



Happy 2018 to Everyone

A new millennium joke is going around. A fellow is in an existential crisis. He tells his friend: At times like these, I wonder what I have done with my life. His friend answers: You've had a great life. It's just that you were on your phone.

Don't we all know someone like that? Let's face it, we have all been that person.

Here it is 2018 and as we begin the new year, let's resolve to engage in the world around us at least as much as the phone in our hands. Our colleagues, our families, our friends -- they all could use the best we have to give.

We are looking forward to a fantastic New Year!!

Why Making Websites Mobile-friendly is Important

People are more attached to their smartphones than ever but recent analysis from Alliance Data shows that although 63 percent of millennials shop on them every day, only 39 percent of their total purchases are actually made online.

This trend is alarming news for online stores and vendors eager to get this targeted demographic to follow through on their online purchases.

According to recent data from Osterman Research, online security could play a significant role in determining whether or not someone actually buys their goods online. They cite the 42.2 percent of millennials in America who have limited their purchases due to security concerns. Any data shared over the internet carries with it some risk of identity theft or fraud. In this case, increased use of security-focused shopping portals, coupled with better transparency of the website itself could help pave the way for peace of mind.

Perhaps more likely, CNET argues many people turn to physical stores to complete their purchases simply because it can still be quite frustrating to input all the required information on a tiny smartphone keypad. Names, email addresses, passwords, physical addresses, and credit card numbers entered during checkout is a tedious process for all but the savviest users.

For online retailers to secure their shoppers' attention and wallets, the process of adding items to carts and checking out should be as seamless as possible. Integrating many different types of payment options, such as Paypal or Apple Pay, would also help entice people who trust a dedicated payment platform over an online storefront.

For more information about Citywide go to www.abscitywide.com



I hope you enjoy this month's newsletter!

*Marc Battista
Citywide Building Maintenance*

New Year's Resolutions: Break into Something New

Here are some resolutions that will make 2018 a little more interesting.

1. Master some jokes. Why resolve to be more social if you don't know what to do when you get to the party? Try to find a selection of one-liners that will work in a variety of situations. Find a longish joke that will be suitable to tell at lunch with a friend. Maybe a spicy joke to tell a really good friend. But always have a sweet joke to tell someone's mother.

2. Learn a useful phrase in three languages. Hey, you want to be debonair? Here's your chance. Go for Arabic and Mandarin if you are adventurous. If you want laughs, learn something silly. With one resolution, you tick off 'learn something new.' Done.

3. Learn to juggle. A good party trick that will get everyone else involved and keep you busy while listening to YouTube videos. Hey, you aren't wasting time.

4. Give yourself a big win. The problem with New Year's resolutions is that only 8 percent of resolvers keep their resolutions. That leaves 92 percent feeling like failures. They are resolving the wrong things. Instead, try something that you have a good chance of accomplishing:

- Spend more money on fun. If you break this resolution, you are saving more money.
- Never buy another organizational basket. So, if you do break down, you are getting organized.
- Never go to a gym. No sweat. But if you find yourself sweating, more's all the better.



Do You Know...

... someone that could use our services? Perhaps a colleague, friend, family member, or networking buddy?

When a new client signs up for regular cleaning services at your recommendation; you will receive \$100!

If you would think of 3 or 4 people that could use our services, then don't hesitate to call them and give them our name and phone number. Be sure to have them mention your name when they call so we can send your \$100 Bonus!

Thanks in advance for your help and we look forward to sending cash your way!

Worth Mentioning!

" Citywide is 80% responsible for the GREAT first impression our school makes for visiting & prospective students."

*Lisa Breitenberg
Oak Brook, IL*

Google Gave Internet to 100,000 People in Puerto Rico

The recent devastation caused by the hurricanes in Puerto Rico unveiled a massive problem with modern society's dependence on instant, long-distance communication. With the destruction of much of the communications infrastructure, thousands of people found themselves unable to access the internet or conveniently communicate with friends, family, and recovery crews. According to Engadget, Alphabet (the parent company of Google) unleashed their new Project Loon service to provide connectivity to over 100,000 people.

Project Loon takes specially built balloons that can fly high above the ground and, with the help of solar-powered relays, spreads LTE cellular service from companies like AT&T and T-Mobile over an incredible area. Puerto Rico became a proof of concept for the company who ultimately wants to be able to spread internet globally to everyone.



Snow Global Warming

The Humble Egg

Try this slow scramble for a creamy delight

Let's first get the bad PR out of the way: Eggs won't raise your risk of stroke, heart attack or heart failure, according to the Tufts University Health & Nutrition Letter.

Eggs got a bad rap during the last 20 years because it was thought that they significantly raised levels of cholesterol. Current research shows that saturated fat is the primary culprit in heart disease risk, according to Live Science.

Eggs are high in cholesterol (186 milligrams total with 184 of that in the yolk), but they're low in saturated fat (1.6 grams in the yolk).

