

Target Window & Door's

Home & Family News!

"News You Can Use Around Your Home"

www.targetwindowdoor.com

800-956-7722

October 2001 Issue

INSIDE THE OCTOBER ISSUE:

- **How To Cope with Disaster!**
- **20 Ways To Volunteer!**

IN MEMORIAM...

This newsletter is dedicated to the firefighters and police officers who gave their lives at the World Trade Center and the Pentagon.

These brave men and women gave the ultimate sacrifice to help save the lives of others. There is no greater honor than this.

Please pray for the families of the victims and especially for the children who lost one or both parents. Even the thought of this is deeply disturbing. Pray that the families of the victims will be strengthened and encouraged now and in the days to come.

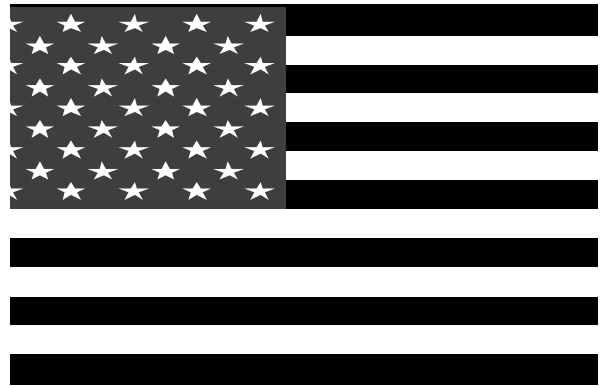
Thoughts To Consider...

"America was not built on fear. America was built on courage, on imagination, and unbeatable determination to do the job at hand."

- *President Harry S. Truman*

"The path we have chosen for the present is full of hazards, as all paths are. The cost of freedom is always high, but Americans have always paid it. And one path we shall never choose, and that is the path of surrender, or submission."

- *President John F. Kennedy*



This month we come to you with the tragic events that took place in New York City, Washington D.C., and Pennsylvania still fresh in our hearts and minds. No doubt you or someone you know has been greatly and deeply affected by this national tragedy.

As I am writing this month's newsletter, I write in a solemn and somber mood. I feel that for this month's newsletter, it is appropriate to suspend some of the normal features such as the Bizarre News, Wacky Trivia, etc.

I feel that this month's issue of the newsletter should focus on family, country, service, health, and well-being.

This issue of *Home & Family News* was written several weeks before you received it and our country's state of affairs could have changed in the meantime. But I hope you'll find this month's edition of the newsletter to be appropriate as well as informative.

MARK CHERNEY

WHAT CAN YOU DO?

A LIST OF WAYS YOU CAN HELP THOSE HURTING...

With the magnitude of the terrorist attacks, there are literally endless ways you can contribute your money, time, food, clothing, and service to those in need.

Please take the time to go over this list of organizations that could desperately use your help.

The American Red Cross – Blood donation: 1-800-448-3543. Cash donation: 1-800-435-7669.

The Salvation Army – 1-800-SAL-ARMY.

The United Way – 1-800-411-UWAY.

New York Firefighters Memorial Fund – 1-877-863-4783.

Save The Children U.S.A. – 1-800-728-3843

Christian Disaster Response – 1-866-551-9554

Catholic Charities – 1-800-919-9338.

Mercy Corps – 1-800-852-2100.

World Trade Center/Pentagon Fund – 1-800-323-4140.

This is just a small list of the volunteer and charitable organizations in need of assistance. These organizations are recognized by the Federal Emergency Management Agency.

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:**

Andy Tan * Bart & Rosie Sharp * Ken & Lynne Secrest * Burt Sharp

Joe & Irma Orda * Alan Robinett * Daryl & Maureen Coressel

Are YOU This Month's Trivia Contest Winner?

Guess Who Won The September Trivia Question?

Target Window & Door is pleased to announce the Grand Prizewinner of last month's quiz. And, the winner is.....**Rosemary Johnston**. Her \$50.00 check is on the way! She was the first to correctly answer this quiz question:

Which One Of The Following Is The Oldest Stadium Still In Use In The NFL?

a) Lambeau Field b) Soldier Field c) Foxboro Stadium d) Giants Stadium

If you chose **b) Soldier Field**, you can dump a cooler of Gatorade on yourself because you just won the trivia challenge!

Now, lets "rush" on over to this month's question.

OCTOBER'S MEGA TRIVIA QUESTION!

