

Backseat Beat

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



Martin Luther King Day of Service



In 1994 Congress passed the King Holiday and Service Act, designating the King Holiday as a national day of volunteer service. Instead of a day off from work or school, Congress asked Americans of all backgrounds and ages to celebrate Dr. King's legacy by turning community concerns into citizen action. The King Day of Service brings together people who might not ordinarily meet, breaks down barriers that have divided us in the past, leads to better understanding and ongoing relationships, and is an opportunity to recruit new volunteers for your ongoing work.

Participation in the King Day of Service has grown steadily over the past decade, with hundreds of thousands of Americans each year engaging in projects such as tutoring and mentoring children, painting schools and senior centers, delivering meals, building homes, and reflecting on Dr. King's life and teachings. Many of the projects started on King Day continue to engage volunteers beyond the holiday and impact the community year-round.

Although the scope of the event grows every year, many people still are not aware of the service component of the holiday. By encouraging the participation of as many organizations as possible, we hope to make next year's King Day of Service the biggest and best ever, engaging more people in service that honors Dr. King's life and teachings.



National Volunteer Blood Donor Month

January is National Volunteer Blood Donor Month (NVBDM). To increase awareness of blood donation the nations leading blood donation organizations, America's Blood Centers, AABB, and the American Red Cross, have joined together to promote NVBDM. First time and regular donors are encouraged to make a difference in their communities by scheduling an appointment to give blood this January. Remember, just one pint of blood can help save up to three lives.

January Special Dates

January 1	New Year's Day
January 1	Rose Bowl Game
January 5	Bird Day
January 10	National Cut Your Energy Costs Day
January 18	Martin Luther King Day
January 23	National Pie Day
January 25	Better Business Communication Day
January 27	Holocaust Memorial Day
January 1-31	National Volunteer Blood Donor Month
January 1-31	National Clean Up Your Computer Month



January 5th National Bird Day

National Bird Day is not only a good day to take time to appreciate the native wild birds flying free outside our windows, it is also a perfect time to reflect on how we treat our native birds. While we have enacted laws to protect our native birds — such as blue jays, cardinals, and crows — from commercial exploitation, we still have much to do in order to protect our native birds and their habitats.

The strongest federal safeguard against the extinction of bird species in the United States is the Endangered Species Act (ESA). Enacted in 1973, the ESA permits the U.S. Fish and Wildlife Service (USFWS) to list bird species clearly heading toward extinction as endangered. Such a listing requires the Secretary of the Interior to designate critical habitat for the survival and recovery of the species and obligates federal agencies to avoid "adverse modification" of critical habitat, through their own actions and through activities that are federally approved or funded.

Below is a list of the top ten most endangered Native American birds according the National Audubon Society. To learn more and to find out how you can help visit www.audubon.org.



1. Ivory-billed Woodpecker
2. California Condor
3. Whooping Crane*
4. Gunnison Sage-Grouse
5. Kirtland's Warblers
6. The Piping Plover
7. Florida Scrub-Jay
8. The Ashy Storm-Petrel
9. The Golden Cheeked Warbler*
10. Kittlitz's Murrelet

* Pictured on Side



Tournament of Roses January 1, 2010

The first Tournament of Roses was staged in 1890 by members of Pasadena's Valley Hunt Club, former residents of the East and Midwest eager to showcase their new home's mild winter weather.

During the next few years, the festival expanded to include marching bands and motorized floats. The games on the town lot (which was re-named Tournament Park in 1900) included ostrich races, bronco busting demonstrations and a race between a camel and an elephant (the elephant won). Reviewing stands were built along the Parade route, and Eastern newspapers began to take notice of the event. In 1895, the Tournament of Roses Association was formed to take charge of the festival, which had grown too large for the Valley Hunt Club to handle.

Every Parade needs a Grand Marshal, and the Rose Parade has had some of the world's most distinguished individuals serving in that honored position. Past Grand Marshals have included actors, astronauts, writers, artists, athletes and political figures. Early Grand Marshals were local heroes, many of them Tournament organizers. The first Grand Marshal from outside Pasadena was San Francisco Mayor James Rolph in 1930, and as the Tournament grew, so did the stature of its Grand Marshals. Listed below are the Grand Marshal for this year's parade and the Grand Marshals for the last 10 years.

