



# COZY NEWSLETTER

Dedicated To Providing You A Healthier Home

## BREAKING NEWS: NEIGHBORS FOUND... *GUILTY!*

### *The verdict...MURDER...*

In the dead of winter, in the middle of the night, an HVAC crew was called in to investigate the demise of a furnace. The murder weapon was a dirty, neglected air filter. The photos provided here offer proof in yet another open and shut case. Exhibits marked "A", on the left, were taken of the customer's air filters. Exhibits marked "B", on the right, are entered as visuals for comparison. They represent what an air filter SHOULD look like. Unfortunately, this was not an isolated case.

Making light of a serious situation is not the intention. Attempting to get your attention IS. As pointed out in the last monthly issue, and countless times prior, it is vital you change or clean your filter on a regular basis. Not only will it save your equipment, it will save money on your utility bills. The easier your system "breathes", the easier it operates, and will cost you far less in the long run.

Think of it this way. You and your furnace have one important thing in common: the need to breathe to survive. The filter's job is to catch dirt, dust, and debris, and functions as its "respiratory system". But your furnace lacks communication skills. It cannot cry out for help. Instead, it works as hard as it can until the very last possible moment. Then it collapses. According to Energy Star, the number one reason a furnace fails or breaks down is due to neglect.

Looking again at Exhibit "A" and acknowledging that your furnace needs to breathe - realize that it simply cannot when the filter looks like the photo. Ultimately, you are the one who would suffer, not only financially, but by breathing in all of the contaminants which a dirty filter harbors. Your furnace does double duty. It not only heats and conditions your house, but it also moves air and all of the pollutants floating through the atmosphere. Appealing to your health consciousness, having a clean furnace filter certainly contributes to cleaner air.



Exhibit (A)

Exhibit (B)

Did you know that one study revealed that indoor environment is up to five times more polluted than that of the outside? More frightening are the research statistics showing the human body's inability to fight off allergens and viruses as compared to those of previous generations. It's no wonder that advertisements for allergy medications now address both indoor and outdoor usage of their products. We believe this makes an even stronger case for doing what you can to ensure you and your family do not neglect the source you rely on for your indoor comfort needs.

In the Barrington case initially cited, the homeowner could not remember the last time the furnace filter had been replaced. By the looks of it, it was a few years and at least one flood ago. The negligence cost him dearly. The furnace was dead, and for one simple reason - forgetting to change the filter. It's a shame, because the filter is the cheapest part you can replace on a system, and better yet, can be done without a service call.

We're standing on our soap box again hoping you heed our advice. Leave the dangerous and complicated components up to us, but do yourself a favor and check your filter. Unsure if it is dirty or clean? Replace it, just to be safe. And healthier. And more solvent for the upcoming holidays.

*Happy Thanksgiving to you and yours...from all of us here at Corcoran!*



## November 2011

### Unique and Bizarre Holidays:

- 2nd - *Deviled Egg Day*
- 5th - *Book Lovers Day* - first Saturday of the month
- 10th - *USMC Day*
- 11th - *Veteran's Day*
- 15th - *America Recycles Day*
- 17th - *World Peace Day*
- 24th - *Thanksgiving*
- 25th - *Black Friday* - which also happens to be *National Spend Nothing Day* (huh...how does that work?)

HolidayInsights.com

### Monthly Awareness:

- Child Safety Protection Month
- International Drum Month
- National Adoption Awareness Month
- National Epilepsy Month
- National Model Railroad Month
- Peanut Butter Lovers Month

HolidayInsights.com



- The average American breathes 3,400 gallons of air each day, making ambient air pollution a major environmental problem. - *American Lung Association*
- There are an estimated 42.6 million Americans living with hay fever and/or asthma. 87 percent of American homeowners are not aware that pollution may be worse inside their homes than outdoors. - *American Lung Association*
- Three most important methods of improving indoor air quality are source removal, air cleaning and increased ventilation. - *U. S. Environmental Protection Agency*

# WHAT EVERYONE CAN LEARN FROM STEVE JOBS:

Last month when he lost his battle against pancreatic cancer, huge amounts of media time and print space were devoted to Steve Jobs, the founder of Apple. Even if you did not know a lot about him, or were even unaware of who he was, be assured that his life touched yours in innumerable ways. Steve Jobs' forward thinking, determination, and philosophy of life lead to advancements in technology previously unimaginable.

*Think Different* is the motto of Apple. It was adopted by Steve, the computer giant's co-founder, to reflect the driving force of his life. This philosophy allowed him to lead the pack by his steadfast refusal to conform to the status quo in computing, which ultimately led to enormous innovations in the way people communicate, exchange, and share information.

