

Laugh & Plaster



I'd Rather Be Fly Fishing...

Welcome, and thank you for taking the time to read our first newsletter. Lots of thanks to Shelley Yoo, our new marketing/communications assistant, for putting this together. Stay tuned for more new exciting technological changes from Shelley. She's quite energetic and eager to push us "long in the tooth old" guys into the 21st century.

There's lots of new changes, mainly our new name ServiceMaster Restore Aurora/Newmarket serving York Region. You might see it around as ServiceMaster Restore York Region. The new Restore tagline better defines what we do and adding York Region better defines the area we service.

Please take a look at the newsletter, as we have a technological section, storm proofing your home, a recipe, history, and my hand at journalism, I'd Rather Be Fly Fishing.... Isn't that the truth. It is a reflection of our past and an insight to where I think we are going. Feel free to send comments or issues you'd like us to talk about in this forum, we look forward to your comments. Cheers!

Marcel

Storm Proofing Your Home

Gary Cole, First Response Manager

Summer is coming and everyone is subjected to some storms. You should be prepared and storm proof your home as best as you can. Nothing too dramatic like boarding up your windows. Here are some tips:

- Take down umbrellas that are outside your home
- Put away patio furniture and any statues...when the wind blows, you really don't want anything to fly through the window
- Clean your eave troughs every summer, spring and fall. You have no idea how that is the NUMBER ONE problem for foundation leaks
- Turn off your water main off inside your home if you are away for extended periods. It is usually in your basement

The summer is about having fun and enjoying the warm weather, but it is always good to know when storms are heading your way, you are well prepared to take it on.

To be on the safe side, follow the above pre-caution when you are away on vacation, as you will never know what can happen in your absence.

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ServiceMaster Scope

- We updated our Company Profile. If you have yet to receive it, ask for it!
- ServiceMaster is now serving York Region
- In quest of going green, we've purchased cars that are more eco-friendly
- ServiceMaster Restore York Region now has a blog, twitter and of course, our e-newsletter
- Blog: smresto-reyr.wordpress.com
- Twitter: twitter.com/SMRestoreYR
- We also have a monthly contest based on your feedback. Go and an-

Sangria Recipe

About.com and Shelley Yoo

How to make your own delicious sangria for the summer months. It is easy to make, enjoyed by many, and refreshing alternative when its hot and you have guests over.

You need:

- 1 Bottle of red wine
- 1 Lemon, orange and lime cut into wedges
- 2 Tbsp sugar
- Splash of orange juice or lemonade
- 2 Shots of gin or triple sec (optional, but I suggest you put it in! I recommend triple sec)
- 1 Cup of raspberries or strawberries (may use thawed or frozen)
- 1 Small can of diced pineapples (with juice)
- 4 Cups ginger ale

Instructions:

Hang on, it can get complicated....

1. Pour wine into a large pitcher and squeeze the juice wedges from the lemon, orange and lime into the wine. Toss in the fruit wedges (leaving out seeds if possible. If you have to pick it out, make sure your hands are clean!) and pineapple then add sugar, orange juice and gin.
2. Chill overnight. Add ginger ale, berries and ice just before serving. If you'd like to serve right away, use chilled red wine and serve over *lots* of ice. Remember that the best sangrias are chilled around 24 hours in the fridge - allowing the flavors to really marinate into each other.
3. Lastly, enjoy! Happy summer.

...The most important single ingredient in the formula of success is knowing how to get along with people.

- Theodore Roosevelt

Oldie but Favourite

- Have you visited the several wineries available across Ontario?
- Casa Loma is an old, but favourite past-time for many families
- Visited the CN Tower lately? CN Tower is number two spot, just below Niagara Falls for tourist attraction—see through the eyes of a tourist
- Centre Island is a beautiful place to take the family and cheap too!

Summer Travel Tip

Shelley Yoo

How well do you know Ontario? I for one know that the capital of Canada is Ottawa and not Toronto. I also know that Ontario has the largest population in all of Canada, and we have the most multicultural ethnicity in this province. But what else do you know about Ontario?

Instead of traveling to other provinces, or going to your cottage, or to a different country this summer, why not discover various places and what Ontario has to offer? We have the perfect opportunity to discover Ontario. OntarioTravel.net is now offering is a \$850 coupon to travel certain parts of Ontario.

