

Mother's Day: A Short History

The second Sunday in May was officially proclaimed "Mother's Day" by President Woodrow Wilson in 1914. But it had a long history before then. In the 19th century, Anna Reeves Jarvis organized Mother's Work Day to heighten awareness of local sanitation issues in her home state of West Virginia, and then expanded her efforts to improve health and sanitation during the Civil War. Julia Ward Howe (who wrote the words to "The Battle Hymn of the Republic") promoted a "Mother's Day for Peace" in 1872.

On May 9, 1905, Anna Reeve Jarvis's daughter, Anna Marie Jarvis, privately commemorated her mother's death two years before. Then, in 1908, Jarvis organized a larger celebration of motherhood at her church in Grafton, West Virginia, with more than 400 children and their mothers participating. After that, Jarvis began working for a national day of recognition for mothers. West Virginia recognized Mother's Day first, in 1912, followed by Wilson's proclamation in 1914.

Ironically, the younger Jarvis never had any children of her own.

Give Mom Something Different This Mother's Day

Doesn't your mother deserve more than a generic greeting card on Mother's Day? Here are some ideas for a personal, thoughtful gift she'll treasure:

- **A photo album.** Fill it with photos that mean something to her: pictures of your family, pets, and places you've lived, as well as quotations, ticket stubs, post cards, etc.
- **A tribute video.** It doesn't have to be long or involved. Use your digital camera to record a sincere message. If you have the resources, mix in a montage of photos or her favorite songs.
- **A special class.** Enroll her in a seminar on something she loves or has always wanted to do but has never taken the time to pursue. Do some research so it's a really good fit. Give a gift that goes along with it: A sketchpad if you're signing her up for an art class, for example.



American Craft Beer Week, May 16-22

American craft brewers are small, independent, and traditional. The average American lives within 10 miles of a brewery, and the United States now has more beer styles and brands to choose from than any other market in the world. Enjoy a cold one (responsibly) all month long.

Do You Have A Question About Car Maintenance That You Want Answered?

We love to hear from all of our good friends and clients who enjoy reading our monthly newsletter. If you have a question about anything related to your vehicle, feel free to give us a call at 555-555-5555, email us at support@repairshopcoach.com or visit us at www.repairshopcoach.com.

Quotes

"When you are a mother, you are never really alone in your thoughts. A mother always has to think twice, once for herself and once for her child."

- Sophia Loren

"Motherhood has a very humanizing effect. Everything gets reduced to essentials."

- Meryl Streep

May Events

May 1st	May Day
May 5th	Holocaust Remembrance Day
May 8th	Mother's Day
May 21st	Armed Forces Day
May 30th	Memorial Day



Thank You! Thank You! Thank You!

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

Name Here

Antilock Brakes: Use Them Properly

Antilock braking systems in cars are designed to improve safety, but they won't do the job unless drivers know how to use them correctly. Here's the right way to use the ABS when you need to stop quickly:

- ❖ **Apply steady, firm pressure.** Never pump or "feather" your brakes. The ABS regulates the braking pressure so the brakes don't lock up. If you pump or slightly release pressure on the pedal, it confuses the computer system and shuts it off.
- ❖ **Don't let up.** The grating noise you may hear is the sound of the ABS working.
- ❖ **Don't yank the wheel.** You can steer your car safely, but if you yank the wheel, you could lose control.
- ❖ **Be prepared for skids.** Remember that the ABS doesn't prevent skids. Nor does it allow for shorter stopping distances than conventional brakes.

The Real Truth From Hollywood

The movies teach us many things. Here's some "truth" they gladly share:

- ◆ No investigation gets anywhere until the chief of police either suspends the detective or gives him/her 24 hours to solve the case.
- ◆ All grocery bags contain at least one loaf of French bread.
- ◆ The Eiffel Tower can be seen from any window in Paris.
- ◆ Mothers cook extravagant breakfasts when their husbands and children have no time to eat.
- ◆ A single match will light up an entire room.
- ◆ When your enemies outnumber you, they will always attack you one at a time.

