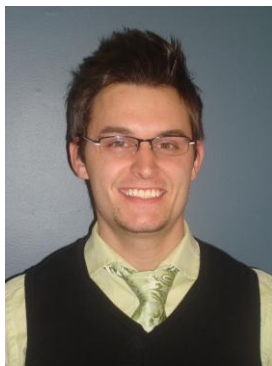


Mark Bouquet



Mark Bouquet Jr.

**CREATIVE CARPET, INC.**

# Home Advisor™

*Reliable news for healthy living, saving money,  
and having fun! May 2009*

***"We promise that you'll love your new floors, or We'll replace them FREE! Call today for a complimentary Design Audit®!"***  
**(708) 479-8600**

### Inside this Issue...

- Happy Memorial Day!
- Are you this month's Mystery Winner?
- About staying well
- Work tips
- Thoughts to live by
- Mega Trivia contest
- Client of the month
- Powermat wireless charging
- May holidays that make you go "Hmmm..."
- Moneywise
- Tips for safer driving
- Welcome to our new and returning clients!

### Attention LuAnn Humbert!

You are this month's Mystery Winner!  
We have a \$10.00 gift certificate to Starbucks reserved just for you! Come by our store to claim your prize!  
Creative Carpet, Inc.  
19420 S. LaGrange Road  
Mokena, IL 60448  
**NOTE: Must be picked up by May 31, 2009**

Dear Friends,

Happy spring!

Wow, so much is happening with the economy these days it seems like every time you turn on the news you hear more about "doom and gloom" than anything else. Well, I'm here to put a positive spin on the "news" these days!

▶ Yes, the unemployment rate is at 8% nationwide (I'm very sorry if you are one of the 8%), BUT they never talk about the fact that 92% of the country is working! Yes it's a bit unsettling right now with the job losses but hey, it could be a LOT worse!

▶ Yes, the stock markets are tanking, but that means it is a BUYING opportunity for those with cash on the sidelines! It also means that if you were slow to start your retirement savings, you better do it now as the prices are so low you can basically get brand name items at 2-for-1 or even 3 or 4-for-1 prices....Wall Street is having a HUGE sale so take advantage and stock up if you can!

▶ Yes, the housing market is still down, BUT most economists believe it is near bottom and interest rates are near record lows - so if you are in the market for a new house, now is the time. I suppose the \$8000 homebuyer credit doesn't hurt either.

▶ And...to add to the good news, I have a special offer exclusively for clients of Creative Carpet! Check out this month's insert!

Referrals are the lifeblood of my business. I would much rather work with the friends and loved ones who were referred to us by our past clients. As always, my team and I stand ready to bend over backwards, walk over hot coals and wade through hot lava to provide World Class Service to anyone you refer to Creative Carpet. AND make you look like a knight in shining armor for referring us. AND reward you! (Check out our Referral Reward program on page 4.)

Have a fantastic May! Get out there and enjoy this beautiful weather and the great outdoors!

Your Friend,

Mark Bouquet

### Happy Memorial Day!

Memorial Day falls on Monday, May 25<sup>th</sup>. Memorial day was previously called

# Did You Know...

## You are protected by Creative Carpet's 100% Iron-Clad Triple Guarantee

We want you to be super-pleased – in fact, absolutely delighted – with your beautiful new flooring and the service we provide. So every floor comes with this 100% iron-clad triple guarantee.

### Guarantee #1 “No Regrets Guarantee!

If at any time during the first 30 days after installation you decide you don't like your new flooring – for whatever reason – just let me know. I'll replace the materials free of charge with another style of equal or lesser value. If you choose something more expensive, you simply pay the difference (With an outrageously good guarantee like this, I can't include the cost of installation, so you'll cover that.)

**Guarantee #2 Lifetime Installation Warranty** You never have to worry about something going wrong with the installation. If it does, I'll fix it for FREE!

### Guarantee #3 Installer Professionalism Guarantee

Our installers are neat, clean, well-spoken, and professional. They are trained and qualified. They respect your home by wearing shoe covers. You'll receive the highest quality installation in the business and when they're finished, they will even vacuum. Your home will be left as neat and clean as when they arrived!

Decoration Day, and was inaugurated by General John A. Logan in 1868 for the purpose of decorating the graves of Civil War veterans. Since then it has become a day where all those who gave their lives in war are remembered and honored.

