

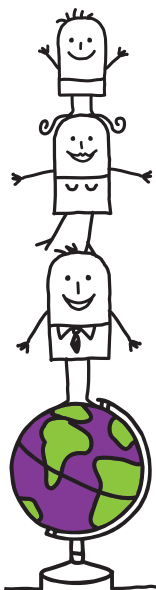
The Welcome Mat

"bringing your best life Home"



OCTOBER 2011

We all know that October is the month that brings us Halloween. (That one is frightfully impossible to miss.) MOST of us know about **Columbus Day**, **Yom Kippur**, and the flamingo-pink National **Breast Cancer Awareness** campaign. But did you know that October is also the month dedicated to raise awareness about **Domestic Violence**? About **Global Diversity**? About **SIDS**? About **AIDS**?



BE-CAUSE WE CARE.

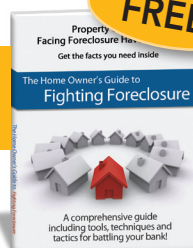
October is the month when society recognizes many issues that are important to our collective wellbeing. In fact, October features so many impassioned causes, we sometimes refer to it as "National Month Month." (Ready for some irony? October is National **Sarcasm Awareness** Month.)

Beyond expressing support for things we care about most, October invites us to think about subjects we might never otherwise consider. Did you know that October celebrates **Bilingual Children**? **Guardian Angels**? **Fire Pups**? That it recognizes **Caffeine Addiction Recovery**, lobbies for **Freedom from Bullies**, and encourages **Long Term Care Planning**? How often do you stop to appreciate the world's **Photographers**, **Emergency Nurses** and **Newspaper Carriers**? Whether or not you pay attention, there's a long parade of unseen (but ever present) people and things at work all around us. Thanks to "Month Month," we become more aware—and hopefully, more appreciative.

Most of October's observations are deeply meaningful, deserving both our attention and our activism. But in the fervor of "Month Month," a few strangely humored dates have crept onto the calendar. In this issue, we're sharing a *very truncated* list of them—shortened because October 13 is **Information Overload** Day. As you read, take a moment to consider which of these causes you may wish to support with your time and money. As for the rest? File them away for Monday's water cooler conversation. After all, October 27 is **Cranky Coworkers** Day. You'll need something to lighten the mood.

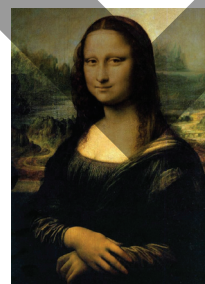
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The Best of "MONTH MONTH"

Want a more comprehensive list? Find more than you can imagine at www.brownielocks.com/october.html

Alternative Fuel Day	Grouch Day
Bat Appreciation Month	Health Literacy Month
Be Bald & Be Free Day	Home Improvement Week
Blindness Awareness Month	Improve Your Office Day
Bring Your Teddy to Work Day	iPod Day
Carry a Tune Day	Inside Advantage Month
Children's Magazines Month	Knock-Knock Jokes Day
Chiropractic Health Month	Magic Week
Chess Day	Menopause Month
Create a Great Funeral Day	Mental Illness Awareness
Crime Prevention Month	Moment of Frustration Day
Cyber Security Month	Mother-In-Law Day
Customer Service Week	Native Americans Day
Cut Out Dissection Month	Nuclear Medicine Month
Dental Hygiene Month	Physical Therapy Month
Depression Education Month	Pregnancy & Infant Loss Month
Dictionary Day	Raptor Month
Down Syndrome Month	Reptile Awareness Day
Dyslexia Awareness Month	Right-Brainers Rule! Month
Emotional Wellness Month	Roller Skating Month
Ergonomics Month	Self-Promotion Month
Evaluate Your Life Day	Smile Day
Fair Trade Day	Squirrel Awareness Month
Fallen Firefighter's Week	Take Your Medicine Week
Family Sexual Education Month	Teacher's Day
Financial Planning Month	Techie's Day
Freedom of Speech Week	Universal Music Day
Month of Free Thought	Window Covering Safety Month
Gay & Lesbian History Month	Work from Home Week

FOODIES OF THE WORLD, UNITE!

Amidst October's other observances, food lovers have claimed their "piece of the pie." Here's a partial list of this month's foodie celebrations:

Apple Month • Bake and Decorate Month • Breadsticks Day • Candy Corn Day • Caramel Apple Day • Caramel Month • Chestnut Week • Chili Month • Chocolates Day • Chocolate Cupcake Day • World Dairy Expo • World Egg Day • Hog Wild Country Ham Month • Pear and Pineapple Month • Spinach Lovers Month • Rhubarb Month • Popcorn Poppin' Month • Sausage Month

ALL THINGS IN MODERATION.