Einstein: A Genius With A Human Touch

Albert Einstein was a scientific genius, and stories about him are legendary. Three stories illustrate that he was as human as the rest of us:

- ★ When Einstein went to Princeton University in 1953, someone asked what he would need for his office. His reply: "A desk, some pads and a pencil, and a large wastebasket to hold all of my mistakes."
- ★ A student visited Einstein in his Princeton office one day with a copy of this year's final exam in his hand. "Professor, all the questions on this year's test are the same as last year!" "Yes," Einstein replied, "but this year all the answers are different."
- ★ After finishing a paper, Einstein and his assistant could find only one paper clip in his office to hold the pages together. Unfortunately, it was bent out of shape and impossible to use. They searched the desk for something to use as a tool to straighten the clip, and found a full box of paper clips in one drawer. Instead of taking one of those clips, Einstein used one as a tool to straighten out the bent clip. The assistant asked why he didn't just use one of the fresh clips. Einstein answered, "Once I am set on a goal it becomes difficult to deflect me."

Try These Year-Round Common Cold Remedies

You can catch a cold any time of the year, no matter what the weather is. Although you can't cure it, you can relieve its symptoms with some simple remedies. Try these:

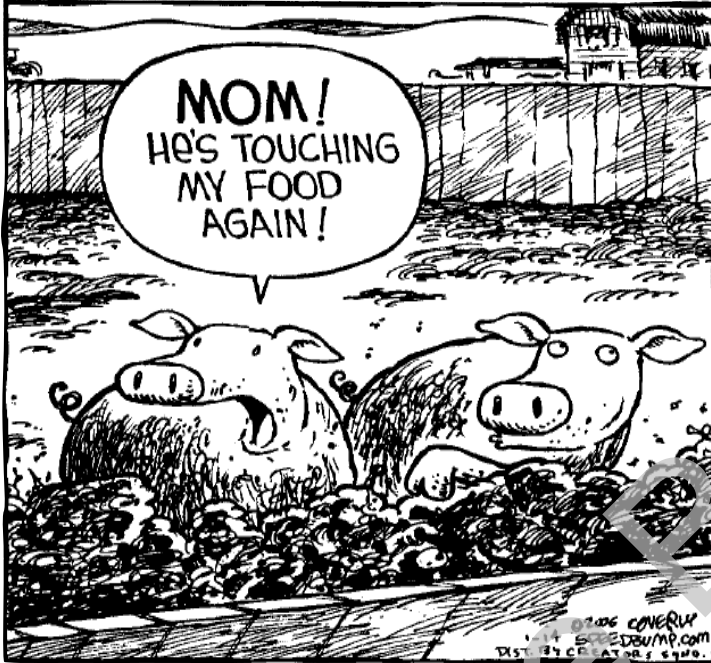
- * **Honey.** Honey mixed with tea or warm lemon water can relieve coughing and sore throat.
- * **Zinc.** Zinc supplements taken within the first few days of having a cold can shorten your illness and could prevent a cold in the first place.
- * **Hot liquids.** Hot tea or water can loosen up congestion in your chest and sinuses.
- * **Salt water.** Evidence suggests that rinsing your mouth with salty water can clear up nasal congestion and unclog your sinuses.
- * **Vitamin C.** Evidence that vitamin C can help you avoid or shorten colds is mixed, although research does hint that it may be effective for those with a vitamin C deficiency.

Congratulations To Our Client Of The Month!

Every month, we choose a very special client of the month. 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 Client of the Month is

Name & Reason Here



Thanks For The Kind Words

Testimonial(s)

Mistaken Identity

Ron called 911 when his pregnant wife Ann went into contractions. The dispatcher asked some quick questions to help him relax: "How far along is she? Where is the nearest hospital? How far apart are the contractions?" Finally she asked, "Is this is her first child?"