As you are celebrating this Memorial Day, take a few minutes to ponder the freedoms that we enjoy in this country; freedoms that are non-existent in many parts of the world. Then remember that these rights were bought and paid for with the blood of brave soldiers who gave their lives to win and protect our freedom.

*Freedom is not free.*

Have a fantastic and safe holiday!

## About Staying Well

### Good for the lungs- fiber...

Your oatmeal and your whole wheat bread may help you breathe well and avoid COPD.

Researchers quoted in the American Journal of Epidemiology found that, among men and women ages 44 to 66, those who consumed 26.7 grams of fiber per day from fruits and whole grains performed better on lung function tests. They were less likely to develop chronic obstructive pulmonary disease (COPD) over the 10-year study than people who ate 9.5 grams per day or less.

The benefit was found both in smokers and non-smokers, but smokers benefited somewhat less.

## Work Tips

### Great customer service can give us an edge....

At these times, our customer service can put us ahead of the game in competing with companies both at home and abroad. It should be a top consideration for every team member. That means not only listening to customers and providing good service, but identifying unmet needs that can result in new revenue opportunities. A successful customer experience often requires collaboration with others in the organization and communication. Customers must feel important and appreciated. They are very sensitive to whether we care about them. Be sincere and thank them every time you get a chance to do it. Look for ways to say "yes." Comply with any reasonable request and make sure that everything you promise is done. Follow up. Don't be afraid to apologize for something that has gone wrong. Customers must always feel that they win in one way or another.

## Thoughts To Live By

### Your happiness (or gloom) can spread....

You've probably heard it said that a certain person has an infectious laugh. It spreads to everyone in the room. Scientists are finding this observation to be true, but they have also discovered that moods, such as happiness or gloom, spread the same way. The downside is that gloomy people spread gloom. The upside is being called The Happiness Effect.

## May Holiday's That Make You Go “Hmmm...” (Be sure to mark your calendar!)

Mother Goose Day 1  
No pants day 1  
Tuba day 1  
National homebrew day 2  
Lumpy rug day 3  
National different colored shoes day 3  
Motorcycle mass and blessing of the bikes day 3  
Respect for chickens day 4  
Great American grumpout 5  
No socks day 8  
Windmill day 10  
Eat what you want day 11  
National 3<sup>rd</sup> shift worker's day 13  
National pizza party day 15  
National sea monkey day 16  
National wig out day 22  
National taffy day 23  
Cookie Monster's birthday 25  
Geek pride day 25  
Slugs return from Capistrano day 28  
Hug your cat day 30

## Welcome back to our returning clients...

WADE AND LAURA BEECHY  
ROB & MARY ANN BIELANSKI  
CHRIS CASEY  
SUE DEGUTIS  
JOANN GAROFALO  
JERRY AND TERI GIORGI  
JON AND JENNIFER HAAS  
RICK AND SHARON HOUK  
MIKE KAWKA  
JIM AND LAURA KUPIEC  
COLLEEN LAINO  
TOM LINDSAY  
RICH AND PAM MALONEY  
TOM AND DANETTE NEMEC  
MARK & TERI O'DONNELL  
JANET RESTIVO  
TODD & KAREN ROACH  
MIKE RYDBERG  
FRANK AND DARLENE SASO  
TODD & ANGIE STREET  
DENISE VOSS

## New Friends And Clients!

### Meet our new clients...

Jorden Anderson  
Linda Ball  
Robert & Carol Bartkus  
John Davis  
Karen and Bill Egan  
Derryl Epps  
Holly Freund  
Grank Gasper  
Bonnie Gibbons  
Terri Gleason  
Pat Hehir  
William karkowski  
Debbie Karlsson  
Beth Ann and Bill Lode  
Elmer & Sheri Lucas  
Brendan and Janice Mangan  
Kathleen McCammon  
Howard Nagel  
Phil and Adrienne Nylen  
Mary Osoba  
Larry and Judy Sands  
Eldon Schoeling  
Mike Schoenecker  
Linda Schoudel  
Barbara Schwartz  
Paul Singleton  
Diane Turner  
Fred & Gloria Vagt  
Brent Vermeullen  
Ron Wisz

Emotions can pass among a network of people up to three degrees of separation away. As people become more happy, that frame of mind is passed to others, and on it goes like an epidemic. People who are central to their networks have the most influence on the mood of others. In one study, one happy person affected the mood of more than a thousand people. Both positive and negative attitudes spread to others- spread positivity!

## Technology & You

### Powermat Wireless Charging

Tired of the hassle of plugging in your mobile phone and other gadgets to charge them?

