



Return Service Requested

August, 2017



Hot Summer News!

The Happiest Place on Earth

What is your strategy for your visit to Disneyland? That's right Strategy! It seems the average wait times for the more popular attractions at peak times (*which is most of the day*) can easily be an hour or more. Even rides like Dumbo or Mr. Toad's Wild Ride can be 30 minutes. When Guardians of the Galaxy opened recently the wait time was 5 hours. Line time like that can burn up a lot of happiness & that one day pass in a hurry. So here are some hints: get there early (*8am, or 7am if you are at a Disney hotel*); ditch your family / friends, that right! singles can often board an attraction much faster; pick your day & date carefully; rainy days can be a windfall; Easter & Father's Day are two of their slowest.



Kiss to the Right

Seems people are hard wired to turn to the right when leaning in for that romantic kiss ... and men are 15 times more likely to pucker up first. What gives? The research hypothesis says there is an underlying neural basis for these behaviors. The act of kissing causes the brain to unevenly distribute testosterone & neurotransmitters into different hemispheres of the brain, specifically the left side, which causes people to lean to the right. Further, 'head turning' is one of the earliest biases in development, even in the womb! Finally there is the issue of those two noses a couple needs to find their way around!



Regrettable Decision ??

When Apple incorporated in 1977, there were actually 3 partners: Jobs, Wozniak, & R. Wayne. Wayne was given a 10% stake & his role was to be the 'parent' to the other two & keep them in line. While Wayne was the most experienced, & the only one with any real assets, he decided the risk was too great. He wanted out & was set free with \$800. His portion (10%) of the pie eventually came to be worth in excess of \$30 billion dollars. Wayne is still alive & well, selling stamps & coins from his home in Nevada.
Taken from "Bad Days in History" by Michael Farquhar

thanks to L.A. Dave



Brrrr!

I am sure you have heard about the iceberg (A68) that broke off from the Larsen C Ice Shelf around July 11/12. This ice chunk is BIG: 2,491 square miles (*think Delaware*), 90 miles long, 30 miles wide & 620 feet deep, with enough water to fill Lake Erie twice. It is the 3rd largest recorded iceberg breakoff. It's likely headed North toward the Falklands. Ships Beware!



Popular Baby Names

A woman who is 3 months pregnant falls into a deep coma. Six months later she awakes & asks about her baby.
Doctor: Congratulations you had twins. Luckily your brother was here to name them for you.
Woman: "Oh no, not my brother! He's an idiot! What did he name the girl?"
Doctor: "Denise"
Woman: "Well, that's not too bad. What did he call the boy?"
Doctor: "Denephew"
 The most popular baby names for 2016 were Sophia for the girls & Jackson for the boys.



"He was able to understand one thing: making a decision is only the beginning of things. When someone makes a decision, he is really diving into a strong current that will carry him to places he had never dreamed of when he first made the decision." The Alchemist / P. Coelho

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Full Moon

Monday, Aug 7th
Double Pts

Some Native American tribes knew that the sturgeon of the Great Lakes and Lake Champlain were most readily caught during this full Moon.
Others called it the Green Corn Moon

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August Dates



Watermelon Day
Free Slices

Thursday Aug 3rd

Root Beer Float Day
Floats \$1.00

Sunday Aug 6th

Creamsicle Day
Creamsicles \$1.00

Monday Aug 14th

Senior Citizen Day
Claim You're a Senior & Get 20% Off Your Order

Monday Aug 21st

Labor Day, September 4th
Open 6 AM to 8 PM



Right to Repair

Just like the world of autos that have become technical & repairable only at the dealer, so has the world of farm equipment. And just like when cars were fixable in your backyard, so was the tractor. Not so much any more. Today's heavy equipment operate on copyrighted protected software & company approved technicians are the answer to getting things fixed, which takes time & money. So a movement is afoot in 12 states that would require the manufacturers to offer the diagnostic tools required to fix their own machines. But surprise, a formidable opponent has cropped up in the mix, Apple, who argues that someone might get hurt, or the repairs could be subpar, or make consumers vulnerable to hackers (huh?). In opposition is the 'right to self sufficiency' might be substantiated by a website iFixit, a repair manual repository with 28,000 free manuals & 94 million visitors last year.

