

## October 2009

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## Important Dates:

### Dates to Remember:

12th - Columbus Day

24th - United Nations Day

31st - Halloween

### In History:

1871 - The city of Chicago burned for over 30 hours, destroying nearly 4 square miles, leaving 250 dead and 90,000 homeless

1886 - The Statue of Liberty, a gift from France, was dedicated

1929 - October 29th became better known as Black Tuesday after one of the worst stock market crashes ever

1945 - The United Nations came into being with the ratifying of the charter by 29 nations

1947 - President Harry Truman made the first televised address from the White House

1950 - The cartoon strip "Peanuts" was first published

1974 - "The Rumble in the Jungle" took place when Mohammed Ali met up with George Foreman in Zaire

1983 - The marine barracks in Beirut were bombed, killing over 240 military personnel

### Little Bits:

Many high-rises lack a 13th floor, many airports skip the 13th gate & airplanes have no 13th aisle. Hospitals and hotels regularly have no room number 13.

Hippopotomonstroses-

### Saving Money:

The Utility Consumers' Action Network recently conducted a study and found that cell phone customers are using only 33% of their plans monthly allotment, making around 193 minutes of calls per month. When converted to dollars, this means that only 25% of these customers are paying less than 10 cents per minute, about 41% pay more than 50 cents per minute and 11% pay more than \$10 per minute! The average of all calls came out to \$3.02 per minute.

So what does all this mean to you? It's time to review your monthly calling plan. You may be paying for minutes you don't need and consequently paying a lot more for the minutes you are using. Try to find a plan that best matches your actual phone usage.

### Social Networking: Linked In

Unlike all other forms of social networking websites, [LinkedIn](#) is specifically aimed at business. It offers a place for professionals to congregate, find "friends," and link up through the recommendations of others. Use it to search for consultants and contractors, identify people within a company you're considering doing business with, or post job openings.

LinkedIn is evidence that social networking isn't just for kids. Customers and prospects are using social media for "borrowed trust" in the form of personal word-of-mouth referrals, reviews and references — a method of accruing new customers that can often carry more weight and provide better results than many costly forms of push marketing.

### Economic Survival:

The recent stimulous package passed under the Obama administration expands an existing tax credit for hiring new workers that fall under one of nine targeted groups, such as the disabled, welfare recipients or veterans. The Work Opportunity Tax Credit (WOTC) rewards employers by footing the bill for as much as \$6,000 of the wages paid to newly hired qualified workers, providing a direct drop to the operation's tax bill.

State labor departments or similar state and/or country agencies certify (as well as find, screen and often train to an employer's specific standards) workers who qualify, then place them in a pool from which an employer may then hire.

Not all the groups involved with this unique program will be suited for some of the various rigorous or demanding tasks that can be associated with many businesses, but the cost savings in labor may make it worth the time to take a look. You can get more information from the U.S. Department of Labor, Employment & Training Administration at [www.doleta.gov/business/incentives/opptax](http://www.doleta.gov/business/incentives/opptax) or the Internal Revenue Service at [www.irs.gov](http://www.irs.gov), or from your state employment bureau.

### Entrepreneur's Corner :

Entrepreneurs tend to spend a lot of time waiting for the right time — the right time to start a family, to buy a house, to get a dog, to take a vacation. Unfortunately, it seems there is never a good time — with revenues often unreliable and savings too thin — to make any of these life decisions. As a result, even when the personal life screams for attention, the business screams louder — and wins the attention.

Many entrepreneurs start a business largely because they want to control their lives. But in reality, often it's the business that does. There is nearly always some crisis or urgent matter to address that takes priority. It is indisputable, though, that while you are building a business, and sometimes rebuilding, you must also build a personal life.

Wait too long to have children and you may not end up with any, or not as many as you'd like. Wait to take vacations and give up the irreplaceable bonding and memories that inevitably go hand-in-hand with these events. Put off exercise and damage your health. So what can you do? Take vacations, go to dinner, have your children. Get creative, resort priorities. Remember that you started a business precisely because you wanted to have more control over your life and take that control back. Stop waiting for the "right time" as it likely will never come around. Relax a bit, and enjoy life — business *and* personal.

### Just for Fun :

Have you ever wondered how it came to be that people became fearful of the number 13, or specifically Friday the 13th? This month of Halloween and superstitions seems to be a good time to try to answer that question. There are several stories that help to explain it:

There is a Norse myth about 12 gods having a dinner party at Valhalla, their heaven. In walked the uninvited 13th guest, the mischievous Loki. Once there, Loki arranged for Hoder, the blind god of darkness, to shoot Balder the Beautiful, the god of joy and gladness, with a mistletoe-tipped arrow. Balder died and the Earth got dark. The whole Earth mourned.

There is a Biblical reference to the unlucky number 13. Judas, the apostle who betrayed Jesus, was the 13th guest to the Last Supper.

A particularly bad Friday the 13th occurred in the middle ages. On a Friday the 13th in 1306, King Philip of France arrested the revered Knights Templar and began torturing them, marking the occasion as a day of evil.

the occasion as a day of evil.

Hippopotomonstroses-  
quippedaliophobia  
is the fear of long words.

Bats are the only  
mammals that can fly.

The first flight of the  
Wright Brothers was a  
distance less than the  
wing span of a Jumbo  
Jet.

La Paz, Bolivia, which is  
about 12,000 feet above  
sea level, is nearly a  
fireproof city, and the  
fire engine ordered out  
of civic pride gather dust  
in their firehouses. At  
that altitude, the  
amount of oxygen in the  
atmosphere barely  
supports fire.

A Bit, which stands for  
"Binary Digit," can hold  
only one of two values,  
0 or 1.

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In ancient Rome, witches reportedly gathered in groups of 12. The 13th was believed to be the devil.

Both Friday and the number 13 were once closely associated with capital punishment. In British tradition, Friday was the conventional day for public hangings, and there were supposedly 13 steps leading up to the noose.

It is traditionally believed that Eve tempted Adam with the apple on a Friday. Tradition also has it that the Flood in the Bible, the confusion at the Tower of Babel, and the death of Jesus Christ all took place on Friday.

**On the Lyte Side:**

**ERROR: TO HEAR  
"SOUNDS OF THE OCEAN"  
YOU MUST FIRST DOWN-  
LOAD AND INSTALL  
WINDOWS MEDIA PLAYER,  
QUICKTIME, OR REALPLAYER  
MULTIMEDIA SOFTWARE...**



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