Trivia is one of the most fun features of the newsletter! I love challenging you with questions that will leave you puzzled and I love receiving your answers and feedback. Each and every month brings a brand new question, and a chance for you to win!

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 U.S. Commercial Radio Station Began Broadcasting
In November Of 1920 In What City?**

a) St. Louis b) Detroit c) Phoenix d) Atlanta e) Pittsburgh

Cowardice asks the question, is it safe?

Expediency asks the question, is it politic?

Vanity asks the question, is it popular?

And there comes a time when one must take a position that is neither safe, nor politic, nor popular, but one must take it because one's conscience tells one that it is right.

Martin Luther King, Jr.

WELCOME TO NEW CLIENTS!

Here are a **FEW** of our new clients who became members of our “remodeling family” this past month. I’d like to welcome you, and wish you **ALL** the best!

- ❖ **Jack Haywood from Los Angeles.**
- ❖ **Doug & Linda Arnett from Laguna Hills.**
- ❖ **Carolyn Douglas from Los Angeles (Repeat Client – Thanks!)**
- ❖ **Yvette Dorsey from Pomona.**
- ❖ **Ron & Cindy Marks from Long Beach (Repeat Client – Thanks!)**
- ❖ **Doug & Terri Hamilton from Lakewood (Repeat Client – Thanks!)**
- ❖ **Ed & Kim Wiles from Burbank.**
- ❖ **Robert & Barbara Elliott from Corona.**
- ❖ **Larry Nemetz, D.V.M. from Santa Ana.**
- ❖ **Alan Robnett from Pomona.**
- ❖ **Patrick & Lisa Sullivan from Tustin**
- ❖ **Valerie Aguirre from Huntington Beach.**

DID YOU KNOW...

That in 1782, Congress selected the bald eagle as the emblem of the newly formed United States. Congress chose the bald eagle because it symbolized courage and might. The national seal depicts the bald eagle with its wings spread, with one claw clutching an olive branch, and the other claw grasping arrows.

The eagle, however, strikes different poses on other national depictions. No doubt, Congress considered the eagle's historical pedigree as being the animal representing a nation's power, when selecting it to be the national emblem of the United States.

OUR SYMBOL OF FREEDOM AND HOPE!

In 1886, France gave Lady Liberty to the United States. She stands majestically in New York's harbor. Construction began on the 225-ton copper statue in 1875.

Sculptor Frederic-Auguste Bartholdi named it "Liberty Enlightening the World" and modeled it after the face of his mother. The figure was modeled after his lady friend. Gustave Eiffel, the architect of the Eiffel Tower, engineered the interior of the statue.

The seven spikes in the crown represent the seven continents and seas. The crown's 25 windows stand for the natural minerals of the earth. The toga commemorates Rome. The torch symbolizes enlightenment and the chains at the statue's feet represent liberty crushing slavery.

The statue stands 145 feet tall. There are 354 steps (22 stories) from the base of the pedestal to the top. The granite pedestal cost more than the statue!

The Statue of Liberty is one of our great national treasures and a symbol to those around the world of the freedoms we enjoy as Americans.

VOLUNTEERING – GOOD FOR THE BODY, GOOD FOR THE SOUL...

During these times of great tragedy and loss, many Americans have a renewed sense of wanting to help those that are hurting and those that are less fortunate than we are. If you've been thinking about volunteering, but you're not sure what you can do, take a moment to go over this list of ways you can help...

1. Teach childcare or housekeeping skills at a community center.
2. Join a cleanup project in a neighborhood, inner-city district or park.
3. Offer your clerical skills to a school, arts group or social-service agency.
4. Assist in a clinic or blood bank.
5. Coach a local sports team.
6. Provide pro bono services in law, medicine, management, taxation or real estate.
7. Comfort children in a hospital.
8. Donate your computer programming skills to a nonprofit group.
9. Cook for a soup kitchen, shelter, or meals-on-wheels program.
10. Run a crafts class in an after-school program.
11. Teach daily-living skills to mentally challenged youth and adults.
12. Distribute food to the homeless.
13. Escort hospital and nursing home patients on outings.
14. Assist in an exercise program for disabled people.
15. Become a friendly visitor to a homebound or institutionalized person.
16. Take underprivileged children on outings.
17. Become a mentor to a young person.
18. Work in a hospice program for terminally ill people.
19. Give classes at a nursing home or community center.
20. Teach first-aid or water safety.