Getting Apple off the ground in 1976 began with Jobs and partner Steve Wozniak liquidating personal assets of roughly \$1,300.00. By 1984 they unveiled the first personal computers using GUI (graphic user interface) to run them. To this day, all computers utilize their method. In '98 Steve unveiled the first iMac for Apple – an innovation for personal computers because of the use of USB drivers instead of floppy disks. In that same year, Jobs announced that Apple was able to amass \$45 million in company profits in the previous quarter.

Although that paints a rosy picture, all was not sweet smelling in Steve's relationship with Apple. His attitude and belief system eventually got him fired from his own company – but many of his personal achievements and realization of some of his dreams were made during this split. He started yet another company and developed programs, software, and hardware. Although the hardware side was largely a bust, software he developed eventually became the standard for running Macs, iPhones and iPads. In fact, Apple ended up



purchasing all of those from him in 1997.

Steve Jobs' big break in the 90's wasn't computer related – but from his first movie. Having purchased Pixar Animation Studios from George Lucas – famed director of *Star Wars* and *Indiana Jones* – he produced wildly successful animated pictures beginning with *Toy Story*, which alone grossed \$191 million in U.S. and Canadian box office releases. Initial public offering of stock in Pixar netted Jobs a cool billion dollars!

Back now with Apple in 2000, and in recognition of his contributions to the company, Steve was awarded ten million in stock options and a Gulfstream V private jet. It allowed him to turn his attention to music; not only shaking up managing consumer's personal choices, but altering the entire music industry. The iPod was introduced at this time enabling us to pocket and enjoy our entire music catalog. Along with iTunes, music could be downloaded one song at a time negating the need to purchase an entire album or CD. Musicians, however,

## SUDOKU BREAK

		9		4				
3				2	1			9
	1		6		9			
6		2				9	3	
7				9			8	
1		4				6	7	
				5		1		7
	3			2	7		9	
				8	5			

### How To Solve Sudoku Puzzles:

To solve a Sudoku, you only need logic and patience. No math is required. Simply make sure that each 3x3 square region has a number between 1-9 with only one occurrence of each number. Each column and row of the large grid may only have one instance of 1-9.

## Corcoran Contest Corner:

As you can see from last month's issue we added a new twist on our referral and testimonial initiative. We have decided that from now on everyone who submits a testimonial gets 1 ticket, everyone who gives a referral gets 1 ticket, and a video testimonial gets 10 tickets (and we'll even shoot it if you would rather). There are no limits on the amount of referrals you give out. Just be sure they mention your name when they call, and you could be the next lucky winner.



**Our winners: Michele, Avery, Evan, & Justin**

**IT'S A DOGS WORLD:**

I'm almost embarrassed to write this month's piece because of the puppy photo dad posted to the left! The only thing I liked about being dressed was the ILLINOIS logo on the t-shirt. I'm as proud of mom's alma matre as she is, but *Frankly* (I love it when I can work that in), the oranges and blues did nothing for me.

He and mom tried to costume me for Halloween this year but I was a little too fast and a lot too stubborn for them. Despite this rocky start, I had a blast! Greeting company always excites me. I have to tell you, though, when the doorbell rings here it's usually by the not-so-scary friends of my parents, and they're invited in. But every October 31<sup>st</sup> – that's a different story all together. Odd rituals you humans have! Correct me if I'm wrong, but from what I could gather,

this Halloween thing is some sort of annual event for which you send your little people out house-to-house in crazy attire. Some were even dressed as ANIMALS (apparently my parents aren't the only ones who go lunatic).

Now all of the young visitors who came to our house were looking for Trick or Treat.....when our names are clearly Franklin and Murphy. Instead of being corrected and turned away, their mistake was *rewarded* with candy from the bowl of sweet-smelling delights that I had been trying to knock off the counter all night. I'll admit, my behavior in doing that was a "mistake" – but why wasn't I *rewarded*? As the evening wore on, I certainly deserved to be. I contend it's harder work to get up from my comfy couch a bazillion times to check things out than it was for those revelers to run up to the porch and press a simple buzzer. But as far as this whole begging tradition called Halloween goes – very, very interesting! – *Franklin*

could no longer rely on simple record sales, but had to compete by offering a downloadable form of their art, or risk being left in the dust.

Not content with resting on his laurels, Steve Jobs combined the iPod with cellular telephones – totally revolutionizing communication as we had known it. Using cellular service, customers could now access not only photos and music, but the entire world-wide web. The evolution of communication continued as young adults abandoned land line phones in favor of portable service.