Breaking the Rules

Netflix has been doing this pretty much from the beginning: no late fees, mailed movies, its own hit shows, streaming, & now making feature films. Last year they made 16 & this year are planning to make 40. But their real aim is to disrupt the entrenched industry cycle: produce, release to theaters, distribute some months later on DVD. Instead they have chosen to release it at home at the same time as in theaters. They say "to put the consumer first". Of course the status quo studios & theaters say it will never work; but with Netflix's 104 million subscribers, I would not be too sure.



Paper Trails

- * History's greatest press run: 6.5 billion copies of Chairman Mao quotes
 - * Leonardo da Vinci left behind 15 paintings but 4,000 works on paper
 - * While the revolutionary colonies called for a boycott of British goods, the Declaration of Independence was written on British paper
 - * In one year, 2 billion books, 359 million magazines & 24 billion newspapers are published in the U.S.
 - * The paper industry is one of the top 10 manufacturing employers
 - * Each American uses about 580 lbs of paper each year.
- No matter how hard we try, paper is likely to be with us for awhile yet.

Thanks for your business !!

Wonder Woman ...

was a big hit at the box office & apparently in the minds of a few kindergarten girls according to their teacher. Here are a few examples:

- * There is one girl who refuses to listen to you unless you address her as Wonder Woman.
- * A boy threw his candy wrapper on the floor & a 5 yr old girl screamed: "Don't pollute you idiot! That's why there are no men in Temyscira."
- * One girl asked the teacher if she could ditch her uniform for the WW armor so "she was ready to save the world if needed." The next day she came dressed as WW; no kid batted an eye.
- * A girl came with a printed list of every single female superhero & her powers ... to avoid any trouble deciding roles at recess.
- * One girl seriously told me ... "You were right, Wonder Woman was way better than Frozen."

Advertising-Dead?...

suggests A. Essex, a former CEO of an advertising agency. His argument is that advertisers will have to come up with something better to get by the ad blockers & commercial free streaming; & start asking themselves what they can do for their customers rather than the other way around. One of his best examples is Citibank who sponsored a bike sharing program in NY - adding value (& customers) rather than annoying clients.



Why Whole Foods?

Here is some speculation for why Amazon bought Whole Foods for \$13.7 billion. First they gain 465 physical stores to build on its vision for retail. Last year Amazon announced plans for a mobile checkout based grocery store in Seattle; & has opened bookstores in NY & Chicago. With its Prime Now service it promises delivery of some products (paper towels to electronics) within an hour sourcing them from 70 fulfillment centers. WF expands the products & service area, & in a better competitive position with other grocery-deliveries.



August Specials

Pioneer Breakfast Wrap

Diced eggs, sausage, **spicy spuds**, salsa, green onion, & plain cream cheese topped with cheddar cheese & wrapped in a flour tortilla ..., grilled & served with our mini-muffin



Peach Cobbler Bagels
every Tues & Sat

Almond Cream Cheese

Green Chile Cheese Bread Fridays
Gluten Free Rice Bread (everyday)

Summer Symphony Mocha
(Dark Choc, Almond & Praline)

Try our **Spicy Spuds** ... we are. Let's see if we want to keep them around?

Ship Ahoy



Ritz-Carlton will be starting a luxury cruise line in 2019 ... with ships somewhere between superyachts & small ocean liners. Their target audience will be the top 1% of global travelers & of course will outdo all of the amenities of other cruise lines.

Fasten Your Seat Belt

Cirrus is designing a single engine jet to be flown by the owner with the assist of some training & advanced computer systems (scary!) for just under \$2 million. In case of an emergency it will have a special parachute that will carry the jet to a gentle touchdown.



In the News...

- Disneyland In CA & FL will be open a 14 acre Star Wars Land in 2019.
- Reality TV must be wearing out. Nat Geo has introduced Nat Geo Live where a bunch of cameras are filming wildlife (live) around the world: sharks to migrations to hunters.
- A start-up Zero Mass has created a solar panel system that turns the air's moisture into 5 liters of potable drinking water/day.
- Dragonflies, which can fly for thousands of miles, are strapped with tiny solar powered back packs which steer them by manipulating their nervous system—to gather data from remote spots. What do you do for a living?
- Snapchat users watch 10 BILLION videos per day