- 2010 Chesley Burnett "Sully" Sullenberger III** – Captain Of US Airways Flight 1549, which he successfully ditched in the Hudson River
- 2009 Cloris Leachman**
- 2008 Emeril Lagasse**
- 2007 George Lucas**
- 2006 Sandra Day O'Connor**
- 2005 Mickey Mouse**
- 2004 John Williams**
- 2003 Bill Cosby, Art Linkletter, and Fred Rogers**
- 2002 Regis Philbin**
- 2001 Tom Brokaw**
- 2000 Roy E Disney**



Rose Bowl Game January 1, 2010 1:30pm (PST)

In 1902, the Tournament of Roses decided to enhance the day's festivities by adding a football game—the first post season college football game ever held. Stanford University accepted the invitation to take on the powerhouse University of Michigan, but the West Coast team was flattened 49-0 and gave up in the third quarter. The lopsided score prompted the Tournament to give up football in favor of Roman style chariot races. In 1916, football returned to stay and the crowds soon outgrew the stands in Tournament Park. William L. Leishman, the Tournament's 1920 President, envisioned a stadium similar to the Yale Bowl, the first great modern football stadium, to be built in Pasadena's Arroyo Seco area. The new stadium hosted its first New Year's football game in 1923 and soon earned the nickname "The Rose Bowl."

Lemonade Pie



INGREDIENTS (serves 8)

- 1 9 inch prepared graham cracker crust
- 1 quart vanilla ice cream, softened
- 1 (6 ounce) can frozen lemonade concentrate
- 2 (8 ounce) container frozen whipped toping, thawed

DIRECTIONS

- Preheat oven to 350 degrees F (175 degrees C).
- Bake crust in oven for 8 to 10 minutes until light brown. Allow to cool.
- In a large bowl, mix until creamy the ice cream, lemonade, and whipped topping. Spread mixture into pie crust, then place in freezer for 20 minutes. Serve pie after it has set.

Known as the *The Granddaddy of Them All*, the Rose Bowl Game kicked off a myriad of college football legacies in 1902. Since then, the game has showcased 18 Heisman Trophy Winners, produced 28 national champions, featured 197 consensus All Americans and honored 98 college football legends by inducting them into the **Rose Bowl Hall of Fame**.

Continuing the tradition, on January 1, 2010, at 1:30 p.m. (PST) following the Rose Parade, the 96th Rose Bowl Game will feature the No. 8 BCS ranked Ohio State Buckeyes versus the No. 7 BCS ranked Oregon Ducks. As home to the Pac 10 and Big Ten champions, the game will be broadcast exclusively on ABC and ESPN radio. Listed below are the winners for the last 10 years.

2009	USC	38	Penn State	24
2008	USC	49	Illinois	17
2007	USC	32	Michigan	18
2006	Texas	41	USC	38
2005	Texas	38	Michigan	37
2004	USC	28	Michigan	14
2003	Oklahoma	34	Washington State	14
2002	Miami	37	Nebraska	14
2001	Washington	34	Purdue	24
2000	Wisconsin	17	Stanford	9



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

Virginia Bachmann, Mike Foley, Jim Murray,
Heather Silin, Jason Malkin, Tom Gollogly,
Andrew Kuby, and Patty O'Mera

Sandy, UT

Mark Hays, Steve Dal Soglio, Starr McNinch,
Jackie Orr and Vaughn Beames

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 – Steven Krasner

Sandy, UT – David Lingo

Thank You for Your Continued Business.

Monthly Trivia Contest

**Entrants to the October Trivia
Contest Were:**

Glenview, IL

Tony English, Mary Fink, Richard Blohm,
Howard Vihon, Mrs. Theobald,
Angelina Fabiano, June Heller,
Enid Brick, Rochelle Berne, Dwight Berk,
Kiki Gould, Pat Birkenheier,
Fred Beslow, Roger Ruggeri,
Laurie Binstein, Daniel Spain,
Diane Payton & Mary Ellen Johnson

Sandy, UT

Gloria Hakke, Paul Savagean,
Roger Kinney, Victoria Lucero,
Norma White, Bill Lange,
John Hargraves, Nancy Ramsdell and
David & Julie Kane

Thank you to everyone who entered.

