

October

FUEL for THOUGHT™

2017

A Free Monthly Newsletter From Your Friends Mike Palmer Automotive

October Events

October 1st	International Music Day
October 4th - 10th	World Space Week
October 5th	World Teacher's Day
October 8th	Octopus Day
October 9th	Columbus Day
October 15th - 21st	National Business Women's Week
October 31st	Halloween



Winter Is Coming: Prepare Your Home

Before the weather gets too cold, it's wise to check your house for vulnerabilities to the coming winter. Some areas to examine:

Roof

- ◆ Look for missing shingles, cracked flashings, and broken overhanging tree limbs.
- ◆ Check the chimney for mortar deterioration and loose bricks.
- ◆ Inspect the underside of your roof from the attic for any signs of leakage.

Exterior

- ◆ Check at the foundation for cracks in the concrete, and low spots in the soil where water can accumulate.
- ◆ Look at the caulking in the siding and around the window and door trims.

Heating system

- ◆ Turn on the heating system and ensure that the heat is being delivered to all outlets.
- ◆ Check your filter, and change it when necessary.



Carve Your Jack-O'-Lantern With Your Family

One of the best ways to spend an October day or evening is to carve pumpkins with the family. Here are some tips on carving the perfect jack-o'-lantern:

- ❖ On a piece of paper, draw a pattern for the pumpkin face.
- ❖ Use the pattern to trace onto the pumpkin.
- ❖ Cut the top of the pumpkin, cutting at a 45-degree angle to create a "ledge" that won't allow the top to fall back inside when you place it back on.
- ❖ Scoop out the seeds and insides of the pumpkin, leaving about one inch in thickness.
- ❖ Slice out the pattern, working from the center of the design outward. Cut the larger areas in chunks to make them easier to remove.

Quotes

"Defeat is not the worst of failures. Not to have tried is the true failure."

—George Edward Woodberry

"My own prescription for health is less paperwork and more running barefoot through the grass."

—Leslie Grimmer

Do You Have A Question About Car Maintenance That You Want Answered?

We love to hear from all of our good friends and clients who enjoy reading our monthly newsletter. If you have a question about anything related to your vehicle, feel free to get in touch with us by phone or email, or by visiting our website!

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HAPPY HALLOWEEN

CAR CARE CLUB CARD MEMBERS...

Must present coupon.
Cannot exceed \$000.00.



TAKE 20% OFF LABOR



Expires 10/31/17
Cannot be
combined with
other offers or
coupons.

Thank You! Thank You! Thank You!

Special thanks go out to all of our clients and friends who graciously referred our shop to their friends and neighbors last month! Our business is built based on the positive comments and referrals from people just like you. We just couldn't do it without you.

**Robert & Michelle Jones
Referred Andrew Verkouw**

Target These Areas For Better Employee Retention

Employee retention starts with providing fair compensation and benefits, but it doesn't end there by any means. You can improve employee loyalty by concentrating on these four areas:

- * **Performance objectives.** Employees want to do a good job, and they want to know how they need to improve. Don't keep them in the dark. Let them know how they're doing, how their contributions affect the organization, and how their efforts can lead to advancement and career opportunities.
- * **Communication.** Talk to your people as much as possible. Listen to their ideas and opinions. Conduct surveys to solicit their feedback—and act on what they tell you. Remember that the goal of communication isn't to listen passively but to let employees know you value their contributions.
- * **Loyalty.** You show your loyalty to employees by standing up for their interests. Be sure to provide the resources they need to do their jobs. Find out what they need to know from your upper management. Share information, even if it's bad news, to show you trust their judgment and professionalism.
- * **Competitive advantage.** Everyone wants to work for a winner. The better your organization is at achieving its goals, the better your employees will feel about working for you. Just remember that maintaining a good reputation in your industry and community can be as important to your workforce as financial success.



Try Mindfulness For Better Health

Research from Dignity Health, one of the nation's largest health care systems, explores how mindfulness—the practice of being more present in daily life—can benefit friends, family, and communities. A survey of 1,051 Americans found that 87 percent of respondents believe that practicing mindfulness—defined as a state of active, open attention to the present—can benefit not only one's own physical and mental health, but also the people they interact with, causing a positive ripple effect.

Dignity Health encourages people to set aside a minimum of two minutes every day—in the morning, during a work break, a stressful time throughout the day, or in the evening—to “check in” with yourself. Take this time to reflect on your relationships and the purpose or meaning behind your work and daily activities.