"No," Ron replied, rattled. "This is her husband!"

Do You Want To Win A Free Lube, Oil & Filter Change?

The first 10 people to call with the correct answer will be eligible to win. At the end of the month we'll draw one lucky name. That winner will receive a FREE Gift Certificate for a Lube, Oil & Filter Change from us! Which President officially proclaimed, 'Mother's Day' would be the second Sunday in May?

(Hint: the answer is somewhere in this newsletter)

- a) Woodrow Wilson c) Herbert Hoover
- b) William Taft d) Calvin Coolidge

Call right now with your answer!

Last month's trivia challenge was, *What year did the BBC run a phony Spaghetti Crop story?* c) 1957.

Congratulations to last month's lucky winner!

Winner Name Here

Teens And Social Media

If you think your kid is checking his or her smartphone every 30 seconds, you may not be far off. A study of more than 200 eighth-graders reported on the CNN website found that the heaviest social media users check the Internet more than 100 times daily, even when they're in school. What are they looking for?

- ◆ Checking their online posts for comments and "likes": 61 percent.
- ◆ Seeing whether friends are doing things without them: 36 percent.
- ◆ Making sure friends aren't saying mean things about them: 21 percent.

Fifteen percent of teens in the study reported receiving inappropriate photos. And 94 percent of parents were unaware of the amount of fighting that occurs on social media.

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A Free Monthly Newsletter
From Your Friends At
COMPANYNAME-10



What's Inside?

- Antilock Brakes -
- Common Cold Remedies -
- Mother's Day -
- Teens And Social Media -
- Win A FREE Lube, Oil & Filter Change -
- May Events -
- Money Saving Offers -
- & Much More!

What's The Answer?



Does ABS Prevent Skids?

$$E=MC^2$$

How Far Apart Are The Contractions?

Which University Did Einstein Go In 1953?

Do They Really Check The Internet 100 Times A Day?

*The Answers To These And Many
More Questions Are Inside*



May 1

May Is Mom Appreciation Month

Offer **You Will Receive A FREE \$00.00 Gift Certificate When**
Expires **You Have Any Service Or Repair Performed With Us**
5/31/16 **During The Month Of May**



May not be
combined with
other offers -
Must Present
Coupon -
Excludes Oil
Changes

Changes

May 2



Moms Month Labor Savings

Expires 5/31/16 - Must Present Coupon
Cannot be combined with other offers

0-\$50.00	Take 5% Off Labor
\$51.00-\$100.00	Take 8% Off Labor
\$101.00-\$150.00	Take 10% Off Labor
\$151.00-\$200.00	Take 12% Off Labor
\$201.00 & Up	Take 15% Off Labor

Changes

May 3



May Is Armed Forces Month

May 16th is Armed Forces Day and where would we be without our soldiers? So we want to dedicate the entire month of May to our soldiers past, present, home and abroad. We Thank You! So stop in anytime this month and SAVE \$00.00!

Expires 5/31/16

Cannot Be Combined With Other Offers

Must Present Coupon

**Save \$20.00
on Any Service
or Repair!!!**

Changes

May 4



MILITARY MEMBERS WE THANK YOU!

Receive An Oil Change, Lube & Filter
PLUS 27-Point Inspection, All Fluids
Checked & Topped-Off & A Tire Rotation!
ALL THIS FOR ONLY \$00.00!

**THIS SPECIAL
OFFER VALID FOR
ALL PAST &
PRESENT MILITARY
MEMBERS ONLY!**

Cannot Be
Combined With
Other Offers
Expires 5/31/16
(Must Present
Coupon & DD214
or Military ID)

Changes

May 5



May 5th is Cinco de Mayo!!!

Make an appointment with us on May 5th or have any Service or Repair performed on your vehicle May 5th & receive a free bag of chips & a jar of salsa. It's just a fun way to celebrate this American & Mexican Holiday.



