

Backseat Beat

A Free Monthly Newsletter from Your Friends at 1-866-CAR-CARE



Rose Colored Meaning

When giving cut roses as Valentine gifts, we adhere to a time-honored formula that takes into account rose color meanings. The formula matches a rose's color to its intended meaning as a gift. Valentine's Day is primarily a lovers' holiday, and red roses are traditionally for lovers. "Valentine roses" and "red roses" go hand in hand, even though other colors have their place on the holiday. Our close family members may also be treated to red roses for Valentine's Day, but we avoid giving roses of this color to friends on Valentine's Day—that would simply convey the wrong meaning. The following are the meanings traditionally attached to the most popular roses, according to colors; use this list as a guide when selecting Valentine roses.

Lavender	Enchantment and Uniqueness
Orange	Fascination
Pink (Dark)	Thankfulness, Friendship and Admiration
Red	Love, Respect and Courage
Peach	Modesty, Gratitude, Admiration and Sympathy
Pink (Pale)	Grace, Joy and Happiness
Deep Red	Beauty and Passion
White	Innocence, Purity, Secrecy, Silence, Humility and (according to some sources) True Love
Yellow	Joy, Friendship, Jealousy, Hope and Freedom
Red/White	Unity or Engagement
Yellow/Orange	Passionate Thoughts
Yellow/Red	Congratulations
Rosebud	Beauty, Youth and a Heart Innocent of Love
Red Rosebud	Purity and Loveliness
White Rosebud	Girlhood

February Special Dates

February 2	Ground Hog Day
February 7	Super Bowl XLIV (44)
February 14	Valentine's Day
February 15	President's Day
February 16	Fat Tuesday/Mardi Gras
February 17	Ash Wednesday
February 12–28	2010 Winter Olympics
February 15–21	Random Acts of Kindness Week
February 1–28	African American History Month
February 1–28	Cherry Month

Whose Day is it Anyway?



Presidents' Day dates back to our founding father and first President, *George Washington*. Washington was born on February 22, 1732. On his birthday in 1796, when Washington was in his last full year as president, the day became the holiday known as Washington's Birthday. However, Americans didn't observe this holiday until 1832, 100 years after his birth.

Abraham Lincoln was the next President to gain reverence similar to Washington. Born on February 12, 1809, Lincoln's birthday was first celebrated in 1865, the year after he was assassinated. Although his birthday was not honored as a federal holiday like Washington's, many states adopted it as a legal holiday.

In 1968, Congress passed legislation placing any federal holiday on a Monday, including Washington's birthday, to create a three-day weekend. In 1971, President Richard Nixon combined Washington's and Lincoln's birthdays into Presidents' Day. It would be celebrated on the third Monday in February, regardless of which day it fell on. Presidents' Day is now viewed as a holiday that pays tribute to both Washington and Lincoln, as well as all those who have served as president.

Mardi Gras

February 16, 2010

In 1699, Mardi Gras was first mentioned in North America. A French explorer camped by the Mississippi River, fifty miles south of today's New Orleans, named Pierre le Moyne, Sieur d'Iberville, first brought the term to the United States.

Pierre knew that in his native country, France, March 3rd was being observed as a holiday, so he named the spot he was camped on Point du Mardi Gras.

By the 1700s, Mardi Gras was celebrated in both Mobile, Alabama, and in New Orleans, Louisiana. Somewhat more sedate than today's festivities, the day was celebrated with private balls. In both cities random streets played hosts to costumed citizens.

The first documented procession for Mardi Gras took place in 1837, but it was very different than the parades seen there today. The first modern-styled parade didn't occur until 1857, and was arranged by a group called the Mystik Krewe of Comus. The floats were lit by torches and depicted scenes from mythology and literature. After the American Civil War ended in 1865, more "krewes" sprung up adding to the number of floats and balls.

Today's celebrations are not that different from the ones in the 1860s. There are still parades full of floats and costumed people, and there are still balls held each year. In fact, the celebration is so famous it has become major tourist attraction for New Orleans drawing in millions of people from around the world for Fat Tuesday.

The official colors for Mardi Gras are purple, green and gold. These colors represent the following:

Purple = Justice

Green = Faith

Gold = Power

The official Food is the "King Cake." An oval, sugared cake; sometimes with a plastic baby baked inside. The person that gets the baby is the "king" and has to buy the next round of cakes.