While foodies are "having their cake and eating it too," other October dates moderate the discussion. And that's a good thing: we need something to balance out October's culinary obsessions, just in time to confront the holidays' smorgasbords of gourmand deliciousness. Here's a partial list of this month's food awareness observations. PS: Just in time for Halloween, October 30 has been declared **Haunted Refrigerator Night!**

Co-Op Awareness Month
Eat Better, Eat Together Month
Farm Animals Day
Food Bank Week
Liver Health Awareness Month
No Salt Week
School Lunch Week
Tackling Hunger Month
Vegetarian Month



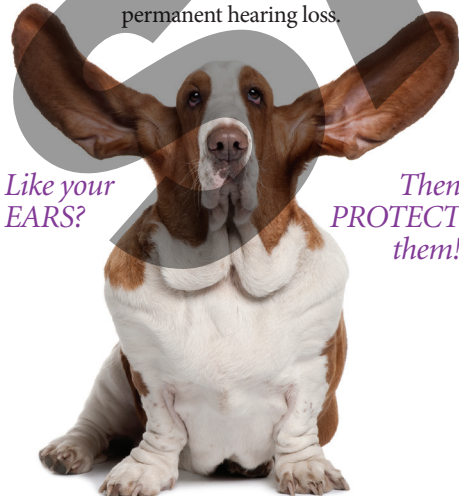
HEALTH NUT:

SAY WHAT?! OCTOBER IS PROTECT YOUR HEARING MONTH

Over 36 million American adults have some degree of hearing loss—and more than half of those are younger than age 65! Hearing loss is an increasing health concern, and it's often preventable. Get tips and more information at www.HearingHealthCenter.com.

"HAIR YE, HAIR YE!"

Did you know that noise-induced hearing loss is caused by damage to hair cells found in our inner ears? Once damaged, our hair cells cannot grow back, causing permanent hearing loss.



Like your EARS?

Then PROTECT them!

QUICK HEARING TEST—Think you might have hearing loss? Then take this simple quiz from The American Academy of Audiology. Score 2 points for each YES answer, 1 point for each SOMETIMES answer & 0 points for each NO answer. See scoring results below.

1. Do you find it difficult to follow a conversation in a noisy or crowded room?
2. Do you feel that people are mumbling or not speaking clearly?
3. Do you experience difficulty following dialog in a movie theater?
4. Do you sometimes find it difficult to understand a public speaker?
5. Do you find yourself asking people to speak up or repeat themselves?
6. Do you find men's voices easier to understand than women's?
7. Do you experience difficulty understanding soft or whispered speech?
8. Do you have difficulty understanding speech on the telephone?
9. Does a hearing problem cause you to feel embarrassed when meeting new people?
10. Do you feel handicapped by a hearing problem?
11. Does a hearing problem cause you to visit friends less often than you would like?
12. Do you experience ringing or noises in your ears?
13. Do you hear better with one ear than the other?
14. Have you had significant noise exposure during work, recreation, or military service?
15. Have any of your birth relatives had hearing loss?

If you score higher than 3, you may have a hearing problem. If you score higher than 6, you should visit an audiologist as soon as possible. Get audiologist referrals at www.HowsYourHearing.org.



HAPPY MEALS ME-N-U: HUNTER'S STEW

This time of year, you DON'T need another recipe for caramel popcorn or pumpkin bars. When you feel like one more sugary bite will push you over the edge, it's time for some REAL food: warm, hearty, packed with protein and absolutely delicious. Quick to prepare, reheat and even freeze, this recipe provides a perfect balance for those jittery, Halloween sugar highs. It might just become a seasonal favorite.

INGREDIENTS

- ½ lb. center-cut bacon, diced
- 1 lb. lean ground beef
- 1 large onion, chopped
- 1 can (15 oz.) baked beans
- 2 cans (16 oz.) diced tomatoes
- 1 can (4 oz.) green chilies
- 1 can (8 oz.) sliced mushrooms
- salt and pepper to taste

INSTRUCTIONS

In a large saucepan or dutch oven, fry the bacon over medium high heat until crisp; drain and set aside. Using the same pan, brown the ground beef and onions over medium high heat; drain and return to the pan. Stir in the ground beef and onions, baked beans, tomatoes, green chiles and mushrooms. Season to taste with salt and pepper. Bring the stew to a boil, then reduce heat, cover, and simmer for 30 to 60 minutes. Serves 6.

MY STEW, MADE MY WAY

Don't like a particular ingredient? Just leave it out, or replace it with something you prefer. Want to keep it lean? Replace the ground beef and bacon with their turkey counterparts. Feeling spicy? Spike it with a little cumin, chili powder or garlic.

IT'S CORNY, I KNOW

This flavorful stew *just begs* to be served with warm, fresh cornbread. Prepare a quick-mix package from Jiffy, Betty Crocker or Marie Callender's. For variety, stir in your favorite cheese, herbs or dried cranberries. Don't forget the perfect buttery condiment: just mix equal portions of butter (or margarine) and honey, maple syrup or all-fruit jam.



