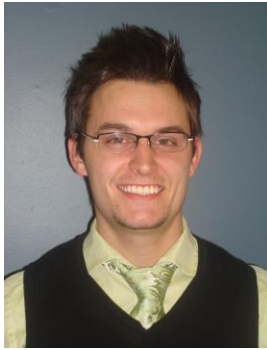


Mark Bouquet



Mark Bouquet Jr.

**CREATIVE CARPET, INC.**

# Home Advisor™

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

## Summer Time, Summer Time!

Happy, Hot, Humid Summer!!

Wow! Help me, I'm melting!! This sure has been a humid summer, but can you believe it is August already and soon it will be Labor Day, the unofficial end of summer? I'm sorry, I must have blinked because I thought summer just started!

In any event, we at Creative Carpet hope you all enjoyed the 4<sup>th</sup> of July and that the rest of your summer will be incredible.

For the kids, it's time to start getting them ready to go back to school: clothes, books, supplies, etc, etc. (I know I used to say I hated school, but really I was actually glad to get back to all my friends).

I want to take this time to thank God and all of you for our sales increase. We are breaking records again, and that could not be done without all of you and those referrals!! I don't know how to thank you enough for, in essence, sticking your neck out to "vouch" for our quality and reliability. It means everything to all of us!

So, from everyone at Creative Carpet, "THANK YOU!" We wouldn't be here without you all.

Sincerely,  
Mark Bouquet, Sr.

**"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!***

- Are you this month's Mystery Winner?
- Einstein's Secret to Amazing Problem Solving: 3 & 4
- Did You Know? Dyson Sale
- About Staying Well: Those Wonderful Berries
- Safety Tips: Protect Your Identity
- Moneywise: What's Disposable about My Income?
- Welcome to our new and returning clients!
- Trivia Contest
- Brain Facts

### **Attention Anthony Urso!**

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 August 31, 2010*

### **Thank You for the Kind Words!!**

"Mark Junior was so helpful in helping us decide what kind of carpet was best for our needs. We were so impressed at the speed and efficiency of your installers. They were thorough with clean-up and vacuuming. Not a single loose thread of carpet was left behind. They moved furniture back to our complete satisfaction. The carpet looks and feels great. We plan to use you when we replace our other rooms with carpet in the future. P.S. Amazed at the invisible seams!!!"

**-The Clevengers- Joliet, Illinois**

# ↓ Did You Know...

We carry Dyson Vacuum Cleaners?  
Here are a few reasons why:

- Dyson makes vacuums with HEPA filters for allergen removal and pet hair pick up
- Multi-surface-for all floor surfaces, not just carpets
- Cleaner exhaust air- Dyson uprights are certified asthma and allergy friendly according to the Asthma & Allergy Foundation of America.
- The air expelled from a Dyson has up to 150 times less bacteria and mold than the air you breathe.
- There's no extra costs-Lifetime HEPA and washable filters, and no bags or belts to buy. (over 5 yrs est. expenses for other vacuums: \$267)
- 5-year warranty-parts and labor guarantee from Dyson.

Purchase a Dyson from us by Aug 31<sup>st</sup>, 2010...

## 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 15<sup>th</sup> 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....

In the series "Seinfeld",  
Jerry's dad was called:

a) George b) Monty c) Morty d) Marty

Take your best guess, and 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: SEATTLE  
Congratulations to last month's winner:

**KAREN RECZEK**



## About Staying Well

### Those Wonderful Berries!

The more nutrition experts find out about berries, the better the news seems to get. Berries are delicious; they are chock-full of things that are good for you, and they have practically no downside!

These are just some of the good things berries contain:

- Vitamin C – a cup of sliced strawberries has a whole day's requirements
- Manganese – a cup of blackberries has a day's worth
- Niacin (Vitamin B3) – a cup of raspberries contains one-third of daily requirements
- Fiber – all berries contain between 4 and 9 grams per cup
- Vitamin E – especially strawberries and blueberries
- Resveratrol and other anti-oxidants

The mystery ingredient resveratrol (see the July 2010 Home Advisor) is emerging as a new health superstar. It's a superstar antioxidant, especially found in blueberries.

