

The McJunkin Messenger

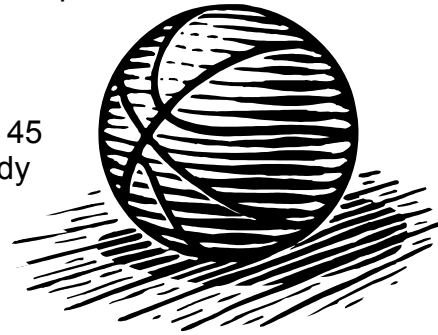
News To Help You Save Time And Money

October 2011

Score One For Good Communication!

During his early years as a coach at the University of Kentucky, Rick Pitino, now a motivational speaker, traveled to the home of a high school basketball star that the university wanted on its team. Pitino spent more than an hour impressing the boy and his family with the greatness of the Wildcats. He talked about the six national championships, the half-million-dollar weight room, the private plane the team used to get to games, and the thrill of playing before the worshipful fans.

He thought he had him. But as Pitino drove away, he suddenly realized he'd blown it. 'I broke every rule of communication back there,' Pitino said. 'All we did for 45 minutes was speak about our virtues--things he already knows. I never took the time to build the trust and friendship in that room to get him to want to play for me.'



He knew then he'd lost the star player. But when he turned to future prospects, he put his lesson to work. The next star player had already heard from top schools and Pitino had an uphill battle. But he didn't give up.

INSIDE THIS ISSUE

- One For Good Communication
- Cloudy Today?
- Sleep On a Schedule
- What Did They Do Before iPods?
- Inspired By Kindness
- Haunted Houses
- Don't Over-Specialize
- Still Eager to Help!
- Cough to Relieve Pain
- Canadian Oktoberfest

When he visited the next player, Pitino didn't trumpet Kentucky's virtues. Instead, he spent his time asking questions: What did the player want from a coach, what did the family want for their son in college. Then he listened to the answers.

The next day, the player called Pitino and decided on Kentucky

Keith

Time is a dressmaker specializing in alterations. — Faith Baldwin

Is It 'Cloudy' Today?

More and more companies are relying on "the cloud" for their IT operations, according to a survey by Advanced Micro Devices (AMD), which is aiming to become a supplier of processors and chipsets to cloud-computing providers.

Cloud computing enables users to access software, store data, and use computer applications through a network instead of a single local computer.

The AMD study found that 42 percent of survey participants are now using cloud computing in at least part of their operations, and 60 percent of those are already experiencing business value from their use of the cloud. Of companies not already in the cloud, 32 percent say they're actively investigating it. Only 3 percent of organizations in the survey said they had rejected cloud computing after looking into it.

Get On The Right Sleep Schedule

Are you a night owl? Most of us can pull the occasional all-nighter, but for some people getting to sleep before 2 or 3 a.m. is a real struggle, and getting up at 7 or 8 in the morning is next to impossible. It's not laziness, or simple insomnia, but a condition doctors call Delayed Sleep Phase (DSP) Disorder.

DSP interferes with a person's internal clock, or circadian rhythm. Approximately three in 2,000 adults, and 7-16 percent of teenagers, have trouble falling asleep within two hours of what's considered a "normal" bedtime. The causes of DSP are unknown, and by itself it's not a threat to health as long as one gets sufficient sleep. But people with DSP may have trouble accommodating a standard work or school schedule because of sleep deprivation. Some sufferers may resort to alcohol or sedatives to help them fall asleep, which can lead to other problems.

What's to be done? Some of the most common treatments include:

Light/darkness therapy. Avoid bright lights for up to two hours before going to bed. When you wake up, turn on the lights, or get outside as quickly as possible to trigger more wakefulness in your body.

Chronotherapy. Try resetting your body's schedule by gradually adjusting your bedtime. Go to bed 15-30 minutes earlier every night, and get up earlier by the same amount of time. (You may need to wait until you have some vacation time to attempt this.) Another strategy: Stay up all night, then go to bed an hour or so earlier than normal on the next night, and maintain that bedtime for a week. Repeat once a week until you're on a regular schedule.

Medications. Melatonin is a common, naturally occurring compound that can help people feel drowsy if taken an hour or so before bedtime. Prescription medications are also available; check with your doctor (and remember that you don't need a "sleeping pill," as you're not suffering from insomnia).

