



The Barlow Buzz

YOUR REAL ESTATE CONSULTANTS FOR LIFE!

News to Help You Save Time & Money

March 2007

The Secret Of Kinko's

Chances are good you've been to a Kinko's – there are over 1,500 of them worldwide. But did you know that Kinko's was started by a self-described “hyperactive dyslexic” who failed second and ninth grades?

Despite the challenges he faced in school, Kinko's founder Paul Orfalea persevered and went on to graduate from the University of Southern California. While he was a student he noticed a copy machine in the library and realized that few people had easy access to this new technology. In 1970 he followed his entrepreneurial leanings and with a \$5,000 loan, opened the first Kinko's near the USC campus. The 100-square-foot space was in the back of a hamburger stand, so cramped that the copy machine had to be lugged out onto the sidewalk each day! And the company name? “Kinko” was Paul's nickname, his college friends' tribute to his wildly curly hair.



Paul's strategy of “see a need and fill it” – selling copies and school supplies to students – was so successful that by the close of the 1970s Kinko's had 80 stores, located primarily near colleges and universities.

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By the end of the 1980s the company had expanded to service the small office/home office market with over 400 stores, and in the late 1990s and early 21st century Kinko's made *Fortune* magazine's list of the “100 Best Companies to Work For in America,” *Forbes* list of “500 Biggest Private Companies,” and *Working Mother* magazine's list of “Best Companies for Working Mothers.”

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In 2004 the FedEx Corporation acquired Kinko's, and today Paul Orfalea is involved in a variety of business ventures, teaching, public speaking, and philanthropic activities that help kids facing the same learning challenges that he once faced.

Now that's how you turn obstacles – into opportunities!

Cranberry Cure?

Researchers are finally starting to understand how cranberry juice can fight a host of human illnesses, many of which are caused by E. coli bacteria, including urinary tract infections. Scientists have found that compounds (tannins) in cranberry juice can render E. coli bacteria incapable of initiating an infection. Researchers at Worcester Polytechnic Institute, for example, say that the cranberry may offer an alternative to antibiotic treatment to combat E. coli in the future.

Annually, about eight million people are affected by urinary tract infections. Researchers have suspected that something in cranberry juice stopped bacteria from adhering to the lining of the urinary tract, and now they're able to see how this interference to adhesion takes place.

On the molecular level, the tannins in cranberry juice cause the shape of the bacteria to change from rods to spheres. The tannins also alter the bacterial cell membranes, and that makes it difficult for the bacteria to make contact with the cells, or from latching on if they do make contact. The higher the concentration of cranberry juice, the stronger the effects were on the bacteria, indicating that whole cranberry products would have better results than diluted products.

The use of cranberries as powerful antibacterial agents is great news since there is much concern about the overuse of antibiotics.

How Much To Tip?

"TIP" is an acronym To Insure Promptness. Tipping is not mandatory, with the exception of restaurants that add a tip to the bill for larger groups (generally eight or more people), and hotels that include a tip in your room service bill (so it's a good idea to check the bill before signing it). Tipping is at your discretion and should be regarded as a reward for good or superlative service.

HAPPY ANNIVERSARY TO YOUR HOME!

- ☺ Jean Clements
- ☺ Gil & Rita Cooperman
- ☺ Jerry & Catherine Friedman
 - ☺ Phyllis Gee
 - ☺ James Graham
 - ☺ Eleanor Henke
- ☺ Mike & Jaimee Seay
- ☺ Terry & Mary McTavish
- ☺ Mark & Pam Trout
- ☺ Craig & Trudy Yeates

February Quiz Answer

Question: What is Europe's largest active volcano?

Answer: Mount Etna

Source: www.time.com

Congratulations to Diane Bell.

Your name was selected at random from all of the correct quiz entries and you'll receive a \$25 gift certificate to Wood Ranch.

Watch for your name in a coming month!

Here are some basic guidelines for tipping appropriately in various situations; you should feel free to adjust your tip based on level of service.

Server at a full-service restaurant – 15% to 20% of your pre-tax bill. If you've used a discount or received any free items, tip on the amount that your bill would have come to if you'd paid full price. If your party is large or placing many special requests, you should increase your tip appropriately. **Sommelier** – 15% to 20% of your total wine expenditures. **Delivery person for individual home food delivery** – 5% to 10% of the total bill. **Take Out** – If the restaurant features carryout meals, 10%. If the restaurant is typically only a sit-down location, tip at least 15% for the effort.