Companies and consumers have dreamed of a day when they could get rid of all those charging cords. Now, a new device shown at the Consumer Electronics show will soon accomplish that.

A new company called Powermat, Ltd., showed prototypes of how it will work. Just plop one or more gadgets on the charging surface and power starts flowing without plugging them into anything. In its early stages of development, users have to buy special cases for their cell phones and other products that allow them to receive power from the charging pad.

Possibly out this fall, the charger will cost about \$100. The attachments \$39. They save the energy normally lost with power cord wiring.

## Mega Trivia Contest!

### Who Wants To Win

**Dinner for 2 at Olive Garden or TGIFridays? Take our Trivia Challenge and you could win too!**

Every person who e-mails in the correct answer by the end of the month will be entered into a drawing to win a \$50 gift certificate to Olive Garden or TGIFridays restaurant!

### This month's MegaTrivia question....

What rock band had a 1980 hit with the song "Hey 19?"

- A) Blood, Sweat and Tears,      B) Steely Dan  
C) The Edgar Winter Group      D) ZZ Top

Take your best guess, then e-mail your answer to MarkJr@CreativeCarpetInc.com. Or call Mark Jr. at (708) 479-8600. Remember, your chances of winning are better than you think!

**Answer to last months quiz: Malaysia  
Congratulations to last month's winner:  
Joan O'Malley**



## ***MONEYWISE***

### **Thinking of a Roth IRA? It's a good time for a conversion!**

With the value of most traditional IRAs lowered because of stock market problems, this could be a great time to convert to a Roth IRA.

Each dollar you convert is taxed as ordinary income, so fewer dollars mean less tax. If you are under age 50, you can contribute \$5,000 a year to a Roth. If you are 50 or over, it's \$6,000.

Contributions to a Roth can be withdrawn without penalty at any time. Distributions, interest and dividends are tax-free if you are at least 59 1/2 and the account has been established for longer than five years.

You can contribute after age 70 1/2 as long as you have earned income. There are no required minimum distributions during your lifetime.

Another benefit of the Roth: Tax-free distributions can be passed to your beneficiaries.

It's easy to open a Roth IRA. It can be done online at Wachovia bank and many others. You can choose from a full range of investments, including stocks, bonds and mutual funds.

### ***Safety Tips*** **Better Ideas for Safer Driving**

Even if you've been driving for many years, one or two of these ideas will be new to you. Check them out.

\* Look farther ahead. At BMW Performance Driving School, they say you should be looking 12 seconds ahead. Focus on something in the distance, like an exit; see how much distance you will need in 12 seconds. Your brain will still be able to process what's right in front of you. In an emergency, having an extra second could prevent a crash.

\* Keep thinking. Don't let your mind wander. Check your mirrors, watch traffic ahead. Plan for "what if" scenarios to keep your brain active.

\* Slow down for weather problems, construction and traffic so you can avoid hitting the brakes suddenly, which is a recipe for accidents.

\* Stay calm. Driving school experts interviewed in Health magazine say if your vehicle is sliding on wet or frosted pavement, identify an open area and steer in that direction. Look for a space between trees.

\* Drive in an outside lane. The worst place to be on a multilane highway is in a middle lane. Move to an outside lane as soon as you can so you can go left or right to avoid trouble.

\* Pull over safely in fog or rain. Head for an exit instead of the shoulder. If you pull to the shoulder, traffic may inadvertently follow you there. If you must pull over, pull as far off the road as you can. Put hazard lights on and don't get out of the car.

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## **WARNING**

**Don't visit any flooring dealer until you call us for a  
FREE Consumer Awareness Guide!**

**You will learn...**

- 4 predatory sales tactics
- 7 costly misconceptions about flooring
- 5 questions to ask a dealer before buying

**Call Today – (708) 479-8600**

### **Thanks to Those Who Referred us!**

Sandy Uthe  
Sharon Duehr  
Randy Stumpf  
Nick Marciano  
Karen Reihel  
Jane Mangan  
Grant Blankenburg  
Debbie Howard  
Dan Regan  
Brian & Kathy Lode

### **Get A Night Out At The Movies For 2 With My Referral Rewards Program**

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, I'd rather reward you. So I've assembled my **Referral Rewards Program**. Every time you refer someone who becomes a client, I will send you a gift certificate for two passes to the Marcus Theater. And Hey! What's a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

**Creative Carpet, Inc.**

19420 S. Lagrange Road

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Phone: (708) 479-8600

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# “Don’t want the hassle of moving furniture and getting rid of your old carpet....”