People who eat a healthy diet, rich in fiber, vegetables, and fruits, can safely eat an egg each day, writes dietitian Katherine Tallmadge.

That brings us to a very common recipe: scrambled eggs. You see them in different forms depending on who's cooking: Flat as a pancake, lumpy and rubbery, or the dreamy creamy.

Here's how to make the perfect scrambled eggs that are soft and creamy.

The key is cooking them long and slow, according to The Kitchen. Set the heat on a very low setting and plan to let the eggs slowly transition from liquid to solid over about 10 to 15 minutes. Stir frequently to make the eggs end up with small curds that have the texture of ricotta cheese.

Low and slow creamy scrambled eggs

- 2 or more large eggs
- 1 teaspoon butter
- 1/4 teaspoon salt
- Pepper to taste
- 1 Tablespoon cream
- chopped herbs (optional)

Warm your pan on the stove over low heat before putting anything in it. Then put in the butter and let it melt. Whisk eggs in a bowl, vigorously enough that the whites and yolks are mixed and frothy.

Add salt, pepper, and cream. Whisk to mix. Add herbs if desired.

Pour eggs into the pan in a thin layer and cook slowly for 10 to 15 minutes.

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Trivia Teaser – Junior Class

1. Which of these U.S. Presidents was named after his father? a-John Kennedy, b-Jimmy Carter, c-Richard Nixon, d-Ulysses S. Grant.

2. Odell Beckham Jr. is a talented wide receiver for which NFL team? a-New York Giants, b-Miami Dolphins, c-Tennessee Titans, d-Oakland Raiders.

3. In which U.S. state was Martin Luther King Jr. born? a-Alabama, b-Mississippi, c-Georgia, d-Illinois.

4. Actors Tyrone Power Jr. and Douglas Fairbanks Jr. both played which swashbuckling hero? a-Sinbad, b-The Scarlet Pimpernel, c-D'Artagnan, d-Zorro.

5. With which sport do you associate Floyd Mayweather Jr.? a-Boxing, b-Auto racing, c-Bowling, d-Golf.

6. What musician's real name is Calvin Broadus Jr.? a-Snoop Dogg, b-Englebert Humperdinck, c-Pitbull, d-Hank Williams.

7. Max Baer Jr. was a cast member of which 1960s sitcom? a-"Petticoat Junction," b-"F Troop," c-"Green Acres," d-"The Beverly Hillbillies."

8. Ray Parker Jr. sang the theme song to which 1980s movie? a-"Fame," b-"Beverly Hills Cop," c-"Ghostbusters," d-"Back to the Future."

9. Burgess Meredith and Lon Chaney Jr. played a pair of itinerant farmhands in which 1939 film? a-"The Grapes of Wrath," b-"Of Mice and Men," c-"The Adventures of Huckleberry Finn," d-"Gone with the Wind."

10. Which family-friendly TV series was based on the novel "Spencer's Mountain" by Earl Hamner Jr.? a-"The Addams Family," b-"The Andy Griffith Show," c-"The Waltons," d-"Little House on the Prairie."

1-b, Jimmy Carter
2-a, New York Giants
3-c, Georgia
4-d, Zorro
5-a, Boxing
6-a, Snoop Dogg
7-d, "The Beverly Hillbillies"
8-c, "Ghostbusters"
9-b, "Of Mice and Men"
10-c, "The Waltons"

Answers to 'Junior Class'

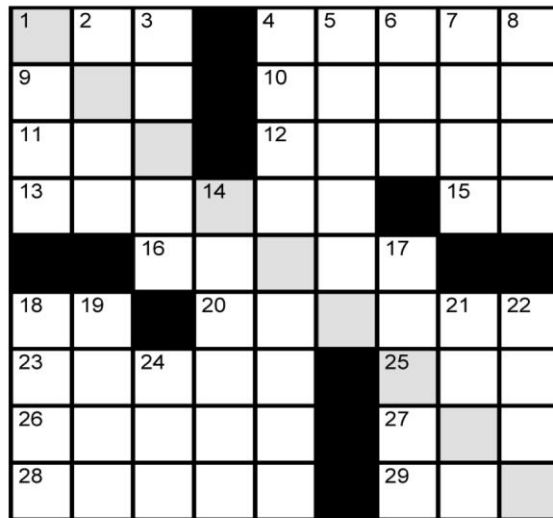
Small orange-like fruit

Across

1. Recipe amt.
4. Finale
9. Call to Bo-peep
10. Unusual
11. Break a commandment
12. 1545 council site
13. Pickle
15. Gift tag word
16. Cloudless
18. Kipling poem
20. Still on the shelf, maybe
23. Punctuation mark
25. Chit
26. Dangerous bacteria
27. Econ. indicator
28. Fortune teller
29. Born as

Down

1. Recipe abbr.
2. Breeze (through)
3. Pre-exam feeling, maybe
4. Exact or very accurate
5. Pestle's partner
6. "The Three
7. Lady's escort
8. Kind of sax
14. In a melancholy manner
17. Despot's duration
18. Clinches
19. Central points
21. Excellent
22. Fool
24. Unruly crowd



Faces of ___"



The headline is a clue to the answer in the diagonal.