WELCOME NEW CLIENTS

Here are some of the new clients who became members of our “Real Estate Family” this past month. We’d like to welcome you and wish you all the best!

Kristin Meredith
Frank & Merle Strauss
(referred by Reva Shpiner)
Paul & Terry Lichtman
(Happy To Serve You Again)
Peter Soli
Miles & Denise Johnson
(Happy To Serve You Again)
Susan Galloway

We love giving recognition to our new friends and our wonderful existing clients who are kind enough to refer their friends and relatives to us.

Valet Parking – \$1 to \$2 per car. **Taxi** – 10% to 15% of the total fare. **Limos** – 15% to 20% of the total bill.

At the airport – skycaps, \$1 to \$2 per bag. Long-term parking shuttle driver – \$1 to \$2 per bag if the driver assists you with your bags. If you’re traveling with crutches or a wheelchair or you need special assistance from airport staff, a few dollars to the employee is appropriate.

At the salon or spa – stylist and colorist, 15% to 20% of the total bill each. Shampoo tech, \$1 to \$2. Nail tech, 15% to 20% of the total bill. Massage therapist, 10% to 20% per massage. Aesthetician – 10% to 20% per service.

At the hotel – room service, 10% to 15% of the bill, unless the tip has already been included.



Bellman, \$1 to \$2 for delivering bags to your room and again if he or she assists you when you check out. Maid, for stays of more than one night, \$1 to \$10 per night, depending on how expensive the room is and how messy you are. Leave the maid’s tip in the hotel room in a marked envelope.

Why Headphones Cause Hearing Loss

According to *InformationWeek*, earbud-style headphones can cause serious hearing loss. Northwestern University professor and audiologist Dean Garstecki said that earbuds could raise the signal by six to nine decibels – the difference between the sound of a vacuum cleaner and a motorcycle.

Earbuds are the type of headphones that rest inside the ear and are often packaged with personal electronic devices, often for listening to music. Garstecki says that just one hour of high-volume listening with these devices can cause permanent damage.

What should people who use these devices do to reduce their chances of hearing loss? Garstecki recommends limiting listening time to no more than one hour per day, switching to over-the-ear headphones, and turning the volume down – way down.

Lifesaving Information

One question every person should ask themselves annually is, “Have I replaced the batteries in the smoke alarm this year?” If you haven’t, write yourself a note right now so it doesn’t slip your mind. Buy the batteries and replace them immediately. Don’t put the batteries aside to “do it later.” As soon as you get home from the store, put the batteries into your smoke alarm. Those batteries, small

Reminder:
Daylight Saving Time
begins March 11 – set your
clocks forward one hour.



as they are, could save your life and those of your loved ones.

Many people find it easy to remember their annual battery-changing day by scheduling it on their birthday, wedding anniversary, when Daylight Saving Time begins (or ends), or Super Bowl Sunday. Whatever day you choose, make this a habit.

How To Break Bad Habits

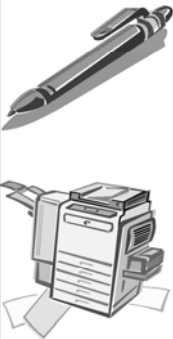
If you're like most people, you probably have a bad habit or two that you'd like to get rid of. Habits are reacting or doing something automatically that helps us reduce stress. Habits are usually a way of comforting ourselves, but sometimes they can get in the way of our relationships or cause pain for ourselves and others. For instance, some people have a drink to relieve stress, and after the drink they sometimes become less sensitive to others' feelings. Others bite their fingernails when they're nervous, which doesn't look professional, and some people smoke when they're stressed, which gives them something to do other than focus on how they feel – and this can be dangerous to their health.

Once you're aware that you have a bad habit, how do you go about breaking it? Follow these tips to raise your awareness and have a better chance of success:

Keep a journal. Record how many times a day you catch yourself in your habit and how you feel when you resort to automatic behavior. This will help you see what purpose your habit is serving for you.