There are getaway packages starting from \$99 per person to family packages. Check out their website and you can customize your vacation plans. The website even offers a Family Fun Calendar to show you all the events scheduled throughout the summer that you can take your family to. There is so much to discover about Ontario, take a chance this summer and see what Ontario has to offer.

Twitter?

Shelley Yoo

Have you heard about it? Been on it? If you haven't or don't really know what it is, let us tell you how you can use it as a marketing and a business tool. This website hosts individual profiles with status updates you can type anytime. It is a quick status update, limited to 140 characters. You can follow individuals for their updates, and if you want, comment on their status.

Those who use Twitter, are what this social community is calling it 'tweets'. Everyone is jumping on this bandwagon from celebrities to even news stations! Marketing Magazine, which already has in depth information on their website, which you can RSS feed to, has a Twitter account. They 'tweet' their status updates of 140 characters at least once a day with up-to-date marketing information and even sell their event tickets!

Even Ashton Kutcher and CNN had a competition of how many followers they can get first. They aimed at 1 MILLION followers to raise funds to their charity. When they first started, CNN had about 900,000 followers (first place with most Tweets followed), and Mr. Demi Moore had 800,000 followers, placing third. Technology is evolving and moving fast forward, so don't get left behind. Just as a heads up, don't break up with your significant other through Twitter. Read more about Twitter at smresto-reyr.wordpress.com. Tweet!

Twitter

- President Obama used Twitter during his presidential campaign
- Ashton Kutcher beat CNN for his millionth follower by only 30 minutes
- Britney Spears was placed second with most Tweets followed prior to the Kutcher vs CNN competition
- Many big companies are using Twitter (registering as their company name) to tweet quick information to their followers

Foundations

Michael McCartney

For our inaugural piece, I felt it only fitting to write about our hometown, Newmarket and its rich history.

In June, 1800, Timothy Rogers, a Vermont Quaker, explored the area around the Holland River and up to Lake Simcoe to find a suitable location for a contemplated Quaker settlement. The Quakers were disturbed as a result of difficulties encountered when this peaceful sect refused to take part in the rioting and bloodshed of the American Revolutionists. In 1801, Rogers, leading several Quaker families, left their homes in Vermont and Pennsylvania and secured land grants of 8,000 acres located at the east end of lots 93, 94, and 95 along Yonge Street in the former Townships of Whitchurch and King. It was easy for them to see the potential in these fertile rolling lands, through which flowed the Holland River, an important trading artery for both aboriginals and fur traders.

Having arrived in the spring, these first Quaker settlers immediately began the arduous task of clearing the land for their homes and farms. Indeed, By Christmas of 1801, Joseph Hill had constructed a mill on the Holland River at what is now Fairy Lake, around which the settlement to be known as Newmarket sprouted. Over the years, Mr. Hill also built a tannery and the first store and house, as well as additional mills.

Over the past 209 years, Newmarket has grown to a sizeable town with a population nearing 100,000. Originally founded as a farming community, it quickly grew as an industrial centre as well and today is home to several large Canadian companies. Today the provincial government has invested millions of dollars into our local hospital, South Lake, and designated it as a regional cancer centre and has become the jewel of Newmarket!

York Region

- York Region is more populous than all of Northern Ontario? (Northern Ontario: 745,372 ; York Region: 892,712)
- City of Vaughan in York Region is the largest city in Canada without a hospital in its boundaries?
- York Region is the 3rd most populous census division in Ontario, and even more populous than Ottawa (Population: about 812,000)



Contest

To keep with our theme of being interactive and forward with the emerging technological world, give us your feedback on a question posted at:

smrestoreyr.wordpress.com

Every month we will do a draw for a gift certificate.

Feedback

This is our first e-newsletter and we cannot do it without your feedback. We would like to know what you would like to see in our next issue. So send off an email to: syoo@servicemasterofyr.com

We're looking forward to your response.

Also check out our Twitter! We're up and running, so register and follow us to get tips, information or just useless facts! Find us at twitter.com/SMRestoreYR

We have also launched our first official website. You can visit us at smrestoreyr.com

Sudoku

Test your skills with this Sudoku game. If you get stuck, the answers are to your right. Send me an email with your best time if you are brave enough (syoo@servicemasterofyr.com). Try not to cheat! :)

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Answers