelling products on the market, it's awfully confusing to figure out which product will work the best.

All of the products make fabulous claims and they all say they're the best, but without trying them all, how do you really know...?

So, to make it easy on you, I've decided to give you a detailed list of the "good, the bad, and the ugly" in mosquito repelling products. After you finish reading this article, you'll know exactly what will work and what won't, and that'll save you unneeded hassles and headaches!

Let me start with two of the most popular and two of the most **worthless** products.

ULTRASONICS: The Ultrasonic was designed to "supposedly" generate the sound of the mosquito's most dreaded enemy, the dragonfly. Guess what? Mosquitoes don't have ears! They can't hear a dang thing, not planes, not trains, not automobiles, and especially not a hungry dragonfly! Thousands bought this product, but don't you get "sucked" in!

- **GARLIC:** Using garlic will work great if you want to keep your spouse away, and it may even work to keep those pesky vampires away, but when it comes to mosquitoes, garlic just won't do the trick! Sure, some folks swear by it as the best mosquito repellent around, but there's absolutely no convincing evidence that it has any repelling effect on mosquitoes.

Here's a list of two **barely worthwhile** products:

- **CITRONELLA CANDLES/SMOKE:** Citronella candles and torches can work to reduce the number of bites, but only if you stand *extremely* close to the candle or torch. If you don't mind smelling like smoke and risking a clothes fire, citronella products might just be for you!
- **BUG ZAPPERS:** Some folks may enjoy the sound of insects being zapped, but the bugs that meet their maker in the zapper usually aren't mosquitoes. Entomologists have found that 90 percent of the insects that got zapped were beneficial or harmless creatures that were normally eaten by birds.

Here's three products that work **OK**:

- **SKIN LOTIONS:** Skin lotions contain some chemicals that have been proven to work effectively against mosquitoes. Skin lotions that contain DEET seem to work the best. What's DEET, you ask...?
- **DEET:** This mosquito repelling chemical has been used for more than 50 years and is generally considered safe. For adults, a product that contains 35 percent DEET is ideal, and for children 10 percent DEET is good. DEET is usually found in spray repellents and you should apply a light coat on your skin.
- **FOGGERS:** Mosquitoes are not hard to kill with insecticides. The only problem is getting the chemicals in contact with the bugs. The best way to do that is with a **mist fogger**, not a spray fogger. You should spray the mist into nearby shrubbery and in damp places an hour before your outdoor function. The mist fogger technique isn't flawless, but it's about the best you can do. The insecticide and the mist fogger can be found at any garden or hardware store.

BONUS TIP: The best "preventive" action you can take is to remove standing water and stagnant water. It's real simple, no water, no mosquitoes. Make sure to check for and drain standing water in plant saucers, gutters, drain outlets, plastic wading pools, dog dishes, plastic containers, bags, and old tires. If you can't drain the water, you can use products like Mosquito Dunks or Mosquito Bits that contain deadly to-mosquito larvae, but are harmless to humans, fish, and pets.

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!

- **Dean Goings from Van Nuys.**
- **Kimmo Pylvanianen from Valencia.**
- **Scott Free man from West Hills (Referred by Allen and Norma Hall- Thanks).**
- **Peter and Cathy Brewer from Westlake Village.**
- **Steven and Elaine Measer from Glendora.**
- **Joel Feinblatt from West Hills.**
- **Howard and Linda Yamaguchi from Long Beach.**
- **Mark and Sydney Costello from Cypress.**
- **Scott and Angela Mills from Long Beach.**
- **Eris and Sharon Bishop from Moorpark.**
- **Jerry Crofut from Lakewood.**
- **Jack and Lenore Kirkorn from Huntington Beach.**
- **Roger Hess from Dana Point.**
- **Bruce Lewis from Chino Hills.**
- **Edward and Mary Shepard from Winnetka (Referred by Hope Pasillas -Thanks.)**

Guess Who Won My June Trivia Question?

Target Window & Door is pleased to announce the Grand Prize winner of last month's quiz. And, the winners are Gregg and Patty Inboden from La Crescenta...They have won Two Box seats to a Saturday Dodger game! Enjoy yourself! They were the first to correctly answer this quiz question:

Approximately How Many Books Are On The Shelves In The Library Of Congress?

- a) 850,000 b) 100,000,000 c) 2,500,000 d) 6,000,000,000 e) 75,000

There's been some debate as to the correct answer for this question, but according to the Fix Express (www.fixexpress.com), the correct answer is b) 100,000,000. Now, lets move on to this month's question...

July's Mega Trivia Question!

As you know, this is one of my favorite sections! I love challenging you with questions that'll make your brain explode! And, I also love receiving your answers and feedback. As you know, 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** or mailed to **146 W. Cypress Ave. Burbank, CA 91502** will be the winner of:

!!! Two Box Seats To A Saturday Dodger Game !!!

In Which City Did The World's First Hard Rock Café Open?

- a) Hong Kong b) New York c) Mexico City d) London e) Los Angeles

A Special Thanks To These REPEAT Customers:

- Marjorie Crawford from Granada Hills.
- Steve and Norene Konyu from Reseda.
- Jim and Sandra Jobst from Yorba Linda.

“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

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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:

- **\$100 gift certificate to the Mall of your choice!**
- **\$100 gift certificate to the restaurant of your choice!**
- **\$100 donation to the charity of your choice in your name!**
- **\$100 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**.

Home-Video Taping Tips And Tricks From An Oscar Winning Director!

Nowadays, most folks have a home video camera, but very few of us really know how to use one. Since we're in prime home video season, I thought this would be a great time to have an Oscar winning director share some "secret tips" with you. The next time you shoot a family picnic, a sporting event, or a party, keep these 4 tips in mind...

1. **Before you roll the tape, know what you want to say.** When you've got your eye in the viewfinder, think of yourself as an artist, not just an extension of your video camera. Take a minute to think about the images that will best convey the simple theme you have in mind.
2. **Use an additional microphone.** When taping, most folks forget that their video camera is not equipped to capture clearly what's being said. Your best bet is to go to a store like Radio Shack, and buy an inexpensive microphone to plug into your camera. Then, you can tape the microphone to a stick and hold the stick close to your subject, but out of the camera's frame. Using the stick-trick will result in a clear soundtrack.

- 3. Don't use the camera to hunt for images.** When you are taping scenes, let your subject(s) walk in and out of the frame. Panning the camera to keep the subject in the frame only makes the recorded images look restless and jerky.
- 4. Capture close-ups of people and objects other than your subject.** In the film business they call those images "cutaways." They are for suggestive purposes and are used to emphasize an image or mood on the tape. Such images can be close-ups of food, a clock, athletic equipment, or other people.

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

Here is your **2 for 1 Coupon!** Just cut it out and you can save while visiting **California's LARGEST Home Show!**

Make copies for your friends and relatives, too!

According to Jesse Lovelady of "The Home Show" heard Sunday mornings 6 - 7 AM on KIEV 870AM, "This is the event you can't afford to miss! This is the marketplace for the buying public!"

We look forward to seeing you there!

DISCOUNT COUPON

45th ANNUAL SOUTHERN CALIFORNIA
HOME SHOW
GARDEN SHOW

August 14-22, 1999
Anaheim Convention Center

2 FOR 1

Monday - Thursday **ONLY**

Buy one \$7 general admission and get one FREE!

\$1.00 Off
on one \$7 general admission

Friday, Saturday & Sunday

Not valid with any other offers. One coupon per person.

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