

recipe

One Bowl Amazing Chocolate Cake

2 Cups Flour	1 (4 ounce) package Instant Chocolate Pudding Mix
1½ Cups sugar	2 teaspoons vanilla
1 Cup liquid non-dairy creamer or soy milk	⅔ Cup unsweetened cocoa powder
½ Cup canola oil	1¼ teaspoons baking powder
½ Cup mayonnaise	1 teaspoon baking soda
3 eggs	

Preheat oven to 350 degrees. Lightly grease a Bundt pan with non-stick baking spray. In the bowl of an electric mixer, combine all ingredients. Mix at medium speed for 2 minutes. Pour into prepared Bundt pan. Bake at 350 degrees for 45 to 50 minutes, or until a skewer inserted in the center comes out clean. Let cool before serving.

Betty Marion White Ludden (better known as Betty White) was born January 17, 1922. She's had many starring roles throughout her 60+ year career in show business, including Rose Nylund on *The Golden Girls*. In 2010, her career caught fire again after she appeared in a humorous candy bar ad during the Super Bowl. In addition to being a famous actress/comedienne, White has also written several books and has worked with the Los Angeles Zoo and the Morris Animal Foundation for more than four decades, caring for her biggest passion: animals.

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What's That Smell?

Removing odors from a variety of places such as furniture, clothing, vehicles, footwear, and even pets can be very challenging. While you should always remove the source of the smell (such as mildew or rotten food) before cleaning, here are a few helpful tips to neutralize and eliminate odors so you can breathe easy again:

- **Onion or garlic on hands:** Run cold water over them and rub wet hands on something made of stainless steel (faucet, silverware, pot, etc.).
- **Skunk spray on dog:** Wipe off as much spray as possible, then scrub with baking soda, hydrogen peroxide, and dish soap (repeat if necessary). Finish with a thorough shampooing.
- **Plastic containers:** Crumple a piece of newspaper into the clean, dry container, secure the lid tightly, and leave overnight. Then remove the paper (and odor).
- **Bottles:** Mix a teaspoon of mustard and hot water together in the bottle, shake well, and rinse.
- **Fish:** Absorb fishy cooking smells by setting out a small bowl of bleach

(away from kids and pets). After the meal, carefully pour the bleach down the drain.

- **Vomit or pet urine:** Blot the area with a paper towel and soak with distilled vinegar. Rinse, sprinkle the area with baking soda, and vacuum. Repeat as needed.
 - **Refrigerator:** After throwing away the offensive items, clean inside the fridge with bleach and water, then air dry. Place an open box of baking soda in the fridge to soak up odors.
 - **Cutting boards:** Soak with baking soda and vinegar, then scrub and rinse the board clean.
 - **Sinks:** Scrub the sides and especially the drain area thoroughly. Then pour a 50/50 mix of bleach and hot water down the drain.
 - **Sponges:** Wash dirty sponges in the washing machine, or soak them in a mixture of water and bleach.
 - **Lunch box:** Soak a paper towel in vinegar and set it in the lunch box overnight to eliminate odors.
- For more tips, check out www.getsmellout.com.

wise words

“A man who works hard stinks only to the ones that have nothing to do but smell.”

— Laura Ingalls Wilder



Knock, Knock... Who's There? Door Hangers!

Door-hanger marketing is a direct, simple, and effective way to pinpoint your audience and get results for only pennies per person.



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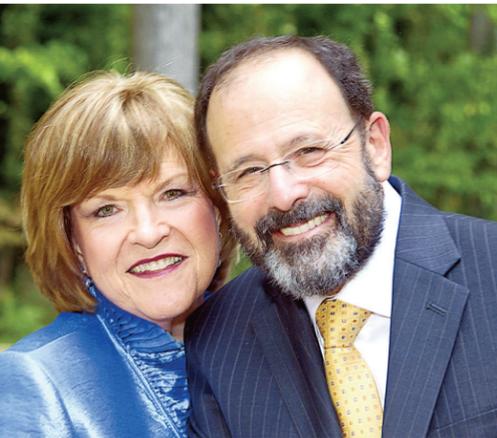
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Edie & Lou Goldberg

Door Hanger Marketing

As business owners, we all understand the importance of marketing. However, pinpointing your audience can be half the battle. Door-hanger marketing is a direct, simple, and affordable way to target your audience and get results. Not only do door hangers typically stand alone without competition, but they must be physically removed from the doorknob, making them more likely to be read and to make an impression that lasts beyond a brief glance. Get your foot in the door with door hangers.

Sleeping Giant State Park in Hamden

In 1924 Sleeping Giant was designated as a state park. Two miles of mountaintop resembling a large man lying in repose, the “sleeping giant”, is a popular feature of the south central Connecticut skyline. A 1 1/2 mile scenic trail leads to the stone observation tower on the peak of Mt. Carmel which provides an excellent view of Long Island Sound and the New Haven area.