Focus on breaking one habit at a time. Sometimes people make resolutions to quit all their bad habits at once. While this is admirable, it can also be unrealistic for some people. The best approach is usually to knock out one habit at a time. Pick the habit that you most want to rid yourself of and then start your program to change only that one.

Remember if you need...



*a Few Copies
To Send or Receive a Fax
a Notary (by appointment)
Pens
Scratch Pads
Letter Openers
Bridge Score Pads
a Glass of Water
a Restroom
or Just Want to Say Hello
Don't Hesitate to Stop by our Office*



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For all your estate planning needs
(805) 389-7374

PINNACLE FINANCIAL
For all your mortgage planning needs
(805) 389-0282

Be kind and understanding of yourself. Try to think of yourself as you would a young child you were trying to teach something. Be forgiving and patient, but determined to help yourself succeed. Stay away from negative self-talk. Don't degrade yourself if you slip or fail in your attempts. Reward yourself for at least trying to improve and get back to the business of breaking your habit.

Why Teens Have More Accidents

While teens' bodies develop fully by the time puberty is over, the brain has a ways to go before it's done with development, according to *Chicago Tribune* writer Ronald Kotulak in a piece titled *Driven to Distraction*.

Kotulak says it's this mismatch – a fully developed body coupled with a still-developing brain – that's a key factor to

March Quiz Question

Who was the first woman to command a Space Shuttle mission?

Everyone who faxes, e-mails or calls in the correct answer by the 20th of this month will be entered into a drawing for a \$25 gift certificate to

Wood Ranch BBQ & Grill.

Call in answers to
Corrine 987-5755 x27 or email
info@barlowwilliams.com

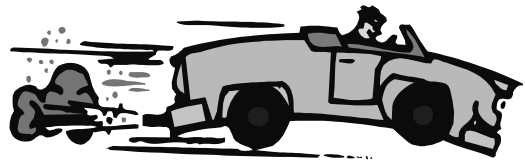
the number one cause of death among adolescents: motor vehicle accidents.

Using MRI scans, scientists are finding that adolescents are undergoing a biological makeover that includes massive synaptic growth in the brain. This renovation of the brain is not complete until sometime in the mid-20s, scientists now believe. This new information explains a lot about teens. Teens are often able to reason just as well as adults, so parents and other adults often wonder why teens make such bad decisions. Scientists now know that a teen's reasoning can be easily overrun by out-of-control emotions or other distractions. In other words, their ability to use their logical faculties is being undermined.

Researchers say that this huge synaptic growth adolescents undergo resembles the ones that occur right after birth. Many synapses are created, but learning will only occur after the extra synapses in the

brain, the ones that aren't being stimulated by experience, are eliminated. Kotulak says this is much like the process of sculpting, where material has to be removed, chipped away, to make a work of art. It's this "blossoming" and "pruning" that allow an adolescent to make the transition to adulthood.

It seems that science is finally starting to understand the adolescent mind. Unfortunately, this long period of brain development (up to the mid-20s) can spell trouble and even disaster when teens begin to drive. Scientists believe that the last part of the brain to develop is the prefrontal cortex, which controls decision making, judgment, and impulse control. It develops later in boys than in girls, and considering that driving demands a lot of multitasking that requires the very skills that are last to develop, it's not surprising that many teens find themselves in trouble when they begin to drive.



.....
Make yourself indispensable and you'll be moved up. Act as if you're indispensable and you'll be moved out.

– Anonymous

In Case You Were Wondering...

- A clear conscience is usually the sign of a bad memory.
- Change is inevitable, except from vending machines.
- Plan to be spontaneous tomorrow.
- When the only tool you own is a hammer, every problem begins to look like a nail.
- 42.7% of all statistics are made up on the spot.
- Experience is a wonderful thing. It enables you to recognize a mistake when you make it again.
- Monday is an awful way to spend one-seventh of your life.
- If you think nobody cares, try missing a couple

Advocate Of The Month

Congratulations to our Advocate Of The Month,
Reva Shpiner.

As the Advocate Of The Month she receives a
\$25 Gift Certificate To
Ottavio's Italian Restaurant.
Thank You!

**Call us to find out how you can become
Advocate Of The Month!**

of payments.

- If you lend someone \$20 and never see that person again, it was probably worth it.
- The easiest way to find something lost around the house is to buy a replacement.
- The best way to forget all your troubles is to wear tight shoes.
- Bills travel through the mail at twice the speed of checks.
- Life is not about how fast you run, or how high you climb, but how well you bounce.