Cherry Cobbler Muffins



INGREDIENTS (Yields 12 muffins)

- 2 cups all purpose baking mix
- 1/4 cup white sugar
- 1 egg
- 2/3 cup milk
- 1 (21 ounce) can cherry pie filling, divided
- 1/4 cup all purpose flour
- 1/4 cup packed brown sugar
- 2 tablespoons melted butter
- 1/4 tablespoon ground cinnamon

DIRECTIONS

1. Preheat oven to 375 degrees F (190 degrees C). Line a 12 cup muffin pan with paper baking cups.
2. Stir together the baking mix, white sugar, egg, and milk in a bowl just until combined. Stir in 1/2 of the cherry pie filling. Fill the lined muffin cups 2/3 full. Top each muffin with 3 cherries from the remaining cherry pie filling.
3. Mix flour, brown sugar, melted butter, and cinnamon together in a small bowl with a fork until crumbly. Sprinkle evenly over unbaked muffins.
4. Bake in the preheated oven until a toothpick inserted into the center comes out clean, about 22 minutes. Cool in the pans for 10 minutes before removing to cool completely on a wire rack.



Black History Month: A Great American Inventor

Carver Agricultural chemist George Washington Carver was born in Missouri to slave parents in 1864 and was orphaned in infancy. He worked his way through high school and graduated with a Bachelors of Science degree in 1894 and received his Masters Degree in 1897 in bacterial botany and agriculture from what is now Iowa State University.

Carver joined the faculty of the all-black Tuskegee Institute in Alabama, where he worked to improve the lives of poor farmers in the South. He was a firm proponent of crop rotation, in which farmers alternate the cultivation of soil-depleting plants like cotton and tobacco with those that replenish the nitrogen in soil, such as peanuts, peas, soybeans, sweet potato, and pecans. So many farmers followed his advice that they created a surplus of these crops. In response, Carver developed more than 300 uses for the by-products, including soap, face powder, mayonnaise, shampoo, metal polish, and adhesives. Carver also worked at developing industrial applications from agricultural crops. During World War I, he found a way to replace the textile dyes formerly imported from Europe. He produced dyes of 500 different shades of dye and he was responsible for the invention in 1927 of a process for producing paints and stains from soybeans. For that he received three separate patents.

Although Carver held only three patents, he received many awards and honors and became an internationally respected scientist. When he died, his savings helped establish a research institute for agriculture at Tuskegee.

Thank You for Your Referrals!

Special thanks to all of our clients and friends who graciously referred our shop to their friends and neighbors last month! Our business is built on positive comments and referrals from people like you. We couldn't do it without you.

Glenview, IL

Richard Hagedorn, Tim Thoelecke, Mark Trister,
Patti Thompson, and Mary Jane Grosch

Sandy, UT

Harold Chen, John Whiteley, Lisa D. Baker,
James Wadley, Tom Mickel, and Gary Winter

Monthly Trivia Contest

Entrants to the December Trivia Contest Were:

Glenview, IL

Natlie E Solomon, Pat Birkenheier,
Howard Vihan, Carmeline Spurrier,
Mary Ellen Johnson, Richard Blohm,
Roger Ruggeri, Joe Harrison, Enid Brick,
Ruth Blohm, June Heller, Don Smith,
Angelina Fabiano, Jim English,
Mary Fink, Fred Beslow, Mrs. Theobald,
Shannon Kieny, Blanche McCann,
Daniel Spain, & Caullie Binstein

Sandy, UT

Susan Bomholt, Tawnya Sluka,
Sue Walker, Trina Nicholson,
Laurie & James Wadley, MJ Savayan,
& Jeannie Hillger

Thank you to everyone who entered.

Congratulations to Our Clients of the Month!

Each month we choose a very special client to be Client of the Month for each of our locations. It's our way of acknowledging our great clients and saying thanks to those that support our business with referrals and repeat business.

This Month's Clients of the Month are:

Glenview, IL – Maria & Jim Strezewski

Sandy, UT – Liz Ensign

Thank You for Your Continued Business.

Welcome to Our New Clients

Glenview, IL

Josh Barnett, Nasir Basit, Mac Bicakgic, William Blank, Myrna Brandt, Chris Browne, Joel Dykstra, Don Owens,
Grace Mariano, Dave Murray, Marilou Novoa, Tom O'Donnell, Lauren Holliday, Tazim Salik, Scott Shell,
Sreyashi Sengupta, Bill Stein, Tatyana Strongin, Francesco Tramontin, and Brian Weiner

Sandy, UT

Junior Alexander, Lisa D. Baker, Meagan Beardsley, Susan Bohmhold, Stuart Bott, Paula Brome, Keri Brown,
Jory Cross, Chris Esterreicher, Peggy Gee, Ray Graham, Will Lehymitz, Chrissy Nielson, Nick Obad, Chanhda Ousa,
Robe Rigby, Brian Robson, Tracy Turnidge, and James Wakefield



2010 Winter Olympics Vancouver, Canada

February 12–28, 2010

The first modern Olympic Games were held in the summer of 1896. The organizers added skating to the Summer Games in 1908 (ice rinks could be kept cold even in the hottest weather)—but eventually decided that winter sports were perhaps best left to the winter.

