

CREATIVE CARPET & FLOORING'S CREATIVE THINKING

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ISSUE NO. 152



Mark
Bouquet



Mark
Bouquet Jr.

We promise that you'll love
your new floors, or we'll
replace them for **FREE!***

*Residential only. Within first 30 days after installation. Does not include cost of installation or other labor. Style must be of equal or lesser value.

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"Mark" My Words... *a message from Dawn Giganti*

Staying motivated and positive when things go wrong is not easy. It can be challenging not to get discouraged when there are setbacks and defeats. Do you tend to focus on the negative and all the things that are going wrong? Instead of remembering compliments, we only remember the criticism. Instead of celebrating a job well done, we worry about that one thing that went wrong. Instead of celebrating that one pound of weight loss, we focus on all the weight that is left to go.

Is your glass half-full or half-empty? I just read about a simple trick for learning to keep your glass half full... Write down your wins - Every - Single - Day!

Every time something good, positive or unexpected happens, write it down. Every time you have a success or triumph, write it down no matter how big or small. Every time you make progress in the right direction, however minimal, write it down. Get a spiral notebook and try it. It only takes a few seconds. It will become a simple habit that will change your outlook on everything.

The last couple of years have been far from perfect for me. I've had my fair share of difficult moments, frustrations, setbacks, betrayals, stress, tragedy and disappointment. However, I have something to reference if I keep track by writing down all the good moments. This single thing can completely change your perspective. It helps you look at the positive while life is throwing you curveballs.

"Finally, brothers, whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there is any excellence, if there is anything worthy of praise, think about these things. What you have learned and received and heard and seen in me—practice these things, and the God of peace will be with you." ~ Philippians 4:8-9 ESV

Your attitude is a choice that is yours and yours alone. Where you are or what you are doing isn't what makes you happy or unhappy. It is what you think about the situation. In other words? It's what we choose to focus on that will ultimately determine what we see.

Try this simple trick this month and see what happens. When you notice something good, receive a kind word or a compliment, a small triumph or success, scribble it down. Keep track of the things that go right, then keep your list nearby to remind you when they don't. Make sure to thank God for everything going into your spiral, and He will guide you if you listen. "Trust in the Lord with all your heart, and do not lean on your own understanding." ~Proverbs 3:5

Have a beautiful October!

Dawn Giganti, Marketing & Administrative Assistant
Creative Carpet & Flooring

2021 OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Month at a Glance:

6th Mad Hatter Day - A great day to be silly & celebrate silliness ☺

9th Fire Prevention Day - Dalmatians became fire dogs because they were often kept around the horses at firehouses to guard them.

16th Sweetest Day - A day inspired by the love & friendships we all cherish.

18th National Meatloaf Appreciation Day - What's for dinner? I know, let's have meatloaf!

23th Make a Difference Day - A day devoted to helping others by doing volunteer work in the community.

30th National Candy Corn Day - Candy corn was originally called "Chicken Feed"!

Employee birthdays this month:

7th Steve Williams - Flooring Consultant



MEET OUR CARPET CLEANING CUSTOMERS...

ANTHONY & SANDY URBIC
BARBARA TUCK
CAROL BARBERI
CINDY HEPP
DAN MCNULTY
DONNA BOURDAGE
GEORGE OFFORD
GLEN STANEK

KATHLEEN PRUSAC
KATHY & DANIEL RILEY
KEN & LINDA WEIDENAR
KEN HARRIS
LAURA FRANCO
LYNN PACKERT
MALEK RIHANI
MARY JACKSON

MICHAEL & MARY DISANTI
NORMA VILUTIS
RUSS LEEHAUG
SANDY BOLANDER
TANYA BRYAN
TOM & SARAH MITTLER
VALERIE DEFALCO
WILLIAM & MAY STERN

CALL FOR MORE INFO ON OUR CARPET CLEANING SERVICES!
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The popular snack that began as
repurposed Disneyland trash!

Not long after Disneyland opened in 1955, Frito-Lay installed a Mexican restaurant in Frontierland called Casa de Fritos. The menu included tamales, enchiladas, and plentiful Fritos. (There was even an animatronic vending machine featuring the "Frito Kid" to dispense the corn chips.) One day, a sales representative for Alex Foods – which supplied Casa de Fritos with wholesale ingredients – noticed a pile of stale tortillas in the trash. The rep offered the restaurant a tip: cut up the tortillas and fry them, then sell them as crispy chips instead of throwing them away. The chips were a big hit, and when the new VP of Frito-Lay, Archibald Clark West, dropped by a year later, he was pleased to see so many customers snacking on what had been a waste product. West contracted with Alex Foods to produce the chips as a snack, naming them Doritos (Spanish for "little golden things"). The chips debuted nationally in 1966.

[Business Insider - May 2021 | Dorito's photo source: plsprint]

All Correct

In spring 1839, readers of the "Boston Morning Post" likely noticed two small, obscure letters at the bottom of the paper's second column: "o.k." These letters were the fact-checking team's abbreviation for "all correct." Although it symbolized the team's sign-off for article accuracy, the abbreviation hardly seems accurate in and of itself. That's because it's not. The OK we know, love, and use today actually started as the editorial team's joke. In 1800s newsrooms, young staffers thought deliberately misspelling words in abbreviated slang was funny. They use abbreviations like "KG" to represent "know go" (the misspelling of no-go), and OK was their humorous alternative of "oll korrekt."