Berries don't contain a lot of calories, and hardly any fat. The only downside might be for people who have delicate digestive systems: the seeds in berries have been known to aggravate conditions like diverticulitis.



## Safety Tips: Protect Your Identity

The horrors of having your identity stolen are nothing you can safely ignore, especially since some simple remedies can prevent most of your problems.

1. Read your bank and credit card statements and follow up immediately on anything that doesn't look familiar
2. Don't throw out bills or papers with personal financial information on them – rip them up or shred them
3. Guard your debit card and its PIN number
4. Have a look at your credit report at least once a year – these are available by phone or online
5. Speaking of online, never respond to an email that pretends to be from your bank
6. Don't open links or attachments from suspicious sources

Next issue we'll have some tips for people who think their identity has been compromised.

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

BOB AND ANN BETTINARDI  
BRANDI TANNER  
DENNIS CZERWINSKI  
JASON AND CHERYL  
KOMYATTI  
JUDY JOHNSON  
KATHY SHEA  
MARY ANN DUNN  
MICHELLE LYEN  
MIKE KOWALCZYK  
SALWA DILLARD  
SAM AND CHERYL NOTO  
SHERRY VESPAR  
SUE OLSEN

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

SHELLEY ANTONELLI  
DERRICK HOUK  
RICK & SHARON HOUK  
JIM & LINDY DARNELL  
CHUCK MORRIS  
LARRY & CINDY VISSER  
LINDA ZEMKE

**New Friends & Clients!**

**Meet our new clients...**

PENNY BALCAITIS  
STEVE & JEN BURNS  
TIM & PATTY CLEVENGER  
DIANE DANILIUK  
DAVID DIAZ  
BEVERLY GAREIS  
ED GEORGE  
AL GILBERT  
TERESA HOLL  
DERRICK HOUK  
JENNIFER HUDEK  
WAIEL ISSA  
JOHN & VIRGINIA KALATA  
GINGER KRABBE  
BOB MALONEY  
KAY MORRIS  
MARIE NOTTER  
CATHY PACELLA  
DAN & ELIZABETH PETERSON  
DEBBIE PICCOLOMO  
VINCE SANTONI  
CAROLINE SCANLON  
JEFF TARALA  
SANDI TRIPODI  
SANDY UTHE  
RYAN VISSER  
KAREN WATSON  
MATT WIERSMA  
ROSE WOOD

**Moneywise!**



***What's Disposable about My Income?***

Saving means setting priorities, and we all know that we have no savings at the end of the month! Try building your savings at the beginning of the month instead.

You might want those savings for a family trip, some special purchase or renovation for the home, for an emergency cushion, or to pay down high-interest debt. If you're very clever, you might pinch enough pennies for all of the above!

But a lot of people struggle with the difference between disposable income and ...what? In-disposable income? No, your accountant would more likely call it "fixed expenses" and "variable expenses". Disposable income actually means what's left after you pay your income tax; it's also called net income.

Here's a brief rundown of what is and isn't discretionary spending:

**Fixed Expenses:**

- Rent or Mortgage Payment
- Car Payment or Transit Pass
- Food
- Insurance
- Other Loan Payments – Credit Cards, Student Loans, etc.
- Clothing

**Discretionary Spending:**

- Entertainment in home – cable, internet
- Entertainment out – movies, music, etc.
- Eating out – lunches, dinners, snacks, coffees
- Cigarettes, alcohol, gambling
- Clothing
- Random purchases – newspapers, chocolate bars, etc.

Some of your fixed expenses are adjustable too: you might be able to re-negotiate your payments or change your insurance deductibles. But for the most part, these are the bills you have to pay every month.

Your real wiggle room is to be found in the second list, and although it's by no means complete, you get the idea. Start keeping track of that discretionary spending, and you'll accomplish your savings goals in no time!

# Einstein's Secret to Amazing Problem Solving

## And Ten Specific Ways You Can Use It

Here are the **third** and **fourth** of the 10 Strategies to see problems in different perspectives, and master the steps in problem solving.

