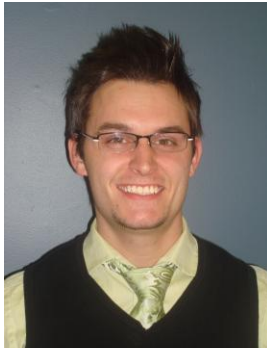


Mark Bouquet



Mark Bouquet Jr.

CREATIVE CARPET, INC.

Home Advisor™

Reliable news for healthy living, saving money, and having fun! February 2010

HAPPY VALENTINE'S DAY!



"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

Dear Friends,

Hello to all of our friends and clients. I hope everyone's year has gotten off to a great start and that you all are succeeding in your New Year's resolutions. Here we are in the second month already.

So – with Valentine's Day fast approaching and with "love in the air", I find myself thinking about the family and friends that are dear to my heart. I am thinking about how sometimes my words and actions don't match up with my true feelings for them. I am sure that I am not alone here. I want to quote from the Love Chapter found in 1st Corinthians chapter 13. It says that "Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It is not rude, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres. Love never fails." Wow. What a goal. I know that living up to that will be a journey. It's not something that I ever hope to achieve perfectly, but a goal nonetheless.

On the lighter side of things, take some time this month to play. Have some fun with your kids. Bake some cookies. Have a snowball fight. Take your wife on a date (make sure you read our insert this month), cuddle up by the fireplace, read a book, go to the theater. And of course, stop by Creative Carpet and buy some new flooring! ☺

Until next month . . .

Your friend,

Mark Bouquet

Inside this Issue...

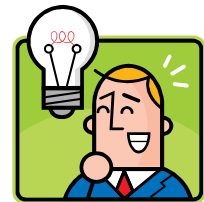
- Are you this month's Mystery Winner?
- Top 10 Thinking Traps
- Ground Hog Day
- About Staying Well – Salt and Coffee
- Trivia Contest
- Moneywise: Family Budget
- Welcome to our new and returning clients!
- Trivia Contest



Attention Pete Ambrosino!

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 February 27, 2010

TOP 10 THINKING TRAPS EXPOSED – HOW TO FOOLPROOF YOUR MIND



Our minds set up many traps for us. Unless we're aware of them, these traps can seriously hinder our ability to think rationally, leading us to bad reasoning and making stupid decisions. Features of our minds that are meant to help us may, eventually, get us into trouble. Here is Part Eight of the most harmful of these traps and how to avoid each one of them. Check upcoming newsletters for more . . .

Did You Know...

There Is Absolutely, Positively No Need To Put Off Getting Beautiful New Floors!

I offer my clients very convenient financing options on all flooring at Creative Carpet. Here's how it works:

Zero Down—You can have the flooring of your dreams with no money out of pocket!

Zero interest for 12 months—Enjoy your gorgeous new floor right now while making affordable monthly payments. Pay it off in 12 months and pay NO INTEREST at all.

Call me or stop by our showroom right away and we'll get started on your home's brand new look!
708-479-8600

-Mark Bouquet

TRIVIA CONTEST

WHO ELSE WANTS...

to Win Dinner for 2 at TGI Fridays or Olive Garden? Take our Trivia Challenge and you could win too!

Every person who e-mails in the correct answer by the 15th of the month will be entered into a drawing to win a \$50 gift certificate to TGI Fridays or Olive Garden!

This month's MegaTrivia question....

How many States begin with the letter "M"?
A) 5 B) 6 C) 7 D) 8 E) 9

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: 40
Congratulations to last month's winner:
Patrick Hennessey

The Coincidence Trap: We Suck at Probabilities

John Riley is a legend. He won a one-in-a-million-chance lottery... **twice!** That makes it a *1-in-a-trillion event* — which means that the lottery is rigged or maybe John must have been singled out by Lady Luck, right?

Well, not really. Let's try a little math: If, throughout the years, 1000 lottery winners keep playing at least 100 times attempting the "miracle" of winning it once more, that adds up to a non-negligible chance of *10%* that *someone* will make it.

This means that the "miracle" is **not only possible but — given enough attempts — its likelihood increases to a point of becoming almost inevitable.**

Another [classic example](#): it takes a group of just 23 people to make it more likely than not that two of them share the same birthday (day and month).

That's how unintuitive probabilities are.

What can you do about it?

- **Don't over-rely on gut estimates.** While useful many times, gut estimates will sometimes be *way off the mark*. Make sure you properly discount their importance or that you understand the ramifications of trusting them.
- **Beware of "after the fact" probabilities.** One thing is the probability of *someone* having won the lottery twice — looking at it in retrospect. Another completely different thing is that *a particular person* — *chosen before the outcome* — wins it: that would indeed qualify as a one-in-a-trillion event — and would make anyone seriously doubt the legitimacy of that lottery.