Before iPod, There Was Theatrophone

The mp3 player may have revolutionized how we listen to and buy (or don't buy) music, but it's just the latest in a long line of technological innovations designed to bring music to everyone.

One of the first was the Theatrophone. Originally reported in Scientific American in 1892, the Theatrophone was popular in Paris as a way to allow music lovers to place a phone call to a theater and listen to live music.

The devices were set up in hotels, cafes, and restaurants, and they could also be installed in one's home.

The Theatrophone Co. placed microphones in Parisian theatres that transmitted music back to a central office, where it was sent out to music lovers willing to pay 50 centimes for five minutes of music. A "wicket" on the front of the device displayed the name of the theater whose music was being broadcast.

Even in the 19th century, it seems, people didn't like being too far away from their music.

See An Interesting Home?

No need to wonder about the price. No need to call a high-pressure sales agent who will just make you feel obligated. My computers can send you the information quickly and easily, for any house, listed or sold, anywhere in town.

Just ask me! It's all part of my free, no-obligation HomeFinder Service.

Leave the address on my voicemail, anytime, 24 hours a day, and I'll fax, mail or e-mail all the information to you on that listing within 24 hours.

Hold The Phone...



A young entrepreneur had just started his own company. He opened a beautiful office and furnished it with antiques. On the first day, he saw a man enter the outer office. Wanting to give the impression of being a hotshot businessman, the young man picked up the phone and pretended to be working out a big deal. He threw around huge figures and made grand pronouncements. He finally hung up and asked the waiting man, "May I help you?" The man simply smiled and replied, "I'm here to hook up your phone."

Inspired By Kindness

Sam Walter Foss tells this story on how he came to write the poem *The House by the Side of the Road*: 'I was tramping in New England one hot and weary day. Had sent my valise ahead 25 miles and had walked 24 of them. I was tired out and longed for a man with a wagon to come along and take me up. I sat down under a tree.

'Pretty soon I noticed a sign in the tree: 'There is a spring of good water inside the fence. Drink if you are thirsty.' I went in and drank, and then I saw another sign on a bench: 'Sit down and rest if you are tired.' While I was resting there, I saw another sign on a basket of apples: 'If you like apples, help yourself.'

'After a little while, I looked around and saw an old man, and asked him what those signs meant. 'Well,' he said, 'we had the water going to waste and we thought it would be a good thing if we could get some thirsty travelers to drink a little of it. Then, this is a pleasant spot to rest in, and Mother reminded me of this old bench that was doing nobody any good in our attic. So I brought it down here. We have more apples than we can eat at this time of the year, and we thought that it would be a satisfaction to us if they could be used somehow. So we put up the signs, and they seem to be doing some good.'

'I thanked the old man and pursued my journey, refreshed in body and in mind, for I had learned a great lesson and gained an inspiration. There was no weariness in that last mile, and when it was finished I sat down and wrote those lines, 'Let me live in a house by the side of the road, and be a friend to man.'

Did You See That?

Haunted houses are a \$300 million a year business, with more than 3,000 throughout North America. Some of the most-visited places are:

- 1) Whaley House in San Diego, California;
- 2) Madison's Haunted Inn in Kincardine, Ottawa;
- 3) Oppertsauer House in Stony Plain, Edmonton. Alberta;
- 4) The ghost town of Jerome, Arizona;
- 5) The town of Fergus, Ontario;
- 6) The battlefields of Gettysburg, Pennsylvania;
- 7) The site of the witch hunts, Salem, Massachusetts;

These attractions pale in comparison to the most haunted place on earth: The Catacombs in Paris, France.



One Rule For Living: Don't Over-Specialize

The science fiction writer Robert A. Heinlein once wrote: "A human being should be able to change a diaper, plan an invasion, butcher a hog, conn a ship, design a building, write a sonnet, balance accounts, build a wall, set a bone, comfort the dying, take orders, give orders, cooperate, act alone, solve equations, analyze a new problem, pitch manure, program a computer, cook a tasty meal, fight efficiently, die gallantly. Specialization is for insects."

If that's not enough for you, here's another short list of skills that everyone should master in order to survive and prosper in today's world:

- **Operate a computer.** You should be able to go beyond locating the "on" switch.
- **Search the Internet.** Understand how to use Google and other search functions to gather and confirm information.
- **Perform CPR and the Heimlich Maneuver.** You *can* be prepared to save a life.
- **Cook.** Everyone should know the basics of preparing a meal that isn't just micro waved.
- **Tell a story.** You can persuade and inspire people by telling stories that move them.