How To Set Boundaries At Work

Are you constantly barraged by interruptions? These days, who isn't? But how do you manage your interruptions? Here are a few ideas for keeping your time to yourself at work:

Don't chime in. When office chatter starts up around your cube, you may be tempted to join the fun. But take a deep breath and think before you do. You may become involved in an ever-growing and time-consuming fun-fest. Can you afford to? Would it be best for you to just put your headphones on and keep on plugging away at your task? You don't want to be asocial, but you do have work to complete, so you'll need to decide on a case-by-case basis what you should do.

Learn to break away. If you're involved in a conversation that you need to bring to an end, you can try mirroring what the person has just said and then changing the subject. The mirroring allows you to avoid seeming rude. For instance, if someone is talking about the new juice machine in the cafeteria, you can say, "Yes, it offers some healthy choices. By the way, I'm just starting to work on the Johnson file, do you have anything you need to add?" This tactic will guide the conversation back to work and clue the person in to the fact that you're moving on.

Don't make your space too inviting for others. Unless you have clients meeting you at your cube, you probably don't want to set up a comfy chair for someone to crash on in your space. Use your judgment: Would you be better off without that extra chair for visitors?

An Irish Blessing

May you always have walls for the winds,
A roof for the rain, tea beside the fire,
Laughter to cheer you, those you love near you,
And all your heart might desire.

Quotes

The dictionary is the only place where success comes before work.
– Anonymous

Real generosity is doing something nice for someone who will never find out.
– Frank A. Clark

I long to accomplish a great and noble task, but it is my chief duty to accomplish humble tasks as though they were great and noble. The world is moved along, not only by the mighty shoves of its heroes, but also by the aggregate of the tiny pushes of each honest worker.

– Helen Keller



Ask The Barlow Group!

DEAR BARLOW GROUP:

I know that planting season is coming soon. Do you know when it is best to start planting a vegetable garden in Ventura County?

NEW GARDENER

DEAR NEW GARDENER:

We do not consider ourselves expert gardeners. However, we have had some good crops of tomatoes, zucchini and cucumbers recently. We have done some research for you on what the experts are saying about planting.

March is the time to plant roses, azaleas and camellias according

to GreenThumbInternational.com. Depending how cold it is, you can now start planting squash and some tomato plants. We recommend checking out the fun garden newsletter provided by Green Thumb found at www.greenthumbinternational.com/2/. March is a great time to prepare your soil for planting.

Another website we found helpful is www.gardenadvice.com. It is sponsored by Whitney Farms so they will, of course, tell you about their products. We suggest clicking on the section called "Gardening for Beginners". It gives great advice on soil preparation, garden location, planting seasons and step by step instructions on plant care.

We have found the best success in our gardening has come by asking some of our neighbors and friends who have great gardens. They have great tips of what works right in our neighborhood.

Good Luck and Happy Planting!

PS We would love to hear about your gardening stories!

Hopefully this answer helps. Thanks for asking and please continue to submit these questions to us with either a phone call or an email to info@barlowwilliams.com

THE BARLOW GROUP

We Recommend...

Company: Jersey Mike's Subs
Owner(s): Dan Burrell & Angel Velazquez
Location: 370 N. Lantana, Suite H016, Camarillo
Hours: 10:00 am 9:00 pm Everyday
Phone Number: (805) 482-7040

Services Provided: Sub Platters; Wrap Platters; Box Lunches; Salads; Cookie Platters; Snacks and Beverages

Our Thoughts: We love the sandwiches at Jersey Mike's. They are very fresh and yummy! We appreciate the consistency of their food. Each time we have gone the sandwich tastes the same. The portions are huge so we usually share a regular. However, the guys in our family can eat the whole thing! Our family favorite is #8 (the club) made Mike's way on white or wheat bread.

You will also care to know Jersey Mike's is really good at pick up orders, which we do frequently. If you go at the peak of lunch time you will wait in a line, but it is worth the wait. If you need an event catered, they have great platters that are always a hit. *If you visit this store in the month of March and bring in the Barlow Buzz, you will receive a free combo upgrade (chips and a drink) with the sub you order. Enjoy!!!*



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