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# NewzBreak™

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



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

*Fred Tighe  
Evolving Service*

## Adopt a Shelter Cat Month: Victorian cat lover changes fate of felines

The fortunes of cats rise and fall.

In ancient Egypt, the cat was adored, even worshipped, but their descendants wander the streets today shunned and feral.

In Europe, the cat was once thought to be the tool of Satan. By the late 1800s, their social position had been slightly elevated to a necessary rat-catching nuisance.

But to the rescue was one man, Harrison Weir, an English gentleman and artist, who brought the cat out of the back rooms and streets and into the salons with a master stroke: He organized the first fancy cat show in 1871.

Weir believed ages of ill-treatment and cruelty had made the cat self-reliant and useful as a mouser. But the cat's beauty and interest were unappreciated, he thought.

Weir's cat shows indeed perked up interest in the feline and prompted the development in 1892 of cat clubs, an idea he later rejected as not being focused enough on the animal.

Nonetheless, by 1900 magazines credited Weir with bringing cats off the streets and into the home.

You could say that Harrison Weir led the way for the cat to become an internet star today.



Engraved by R. TAYLOR, from a Photograph by G. GLANVILLE, of Tunbridge Wells.

## Amazon's culture of high standards

Amazon's meteoric growth over the past two decades can likely be attributed to its CEO Jeff Bezos and his culture of consistently high standards, according to Forbes.

In fact, his most recent annual letter to shareholders centered around his ideas about how he thinks companies should be run and how he lives his life. He believes that these standards are contagious and that bringing a lot of high performers together will create a self-sustaining effect that quickly spreads to new hires. Meanwhile, the opposite is true, and companies with cultures of low performance will have a difficult time changing.

Honesty with one's self is a big part of his next two ideas: eliminating blind spots and recognizing how hard a project is likely to be. During the early years, he admitted that he was not good at finding problems in the process, eliminating defects, and keeping issues fixed for the long-term. Asking for help and learning from his colleagues allowed him to correct his deficiencies instead of pridefully ignoring them. Similarly, when a person underestimates the difficulty of an obstacle ahead, they are more likely to give up early than to succeed in the future. An accurate assessment of the task at hand means that the right assets will be used to tackle it and the timeframe will be realistic.

His last point brings his company's performance around full circle by emphasizing his 'Day 1' mentality. He continually reminds himself why he initially started Amazon and uses that focus to stay disciplined every day. He firmly believes that it is easy to be satisfied, but greatness requires a person to handle risk and remain hungry for more.

## On the road in a lightning storm: What you should do

It's true that people are often safe inside a car during a lightning storm, but the reason for that is dangerously misunderstood.

All-metal cars (not convertibles) can provide protection. This is because of the Faraday Cage effect: Electricity is directed throughout the metal exterior, instead of inside the vehicle. The charge then exits to the ground.

This isn't because of the car's rubber wheels. In fact, there are important limitations to the protection inside a metal car.

Don't touch metal objects in the car. According to weather.com, some current can travel through the electrical systems, including radios, cell phone chargers, GPS units, foot pedals, door handles and the steering wheel.

If a lightning strike disables the car's electrical systems, the air bag can deploy. Lightning can also spark fires in the car's electrical system.

Best advice: Shelter in a substantial building - not in your car. If this isn't possible, pull the car over, turn on the emergency lights and put your hands in your lap. Windows should be up.

## 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 and stays 90 days; you will receive \$200!

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 \$200 Bonus!

Thanks in advance for your help and we look forward to sending cash your way!

## Thanks a Bunch!

*"Evolving Service has been our cleaning contractor for over 20 years. We are owners of several multi-tenant buildings and were looking for a service that could keep our clients happy and save us from complaints. They have more than kept us satisfied and allowed us to avoid the frequent search for a new cleaning company. I am more than happy to recommend their services." Property Manager, President, Waltham, MA*

## Pets enhance life, psychologist says

Your pet loves you and you love your pet back.

That single emotional exchange is one of the reasons that pets can encourage a healthy emotional mindset, says psychologist Therese J. Borchard.

Writing in the *World of Psychology*, Borchard says the presence of a pet gives structure and responsibility to a human life. Pets must be fed, preferably on a schedule, and tended to, recognizing their need, and our need, for exercise, for example.

They change our behavior. If we wish to collapse disgruntled in a chair at the end of the day, there is that friendly wet dog nose, urging us to a pet and a walk.

Just petting your dog or cat reduces stress-related responses in the brain, according to a study by the University of Virginia.

This distraction can be an effective therapy that stops a person from obsessively ruminating on problems.

And finally, just the feeling of love given and returned, is enough to make life a little more meaningful.



"I'll need your username and password..."

## Kiss the cook: Grilled chicken with Moroccan spices equals love at first bite

Any summer night is Father's Day when Dad mans the grill for relaxed dinners on the patio.

Here's an idea for fabulous grilled chicken that uses common spices in an exotic combination that hints at Morocco. This recipe, from [onceuponachef.com](http://onceuponachef.com), is not very challenging and your picky eaters should still love it.