Answers for *Halloween's Top-Dressed Tots* on PAGE 4: (10) STAR WARS, (9) BATMAN, (8) VAMPIRE, (8) PUMPKIN, (7) GHOST, (6) SUPER HERO, (5) DISNEY PRINCESS, (4) PIRATE, (3) WITCH, (2) SPIDER-MAN, (1) PRINCESS.

REFRESHING ROMANCE:

PAY IT FORWARD

This month, dedicate your date night (money, time and energy) to a charitable cause you both support. Volunteer for a community fundraising event. Call or write your friends and family, to raise their awareness and contributions. Sell your unused "stuff" on eBay, then donate the proceeds via Pay-Pal. In one single evening, you can make a very real difference.

Don't know what special "cause" you share in common?

Get ideas at www.CharityNavigator.org & www.JustGive.org

Curious about our rainbow of "awareness ribbons," their

history and their meanings? Learn more at www.wikipedia.org/wiki/awareness_ribbons



Conversation Starter: } **What is your earliest memory of a social issue, crisis, or injustice? Has this affected you into adulthood?**

HAPPY HANDYMAN:

Stress-Free Home Improvement

LIGHTS OUT

THIS TIME OF YEAR, we lose about two minutes of sunlight every day. That's why October is the perfect time to install extra outdoor lighting. It's a cheap and easy job that doesn't require any special tools or skills. Remember, extra light equals extra safety—for your home, your family and your entire neighborhood of Halloween trick-or-treaters!

INSTANT FLOODLIGHTS

Check out the LIGHT IT! motion-sensor flood light from Fulcrum. With 6 LED panels, it covers a wide area and is powered by four C batteries (which last a year, on average). Its simple, two-screw mounting hardware is included. It's compact (5.5 inches), weatherproof and affordable. (\$23 at Amazon.com)

NEED TO BRIGHTEN INDOORS?

Try Fulcrum's super-bright "tap on, tap off" LED lights. Powered by three AAA batteries, the bulbs last forever, lighting up your closets, cupboards or countertops. Simple adhesive installation. (Set of 3 for \$7 at Amazon.com)



ONCE UPON A PARTY:

TOGETHER, WE CAN.

In the spirit of charity, community and camaraderie, October is the perfect time to plan and execute a fundraiser for your favorite cause. Fundraisers needn't be elaborate, exhausting events. Keep them simple. The level of effort your fundraiser requires is often directly proportional to the size of your monetary goal. So think in terms of quality, not quantity. Remember, every effort—large or small—makes a difference.

Get GREAT ideas for your next fundraiser:

www.TheFundraisingAuthority.com

www.ABCFundraising.com

www.FundraisingIP.com

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Thanks again! Joe Agent

I'M PUZZLED:

HALLOWEEN'S TOP-DRESSED TOTS

The National Retail Federation just revealed this year's hottest Halloween costumes for kids. Unscramble these jumbled letters and countdown toward the top ten. Number 8 tied for its place on the list. Stuck on one? Answers on page 3

- 10 RATS RAWS _____
- 9 MBTANA _____
- 8 VEIMARP _____
- 8 NUMKPPI _____
- 7 HOGST _____
- 6 OHRE SPUER _____
- 5 DEYSIN CENSPSIR _____
- 4 TEARIP _____
- 3 CIWHT _____
- 2 AMN-DEIPRS _____
- 1 RISSECPN _____

"My Daddy just doesn't get the whole dressing-up thing. Maybe Mommy can 'trick or treat' him into one of these cool non-costumes!"



FUNNY BUSINESS:

FRIGHT NIGHT'S "NON-COSTUME"

- ✓ Dress in pink and carry a feather. What are you? Tickled pink.
- ✓ Dress normally. Make and carry a sign that says "Nudist on Strike!"
- ✓ Find a toy airplane. Hold it in your hand. What are you? An aircraft carrier.
- ✓ Cover yourself in wrapping paper. What are you? God's gift to women (men).
- ✓ Dress normally. Pin dryer sheets to your shirt. What are you? Static cling.



The Welcome Mat
"bringing your best life Home"



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THIS MONTH IN HISTORY:

October

October 01 (1908)

Henry Ford began selling his Model T car.

October 04 (1957)

Russia launched the world's first space satellite, Sputnik I, into orbit.

October 13 (1792)

George Washington laid the White House cornerstone at 1600 Pennsylvania Ave.

October 21 (1879)

Thomas Edison successfully tested an incandescent electric lamp.

October 27 (1904)

The world's first underground subway system began operating in New York City.

October 28 (1886)

The Statue of Liberty was dedicated in New York Harbor, a gift from France.

October 31 (1941)

Mount Rushmore was completed after 14 years of work.

FREE HOME VALUE REPORT

Curious to know how much equity you've got in your home? Or how much it has increased in value? Don't just guess—learn the facts! I'll provide you the numbers, with no sales pitch or runaround. Log on to my website and get your FREE home value report:

www.YourWebsiteHere.com