Welcome to Our New Clients

Glenview, IL

Jesse Bair, Robert Christopher, Gustave Diets, Abby Gartland, Wendy Groesch, Todd Ketterhagen, Erin Kinsel,
Roberta Krause, Albert Lewis, Isaac McCullom, Susan Moran, Michelle Nitoi, Bill O'Brien, Smita Patel,
Monique 'Fischer Pepin, Victor Rodriguez, Kaveh Ryndak, Lorraine Salazer, Paul Shotola, Tom Soukup,
Betty Tau, Laura Velissaris, and Tim Wolf

Sandy, UT

Cody Marrs, Tom Hethmon, Matt Justice, Richard Martinez, Nikki Christsen, Keith Finley, Gary Romano,
Helal Mobasher, Taylor Yocum, Misty Madsen, Trina Nicholson, Vinny Marotta, Jenny Carrico, Barry Cave,
Laurie Parkinson, Justin Van Ausdal, Travis Behr, Mike Sanborn, Buddy Roach, Janet Velasquez, Judd Casper,
Heidi Peterson, Patsy Richins, George Loando, Jennifer Benson, Ray Spilker, and Jackson Renouf



Ways to Cut Your Energy Costs

- Get a home energy audit every couple of years with your power company to find ways to cut costs.
- Check with your utility company for rebates whenever you install energy-saving equipment.
- Add more energy-efficient insulation to your attic, with the appropriate R-value, or resistance to heat flow, for your climate and the type of heating in your house.
- Turn down your home thermostat two degrees and save 24 kilowatt hours a month. It might not sound like much, but it adds up.
- Buy a programmable thermostat, especially if your home is vacant most of the day. Set it to turn on a half hour before anyone arrives home.
- Adjust your thermostat to a comfortable temperature and wait. Turning your thermostat up or down dramatically wastes energy and increases your heating costs.
- Lower your hot water thermostat 10 degrees, but no lower than 120 degrees. You'll still get all the hot water you need and save 25 kilowatt hours a month.
- Fix leaky faucets — one drip a second is 20 kilowatts a month.
- Invest in weather-stripping kits if you have drafty doors.
- Trade your standard incandescent bulbs for compact fluorescent bulbs. They are more energy-efficient, last for years instead of months, consume little power and generate little heat.
- Turn off your computer when not in use, or use the energy-saving "sleep" mode.
- Seal energy leaks. Caulk over cracks and small holes around windows and exterior walls. Look carefully around plumbing pipes, telephone wires, dryer vents, sink and bathtub drains and under countertops.
- Buy major appliances that sport the "Energy Star" sticker. That shows the appliance meets or exceeds standards set by the U.S. Department of Energy and the Environmental Protection Agency.
- Consider a front-loading washing machine. They use 50 percent less energy and one-third less water. Plus, they remove far more water in the rinse cycle, and that translates into big savings in dryer time.
- When building a home or replacing a roof, select a roof based more on energy efficiency than on how it looks. Light-colored roofs, such as white, galvanized metal or cement tile, do the best job of reflecting the sun, and cool quickly at night.
- Landscaping with the right mix of trees and shrubs can lower your energy bills by blocking winter winds or the summer sun.



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:

"Who was the Grand Marshall of the Tournament of Roses Parade in 2005?"

(Hint: the answer is somewhere in this newsletter)

- A) Shirley Temple Black B) Mickey Mouse
C) Sandra Day O'Connor D) Bill Cosby

Call during business hours with your answer!

The answer to November's trivia challenge was

C) Algonquian Tribe

Congratulations to last month's lucky winners:

Glenview, IL — Rochelle Berne

Sandy, UT — Norma White

Quote of the Month

"... in spite of everything, I still believe that people are really good at heart. I simply can't build up my hopes on a foundation consisting of confusion, misery, and death. I see the world gradually being turned into a wilderness, I hear the ever approaching thunder, which will destroy us too, I can feel the sufferings of millions and yet, if I look up into the heavens, I think that it will all come right, that this cruelty too will end, and that peace and tranquility will return again."

—Anne Frank

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.

"Hit the ball out of the park again. Many thanks to Brian, Dana, Tony, Kenny, and especially Pete for his fine work." —*John N.*

"I'm glad CARS of America (aka- 1-866-CARE-CARE) is such a great repair shop and in Glenview, so close to home." —*Mary Beth W.*

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

1727 Chestnut Ave
Glenview, IL 60025
4th Bldg. West of Waukegan
on the South Side of Street
Hours: M-F 7 A.M. to 6P.M.
Saturday 8A.M. to 2P.M.

8802 South 700 East
Sandy, UT 84070
Hours: M-F 8 A.M. to 6P.M.

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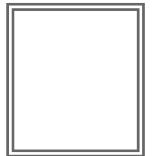
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Rebates Mailed to Clients Since May 2008



2010



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ProspectHts.,IL600707461
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Customer Name
Street Address
City, ST ZIP Code

A+ Rating

Glenview and
Northbrook, IL