### 3. Chunk Up

Each problem is a small piece of a greater problem. In the same way that you can explore a problem laterally — such as by playing with words or challenging assumptions — you can also explore it at different “altitudes”. If you feel you're overwhelmed with details or looking at a problem too narrowly, look at it from a more general perspective. In order to make your problem more general, ask questions such as: “*What's this a part of?*”, “*What's this an example of?*” or “*What's the intention behind this?*”. For a detailed explanation of how this principle works, check the article [Boost Your Brainstorm Effectiveness with the Why Habit](#).

Another approach that helps a lot in getting a more general view of a problem is replacing words in the problem statement with [hypernyms](#). Hypernyms are words that have a broader meaning than the given word. (For example, a hypernym of ‘car’ is ‘vehicle’). A great, free tool for finding hypernyms for a given word is [WordNet](#) (just search for a word and click on the ‘S:’ label before the word definitions).

### 4. Chunk Down

If each problem is part of a greater problem, it also means that each problem is composed of many smaller problems. It turns out that decomposing a problem in many smaller problems — each of them more specific than the original — can also provide greater insights about it.

‘Chunking the problem down’ (making it more specific) is especially useful if you find the problem overwhelming or daunting.

Some of the typical questions you can ask to make a problem more specific are: “*What are parts of this?*” or “*What are examples of this?*”.

Just as in ‘chunking up’, word substitution can also come to great use here. The class of words that are useful here are [hyponyms](#): words that are stricter in meaning than the given one. (E.g. two hyponyms of ‘car’ are ‘minivan’ and ‘limousine’). [WordNet](#) can also help you finding hyponyms.

**CHECK UPCOMING NEWSLETTERS FOR MORE.....**

# 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**

## ***A Few Brain Facts That Make You Go Hmmm.....***

- The adult human brain weighs 3 pounds.(1300-1400 g)
- The elephant brain weighs about 6,000 grams
- The human brain has 100 billion neurons
- Neurons multiply at a rate of 250,000 neurons/minute during early pregnancy
- Unconsciousness will occur after 8-10 sec with loss of blood supply to the brain
- The world record for time without sleep, 264 hrs (11 days) Randy Gardner-1965

### **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](http://www.CreativeCarpetInc.com)

HOURS:

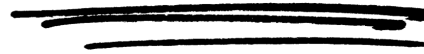
Mon Tue Wed 10:00 – 6:00

Tue Thur 10:00 – 8:00

Sat 10:00 – 4:00

Sun Closed

Tired of Pouring Money Down the Drain?



Then Take Advantage  
of Our Incredible Offer!!!!



A HOT NEW OFFER!

\$2.00 Off *per yard on select Anso Products*

AND/OR.....

**Free Padding Upgrade**

*On all other name brand carpets!*

BUT..... There's More!!!!

\* For any purchase of \$1500 or more we'll pay for a \*  
**212 point whole house plumbing inspection!** (\$189 value)

WHY WOULD WE DO THAT????????? **2** Reasons!!!

**1** Clockwork Home Services reports that 85% of emergency plumbing repairs could have been avoided if they had been discovered and attended to in advance.

**AND**

**2** The # 1 homeowner's insurance claim nationwide is for flood damage from plumbing...#1 issue: burst washing machine hoses.

OVER,  
PLEASE →

This offer can help head off 85% of future emergency repairs and save money down the road before floors are ruined & need to be replaced!

Some of what the inspection will entail from **Advanced Plumbing & Sewer, Inc.:**



- ✓ Replace washing machine hoses with “stainless steel- no burst” hoses
- ✓ Adjustment of fill valve on toilet tank
- ✓ Faucet aerator cleaning
- ✓ Adjustment of water heater temp

Water heaters are one of the most costly plumbing expenses to a homeowner. Having a properly tuned up water heater will add to its longevity and reduce energy costs! **SAVING YOU MONEY!!**



**WHAT TO  
DO NEXT...**

**Stuff this letter in your pocket or purse, grab your car keys and zip on over to Creative Carpet before this offer expires on August 31st! (Just don't break the speed limit!)**

**Advanced Plumbing & Sewer, Inc**

815-722-3663

Serving all Will County & parts of Cook  
Licensed with the Illinois Dept of Public Health!

***Creative Carpet, Inc.***

19420 S LaGrange Rd

Mokena, IL 60448

708-479-8600