More Women are Starting Small Businesses

Starting and running a small business takes a lot of passion and determination, and recently the number of women taking the plunge has been rising.

According to recent data from the Institute of Women's Policy Research (IWPR), about 29 percent of all business owners in America are women. This figure is up from 26 percent as recently as 1997. In the last decade, there has been a growth of 68 percent in women-owned firms compared to only 47 percent growth for all businesses on record.

One aspect of women-owned businesses that stands out is the 265 percent increase in the number of minority women who have stepped up to be their own boss.

Two programs, the Small Business Jobs Act of 2010 and the Women's Equity in Contracting Act, help these businesses get more contracts from the government.

Passion will only take a woman so far if she is serious about building something from the ground up and, just like their male counterparts, it is wise to follow the advice of those with experience. According to Fortune Magazine, women interested in starting their own small business should pursue certifications in their field to gain legitimacy, seek out other women to partner with and learn from, and get ready to hustle to build their customer base by putting themselves out there.



Contact us for a comparison proposal today!!
847-228-1111
www.abscitywide.com

About Our Company

Citywide Building Maintenance Inc. is a full service commercial cleaning company that is operating throughout the state of Illinois.

Services include: general cleaning, porter services, carpet cleaning, upholstery cleaning, hard floor care services, window washing and construction cleaning and more.

Citywide has been around for over 34 years and feel it's important to provide cleaning services that place the utmost importance on the health and safety of their clients and employees. For that reason, being active participants in industry associations ISSA (International Sanitary Supply Association) and BSCAI (Building Service Contractors Association International) have proved to be very helpful in developing customized cleaning solutions for customers of all sizes.

Wasting the Time of Email Scammers

The average person deals with an incredible amount of email throughout their workday, and having to deal with email spam and scammers can add further frustration to the experience. According to Engadget, a company called Netsafe has created a service named 'Re: scam' that embraces the spirit of nagging emails by replying to scammers automatically to waste as much of their time as possible.

Driven by multiple bots that each have their own character persona, scammers will be treated to endless replies filled with seemingly benign questions and sometimes hilarious stories. Representatives from the company claim that they have handled up to 1,000 concurrent email exchanges at one point and their record sits at 20 replies.

Flu Season; 3 Tips to Combat the Spread

- *Make sure both hard and soft surfaces are being disinfected with the proper products.*
- *Make sure your high touchpoint surfaces: keyboards, desks, phones, faucets & doorknobs are being disinfected on a consistent basis.*
- *Encourage frequent hand washing.*

Don't Drink Too Much Coffee!

Many people rely on a daily dose of caffeine to get their day started, but according to the Mayo Clinic, there are risks associated with drinking too much coffee too often.

When used in moderation, caffeine is prized for its ability to help people stay alert. Once the intake surpasses about 400 milligrams (about four cups of brewed coffee), however, users might experience more harm than good.

Side effects of excessive use can include headaches, irritability, nervousness, insomnia, irregular heartbeat, upset stomach, and more depending on the person. Some people can be more sensitive to the effects as well, and these symptoms might present themselves with even light or moderate consumption. Likewise, a sudden increase in the amount consumed can cause harmful effects even in people who haven't noticed any problems in the past. Interactions with certain drugs, like ephedrine or echinacea, can increase the effects of caffeine and lead to more severe health risks like heart attack, seizure, or stroke.

Despite the fact that caffeine is often used to help wake people up in the morning, it can also work against a tired individual by disrupting their sleep cycle. Excess consumption or consuming caffeine late in the day can delay sleep or limit its therapeutic value. Repeating this cycle for long enough can result in a cumulative sleep debt that starts to cause issues with daytime alertness and focus. Limiting consumption to the morning hours is one of the best ways to help avoid this problem.

Experts say that even the worst side effects of caffeine aren't typically life-threatening, but according to USA Today, it is possible to have too much. It is estimated that a lethal dose of caffeine could be found in somewhere between 50 and 100 cups of coffee, depending on weight, so it is unlikely for a coffee drinker to be in any real danger. If a person is consuming the raw, powdered form of caffeine, however, then as little as a teaspoon could kill.

FREE Office Chair Cleaning with Carpet Cleaning!

One chair cleaned free for every 1,000 square feet of carpet cleaned

Schedule your cleaning by February 15, 2018

Citywide Building Maintenance Inc.
847-228-1111 Ask for Marc
www.abscitywideinc.com

Take the Trivia Challenge and Win a \$25 Gift Card to Chili's!

The first 5 people who email our office with the correct answer will be entered the drawing! Email mjb@citywideinc.com.

What percentage of business owners are women?

- a. 26
- b. 29
- c. 47
- d. 68

HINT: The answer is hidden somewhere in this newsletter.