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# NewzBreak™

*The Workplace Newsletter That's Both Informative and Fun!*

## Ending Perfection Paralysis

Many people struggle with the urge to be perfect in some way. It could be related to a sport, career, or even an area like parenting in which the performance does not get measured in the traditional sense. The urge for perfection is as common as the inability to attain it and Success magazine says that people caught in this limbo are suffering from a condition called perfection paralysis.

A real-world example. To get an idea of what this means exactly, think about a violinist practicing for an important audition. They want to nail this audition by playing perfectly. To play perfectly, they will need to hit every single note correctly. While practicing, missed notes start to cause anxiety because they start to worry that these notes will be missed in the audition as well. After a while, they may not want to practice anymore because of the fear of missing a note again. By failing to accept small mistakes, the violinist will cause their performance to suffer even more.

The good-enough principle. Combating perfection paralysis comes down to accepting the fact that perfection is unattainable and with most areas of life, good enough really is good enough. Progressing toward goals is the sign of real success, and this mindset will allow a person to be satisfied as long as they are working hard and moving forward.

Allowing good enough to replace perfection also means giving oneself permission to fail. Having that permission means that goals can fly higher and risks can be taken without the fear that it might not work out. Taking risks can allow one's inner genius a chance to break out and make magic happen when it otherwise wouldn't.

## Did You Know? Nearly All Countries Have Some Sort of Mother's Day

It has been said in song that the word 'mother' is so precious that it sounds the same in every language.

If that is true, it shouldn't be a surprise that mothers throughout the world have a special day.

In the United States and Canada, Mother's Day is always the second Sunday in May. In the U.S. Mother's Day was officially established in 1914.

Around the world, the dates may be different but the celebration is roughly the same: Cards, flowers or maybe chocolates for mom.

France established their holiday for mothers in 1950 and is generally on the fourth Sunday in May.

In the UK, mothers were honored as early as the 16th century on the fourth Sunday of Lent, called Mothering Sunday.

The mariachi sounds of Las Mananitas are heard in Mexico every May 10 to celebrate mom.

In India and Japan, Mother's Day is the second Sunday in May.

In Egypt and some other Arab countries, mothers are honored on the first day of spring, according to Time



*I hope you enjoy this month's newsletter!*

*Anderson Gomes  
Anderson Cleaning, Inc.*

## Be Kind to Animals - Pets Suffer in Technological Age

It should not come as a surprise that animals are being ignored in favor of technology.

After all, human couples are ignoring each other for technology. A survey conducted in 2014 by Pennsylvania State University found that more than 60 percent of women said that technology interfered with time spent with their partner.

Humans are ignoring their own children in favor of technology. In a 2016 study by AVG Technologies, more than 50 percent of children reported that their parents were on the phone too much.

It's not a leap to guess that pets are missing a ton of eye contact, belly rubs, and attentive walks -- all because of smartphones.

Maybe the pets are fighting back.

According to Square Trade, smartphones are regularly a target of dogs. About 28 million people found their smartphones chewed on.

Jealousy might be the reason for the smartphone attacks since 25 percent of pet owners say they were using their smartphone at the time their pet damaged it.

Pets don't stop at smartphones, either. About 12 percent of all damaged tech devices were game controllers but the biggest damage was to power cords, at 41 percent.

If you are ignoring your pet for technology, you might find the pet becomes depressed. Symptoms include not eating, or weight gain, misbehaving, long nails, and sleeping all the time.

The remedy is simple. Get up and get out with your pet. Play a game. Take a walk. Give some joy.



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## Mother's Day Ideas

May 9th, Mother's Day is right around the corner. Do you normally take mom out to brunch, possibly dinner? It's nice but sometimes you want to change it up a bit, nothing to extreme but a change. Well we have some ideas that may help you do that.

If it's a beautiful day out try:

- Treat mom to a picnic; pick a spot that means something to both of you. A park you used to play at as a kid, maybe a park she played at as a kid.
- Walk through her favorite botanical garden; spend some time enjoying some of the things that she enjoys doing, follow it up with a nice lunch prepared by you.