The key is the marinade. The chicken should bathe in the spice combo for about five hours in the refrigerator.

This marinade works perfectly well for bone-in chicken or tenderloins.



### Instructions:

Combine olive oil and dry ingredients to make the marinade. Put chicken and marinade in freezer bags. Shake to coat and then massage the marinade into the chicken. Marinate in the refrigerator for 5 to 6 hours.

Cooking time will depend on whether you are using thin tenderloins or bone-in pieces.

Tenderloins will cook very quickly. Preheat grill on high. Place the tenderloins and spoon on marinade. Grill 2 to 3 minutes per side. Keep your eye on them to make sure they don't overcook.

For full chicken breasts, preheat gas grill to 400 degrees with lid down. Turn off one of the burners and place chicken skin-side down on the off burner. Grill over indirect heat for 15 minutes (grill lid closed). Turn over, cook on indirect heat for 10 minutes more. Move chicken over direct heat and cook, turning once, until skin is well browned and crisp, 3 to 5 minutes.

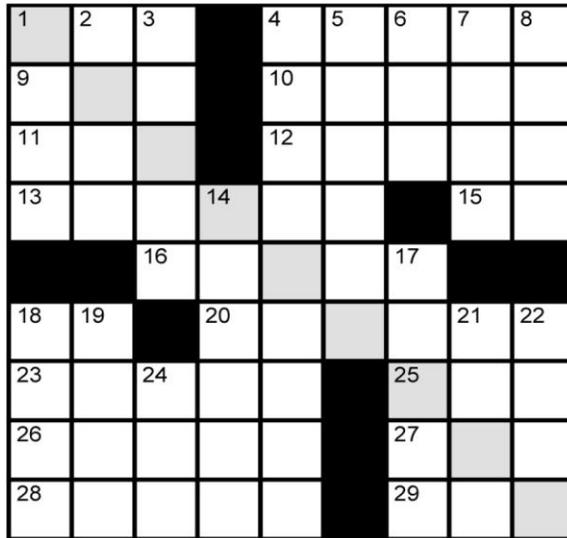
### Marinade ingredients:

1-1/2 to 1-3/4 pounds chicken breasts	1 teaspoon ground cumin
1/4 cup extra virgin olive oil	1/2 teaspoon ground coriander
1 teaspoon salt	1/4 teaspoon ground ginger
1 teaspoon sugar	1/4 teaspoon ground turmeric
3 garlic cloves, minced	1/4 teaspoon ground cinnamon
2 teaspoons paprika	1/8 teaspoon cayenne pepper

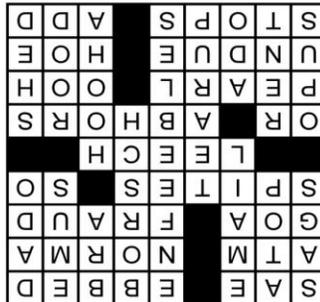
## Recognized political independence

### Across

1. Manuscript encl.
4. Receded
9. 20s dispenser
10. Marilyn Monroe's real first name
11. African antelope
12. Swindle
13. Treats with malice
15. Thus
16. Bloodsucker
18. Either's partner
20. Loathes
23. June birthstone
25. "\_\_\_ Baby Baby" (Linda Ronstadt hit)
26. Excessive
27. Furrow maker
28. Breaks off
29. Build (on)



8. Carpenter's groove
14. Shred
17. Fuss
18. Creative work
19. Monthly budget item
21. Cross
22. Outbuilding
24. Big deal



The headline is a clue to the answer in the diagonal.

### Down

1. Droops
2. At the peak
3. In-box contents
4. Weakens
5. Beet soup
6. Lingerie item
7. Outback birds

## Trivia Teaser – Eggs-actly

1. Which performer emerged from a large plastic egg for her opening performance at the 2011 Grammy Awards? a-Lady Gaga, b- Beyoncé, c-Demi Lovato, d-Britney Spears.

2. Dr. Eggman is a villain in which video game series? a-The Legend of Zelda, b-Super Mario Brothers, c-Sonic the Hedgehog, d-Banjo Kazooie.

3. Which flightless bird lays the largest eggs in relation to its body size? a-Penguin, b-Ostrich, c-Rhea, d-Kiwi.

4. Which method of painting uses a pigment mixed with egg yolk? a-Gouache, b-Grisaille, c-Impasto, d-Tempera.

5. The Shuvalov Palace, housing the world's largest collection of works by Peter Carl Faberge - including his fabulous Faberge Eggs - is located in which Russian city? a-Omsk, b-Kiev, c-St. Petersburg, d-Moscow.

6. Who played the villain Egghead in five episodes of the 1960s "Batman" TV series? a-David Wayne, b-Roddy McDowall, c-Walter Slezak, d-Vincent Price.

7. A young hooligan nicknamed Eggy is given a chance to become a government agent in which movie? a-"Spy Kids," b-"Kingsman: The Secret Service," c-"The Pacifier," d-"The Spy Next Door."