WELCOME NEW CLIENTS

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

Liz Sawyer and Michael Manchester
(referred by Mike Manchester)

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

- **Change a tire.** Because you can't always wait for AAA.
- **Take good notes.** You can't remember everything. Develop a reliable system for documenting what you need to know in the future.

Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.
— Paul Hawken

Still Eager To Help

A young man was helping his elderly mother move into a new apartment building. He was sensitive to the fact that his mother had always been quite active, both in her job and in her volunteer work after retirement. But he was concerned that she'd have trouble taking care of herself. So, as he was unpacking boxes, he casually asked her, "Mom, have you ever considered Meals on Wheels?"

The mother sighed sadly. "I have, but you know, I just don't think I have the time to volunteer for them again."



Cough to Relieve Pain

The next time you get a shot or have to pull off a sticky bandage, try the "cough trick" to reduce the pain. In a recent study, doctors at Ernst Moritz Arndt University in Greifswald, Germany, drew blood from volunteers. When subjects used the cough trick, a single cough at the time of the needle puncture, they felt less pain than when they did not cough. Researchers are confident the cough trick is an effective way to reduce pain during peripheral venipuncture (drawing blood from an arm or leg vein), but they are still unclear as to how it works. If you try the cough trick for an injection, *alert the nurse or doctor first* so they can brace the puncture site against possible motion caused by the cough.

October Word Scramble

*Unscramble all seven words, then
assemble words into the
correct order to create a phrase*

ucnoytmim ot olerenuvt tkae ni imet ouyr

Everyone who faxes, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a Lowe's \$30 gift card

Call 281.597.7300 and leave a message or email me at keith@mcjunkinhomes.com

Canadian Oktoberfest

October 7-15

Ontario's Kitchener-Waterloo Oktoberfest — also billed as Canada's Greatest Bavarian Festival — is the *second largest in the world*, just after the celebration in Munich, Germany. The Munich Oktoberfest, a 16-day party that started on October 12, 1810, as a wedding reception, has grown to attract over 6 million people who consume 1.5 million gallons of beer, 200,000 pairs of pork sausage, and 480,000 spit-roasted chickens.

Since the late 1960s, the twin cities of Kitchener and Waterloo have hosted a nine-day event, which traditionally starts the Friday before Canadian Thanksgiving and runs until the Saturday after. The area is well known for its German heritage, with Kitchener having been formerly named "Berlin." More than 700,000 visitors come to the Canadian festival to take part in dozens of events, including barrel racing, art, car, and fashion shows, a bocce ball tournament, and a Miss Oktoberfest pageant.

The festival kicks off with the annual "tapping of the keg" in the Kitchener Civic Square, a ceremony featuring local dignitaries, oompah bands, and Bavarian dancers. Seventeen "Festhallen" (Bavarian-decorated buildings or tents) form the hub of the festival and sell beer and German cuisine. While its best-known draws are the beer-based celebrations, other cultural and entertainment attractions also fill the week. There is a free pancake breakfast for all comers on Saturday, and the most well-known event of all is the parade held on Thanksgiving Day. It is the only major parade on Canadian Thanksgiving, and it is televised nationally.



September Word Scramble Answer

Word Scramble: emtsemsio dan htosr teso meit uyo enemy lsesa

Answer: Short sales sometimes cost you time and money

Congratulations to *LARRY DAILY*. Your name was selected at random from all of the correct quiz entries and you'll receive Lowe's \$30 gift card

The McJunkin Messenger

Keith McJunkin
14780 Memorial Dr. #204
Houston, Texas 77079
www.mcjunkinhomes.com

After you've enjoyed my
newsletter, please recycle it by
passing it along to a family
member, friend, neighbor or
coworker.

**Go Green:
Recycle This
Newsletter!**

This newsletter is intended for entertainment purposes only. Credit is given to the authors of various articles that are reprinted when the original author is known. Any omission of credit to an author is purely unintentional and should not be construed as plagiarism or literary theft.

Copyright 2011 Keith McJunkin. This information is solely advisory, and should not be substituted for medical, legal, financial or tax advice. Any and all decisions and actions must be done through the advice and counsel of a qualified physician, attorney, financial advisor and/or CPA. We cannot be held responsible for actions you may take without proper medical, financial, legal or tax advice.