

REFERRALS ARE THE ♥ OF MY BUSINESS

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# Jim's Journal

News To Help You Save Time And Money

October

## A Patent Clerk By Day – Genius By Night

Have you ever heard the saying, “Don’t quit your day job”? Well, 20<sup>th</sup>-century genius Albert Einstein took that to heart.

Einstein started out his remarkable career working a normal day job – eight hours a day, six days a week as technical expert in the patent office in Bern, Switzerland. After a day’s hard work, he spent his time walking around the city with friends and talking about physics.

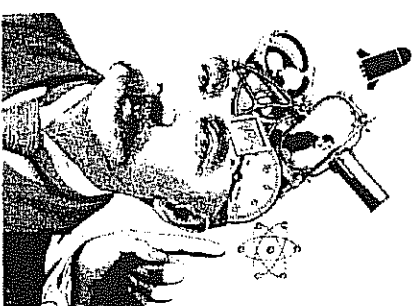
Einstein worked at the patent office for seven years and in his spare time changed the laws of physics, eventually winning the 1921 Nobel Prize in the field. And even though during that time he’d written and published four historic papers including the *Special Theory of Relativity* (celebrating its 100<sup>th</sup> anniversary this year), and introduced the celebrated equation “ $E = mc^2$ ,” he stayed at the patent office

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because he enjoyed having a regular payday.



Einstein’s job at the patent office might even have helped him conceive some of his ideas. If he’d theorized at a college or university about the idea that space and time weren’t absolute, his professors might not have accepted his theory. They may have picked apart his ideas and destroyed his desire to continue exploring physics.

The job also kept his mind sharp because people’s inventions constantly needed his undivided attention and evaluation. This required him to use his powers of visualization and to use specifications and drawings to test the ideas out.

Einstein wrote: “Working on the final formulation of technological patents was a

## September Quiz Answer

**Question:** Throwing a no-hitter in a Major League Baseball game is something very few pitchers achieve. But pitching *two consecutive* no-hitters? That's only happened once. Who threw these back-to-back gems?

**Answer:** Cincinnati Reds pitcher Johnny Vander Meer against the Boston Bees (Atlanta Braves) and Brooklyn Dodgers in 1938.

Source: [www.baseballlibrary.com](http://www.baseballlibrary.com)

**Congratulations to ANDRIA OLSON.**

Your name was selected at random from all of the correct quiz entries and you'll receive a \$30 gift certificate to the restaurant of your choice.

**Watch for your name in a coming month!**

Breast Cancer Awareness Month.

Throughout the month, the focus is to educate men (yes, men get this disease) and women about breast cancer detection, diagnosis and treatment because studies show that the sooner doctors detect breast cancer, the more likely the person will survive the disease.

In this year alone, one in seven women will develop breast cancer. However, since the inception of National Breast Cancer Awareness Month, mammography rates have climbed, programs are in place at national, state and local levels to broaden access and improve screening, and funding for research has increased significantly. Breast cancer research is improving prevention, detection and treatment options, and death rates have declined. Thanks to these advancements, now there are over two million breast cancer survivors in the United States.

But even with new technologies, a yearly mammogram is still the single most effective method of early detection and doctors highly recommended it for women over 40 years old. In addition, breast self-exams every month help women know their bodies and look for any unusual changes.

To help support the fight against breast cancer, the third Friday in October is designated National Mammography Day and many radiologists provide discounted or free mammograms.

You can also wear a pink ribbon, the symbol for breast

veritable blessing for me. It enforced many-sided thinking and also provided important stimuli to physical thought.”

Can you apply the skills that you use in one area of life to another?

— Adapted from “Who Knew: Outside Player,” by Joel Achenbach, in *National Geographic*

*You can gain knowledge through experience — but it's your choice how to use it!*

## Support The Fight Against Breast Cancer

“Early detection saves lives.” That’s the simple, yet powerful message during October, National

**NATURE GAVE US  
ONE TONGUE AND  
TWO EARS SO WE  
COULD HEAR  
TWICE AS MUCH AS  
WE SPEAK.  
— EPICTETUS**

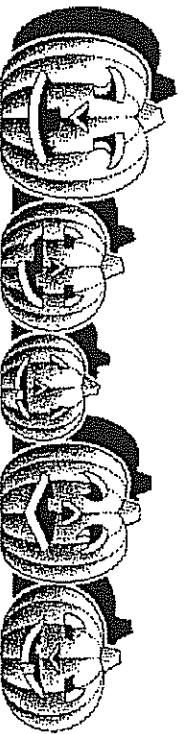
cancer awareness adopted in 1991 by Evelyn H. Lauder, founder and president of the Breast Cancer Research Foundation, and Alexandra Penney, then-editor of *Self* Magazine. Lauder says, “The ribbon stands for awareness. It stands for the sisterhood that will help women survive — and conquer — this disease.”