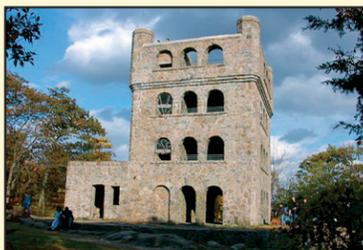
The trails and facilities on Sleeping Giant are collaboratively maintained by the Sleeping Giant Park Association (SGPA) and the State of Connecticut. Sleeping Giant State Park encompasses 1,500 acres. SGPA maintains over thirty miles of trails in the park, sponsors over 15 guided hikes each year, acquires land to add to the park, publishes the Giant News, a newsletter about the Giant, prints and distributes trail maps and maintains a self-guided nature trail with printed guide.

According to Native Americans of the Quinnipiac Tribe, the giant stone spirit Hobbomock, a prominent wicked figure in many stories, became enraged about the mistreatment of his people and stamped his foot down in anger, diverting the course of the Connecticut River (where the river suddenly swings east in Middletown, Connecticut after several hundred miles of running due south). To prevent him from wreaking such havoc in the future, the good spirit Keitan cast a spell on Hobbomock to sleep forever as the prominent man-like form of the Sleeping Giant.

The Sleeping Giant Tower was built at the top in 1936 by the Works Progress Administration. It was listed on the National Register of Historic Places in 1986.

The entrance to Sleeping Giant State Park is opposite Quinnipiac University on Mount Carmel Avenue about 1/2 mile east of Whitney Avenue (Rte. 10) in northern Hamden, Connecticut.

For more information please visit: www.sgpa.org.



terrific trivia

The first five callers with the correct answer to this month’s trivia question will receive \$10.00 off any new order of \$50 or more. Please present your confirmation letter with your order. Not valid with any other coupons or offers. So, put on your thinking caps and call 203.624.0194.

Q: What is Cheerios original name?

September 2013 Answer:

Q: What kind of stone is marble?

A: Limestone



Google Change Affects Mobile Searches

Smartphone users are a significant and fast growing segment of Internet users. If your website is not mobile-friendly, then it will soon no longer be included in Google searches. With the growing use of smartphones, not being included in a Google mobile search could mean a drop of business for a company’s website.

Google is using its influence and the power of its algorithm to force web publishers to fix their mobile website configuration issues or risk getting downranked in Google Search. Google wants to improve its search experience for smartphone users. By addressing sites that are misconfigured for users, returning search results will filter out sites that redirect them to irrelevant or nonexistent content, or simply don’t work on mobile devices.

If a business does not have a mobile friendly site, they will see a significant drop in their Google ranking.

Recent studies have shown over 50% of website traffic comes from search engines. Google holds more than an 80 percent market share globally for search so those not mobile-ready could be looking at a 40% drop in traffic.

Goodcopy can help you make your current website mobile friendly. Call 203-624-0194 to get your mobile site started now!

Visit us at www.goodcopy.com to see the many ways we can help you.

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Olga Kotelko is proof that there are no limits in the pursuit of the things you love.

After retiring as a teacher at the age of 65, Olga Kotelko decided to pursue her passion for sports by joining a softball team. She enjoyed sports so much that she began training for track-and-field events at the age of 77.

She later won six gold medals and broke two world records at the 1999 World Association of Veteran Athletes (WAVA) World Championships in Gateshead, England, in events such as long jump, shot put, discus, javelin, triple jump, high jump, and sprints.

By the time she turned 91, Kotelko held 23 age-graded world records and was admired by athletes worldwide.

wellness

Relieve Nighttime Cough

Bedtime coughs can be especially miserable and can sometimes appear only when you are trying to sleep. Here are a few tips to help you soothe a ticklish throat:

- Avoid dairy products, since they increase the buildup of mucus.
- Take a hot shower before bed or use a cool-mist humidifier to moisturize the air and soothe inflamed respiratory tract issues.
- Stay hydrated to help your immune system, reduce swelling, and keep mucus membranes moist.
- Raw honey is antiviral and antibacterial. It can be eaten alone, in tea, or in home remedies for coughs and colds. A mixture of honey and lemon juice can be very soothing.
- Drink something warm, such as tea or hot chocolate, to soothe your throat.
- Prop yourself up on pillows, and sleep on an incline.
- Keep bedding clean. Wash it weekly in hot water.
- Prep your bedside each evening with water, cough drops, and anything else that helps. The sooner you quit coughing the better. Continued coughing will irritate your airways and make it harder to stop.

top 10 list



Top 10 Most Populated Countries

- | | |
|--------------|---------------|
| 1. China | 6. Pakistan |
| 2. India | 7. Bangladesh |
| 3. USA | 8. Nigeria |
| 4. Indonesia | 9. Russia |
| 5. Brazil | 10. Japan |

Ben’s friends



- Thinking will not overcome fear, but action will.
- The early bird might get the worm, but the second mouse gets the cheese.
- The harder I work, the more luck I seem to have.
- I’d rather be optimistic and a fool than pessimistic and right.