HOW TO HELP CHILDREN COPE WITH DISASTER...

As all of us struggle to deal with the tragic and terrible events of September 11th, it's important to recognize how young children are affected by these terrorist acts. Parents and others who care for young children need to provide comfort, reassurance, and stability. When children witness violent events, the result is often fear and confusion. Horrific disasters can cause high anxiety and even panic. Young children can become most fearful when they do not understand what is happening around them. Their feelings and reactions should be expected and considered natural.

Helping children deal with their reactions to this disaster can be challenging, especially when adults haven't had adequate time to deal with their own reactions. Adults should remember that children are very perceptive, and will quickly recognize the fear and anxiety that adults are experiencing. The following strategies can help you give children the emotional support they need, and show them that you are there to take care of them...

- **Give reassurance and physical comfort...** physically holding children brings comfort and a sense of security. Children need extra hugs, smiles and hand-holding. Reassure them that they are safe and that there is someone there to take care of them. Hearing a family member or a teacher say, "I will take care of you," makes children feel safe. Young children have great faith in an adult's powers and are responsive to adult reassurances. Model and demonstrate coping skills with other adults, because children will imitate adults in reacting to the situation.
- **Allow your children to talk about the disaster...** children regain a sense of control by talking about things that bother them, and talking with a supportive adult can help them clarify their feelings. At the same time, children should not be pressured to talk. They may need time to absorb these experiences before discussing them. To help children feel comfortable, parents and other adults can share their own feelings of fear and anxiety, but they should always do so in a calm, reassuring way. For example, you might say, "I was frightened when I saw the explosions, but I knew there were people who were ready to help out." What children need most is to feel that the situation is under control.
- **Focus on experiences that help children release tension...** Give children more time for the relaxing, therapeutic experience of playing with sand, water, clay and Play-Doh. Provide plenty of time and opportunity for children to work out their concerns and feelings through dramatic play. Create props that children can use to pretend they are firefighters, doctors, rescue workers or other helpers. In dramatic play, children can pretend that they are big and strong. This will help them gain control over their trauma and overcome feelings of helplessness.
- **Maintain perspective...** as we learn more about the individuals who are responsible for these tragic events, adults must help children avoid making inappropriate assumptions and using labels about groups of people based on their race, ethnicity, religious background or national origin.
- **Provide structure...** Children need to find consistency and security in their day, especially when the rest of their life is unpredictable. Provide a framework that will be the same from day to day. Emphasize familiar routines at playtime, clean-up, naptime, meals and bedtime. Make sure children are getting appropriate sleep, exercise and nutrition. Play soothing music. Children may have a difficult time accepting routines and other limits, but persevere by being firm and supportive. Make decisions for children when they cannot cope with choice.

THANKS FOR THE KIND WORDS...

...Here in Saugus the summer temperatures are often above 100 degrees. We noticed an immediate reduction in the amount of heat that comes in from the windows. Our second story is at least 15 degrees cooler as a result of the new windows making the second floor livable even during the summer heat”..

Lynne and Ken Secrest _Saugus

WEBSITE INFORMATION

Did you know you can request service on your windows and/or doors by clicking **submit** a service request on home page? **www.targetwindowdoor.com**

Did you ever have a question about the care and maintenance about your windows and/or doors? Click **The Care Of Your New Windows and Doors** on the home page of our website at **www.targetwindowdoor.com**

COULD YOU USE \$100.00

In the past, many of you have graciously referred your friends and neighbors my way. And for that, I thank you.

For your generosity, 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 **\$100.00 Cash!**

By referring your friends and neighbors to us, 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!

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

P.S. Don't forget to check out my special Referral Sheet on the last page so I can help your friends and family with their window remodeling needs.

Copyright ©2001 Target Window & Door, Inc.

Here's Your Chance To... WIN! WIN! WIN!

Simply fill out the following information, fax or mail it in, and you'll be entered to win our monthly Trivia Challenge.

Your Name: _____

Your Phone: _____

Your Answer (check one): ___(a) ___(b) ___(c) ___(d) ___(e)

And don't forget the:

Referral Reward Program!

Fax To: 818-846-1112

Mail To: 146 W. Cypress Ave Burbank, CA 91502

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 **1-800-956-7722**.

Client Name: _____ Phone # _____

Referrals: If you run out of room you can write on the back.

Name _____
Address _____
City, State, Zip _____
Home Phone _____

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!