



Michael



Janine



Buddy - President

FLOOR DECOR

Home Advisor™

Reliable news for healthy living, saving money, and having fun! November 2012

Dear Friends,

It's hard to believe but the holidays are right around the corner. For some of our less fortunate neighbors it's a time of stress and hope that they will be able to provide food for their family.

November is our annual Connecticut Food Bank Thanksgiving for All Food Drive. In Connecticut one in seven households can't always afford the food they need. Last year with your help, we donated over 100 pounds of canned food items to the food bank. This year we hope to double that amount so we started our food drive in October. We already have quite a few boxes full of canned food items ready to be delivered.

See this month's insert on how you can save money on new flooring while helping our less fortunate neighbors have a Happy Thanksgiving!

Your Friends at Floor Décor.

Inside This Issue...

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- Welcome to our new and returning clients!

November 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				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	

Holidays

This Month

**Attention
June Carroll**

**You are this month's
Mystery Winner!**

We have a \$10.00 Gift Card to Starbucks reserved just for you!
Come by our store to claim your prize!



Sunday, November 4th – Daylight Saving Time ends

Turn your clocks back one hour at 2am.

Tuesday, November 6th (USA) – Election Day

Vote as you please, but get out and vote.

Sunday, November 11th – Veterans Day (USA), Remembrance Day (Canada)

Both nations pause to remember the contributions of their armed forces.

Thursday, November 22nd (USA) – Thanksgiving

This holiday dates back to the Plymouth harvest celebration in 1621.

Did You Know?

You get a FREE Lifetime Installation Warranty on all Floor Decor Floors!

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. We offer a lifetime installation warranty at Floor Decor. You NEVER have to worry about something going wrong with the installation. If it does, we’ll fix it FREE! And we’ll do it quickly.

-Michael Phoenix

Mega Trivia Contest!

Who else wants to win a \$25.00 Gift Card that you can use at any Chili’s Grill & Bar, Romano’s Macaroni Grill, On The Border Mexican Cantina, or Maggiano’s Little Italy?

This month’s MegaTrivia question....

Which of these bands did Eric Clapton not play in? A) Derek & the Dominos, B) The Yardbirds, C) Blind Faith, D) Rush or E) Cream.

To enter in our monthly drawing email your answer to jphoenix@FloorDecorCT.com. Take your best guess...your chances of winning are better than you think!

**Answer to last month’s quiz:
San Francisco**

**Congratulations to last month’s
winner: Donna Hickman**

Work Tips

On Becoming an Expert

In his bestseller *Outliers*, Malcolm Gladwell discusses “the 10,000-hour rule”, the path to mastering any discipline under the sun.

The theory runs like this: no matter what art or skill you attempt to master, once you deliberately practice it for 10,000 hours, you will achieve expert level. (The idea is based on a study by Anders Ericsson and his colleagues.)



So how does this theory apply in your life? Simply put, you won’t get good at anything by wishing and hoping. Work is actually required! Writers get good by writing, artists get good by painting. Very few people are simply born gifted; they actually have to work at it!

One of the problems with our 15-minute world is the idea that expertise or artistry can be achieved by everyone. That is true in a sense: all humans are potentially gifted. But it won’t automatically land in your lap – true effort, practice and hard work are required. So what are you waiting for? Identify your goals and get started!

About Staying Well

Drinking Your Way to Good Health

About 60 to 70 percent of your body is water. Replenishing that fluid is critical to good health, but some of your beverage choices may be less wise than others. Here’s the nitty gritty on some of our most popular drinks:

- ❖ Coffee & tea – no calories unless you pile on the milk and sweetener, recent studies show they may have some nutritional benefits. Some people cannot tolerate caffeine.
- ❖ Soda – if sweetened with sugar, one a day puts you over the recommended daily allowance for sugar. If diet soda, long term health effects are unknown.
- ❖ Milk – high in calcium and other goodies, low fat or skim is best if you’re on a calorie or fat-reduced diet.
- ❖ Sports drinks – often very high in caffeine and sugar, make sure you read the label.
- ❖ Fruit juices – good for you, but too much juice is too much sugar, even if it’s fructose.
- ❖ Alcohol – may be beneficial but only in moderation
- ❖ Water – best of all drinks, no calories, no sugar. Some bottled water may have additives, once again read the label.



Scan for Savings!

Thank You For The Kind Words!

Floor Decor takes great pride in its customer service, offers excellent flooring products and gives reliable and truthful information about benefits and limitations of the products they offer. There was no time pressure or sales pressure at all. Again, as repeat customers, it was one of the more pleasurable buying decisions we have made and we would not hesitate to go back when the next flooring need arises.