Pushing the technology even further, Jobs' innovations had competitors scrambling to develop rival products and services. Apple, in part, spawned the android movement which is responsible for the "app" explosion. Now there is an "app" – or application - for just about everything. This includes games, software programs, documents -to-go, and countless other tools which unlock the potential of your cellular phone. Concurrently, iPod stretched in yet another direction. It led to the tablet revolution which has had an enormous impact on the personal computer industry. Now people can carry around a device the size of a magazine with the capacity of a desk-bound device.

All of the projects were successful due to one important philosophy that Steve Jobs considered paramount: focus on the end user. Make products which are easy to operate, mobility-based and not dependant on a degree in computer science to take advantage of all

**Random Humor****New Computer Viruses on the Loose, What to Watch Out For:**

**Oprah Winfrey virus:** Your 200MB hard drive suddenly shrinks to 80MB and then slowly expands back to 200MB.

**AT&T virus:** Every three minutes it tells you what great service you are getting.

**Politically Correct virus:** Never calls itself a "virus", but instead refers to itself as an "electronic microorganism."

**Federal Bureaucrat virus:** Divides your hard disk into hundreds of little units, each of which does practically nothing, but all of which claim to be the most important part of your computer.

**Congressional virus:** The computer locks up, screen splits erratically with a message appearing on each half blaming the other side for the problem.

**Congressional virus #2:** Runs every program on the hard drive simultaneously, but doesn't allow the user to accomplish anything.

**Nike virus:** Just does it. [CoolFunnyJokes.com](http://CoolFunnyJokes.com)

the gadgets had to offer. The end-user focus drives the entire Apple organization – and has practically bred a sub-culture of Apple devotees! Go into an Apple retail store and experience the company's commitment to this philosophy first hand. Well-trained employees (who most likely own all Apple products personally) are competent and extremely knowledgeable. Products are on display for customers to interact and play around with. The store is so unlike any other, and their customers so fiercely loyal, that it is easy to see why Apple consistently ranks #1 or #2 as the largest company in the U.S.

Steve Jobs lived his dream. His personal resume, at times, shouldn't have gotten him there. He was a college drop out. He ran a company into the ground. He was fired from the very company he founded. Yet he went on to revolutionize the way people communicate and along the way, turned the consumer's total experience back to personal service and away from automated responses and under-qualified personnel we are often forced to suffer.

Jobs had spot-on instincts for giving the customer what we wanted, even before we knew we couldn't live without it. He became the pioneer for the twenty-first century corporate model both in terms of product and service. He is the icon for bucking the norm and independent thinking. More than anything, though, the common thread in his life and career seemed anchored by his unswerving PASSION for anything he was involved in. That is his true legacy. We'd all be served well to imitate it.



# COZY NEWS



Dedicated To Providing You A Healthier Home

(847) 397-5888

## Tom's 2 Cents...



A great corporate lawyer and good friend sent us this email, great perspective in my opinion, Thanks Larry!

In a recent interview with CNBC, Warren Buffett offered the following quote about the debt ceiling:

"I could end the deficit in 5 minutes," he told CNBC. "You just pass a law that says that anytime there is a deficit of more than 3% of GDP, all sitting members of Congress are ineligible for re-election. The 26th amendment (granting the right to vote for 18 year-olds) took only 3 months and 8 days to be ratified! Why? Simple! The people demanded it. That was in 1971, before computers, e-mail, cell phones, etc."

Of the 27 amendments to the Constitution, seven (7) took 1 year or less to become the law of the land, all because of public pressure.

**Congressional Reform Act of 2011:**

1) No Tenure / No Pension. A Congressman collects a salary while in office and receives no pay when out of office.

2) Congress (past, present & future) participates in

Social Security. All funds in the Congressional retirement fund move to the Social Security system immediately. All future funds flow into the Social Security system, and Congress participates with the American people. It may not be used for any other purpose.

3) Congressmen can purchase their own retirement plan, just as all Americans do.

4) Congress will no longer vote itself a pay raise. Congressional pay will rise by the lower of CPI or 3%.

5) Congress loses its current health care system and participates in the same health care system as the American people.

6) Congress must equally abide by all laws they impose on the American people.

7) All contracts with past and present Congressmen are void effective 1/1/12. The American people did not make this contract with Congressmen. Congressmen made all these contracts for themselves. Serving in Congress is an honor, not a career. The Founding Fathers envisioned citizen legislators, so ours should serve their term(s), then go home and back to work.

## NOV. 2011

Inside this months issue:

- A Neighborhood **MURDER**...Not So Mystery
- Monthly Awareness and Unique Holidays of November
- Indoor Air Quality Statistics
- *What We Could All Learn From The Life of Steve Jobs*
- Dog's Blog: A Frankie Halloween
- Random Humor: *Watch out for these viruses!*