

# Choice Biz Chronicle

www.choicebiz.com

## I Know Now...

That you need to stand in your customers, for something. Every person, organization, and team reflects and reinforces a brand. It allows engagement in activities with purpose and passion. Everything you think, say, and do is projecting your brand. The energy is then received by and instilled

in your customers, employees, and society in general. Take action to make sure you and those around you know what you stand for and it's reflected in your actions. Also, make you re-evaluate often, so it's an accurate reflection.

~ Deb

---

*"The kind of commitment I find among the best performers across virtually every field is a single-minded passion...it launches you out of bed in the morning, and through your day with a spring in your step."*

- Jim Collins

---

## Choice Executive Suites

Volume 4, Issue 6

June 2008

## Mark Your Calendar

**June 14**

*Flag Day*

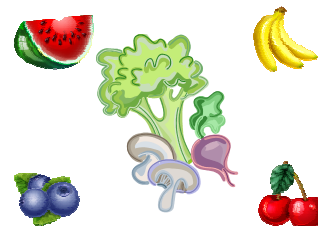
**June 15**

*Father's Day*

---

---

*National Fresh Fruits and Veggies Month*



## Fruits and Veggies Matter

Fruits and vegetables come in terrific colors and flavors, but their real beauty lies in what's inside. They are a great source of many vitamins, minerals, and other natural substances that may help protect you from chronic diseases.

sium, and vitamins A and C. Some examples include green spinach, orange sweet potatoes, black beans, yellow corn, purple plums, red watermelon, and white onions. For more variety, try new fruits and vegetables regularly.

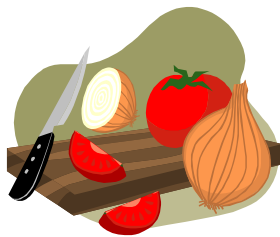
**Try these quick and easy ways to include more fruits and veggies in your meals:**

\* Add fruit to your breakfast cereal or oatmeal

\* Snack on mini-carrots or dried fruit at work instead of candy

\*Add to your take-out dinner with fruits and veggies from home

\*Microwave a vegetable to add to your dinner or eat some fruit for dessert



To get a healthy variety, think color. Eating fruits and vegetables of different colors gives your body a wide range of valuable nutrients, like fiber, folate, potas-

## On The Town

### Farmers Market

*Fulton Street*

The open air market features locally-grown fruits and veggies, flowers, plants, crafts, and more. Visit [fultonstreetmarket.org](http://fultonstreetmarket.org) for more information.

### Feast of the

**Strawberry Moon**

*June 14-15*

An 18th century living history experience held on Harbor Island along the banks of the tranquil Grand River. Visit [tri-citiesmuseum.org](http://tri-citiesmuseum.org) for more information.

### Summer Concerts

*7pm*

Takes place every Thursday along the Flat River in downtown Lowell. Features bands from varied music genres. Free admission. For more info, visit [lowellchamber.org](http://lowellchamber.org)

## Inside this issue:

<i>I Know Now...</i>	1
<i>Fruits and Veggies</i>	1
<i>On the Town</i>	1
<i>Mark Your Calendar</i>	1
<i>Hot Tip from Tech Support</i>	2
<i>Catering-</i>	2
<i>Quick Hits</i>	2
<i>Tenant Spotlight</i>	2
<i>Did You Know...</i>	2

## Hot Tip from Tech Support



Have you ever been working on an important project and the power cord accidentally gets pulled, battery fails, or there is a power outage? If so, you have experienced the sinking feeling of losing all your hard work. While we all know that we should save our files often, we

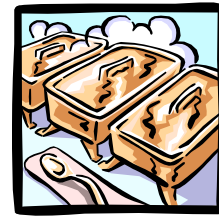
sometimes get so involved in our work that we forget. Microsoft has a backup for this with its AutoRecover feature. To ensure you have AutoRecover turned on, go to "Tools", "Options" and select the "Save" tab. If "Save AutoRecover info every" is not

checked, do so and adjust the time as necessary. The default is 10 minutes, but if you are a fast worker you may want to adjust the time to a lower number. These steps apply for Word, Excel and PowerPoint.

## Catering

Want a few pats on the back from your co-workers? Consider having Choice Business Services cater your meetings. Our experienced event planner will customize the menu, décor, and food presentation to meet your specific wants and

needs during a one-on-one consultation; options range anywhere from snacks to box-lunch drop off to full service. Contact Robin Cage for more details.



## Quick Hits

### Saving Energy

Cool your home naturally by opening windows on cool summer nights, using energy-saving compact fluorescent bulbs, hanging washed clothes outside to dry, grilling food outside, and installing window awnings. Also, plant deciduous trees on the east and west to shade your house and cool it by as much as 20 degrees.



### Think Green

Collect rainwater in a barrel then use it to water plants and landscaping, instead of the hose.



### Business Etiquette

Do not correct your boss in public, explain it in private. If you are in a meeting and your boss makes a major error in his/her statements, you can speak up gently with something like, "The last figure I got was \$2 million, Jim."



## Tenant Spotlight



**Robert Young**  
Vantage Point Real Estate  
Virtual Tenant

Robert is an Associate Real Estate Broker and Limited Appraiser, and currently serves on the Board of Directors for Grand Rapids Association of Realtors.

He has received the GRAR "Pinnacle Award" twice for his committee service.

Robert and his wife Victoria, a school-teacher in Caledonia, have a 9-month old

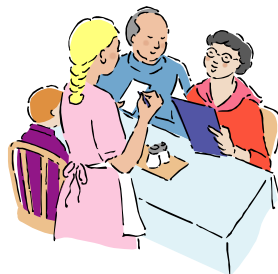
girl named Gabriella and two cats.

Robert was one of a handful of volunteers early on that assisted the Salvation Army in trying to secure a Ray and Joan Kroc Community Center in Grand Rapids.

His favorite quote and motto is: "Be daring, be different, be impractical, be anything that will assert integrity of purpose and imaginative vision against the play-it-safers, the creatures of the commonplace, the slaves of the ordinary."

## Did You Know...

You can cut portions in half BEFORE you dig in at a restaurant to reduce calories when portions are too large. Ask the wait staff to provide a take-home container when they bring the food and divide your meal into moderate portions before you start eating. That way you won't overeat just because the food is



there, and you continue to pick at it while engrossed in dinner table conversation. If it will be a while before you can refrigerate the food, ask the wait staff for a plastic bag of ice cubes to put in the container.