— Adapted from nbcam.org

## How To Carve That Perfect Pumpkin

Halloween’s around the corner and it comes with one of the most popular October traditions: carving pumpkins and transforming them into spooky jack-o-lanterns. Whether you’re a professional or a rookie, these tips can help you create that ideal Halloween decoration:

- Select a pattern you’d like to carve. You can buy a pattern book; many come with the carving tools. If this is your first time, select a pattern that’s fairly simple. You can always get fancier with the second pumpkin.
- Keep your selected pattern in mind when choosing the size of your pumpkin. Don’t choose one with soft spots, browning spots or dents. Try to get one that stands up straight. Avoid small pumpkins because they’re difficult to carve.
- If your pumpkin pattern is a rectangular design, you can use an ordinary kitchen knife. Or purchase an inexpensive pumpkin carving kit sold during the Halloween season.
- Begin cutting the lid at a slight angle. This keeps the lid from falling inside as it dries out and shrinks. Carve a hole in the lid for a chimney if you plan to use a candle. After finishing, clean out the pumpkin with a large metal spoon or the scraping tool supplied with carving kits until the wall thickness stands one inch around.
- Draw the pattern on paper and tape it to the pumpkin. Take a pointed object such as a pen, poker, or tip of a knife and poke holes along the lines of your pattern. Remove the paper.
- To help support the pumpkin’s wall structure, start cutting in the middle of the design and work your way out slowly and carefully, connecting the holes in short up-and-down strokes.
- Carve out an area in the base of the pumpkin to insert a small candle. You might want to place



We live very close together. So, our prime purpose in this life is to help others. And if you can't help them, at least don't hurt them.

— Dalai Lama

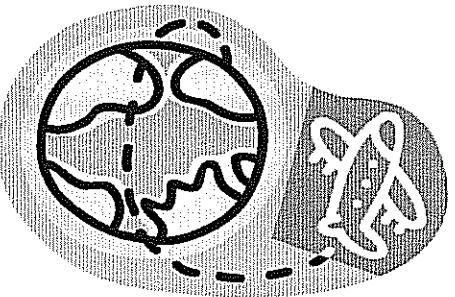
some aluminum foil underneath the candle as added protection. An alternative is to use a small flashlight. Now your pumpkin has become a jack-o-lantern!

- Don't leave lit jack-o-lanterns unattended or easily accessible to young children.
- During the day, it's important to leave the finished jack-o-lantern in a dry, shaded area. This helps prevent mold and decay.

## Don't Waste Your Frequent Flier Miles

Are you throwing your money away in unused frequent flier miles?

Although the best use of frequent flier miles is to convert them for free travel, it may take years to accrue the necessary mileage if the airlines raise their requirements. To earn more flier miles, try using a credit card that counts all purchases charged toward earning miles. Some grocery stores can apply miles through their preferred customer cards. Additionally, many airlines have partnership programs with various hotels, entertainment ticket agencies and retail stores, and you can earn your miles interchangeably. Check the airline's website to learn how to coordinate the mileage accrual; you may be able to use the miles for merchandise or entertainment.



But in case you're still dreaming of that exotic vacation, plan accordingly. Certain airlines allow the purchase of tickets with frequent flier miles up to a year in advance. This will increase the likelihood of securing flights to popular destinations and during holidays. If you're traveling with family, you may have to book seats on different flights due to airline restrictions. As you near your departure date, more seats may become available for redemption, and you can switch your seats to the same flight.

— Adapted from *BusinessWeek*

## A CRAFTY ENTREPRENEUR

A little boy was selling lemonade at a stand. At the front of the stand, a sign said in huge letters, "LEMONADE 55 CENTS. ALL YOU CAN DRINK."

A woman passing by saw the sign and thought about it. Even though the cups the boy stocked at his stand looked small, she decided to buy some lemonade since it only cost 55 cents.

The boy handed her a cup and filled it up. She drank it straight down and then held her cup out for a refill. However, the boy firmly denied her request.