Groundhog Day



The celebration of Groundhog Day on February 2nd dates back to early Pennsylvania settlers, who adapted the Candlemas Day tradition from Germany. The first recorded reference to the custom came in 1841 from store keeper James Morris' diary:

"Last Tuesday, the 2nd, was Candlemas day, the day on

**Welcome back to our
returning clients...**

BRIAN AND AMANDA BARTOSZ
KIM BRUBACH
RON AND ROBIN CABAY
KEVIN CLARK
DENNIS COLLETTE
KRIS DEVRIES
PATTIE JOHNSON
MICHELLE LAVELLE
MARK AND MARY O'MALLEY
FRED OSBORNE
LYNNE PARKER
COLLEEN PLUDE
TRACY SIMONS
TIM WILSON
MIKE WOJCIK

**Thanks to those who
referred us this month**

AMY ANDRICOPULOS
SUE BETTENHAUSEN
ARLO COMPAAN
TESSA QUINLAN
DENNIS BURRIS
JIM TOPPEL

**New
Friends And Clients!
Meet our new clients...**

ED ANDERSON
JOANIE ARRIGONI
KIM BOUNDAS
DAVE AND MARY FERDINAND
COREY AND MEGAN FOOKES
DON HUMMEL
CINDY JOHNSON
JEFF AND KATHY
LEWANDOWSKI
ELIZABETH LOMBARD
CHRISTINA MISON
SYLVIA MODLA
ROB MOSS
MIKE PANAGIOTAROS
JOHN AND DONNA QUINLAN
KURT RAICHART
DENNIS AND AUDREY ROUNDS
JENNIFER RUMINSKI
MIKE RYAN
JOAN SARATORE
HARVEY AND DEBRA SHIMKO
JENNY TEUTSCH
BILL WALL
IRENE WHITE
GREG WILSON
BARBARA YOUNGLOVE

which, according to the Germans, the Groundhog peeps out of his winter quarters and if he sees his shadow he pops back for another six weeks nap, but if the day be cloudy he remains out, as the weather is to be moderate."

About Staying Well - Salt & Coffee

Last month we looked at sugar and how it affects our health. This time we'll look at the second of the dietary nasties, salt. In the March issue we'll examine the role of fat. Unlike sugar, salt is something we actually need for good health. But eating too much can be bad for your blood pressure, in turn increasing the risk of stroke, kidney damage and heart disease.

How much salt is too much? It turns out we only need a tiny amount: no more than a teaspoon a day. Some salt is part of the natural food we eat, some we add with a salt shaker, but around 80% comes from processed foods: bread, muffins, cereals, soup, even pudding! Here are some tips from Suzanne Myers on how to reduce the amount of salt in your diet:

- Don't use salt when you are cooking (or just use a tiny amount). - Add just a pinch when the food is on the table. - Use no-sodium seasonings as well as herbs and spices to add lots of flavor without the salt.
- Buy low-sodium chicken broth and use it to cook with instead of the regular broth that's full of salt. - Soy sauce has a lot of salt in it. Opt for a low-sodium version instead.
- Use fresh meats and produce when you cook. Fresh food has a lot more flavor and you won't need as much salt. - Don't salt your pasta or rice water.
- Buy low or no-sodium versions of food.
- Cut down on fast food and salty snacks. Grab some fresh fruit or veggies instead.
- Read the label. Pay attention to the amount of sodium that's included on the nutritional facts label. You'll be surprised how much sodium a can of condensed soup or even a slice of bread has.
- Rinse canned fish and vegetables to remove some of the salt.



Coffee May be Good for You!

Latest research from Harvard reports that moderate consumption of coffee may actually benefit your health, Harvard researchers say drinking coffee may help prevent diseases such as: colon, rectal and liver cancers, Type 2 diabetes, Parkinson's disease, and heart disease. Scientists think antioxidants in coffee may reduce inflammation and protect blood vessel walls. Recent studies suggest that drinking coffee decreases the risk of premature death, especially in women. As usual, moderation is the key.

Moneywise: Planning a Family Budget for Every Day and Not Just

the Rainy Days – by Don Spanish

One of the aspects of family life that people rarely enjoy dealing with is to set a family budget. It can be an arduous task filled with disagreement. One family member might see entertainment as a fundamental part of the budget, while another views it as a luxury that isn't needed. Finding a common middle ground and sticking to it will guarantee financial success.

A budget is essentially a summary of lists of intended expenses and expected incomes. The aim is to strike a balance between income and expenses. Setting up a family budget can be different from one family to another based on their specific needs. While one family might feel content to save a certain percentage of their income to buy a car another would be satisfied with the idea of keeping their older vehicle and dedicating those funds to an annual family vacation. When you set out to set a family budget it's imperative that you consider all of the financial needs and goals of each individual and also the family as a collective whole. Therefore it's important to include the cost of items such as:

- Children's college funds.
- Saving for a new home or home improvements.
- Retirement savings.
- Saving for the unforeseeable, such as car repairs or loss of employment.

Every conceivable expense needs to be calculated as you work through the process to set a family budget. Naturally the adults will have the last say as they are generally the ones contributing the income to the running and maintenance of the household. Children's needs have to be addressed as well, including the possibility of having to purchase items such as prescription eyeglasses or braces. If you don't have a medical insurance plan to help supplement the cost of these items, they can take a fairly good bite out of your budget.