“We’ll do it for free!! Am I crazy?!?”

Mark Bouquet Jr.  
*Fearless Leader Of Creative Carpet*

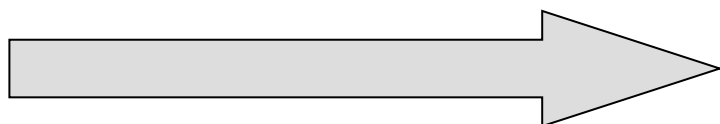
Dear Friend and Client,

You can rest assured that I have NOT lost my mind. I am totally sane. We do not want you putting off getting your new flooring because you don’t want the hassle of removing the old carpet and lugging it out to the garbage. We know that the thought of moving all that heavy furniture can be overwhelming.

So . . . . . this month we are bringing back the very popular special that our customers seemed to love. For this month’s special we will move your furniture, take up your old carpet, and haul it away for FREE!. That’s right – I said for FREE! Rest assured – our installers are still getting paid for this service, so they will not be trying to cut any corners on your job to make up for lost time. We have not hired sub-standard installers to work for next to nothing. You will still get the same quality service that you have come to expect from Creative Carpet and our installers. Creative Carpet is incurring that cost and passing the savings along to you.

And just to be clear – I hate small print – so right up front I want to tell you that I can only make this offer for regular carpet take-up and unfortunately, I can’t include moving large items like pool tables or pianos (certain items require professional movers). However – I would also like to give you another option. If you don’t have old carpet to be removed or furniture that needs to be moved, you may exchange that offer for a free upgrade on your pad. Or maybe you prefer to take up the old carpet and move the furniture yourself. You can do that and get the free upgraded pad. It’s your choice!!

Don’t forget to check out our Testimonial Contest Winners on the other side!!!





## Congratulations to our January Testimonial Contest Winner!

Dear Mark Bouquet,

In May, 2001, I moved into a new condominium. My first improvement was to replace the carpeting in two bedrooms. Unfortunately I didn't know about Creative Carpet and used a firm recommended by the association board. At first the carpeting seemed o.k. We cleaned the carpeting each year.

In 2003, I found Creative Carpet and you. I chose to have carpeting replaced in my living room, dining room and hallways. You helped me choose my new carpeting and underpadding. After it was installed, everyone noticed the difference between the new carpeting and the old carpeting installed two years earlier in our bedrooms, by the other company.



In August of 2008, I found that the carpeting in my two bedrooms could no longer be cleaned. It needed to be replaced in both bedrooms. I again came to Creative Carpet and you. I learned from my first mistake. You helped me select my new carpeting and recommended an underpadding that was perfect for me, a dog owner. That same month the new bedroom carpeting was professionally installed and I couldn't be happier. The difference in quality and plushness was noticed by everyone.

I will forever recommend Creative Carpet and you to everyone I know, since my experiences in 2003 and 2008. Thank you for helping me to make the right choices in color, carpeting and underpadding. Thank you for the professionalism of your carpet layers. You're great.

Sincerely,

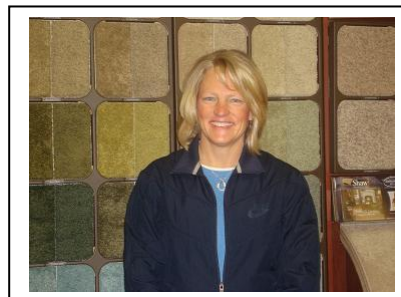
JoAnn C. Garfalo

p.s. I also like your interest free payment plans and your newsletters.

## Congratulations to our January Testimonial Contest First Runner Up!

Working with Creative Carpet was an excellent experience for us. The salesman listened to our needs, gave us a few recommendations and did not try to upsell us. He seemed to be very knowledgeable and friendly. The installers were awesome. They were very careful not to scrape up our woodwork and walls. They were friendly, clean in appearance and language, and their work ethics were great. They picked up every scrap of material and vacuumed the entire area (2400 sq. ft.). I have never had any other carpet installers do this.

**-Shawn and Donna Matthuis, Orland Park**



*Thank you to JoAnn, and Shawn and Donna for your kind words. JoAnn won a 5 X 8 area rug, a \$10 Starbucks gift certificate and a \$25 Creative Carpet gift certificate. Shawn and Donna won a \$50 TGIFridays gift certificate, a \$10 Starbucks certificate and a \$25 Creative Carpet certificate.*