The first Olympic Winter Games were held in 1924, in Chamonix, France. The first gold medal at the first Olympic Winter Games went to speed skater Charles Jewtraw of the United States, but Finnish speed skater A. Clas Thunberg was the overall star. He earned medals in all five speed skating events: three gold, one silver and one bronze. The Canadian ice hockey team won all five of their matches, outscoring their opponents 110 to 3. In that first Olympic Winter Games, 16 nations participated, bringing 258 athletes (11 women, 247 men) to compete in 16 events.

During the Vancouver 2010 Olympic Winter Games, many more athletes—approximately 2,500—will compete in 15 sports and over 86 separate medal events.

Monthly Trivia Contest

Take the trivia challenge and you just might win!

Each month we'll give you a new trivia question. Call with the correct answer and you will be eligible to win. At the end of the month we'll draw one lucky name. That winner will receive a company check for \$75.00. Here is this month's trivia question:

"When is George Washington's Birthday?"

(Hint: the answer is somewhere in this newsletter)

- | | |
|----------------|----------------|
| A) February 22 | B) February 12 |
| C) February 16 | D) February 15 |

Call during business hours with your answer!

The answer to December's trivia challenge was

D) Barack Obama

Congratulations to last month's lucky winners:

Glenview, IL – Joe Harrison

Sandy, UT – Trina Nicholson

Being Kind Is Good For You!

Has it really come to this? Are things really that bad? Do we really need to designate a specific week to go out of our way to be kind to others? Well, I guess the answer is yes because this year, February 15–21 is Random Acts of Kindness Week. So what's in it for you? There are actually health benefits associated with kindness.

According to Allan Luks in his book *The Healing Power of Doing Good*, scientific studies have shown that being kind can help you maintain good health. You get a "helper's high" from the release of endorphins—the body's natural painkillers—resulting in a decrease in both the intensity and awareness of physical pain. You become less hostile and the sense of well being you get from being kind lasts for days after the act; additionally, whenever you remember the act that same sense of well being returns. Finally, being kind actually helps to strengthen your immune system.

So what random act of kindness can you do? Below is a list of suggested "Random Acts of Kindness." Give it a try and see what happens.

- Smile and say "hello" to someone you don't know.
- Put a flower on a neighbor's porch.
- Surprise someone in your house with breakfast in bed.
- Shovel your neighbor's driveway.
- Give your place in line at the grocery store to another person, such as someone in a hurry or a parent with restless little children.
- Hold the door of the elevator, subway, or bus for someone rushing to catch it.
- Pay for the cup of coffee of the person standing behind you at your local coffee shop.
- Anonymously slip a \$20 bill to a person who you know is having financial difficulty.

Quote of the Month

"Love – a wildly misunderstood although highly desirable malfunction of the heart which weakens the brain, causes eyes to sparkle, cheeks to glow, blood pressure to rise and the lips to pucker."

—*Author Unknown*

Survey Says...Client Says...

We want to say **"Thank You"** to all our clients who have taken the time to tell us what you think of us. We want to hear from you, good or bad, so that we can continue to bring you the best Car Care Service available.

"It's always a pleasure to do business with CARS. It's as if we have a trusted family member in the business. Thanks." —*Bill & Carol A.*

"We have come to expect receiving the best service over the years and CARS always comes through. Happy New Year!" —*Steve K.*

"I trust you guys to do something I can't do and that's make sure that my car is always running well. Thanks for that. Merry Christmas and the best to all of us in 2010." —*Loretta J.*

**1-866-CAR-CARE
(227-2273)**

Locations:

*1727 Chestnut Ave
Glenview, IL 60025
4th Bldg. West of Waukegan
on the South Side of Street*

*Hours: M-F 7 A.M. to 6 P.M.
Saturday 8 A.M. to 2 P.M.*

*8802 South 700 East
Sandy, UT 84070*

Hours: M-F 8 A.M. to 6 P.M.



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\$141,618.00

Rebates Mailed to Clients Since May 2008



2010



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