"But it says 'All you can drink' on your sign," the woman protested.

"That's right," the boy said. "It's all you can drink."

## **October Quiz Question**

**Prior to the pumpkin's popularity, what served as the original jack-o-lantern?**

Everyone who faxes, e-mails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$30 gift certificate to the restaurant of their choice.

## **Cell Phone Safety**

The National Highway Traffic Safety Administration estimates that driver distraction contributes to 25% of all police-recorded traffic crashes, and one growing source of that distraction is the cell phone. If you use your cell phone while driving, there are some precautions you can take.

**Get to know your cell phone and its features.** Carefully

read your instruction manual and learn to take advantage of valuable features most cell phones offer, including automatic redial and memory functions. Memorize the phone keypad so you can use the speed dial without taking your eyes off the road.

**When available, use a hands-free device.** A number of hands-free cell phone accessories are readily available. Take advantage of an installed mounted device or a speaker phone.

**Suspend conversations during hazardous driving conditions or situations.** If necessary, stop the call if it's raining, snowing, or if you're driving in heavy traffic. When your phone rings, let your voicemail answer it. As a driver, your first responsibility is to pay attention to the road.

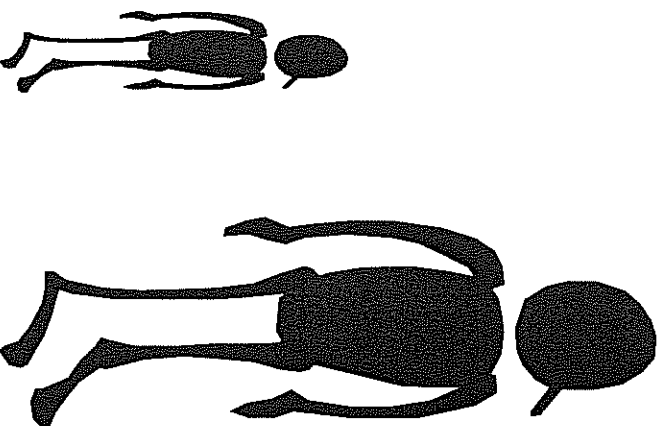
**Don't engage in stressful or emotional conversations.** Stressful or emotional conversations and driving do not mix – they are distracting and even dangerous when you're behind the wheel of a car.

**It's OK to use your cell phone when calling for help.** Dial your local emergency number in case of a fire, serious traffic accident, road hazard or medical emergency. If you see a disabled vehicle posing no serious hazard, a broken traffic signal, a minor traffic accident where no one appears injured, or a known stolen vehicle, call roadside assistance.

– Adapted from the Progressive website

## **Do You Discriminate On The Basis Of Height?**

Most people probably don't think they treat others differently depending on whether a person is tall or short. Right? If someone asked, you might think it ludicrous that you would make an important decision about a person based on their height.



However, evidence points to the fact that many positive associations exist between being tall and reaching success – especially for men. Tall men seem to set off a whole series of positive associations that originate in our unconscious.

According to a poll of roughly half the Fortune 500 companies, almost all the CEOs of those companies were tall – just a shade under six feet. (The average height for men in the United States is five feet nine inches.) To make it even clearer, consider these statistics:

- In the United States, 14.5% of men are six feet or taller.
- In Fortune 500 companies, 58% of CEOs stand six feet or taller.
- In the United States, 3.9% of men are six feet two inches or taller.
- In the CEO sample, nearly one third stood six feet two inches or taller.
- Tens of millions of American men are five feet six inches or shorter – of those, only 10 were CEOs in the Fortune 500 sample.
- A recent study calculated that an inch of height is worth \$789 a year in salary. Think about it: That suggests someone who is six feet tall will make \$9,468 per year more than someone who is five feet tall. Considered over a lifetime career and compounded – it literally means the taller person will enjoy hundreds of thousands of dollars more.

This doesn't mean that tall people are better leaders, but it appears they get more chances to take on leadership roles than shorter individuals.

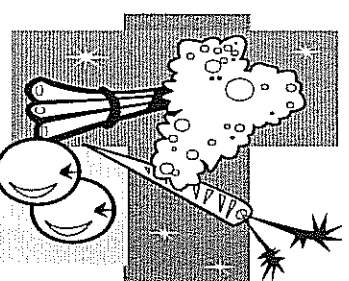
– Adapted from *Blink*, by Malcolm Gladwell

## Don't Overcook Veggies

Remember when your parents said, “Eat your vegetables because they're good for you”? Did you know that how “good” depended on the way you prepared them?