8. Which star in the constellation Lyra rotates so quickly it causes the star to become egg-shaped? a-Altair, b-Betelgeuse, c-Vega, d-Sirius.

9. "Green Eggs and Ham" by Dr. Seuss uses exactly 50 different words. What is the longest word in the book? a-Category, b-Anywhere, c-Something, d-Dollhouse.

10. Who hatched from an egg created after Leda was seduced by Zeus in the form of a swan? a-Circe, b-Echo, c-Helen of Troy, d-Eurydice.

- 1-a, Lady Gaga  
2-c, Sonic the Hedgehog  
3-d, Kiwi  
4-d, Tempera  
5-c, St. Petersburg  
6-d, Vincent Price  
7-b, "Kingsman: The Secret Service"  
8-c, Vega  
9-b, Anywhere  
10-c, Helen of Troy

Answers to 'Eggs-actly'

## The benefits of using a fiduciary financial advisor

Last year a new law was written that, for the first time, required anyone advising 401k and IRA participants to act as a fiduciary with the obligation to work in their clients' best interests, according to U.S. News.

Non-fiduciary investment advisors can recommend products with high commissions and charge unnecessary fees which can lose a considerable amount of money over time.

Recent research by Personal Capital has shown that more than 20 percent of investors do not understand how much money they are paying in fees while 10 percent are unsure if they pay fees at all. In fact, a recent Council of Economic Advisers to President Obama found that the impact to IRA investors alone was one percent of their return each year - a figure totaling \$17 billion. This loss can lead to five fewer years of funds being available during retirement.

Typical fiduciaries will work under a fee-only payment structure that avoids commissions entirely so that they can provide transparency to their clients in writing without any surprises. Any investment products recommended will carry minimum expenses to manage, and there will be an explanation of the expected risks and performance in the future.

Removing the incentive to promote commission-heavy products means that fiduciaries are under less pressure to sell and they often meet with clients at least twice before making any recommendations, according to research at the University of Georgia. With this approach, they can look at their clients' finances more holistically to learn about goals and life plans to develop the right strategy.



# EVOLVING SERVICE

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## About Our Company

**Evolving Service is a full service commercial cleaning company that operates in the suburban Boston area. Services include: general cleaning, carpet cleaning, upholstery cleaning, all types of hard floor care, and window washing.**

**Our professional quality standards top the competition and the secret lies in our hiring process. Because of it, we confidently assure you outstanding customer satisfaction day-in, day-out, ongoing. That's why our customers stick with us at levels far higher than industry standards**

**An excellent rate of client retention, year after year, means we don't front-load your proposal with extra profit in the first year. Many companies do.**

## Gmail adds a new privacy feature

Google's latest innovation in email might be how to destroy them, according to Cnet. Similar to how many messaging apps allow users to send pictures or video that self-destruct after a certain amount of time, Gmail may soon allow users the ability to send emails that will delete themselves from the recipient's inbox. This feature is likely to be rolled out alongside a new 'confidential mode' that will create limits on what people can do with the emails you send such as not being able to download, forward, or print them.

We provide service to the following types of buildings:

- Commercial Office Buildings
- Bio Tech Facilities
- Banks
- Schools & Day Care Facilities
- Manufacturing Plants

*Whether you are talking about education, career or service, you are talking about life ... and life really must have joy. It's supposed to be fun!*

~Barbara Bush

## Better body composition has been linked to cancer survival

Increased muscle mass along with decreased levels of excess fat has been shown to help improve the chances of surviving cancer, according to a recent study from Kaiser Permanente, the University of Alberta, and the Dana Farber Cancer Institute.

The chance of mortality among those with muscle deficiency was 41 percent, while those with excess body fat showed a rate of 35 percent. More alarming, however, is that those with body compositions that included both risk factors succumbed to cancer in 89 percent of cases.

Researchers have often studied the link between body size and cancer survival rates in the past, but traditionally they have used the body mass index (BMI) as the method of analyzing the body. By using CT scans of the abdominal portion of the body, specifically the third lumbar vertebra of the lower back, the researchers were able to see a more accurate breakdown of both muscle and fat tissues in the body. They concluded that such a measurement led to better prognostic information than using BMI alone.

Despite the strong correlation between having a better body mass composition and lowered risk of breast cancer-related death, the true causation cannot be revealed by this study alone, according to Forbes. It is possible that those with less muscle simply had more aggressive forms of cancer that wouldn't respond to treatment and were therefore more lethal regardless of their starting mass.

According to the National Institutes of Health, cancer cachexia, the progressive loss of both fat and muscle loss among cancer patients, is responsible for about a quarter of all cancer deaths and having a larger stockpile of healthy body mass to lose could be a necessary defense for survival.

## Free Carpet Spotting for One Month!

**Schedule your carpet cleaning by June 30th and we'll take care of any spots that occur for the month following the cleaning.**

Schedule A Quote from Fred

We take a personal approach to our business and do each quote Individually In person created specifically for your business.

Evolving Service is your experienced source of commercial cleaning from Natick to Wilmington and from Maynard to Somerville