Todd Tracy – Milford CT

We are very pleased with the service that we received from Mike and Janine. Mike was very helpful in helping us to select what was right for our kitchen and den remodeling. The service was excellent. Carpet and linoleum came in when promised and installers were available right away to do the job. Janine was very reassuring that everything would blend together and she was right. Next project for us is to carpet the rest of the house and we will definitely deal with Floor Decor.

Marlene Wendt – West Haven CT

Client of the Month

Congratulations to our client of the month Joan DeLuca,

Joan just moved into her new home and had all new laminate flooring installed. Best of Luck Joan! As always, our clients of the month receive a box of Mrs. Fields Assorted Cookies!

Watch for your name here in a coming month!



Festive Dinners

With the festive season approaching, it's time to start planning those family dinners. Turkey is the traditional choice, but here are some alternatives:

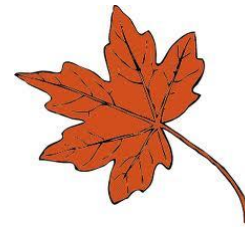
- Roast beef with mashed potatoes, broccoli and Caesar salad
- Pork loin roast with sweet potatoes or yams, corn and garden salad
- Whole fish or side of salmon with brown rice, carrots and chick pea salad
- Rack of lamb with egg noodles and vegetable stir fry
- Rice pilaf with corn chowder and Greek salad
- Meat (or vegetable) pies with a selection of salads
- Build-your-own tortillas with heaping platters of ingredients
- For one or two people, consider Cornish game hens with wild rice and a selection of salads

Winter is Coming

Winter is coming, on that we can all agree. (And no, Game of Thrones fans, this is not what you're thinking.) But English speakers differ in their word for the current season. Do you say Autumn or Fall?

The concept of four seasons is only a recent one – recent in the history of words at least. Many centuries ago, people referred primarily to Winter and measured the years as they passed in numbers of Winters. In the ancient epic poem “Beowulf” we're told that the monster terrorized the kingdom for 12 Winters.

Summer as a word and a concept came along soon after, and by the time of Middle English (roughly 1000 to the 15th century) there were two seasons. Spring had emerged by the 1600's but the fourth season didn't appear until the 1700's. Fall may have been conceived as an opposite to Spring and this usage found favor in the colonies. Autumn, from the Roman autumnus, was preferred in Britain. Now, both terms are used interchangeably on both sides of the ocean.



Maybe in a few hundred years, one will win out!

Moneywise
Save 20-30% on Your Food Bills

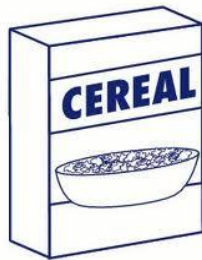
If you're looking for ways to save money on your food bill – and who isn't these days? – here's a simple way to do it that doesn't involve clipping coupons or sacrificing quality.

Take a closer look at the store brands in your local grocery. Recent consumer studies suggest they're often better quality than the higher priced national products.

Here's a quick trip down the aisles to see what's available:

- Mustard
- Ketchup
- Pickles
- Juice
- Jams & Jellies
- Peanut Butter
- Cereal
- Rice
- Noodles
- Herbs & Spices
- Frozen Entrees & Desserts
- Salsa
- Canned Vegetables & Fruits
- Tea
- Crackers & Cookies

So next time you're shopping, substitute a few of the store brands for your regular choices. See if your family can tell the difference while you enjoy the savings.



WARNING!

**Don't visit any flooring dealer until you get your
FREE Consumer Guide to Flooring!**

You will learn...

- 4 predatory sales tactics • 7 costly misconceptions about flooring
- 5 questions to ask a dealer before buying

Go to www.FloorDecorCT.com for your Free Copy!

**New Friends
And Clients!**

Meet our new clients...

Alex Salvi, Ron Artale, Chris Capocci, Jane Kasper, Josh Ratner, Laydon Industries, Tom Toigo, Jared & Lisa O'Mara, Nadine Schwab, Randi & Bill Slusky, Rose Subt, John Hemstock, and Warner Pyne III.

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

Barbara Interiors, Bill Wargo, Kevin Zabek, Greg Merigliano, Jack Dobkowski, Mary Taylor Memorial United Methodist Church, and Jason Lamonica.

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

Dave Saboiero, Mark Prancuk, and Rachel Merva.

**This Month Get A FREE
\$50 Gift Card!**

Referral Rewards Program

Would you like to refer someone?

You will be doing them a tremendous favor by referring a reliable flooring professional that they can trust.

To be eligible for the reward program you simply send us an email or call us with your referral.

FLOOR Décor

Luxury Floors At Affordable Prices.

363 Boston Post Road
Orange CT 06477
203-298-4081

234 Middle Street
Middletown CT 06457
860-343-7000

www.FloorDecorCT.com