[History - September 2021]



Get a Grip

Did your parents take a look at your pruney fingers in the bath and tell you it was time to get out? A convenient as a built-in bath timer would be, scientists think your wrinkled digits are an involuntary nervous system reaction that gives humans a better grip on wet objects. In laboratory tests, subjects with water-wrinkled fingers could grip wet marbles better than those subjects with non-wrinkled fingers. There was no difference in picking up dry objects. This was probably a great help for our ancient ancestors gathering food from streams, but the evolutionary phenomenon can still help you grip those wet dishes in the sink.

[Scientific American - August 2021]



MEET OUR NEW & RETURNING FRIENDS & CLIENTS...

ALISON MANOR
AMANDA RAK
ANDREW JORDAN
ANDREW SMUSKIEWICZ
ANDY MINK
ANN BRACKEN
ANNA DOWNING
ANTHONY ANDELLO
ARIADNE VLAMAKIS
BARBARA EHLEBRACHT
BARBARA JACKSON
BILL DALY
BOB & ALLISON STEVENSON
BOB & CATHY VELCICH
BOB & KATHY DECIANNI
BOB LOGAN
BRYAN & MARY DESKOVICH
CARL & MAUREEN RINALDI
CAROL DELLADIO
CAROLYN LAGATTUTA

CATHY MACDONALD
CHASE LEO
CHERYL HOLLIS
CHRIS FINNEGEN
CHRIS FULLER
CHRIS GROSS
CINDY BOLKE
CORRIE GLEASON
CRAIG & GRACE SODERLUND
DALE & MARY JOHNSON
DAN & JEN VOLEK
DANYELLE PUMMER
DAVID & HEATHER RAY
DAVID IRVING
DAWN TOPOR
DEBBIE MOORE
DEBRA BORODKIN
DENISE GRAY
DENNIS CARTER
DENNIS ODOHERTY

DEREK WENTWORTH
DIANE & GEORGE JEROME
DON BRONGIEL
DOUG & JILL ADAMS
DUSTIN VORIS
ED DINEEN
ERIC REX
FRED BAMESBERGER
GARY & CINDY MAUL
HAROLD AARDSMA
HEATHER MCPHERSON
HELEN CZACHOR
ILLI WYNN
JAKE BOUQUET
JAMEKIA DANIELS
JAMES DEBICKERO
JANINE GRAHAM
JASON VOSS
JAYNE FREW
JENNIFER ANDREWS

JERRY & SUE KAHN
JIM & CAROL STREIT
JOE FRANCO
JOHN & DENISE
CHRISTAKES
JOHN DIMIELE
JOHN UTTERBACK
JULIE & KEVIN NELSON
KAREN KORS
KARI HARRIS
KATHY CLAUSING
KATHY RATBURN
KATHY WOLF
KEN BUSSEMA
KERRY PIANTEK
KEVIN HAYWOOD
KIM ALLEN
KRISTINE SPENCER
KYLE CHAWASZCZEWSKI
LARRY & GLADYS HINDSON
LEILA GABRIEL

LETY ASCHBRENNER
LISA COHEN
LISA SZIROVECZ
LORI STANTON
LYNETTE DEROSE
LYNETTE NEEDHAM
MAGGIE THORNTON
MANDY BOZART
MARIAN LUBERDA
MARIE MAROTTA
MARK & LAURA BAUDLER
MARY CADY
MARY DECK
MARY FARRIS
MARY KONET
MARY YOWER
MAX TENCLAY
MERRI HATHAWAY
MICHAEL DIMAGGIO
MICHELLE ROSS

MIKE MEZEY
MIKE SHACKEL
NANCY JACOBS
NICK KOZLOWSKI
PAM KILCOYNE
PAM LIDDICOATT
PARRISHBOWEN
PAT QUEALY
PAT SASVELD
PAUL & DIANE SOTIR
PAUL MCGRATH
PAUL STACHOWICZ
PAULA LYNCH
PHILLIP MISHEVICH
RACHEL CARBAJAL
REGINA RIZZOLO
RICHARD STEWART
ROBERT KELLY
ROBERTA GASPER
ROSE & GEORGE ROZOVICS

ROSEMARY BONNAR
RUBY STEVENSON
SALWA DILLARD
SANDRA ZOELLNER
SARAH BARR
SARAH CHLEBEK
SONDRA SPEIGHTS
STEFANIE BLUMMER
STEVE AIDINOVICH
STEVE WILLIAMS
SUE WILSON
SUZANNE LUSK
SYLVIA TRIUMPH
TAWNY SMITH
TOM & SHARI KACIUS
TOM DEBICKERO
TRICIA BIEDRON
TRISHA & TONY MIGACZ
VEDA DMITROVICH
YACUOB ELMANSOUR

KEN KOZA
of Frankfort, IL

You are this month's

MYSTERY WINNER!