Ninety-seven percent of survey participants said they believe mindfulness has a positive impact on their health, and 95 percent believe it has a similar beneficial effect on their mood. They said they believe it makes them calmer (69 percent) and happier (58 percent) and leads to better sleep (61 percent).

Quote

“Health is like money; we never have a true idea of its value until we lose it.”
—Josh Billings

A New Trend: Traveling In Search Of Good Food

Traveling to see the wonders of world is always popular, but these days more and more people are heading out to try exotic foods. A survey by the American Automobile Association found that 22 million Americans are planning to take a food-based vacation in the next 12 months, and 75 percent of Americans say that food and drink are an important part of their travel experiences. Four out of five say they've traveled to visit wineries and distilleries, along with taking hands-on cooking classes and eating with local families.

Younger travelers are leading the trend: Eighty-eight percent of millennials say they've participated in food-related activities while traveling.



Autumn Is Here... Are You Ready?

**Save
\$20.00**

Radiator Inspection & Coolant Flush

**Have Your Coolant Checked Before The
Unpredictable Fall Weather Leaves You In The Cold!**

**Car Care Club
Members Save An
Additional \$10.00!**

**Expires 10/31/17
Must Present
Coupon**



Congratulations To Our Client Of The Month!

Every month, we choose a very special client of the month. It's our way of acknowledging our great clients and saying thanks to those that support our business with referrals and repeat business.

This month's Client of the Month is

Abby Pittman

Thanks For The Kind Words

"I was driving from CA to VT in an older Ford Transit van with a wheel bearing issue (among other things). I had gotten the run-around from several other mechanics along the way when I found Mike's shop. He was straight-forward, sensitive to my time issues (needed same-day service) and not even the tiniest bit condescending. They let me use a loaner car at no extra charge (\$1 for the fuel I replaced), and my dog and I had a lovely romp in the beautiful city park down the road while Mike's staff wrestled with my rusty nasty wheel bearing. The price was fair, and I was on my way in no time. My trip was far more pleasant, and safer, thanks to Mike and his staff. I am pleased to report I made it home to Vermont with no vehicular incidents (and without that annoying "unbearing-able" noise). I chose Mike Palmer's shop because of all the great reviews online. Let me join the chorus. Also, Mike was a great representative for Salt Lake City, for which I will now evermore have fond thoughts. Thank you!"

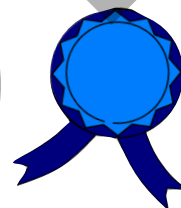
- Cynthia Shelton

Ensure Productivity To Get Ahead

Success and productivity go hand in hand. To become more productive—and more successful—follow this advice every day:

Plan ahead. Plan your day before you go to sleep. You'll wake up with a clear direction and a set of priorities.

- ★ Get ample sleep. Give yourself enough time for a good night's sleep so you don't hit the snooze button every morning. Maintaining a consistent sleep schedule will help you get the rest you need.
- ★ Eat a good breakfast. Your body needs fuel after a good night's sleep. A healthy breakfast will give you the energy you need to start your day off right.
- ★ Stay hydrated. Drink plenty of water so your body can function properly. Add a slice of lemon or cucumber for some flavor.
- ★ Meditate. Spend a few quiet moments every day letting your mind relax without directing it anywhere. You'll feel calmer and more creative overall.
- ★ Exercise. Keeping your body in good shape will help you deal with stress more effectively.
- ★ Get some sun. Sunlight has positive effects on your health and mood.



Employee Benefits On The Upswing

Employers seem more generous with their benefits offerings these days. A survey by the Society for Human Resource Management (SHRM) showed that close to one-third of organizations increased their overall benefits offerings in the past 12 months. Twenty-two percent increased health care coverage, and 24 percent offered additional wellness benefits.

Spouse and domestic partner benefits have increased over the last four years, although they now appear to be leveling off, SHRM reports. As of 2017, 95 percent of employers offered health coverage for opposite-sex spouses, and 85 percent did the same for same-sex spouses. Slightly over 50 percent provided coverage for domestic partners regardless of sex.

Financial advice benefits offerings are increasing as well, from 28 percent in 2014 to 49 percent in 2017.

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A Call At 801-595-8724 And Ask
About Joining Our Car Care Club!**



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What's Inside?

- Tips For Carving Your Jack-O'-Lantern -
- October Events -
- Money Saving Offers -
- & Much More!

What's The Answer?

How Can You Get Ahead At Work?

What Is The Newest Trend In Traveling?

Can Mindfulness Affect Your Health?

When Is World Space Week?

***The Answers To These And Many
More Questions Are Inside***