The day isn't so nice try:

- Cook a meal together, let her hand down some cooking wisdom and family secret recipes, you may even be able to impress mom by showing her how much you learned.
- Take her on a shopping spree, buy her those little gadgets for the kitchen, bathroom, living room she has always wanted but wouldn't buy herself.
- You could even have a relaxing day at home catering to her (like she used to do for you), while sharing little stories that you kept from her as a kid, like that time little Johnny dared you to eat five sour candies at once, and you did. Who knows mom may even surprise you with some stories of her own.

No matter what you decide to do this Mother's Day, just be sure to celebrate the day in a way that makes mom happy and loved.

## Credit Report Late Payments

Everyone misses a payment at one point or another. Maybe the debit card on file expired, or the bill was sent to the wrong address. Whatever the reason, missed payments can mean serious hits to a credit score. According to Equifax, just one missed payment could cause as much as a 110-point drop to a person with a score of 780 who has never had a record of missed payments. That is pretty steep for a simple mistake.

Luckily, The Simple Dollar points out that missing a payment does not actually start to matter until after 29 days have passed. Why? There is simply no method to report an account that has not yet reached 30 days past due. Therefore, people often say that missing one payment will not hurt anything. In reality, it is the report of one missed payment that does the damage.



"I used to text, but now there's a patch that allows me to communicate face to face."

## Keeping Chickens: A Reliable Source of Food

Keeping chickens is back in style and if you want to be part of the new, old-school trend, here's how to start.

First, decide how many chickens you need. During warmer weather, you will likely get one egg per day from each chicken. So, don't overbuy.

Second, pick a breed known for laying. A few breeds known for their good laying and heartiness are the Red Sex Links, which are a hybrid, and the Buff Orpington. If you are keeping chickens for eggs, don't worry about getting a rooster. You only need a rooster if you want to raise new chickens from the eggs.

Finally, decide how you will shelter your chickens. Even chickens allowed to roam (free-range chickens) need some sort of draft-free shelter, out of the elements. Chicken coops should have nest boxes and a raised perch for sleeping. They must have shade in the summer and some warmth in the winter.

Free-range chickens require the least amount of work since the chickens will literally roam free on your property. They will eat insects out of the grass and forage and are great at keeping the tick population down.

Free-range has some serious drawbacks, though. Wherever chickens go, so goes their poop. They may get into the garden and quickly make lunch of your growing vegetables. Free-range chickens are also unprotected, leaving them at the mercy of raccoons, hawks, foxes and domestic animals.

A chicken run offers protection, but requires more work. This is simply a fenced in area for the chickens. Generally, it is attached to their coop, so they can go in and out. This keeps the birds (and their poop) contained and safe. The chickens will quickly eat the ground in the area bare so they can no longer forage. You will have to bring them greens and food.

A moveable run (or chicken tractor) allows you to move the fenced area so the birds can forage in a new place. It is usually a coop and a run on wheels.

Birds will generally lay their eggs in the coop. Even the free ranged birds will go back to the coop to lay, and will actually put themselves to bed at night in the coop.

Chickens can be fun to watch and are even affectionate, but it likely won't be cheaper than buying eggs. What you will get is a better, fresher taste, nice deep, bright yolks that don't break. Plus, you'll know how the chickens were raised, a concern many people have for factory chickens.

All that is left is to collect and keep the eggs each day. Freshly laid eggs have something called a bloom on them. Keep the bloom in place and the eggs will stay fresh on the counter. Wash right before use.

## Trivia Teaser – Burn Notice

1. Which TV western opened every week with the burning of a map?  
a-"Bonanza," b-"Laredo," c-"The Virginian," d-"The Big Valley."

2. For which film did George Burns win an Academy Award for Best Supporting Actor? a-"Oh God," b-"The Sunshine Boys," c-"18 Again," d-"Going in Style."

3. Which city was burned by the Great Fire of 1666? a-Prague, b-Chicago, c-London, d-St. Petersburg.

4. An anthropomorphic fireball named Burnie is the mascot of which NBA team? a-Miami Heat, b-Cleveland Cavaliers, c-Orlando Magic, d-Washington Wizards.

5. "Burning Down the House" was the first top ten single for which rock band? a-The Ramones, b-Television, c-Blondie, d-Talking Heads.