We have a \$50 Creative Carpet & Flooring gift card reserved just for you!

Stop in your nearest showroom to claim your prize!

NOTE: Must be picked up before 10/31/2021

Did You Know



AVOID THE

HOLIDAY RUSH!

Creative Carpet & Flooring starts to become in high demand this time of year.

If you are even thinking of having new flooring installed or carpets cleaned for the holidays, we implore you to HURRY to our showroom and book your installation or cleaning now, even if you don't need it for a month or two. If you come in last minute, we'll do our best to fit you in, but it's very likely you'll have to wait for several weeks. Don't take that chance... especially if you planned on new flooring for the holidays!

MEGA Trivia Contest

Who wants to **WIN** a
\$50 Gift Card towards dinner at



Take our Trivia Challenge!

This month's Mega Trivia question:

What state produces the most pumpkins?

- (A) Illinois
- (B) California
- (C) Pennsylvania
- (D) Nebraska

To enter, visit our website at creativecarpetinc.com, click on "MEGA Trivia" under Specials and take your best guess. Your chances of winning are better than you think! Winner will be announced in the following month's newsletter. Entry deadline is the 20th each month. Good luck!!!

Last month's question:

What was the first TV dinner entree?

Answer: (C) Turkey

The history of TV dinners can be traced back to one big mistake - specifically, the Swanson corporation's drastic overestimation of how many turkeys people wanted to buy in 1953. Left with a surplus of 260 tons of frozen birds, Swanson salesman Gerry Thomas allegedly proposed an idea based on the prepackaged meal trays he'd been served on a recent flight. Swanson ordered thousands of metal trays and concocted a meal featuring turkey, cornbread dressing and gravy, peas, and sweet potatoes, and set an assembly line to work to put it all together. The frozen meal was sold for 98 cents and was an instant hit: Swanson sold 10 million turkey dinners that very first year. [Smithsonian Magazine - February 4, 2021]

Congratulations to last month's winner:

NANCY DOBES

of Merrillville, IN

Stop by Creative Carpet & Flooring to claim your prize by October 31, 2021!

2021 UGLY FLOOR CONTEST



WINNER!

Daette L. of Homewood, IL
"50 Shades of Brown"

Daette's floor is so ugly, it received 2,938 votes.

Not for long, Daette! You've won a free floor makeover! Help is on the way from Creative Carpet & Flooring.

We also want to congratulate all the contest entries; we received many outstanding photos. Our only regret is that there can only be one winner. Thanks to everyone who participated and helped make this contest a success! Stay tuned for another Ugly Floor Contest next year!



#1 - Moving of standard furniture

#2 - Take up of existing carpet

#3 - Carpet haul away

That's right... ALL 3 FOR FREE or FREE pad upgrade!

Valid October 1st thru October 31st, 2021. Offers cannot be combined.



Beauti
Fall
EVENT

OCTOBER 1 - NOVEMBER 17



Need flooring that keeps up with all you have going on? We've got you covered with kid-friendly, pet-friendly and everyday life-friendly flooring from Shaw Floors, Anderson Tuftex and COREtec. Best of all, you can pay for it over time during our BeautiFALL Event. We're offering 0% APR for 18, 24 or 36 months with credit approval* through November 17, 2021! *See store for details.



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THOSE NEW
FLOORS
INSTALLED
BEFORE THE
HOLIDAYS!



Creative Carpet & Flooring

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TUE 10am - 8pm
WED 10am - 6pm
THR 10am - 8pm
FRI 10am - 6pm
SAT 10am - 4pm
SUN closed

Creative Carpet & Flooring

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2315 45th Street
Highland IN 46322
219.595.5561



MON 9am - 6pm
TUE 9am - 6pm
WED 10am - 6pm
THR 9am - 6pm
FRI 9am - 6pm
SAT 10am - 4pm
SUN closed



How about a night out at
one of your favorite
restaurants through
Creative Carpet's

Referral Rewards Program

As you probably know, advertising is very expensive. Instead of paying the newspaper or other place to advertise, we'd rather reward you. Every time you refer someone who becomes a client and purchases, we will send you a \$25 gift card to one of these restaurants



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

Visit our website to obtain your copy!
www.creativecarpetinc.com

**A gigantic THANK YOU to all who
referred us last month...**

BOBBIE FIEDLER
BRENNASONS
FRANK VOJTECH
JAMES & TINA
ARENDARCZYK
JESSICA & ERIC
BOUDONCK
JIM & STEPHANIE STENSON

JUDY VITTORI
KAITLYN SWEET
KAREN PICKEL
LAUREN MILLER
MAX & EVIE MEJAN
NICK DIBENEDETTO
TOM & SARAH MITTLER

THANK YOU FOR THE KIND WORDS!

I am a repeat customer. Creative Carpet and Flooring has installed glue down tile in two bathrooms, luxury vinyl tile in the living room and carpeting in the stairway. The installers are courteous and efficient. They do a great job. I will contact Autumn Sibb when I am ready to start my next flooring project.

~ Debra L. of Schererville, IN