Must Present Coupon, Cannot Be Used With Other Offers Or Coupons, Excludes Oil Changes. Expires 5/5/16

Changes

May 6

ANY FLUSH SERVICE

Transmission Flush, Coolant Flush OR Fuel Injection Flush

\$00.00 OFF



Expires 5/31/16 Cannot Be Combined With Other Offers Must Present Coupon

Changes

May 7



SAVE \$00.00

Cooling System Service

SAVE \$00.00

With Summer Temperature's On The Way, You Can't Afford To Miss Out On This Important Service! We will check your thermostat, heater & coolant hoses, pressure check cooling system, drain & refill radiator with new coolant.

Must Present Coupon - Expires 5/31/16

Cannot Be Combined With Other Offers



Changes

May 8



Save When You Have Your Services Performed With Us

When You Have Any 30,000, 60,000 Or 90,000 Mile Factory Recommended Inspection Service Performed Before 5/31/16 We'll Take \$00.00 Off Your Service!

Cannot Be Combined With Other Offers Must Present Coupon

Changes

May 9



Do You Want To Know How To Save \$000.00 On All Your Auto Repair? Give Us A Call At (333) 777-5555 And Ask About Joining Our Car Care Club!



Changes

May 10



You don't have to go back to the Dealer for service or maintenance on your new or used vehicle! Federal Law (Magnusen-Moss Act 1975) prohibits new car dealers from implying or denying warranty service because routine scheduled maintenance was performed at an independent repair facility. We can handle your maintenance and repair needs. Just give us a call to schedule any of your preventative maintenance needs.

Did You Know?

Changes

May 11

The Warranty On Your New Vehicle Stays In Effect When Maintenance Is Performed Here.

We are legally authorized to fulfill maintenance obligations on all vehicles, even new ones. We use appropriate parts & procedures, the vehicle's manufacturer is bound to honor its warranty obligations. Your vehicle's care starts at 00001 miles.



Changes

May 12



It Won't Clean Itself.....

Bring your vehicle in for service or a repair any day during the month of **MAY** and receive a certificate for a **FREE Car Wash.**

Hurry... Expires 5/31/16

Cannot Be Combined With Other Offers Must Present Coupon

Changes



Spring Flower Jumble

See if you can find these springtime blooms:



DAFFODILS

TULIPS

CROCUSES

SNOWDROPS

FORSYTHIA



LILACS

CHERRY BLOSSOMS

AZALEAS

IRISES



HYACINTHS

LILIES

MAGNOLIAS

BLUEBELLS

CAMELLIAS

Automotive Savings Are In Bloom Too!!!

A G C L F O R S Y T H I A N C E L B
M C P R S K O F U J W G R D R I N E
Y H T S N O W D R O P S B M E L Y T
K E A D Z L H I P F R F C N A U L G
U R R H D N A F A L O B A T Z R N A
H R L W A E L I L I E S M N A I S D
O Y D G O B M S I E Q E E M L P C A
N B L Q A N D G E O T W L O E H Y F
M L T F U N R Y N H N E L T A X O F
A O A T I R I S E S Z S I C S A V O
G S D R Y J P Z E K A I A U S I L D
N S B A E V C N A L H M S I P R D I
O O L O A Z G E B L U E B E L L S L
L M U N S K X C I S I U J F R T C S
I S T E R M H Y A C I N T H S O F S
A C R O C U S E S C P T N S G A L N
S R E T J N Y D W H K A I R E M E P
L A N T U L I P S P R L I L A C S T

Bring in this correctly completed Word Search and you can choose between any one of these 'In Bloom Savings' offers!

\$20.00 Off
Any 30k, 60K, 90K or 120K factory recommended service

\$20.00 Off
Brake Fluid Service

\$20.00 Off
Fuel Injection Cleaning Service

Ron's Auto Repair

513-779-3660

Cannot be combined with any other discounts.
Offer ends 5/31/2016.