Boiling vegetables in water tends to deplete much more of their nutritional value than steaming them. Even blanching your vegetables can reduce their Vitamin C and folic acid content by up to one third.

Some vegetables actually have enhanced health benefits when you heat them, such as broccoli and asparagus. But as a rule, if you're going to cook your veggies, they'll be better for you steamed rather than boiled.



~Adapted from *O, The Oprah Magazine*

### WELCOME NEW CLIENTS

Here are some of the new clients who became members of my “Real Estate Family” this past month. I'd like to welcome you and wish you all the best!

*Theodore Church*

*(Referred by Jean Moore)*

*Steve Ellison*

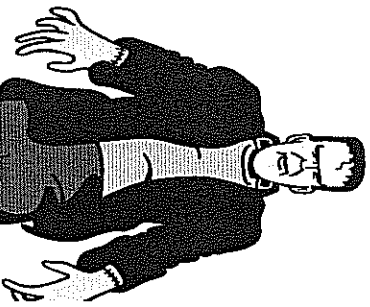
*(Referred by Paul Adams)*

*James and Mary Garcia*

*(Welcome Back)*

*I love giving recognition to my new friends and my wonderful existing clients who are kind enough to refer their friends and relatives to me.*

# Why We Thirst For The Fearsome



What do Halloween haunted houses, scary stories in front of a campfire, spine-chilling books by Stephen King and nightmarish movies like *The Exorcist* have in common? They feed our need for the creepy. What's the appeal? Experts have a few theories:

**We like the adrenaline.** Fear has the same adrenaline-producing effect as excitement. It feels good. Scary movies, stories and books are methods of releasing adrenaline in a controlled environment.

**It helps us bond.** The creeps create social bonding. Activities such as telling ghost stories around a campfire allow us to form ties with strangers, friends and family.

**It helps us deal with real-life terrors.** We can deal with the very real horror of serial killers and criminals by re-enacting the news into fictional movies and stories where the good guys catch and punish the bad guys.

— Adapted from *Ladies' Home Journal*

## Fine-Tune Your Listening Skills

Listening is a skill – and a very important one at and away from work. Being a good listener can make or break a relationship or career. Here are a few thoughts and facts about listening:

- Television and radio have brought the importance of listening back to the world.
- Today, listening is essential to the well-being and survival of an individual.
- Most people can't seem to find the energy to listen to what you're saying unless they already feel that you've listened to them.
- If people feel listened to, they'll feel accepted and appreciated rather than isolated and rejected.
- When we feel listened to, we feel that what we say really matters.
- Being a generous listener gives the speaker a sense of well-being.

Some listening gaffes to avoid:

- Interrupting
- Avoiding eye contact
- Rushing the speaker
- Letting your attention wander
- Rushing ahead and finishing the speaker's thoughts
- Not responding when appropriate
- Use of negating phrases such as "yes, but..."
- Trying to top the speaker's story
- Forgetting what the speaker has already told you.
- Asking about too many details.

~Adapted from the International Listening Association website

## **The Gift That Gives Back**

I want to thank those of you who have participated in the Client Referral program! If I have already helped you in the sale or purchase of real estate, you know how well I serve my clients. If you refer your friends and relatives to me, I assure you I will take the same high-quality care of them.

As a way of saying “thanks,” **I will donate \$50.00 to your favorite charity** when the transaction closes. In this way, we complete an important cycle of giving. First, I help you meet your personal real estate goals. Then you help your loved ones with their buying and refinancing needs. You also assist me in building my business with preferred clients, like yourself. Finally, with a charitable donation, we all give back to the community in which we live. Everyone benefits!

**For more information about my Client Referral Donation Program, just give me a call at 360-657-3334.**

It’s a great program where, as my way of saying “thanks,” we can all feel good about our contribution to each other’s lives.

### **Free Newsletter Offer**

If you want any friends, coworkers, relatives, or business acquaintances to receive a **FREE** subscription to this newsletter, please call me at 360-657-3334 and I’ll send them the latest issue. I’ll also send them a note with their first issue telling them that you suggested they receive this newsletter, and to contact me if they would like to stop at any time. **If you enjoy this newsletter, share it with people you know, with no hassle for you!**

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