6. The Black Rock Desert, a dried lake bed, is the site of the annual Burning Man festival held in which U.S. state? a-California, b-Utah, c-South Dakota, d-Nevada.

7. In 2002, Donovan Patton replaced Steve Burns as the host of which kids' TV show? a-"Blue's Clues," b-"Where in the World is Carmen Sandiego," c-"Yo Gabba Gabba," d-"Gullah Gullah Island."

8. The writer Rodolfo burns his manuscript in an effort to stay warm in the opening act of which Puccini opera? a-"Tosca," b-"La Boheme," c-"Turnadot," d-"Manon Lescault."

9. Edward Burns and Shannyn Sossamon starred in the 2008 remake of which 2004 Japanese horror film? a-"The Ring," b-"The Grudge," c-"Pulse," d-"One Missed Call."

10. Which Broadway musical ran for 964 performances in the 1960s starring David Burns, Jack Gilford, and Zero Mostel? a-"The Producers," b-"Camelot," c-"A Funny Thing Happened On The Way to the Forum," d-"Fiddler on the Roof."

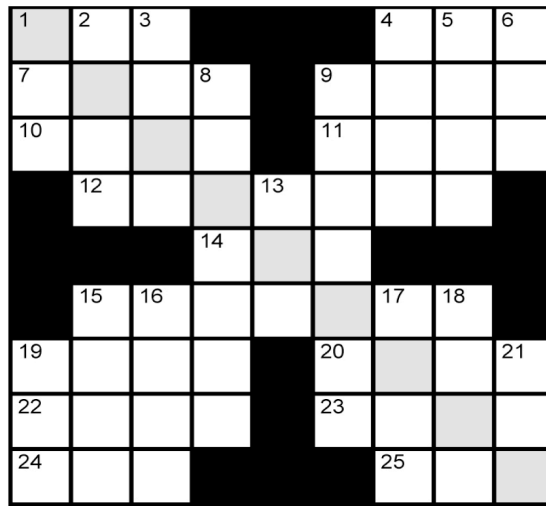
Answers to 'Burn Notice'  
1-a, "Bonanza"  
2-b, "The Sunshine Boys"  
3-c, London  
4-a, Miami Heat  
5-d, Talking Heads

6-d, Nevada  
7-a, "Blue's Clues"  
8-b, "La Boheme"  
9-d, "One Missed Call"  
10-c, "A Funny Thing Happened on the Way to the Forum"

## Famed Word Book

### Across

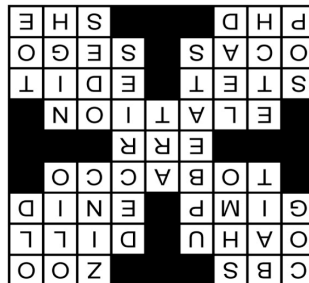
1. "60 Minutes" network
4. Madhouse
7. Diamond Head locale
9. Pickle flavoring
10. Hobbling gait
11. "National Velvet" author Bagnold
12. Pipe filler
14. Blunder
15. Jubilation
19. Leave in, as text
20. Cut or paste, maybe
22. Wood sorrels
23. Utah lily
24. Advanced deg.



### Down

1. Machine tooth
2. Lure
3. Jerk
4. Brass component
5. Melange
6. Elderly
8. They're not

9. Criticizes openly
13. Actor Carney
15. Carve in stone
16. Detective's need
17. Keats creations
18. Approaching
19. Soak (up)
21. Foot part



The headline is a clue to the answer in the diagonal.

## How Will Going Into Business Affect Family?

At some point in everyone's career, this thought comes up: "Am I ready to follow my dreams and start my own business?"

You may have dotted your i's and crossed your t's in terms of being financially and mentally ready to start your own business. However, have you thought about the effects on your family? Too often this oversight can lead to a crisis at home, as well as in your business.

"It's easy to forget that changing careers will affect your family, too. Be 100 percent certain that you and your loved ones understand the implications of running a startup," notes Inc.com.

The good and the bad. Fully prepare them for the good and the bad of starting your own business. Do not hold back on the bad things that could happen.