Going through the motions to set a family budget can save you a substantial amount of money over time. No one likes to fall short in the financial department and not be able to provide for their family. With a reasonable budget in place, money worries can be a thing of the past, it just takes some planning and dedication.

About The Author: Don Spanish - webmaster of www.WorldPaidShop.com.

WARNING!

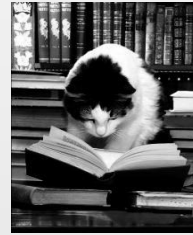
**Don't visit any flooring dealer until you call us for a
FREE Consumer Awareness Guide!**

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

Information You Just Can't Live Without© ...



Are Cats Color Blind? It was previously believed that cats were color blind, but we now know that their eyes are sensitive to two colors. They see red, orange, yellow and green as one color, blue and violet as another color. Basically, they see the world as various shades of green and blue. Not that this matters much in the cat world, where detection of motion is much more important!

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
Mokena, IL 60448
Phone: (708) 479-8600
www.CreativeCarpetInc.com

HOURS:
Mon Tue Wed 10:00 – 6:00
Tue Thur 10:00 – 8:00
Sat 10:00 – 4:00
Sun Closed



"I have three romantic flooring packages to make the love of your life fall in love with you all over again this Valentine's Day!"

A "Top Secret" Letter To The Husband Of The House From Pierre -Romance Director For Creative Carpet

Greetings Husband of the House!

There's a song in my heart, a spring in my step, and Romance is in the air! Valentine's Day is almost here! Ah, yes! It's that time of year again!

As Romance Director I have the responsibility and the pleasure of arranging some very special FREE gifts to spark the romantic fires for Creative Carpet clients this Valentine's season. (Romance is very serious business at Creative Carpet!)

1 A Free Box Of Homemade Confectionery Treats From Dan's Homemade Candies! (Oo La La!)

First, any Creative Carpet client who makes a purchase of \$250 or more will receive a confectionery treat from Dan's Homemade Candies.

Take it from Pierre...if you are looking for the perfect way to win that very special lady's heart, you simply cannot go wrong with chocolate. (*I ought to know!*) Imagine sweet, homemade, chocolate goodness. Mmmmmm. Ah yes! She is going to love you!

2 Movie Passes! Shhh . . .Don't Tell Anyone!

It's True! All you have to do is purchase at least \$1,000 of flooring or other products and you'll receive Dan's Homemade Candies AND I'll also send you out to the movies!

INSIDER SECRETS

Pierre's Movie Date Tip: If you are serious about winning your girl's affections, you need to impress her while out on your movie date. Ladies are NOT impressed when you try to save a few bucks by sneaking snacks into the movie theatre! No, no, no! You must cheerfully stride up to the concessions counter and buy her anything she wishes! (You may have to

mortgage your house, or liquidate some stock in order to purchase a small soda and popcorn...but she will see this as a sign of your undying devotion!)

However...you will not have to go to these extreme measures to prove your chivalry at the movie snack bar this Valentine's season. Your gift certificate to the movies will also cover the cost of snacks galore! (Shhh...we'll still let her think you paid. Your secret is safe with Pierre!)

IMAGINE THIS... The Ultimate Romance Package! 3

For purchases of \$2,500 or more....along with the movie passes and Dan's Homemade Candies, you'll also receive **free carpet installation** up to a maximum value of \$500. And, with the money that you save, after the movie, you can take her to a romantic dinner. Ah...food, wine, candlelight...romance!

Picture this: beautiful new floors (I know - very romantic!), chocolate confectionery treats, and a romantic evening for two with dinner and movies! No kids, no phones, no responsibilities! Just a quiet, romantic evening out for the two of you. You can even sit in the back of the theatre and cuddle like you did when you were first dating! (Take it from Pierre...she will be putty in your hands, my friend!)

Bring this letter with you when you visit Creative Carpet in February! But you must make your purchase during February to get this romance-filled package!

A Message To The Wives...

Pierre knows that hubby may be very busy with his job (he works so hard!). He might not have time to read my letter. Well, Pierre wants you to know that it is certainly within the bounds of romance protocol for you to make the flooring arrangements for him...and give him the bill.

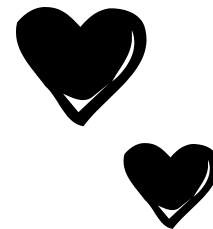
Ah...La' amore!

I anxiously await your phone call or visit!

Sincerely,

Pierre

Romance Director, Creative Carpet.



P.S. During the month of February...Get a box of Dan's Homemade Candies for purchases of \$250 or more. Add movies for two for purchases of \$1,000 or more. Add free carpet installation up to a maximum value of \$500 on purchases of \$2,500 or more. But you must make your purchase during the month of love! (Even if your floors aren't installed until after February, as long as you purchase them this month you still qualify!)

P.P.S. Perhaps you do not need new floors! Not to worry! Any friend of yours is a friend of Pierre's! Simply pass this letter along to a lovelorn friend...or someone you know who needs new floors!