Explain the hours you're going to have to commit to your endeavor. This includes not being able to be at as many family events.

If the family's budget will need to be reduced, tell them. Go over your business plans with your family, giving them as many details as possible. You want their support, and you don't want them to be surprised by any of the things that could go wrong.

"When one person goes into business, everyone in the family unit is affected," author Pamela Slim told Entrepreneur. "If your partner and other members of your support network are reluctant to back your idea, you may want to rethink quitting your current job."

However, this is a personal choice. From a startup owner quoted in Inc.com:

"Ultimately, I realized if I didn't start my own company, I would always regret it, both for myself and as a role model for my children."



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## Not All Businesses Need Silicon Valley Perks

A study by Glassdoor found that three out of five, or 57 percent, of people report benefits and perks being among their top considerations before accepting a job. Also, four out of five people say they would prefer new perks over a pay raise.

Business Insider found that "nonmonetary benefits can make all the difference" in times of talent shortage. Furthermore, Business Insider found that new hires want more vacation days. They also want to work from home.

What companies are offering: While free parking seems ordinary, there are some perks that are anything but. ADP took a look around workplaces and found some valuable perks.

- Netflix supports a full year of paid maternity and paternity leave.
- Airbnb offers an annual \$2,000 travel stipend.
- Asana covers executive and life coaching services.
- Scripps Health offers pet insurance plus you can have your pet in the office.
- Google has medical care on site and nap pods, among its many benefits.

ADP notes that offering perks may have a positive impact on your employer brand, it's still important to avoid "confusing non-financial compensation with an effective employer branding strategy."

ADP pointed to a Forbes article in which a CEO says, "all of the perks in the world will not improve employee morale if the underlying culture sucks."

What employees really want: Perhaps the most interesting find about what employees want costs employers little to no money. Surveyor 15Five found that 81 percent of workers preferred better open communication with their bosses to perks like free food and gym memberships.

## About Our Company

Anderson Cleaning, Inc. is a full service commercial cleaning company with clients in Massachusetts and Connecticut. Services we provide include: general cleaning, carpet cleaning; upholstery cleaning, all types of hard floor care; window washing and post construction cleaning.

Anderson Cleaning, Inc. has been in the cleaning industry for over 9 years, and we feel it's important to provide cleaning services that place the utmost importance on the health and safety of our clients and their employees. For that reason, we are active participants in industry associations ISSA (International Sanitary Supply Association) and BSCAI (Building Service Contractors Association International). Also we are professionally certified with IICRC (Institute of Inspection Cleaning and Restoration).

## Chances of Getting Audited

Although many people file their taxes with the dread of a potential audit looming over their shoulders, the reality is that their chances of receiving one are not as high as they might think. According to USA Today, the audit rate for 2016 was overall 0.7 percent. This is the lowest rate since the 2003 data. The drop corresponds with cuts in funding to the IRS department, and the number of auditors available to enforce tax rules.

The higher the income, the higher to chance of audit. For instance, those with an annual income of \$200,000 or more had an audit rate of 1.7 percent and those with \$1 million or more had a rate of 5.8 percent.

## Client Spotlight: Crocker Communications



A telecommunications leader, they are dedicated in providing products and services such as Answering Services, Internet Access, Voice Services, and Hosted Phone Systems.

Crocker is a third-generation family owned business. They take great pride in their work and remain committed to the way they have always done business.

Please visit their website at [www.crocker.com](http://www.crocker.com) to learn more.

## Celebrating YOU!

Anderson Cleaning would like to recognize the following employee who is celebrating their Birthday in

May:

Erin - May 27<sup>th</sup>

We hope you have a wonderful birthday and a happy, healthy year ahead!

## Take the Trivia Challenge and Win a \$25 Gift Card to Dunkin' Donut's!

The first 25 people who call our office with the correct answer will be entered into the drawing!

**How much of a point drop can be caused by just one missed payment?**

- a. 60    b. 90    c. 110    d. 130

HINT: The answer is hidden somewhere in this newsletter.

*Congratulations to our April Trivia Winner, Marie from Agawam, you have won a \$25 Gift Card to Dunkin' Donuts! Enjoy!*