



# the SuperBugMan Newsletter

Good News and Information From Your Pest Control Hero!

This issue of *SuperBugMan Newsletter* is being sent to you courtesy of

*Heartland Exterminating Inc.*  
[www.superbugman.com](http://www.superbugman.com)

It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors. Enjoy!

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## **August 2011 In This Issue**

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## **Welcome to the Heartland Family**

Gloria & Wilbur Wood  
James Kelley  
Bobby Duncan  
Stephan Bartha  
Jenny Snow  
William Dasher  
Lynn Runnels  
Hilda Speaks

Hello Everyone,

May, June, July, AUGUST, can it really be? If you are like most you will be getting this month's newsletter after returning from vacation. Here's to hoping you had a very relaxing trip. With all the madness going on in Washington I think every American needs an extra-long vacation this year. In fact I think it should be an entitlement. That and owning a cell phone that should be our new rights. You could probably get elected running on that platform alone. Just kidding, kinda.

Last month I told you about my grandmother at the dinner table after having dinner. She told my mother that she was ready for her bath as my mom kinda helps her with those types of things. Grandma said, Betty you can bath me, and Fred(my dad) can get in there and bathe those dishes. There was a moment of silence and then we all busted out laughing. For 97 years old, she has her moments.

Things here in the office and in the field are busy as usual; the August heat and the much needed rain can make insects do some really strange things. Next month, some stories from the field. As you can imagine 20 years worth of termite, pest control and lawn care work will generate a story or two. I will pick out a couple of good ones. Enjoy the newsletter!!  
FRED

### **Under Pressure**

After numerous requests from many of our clients especially those living on or around the water, we are now offering a gutter cleaning and pressure washing for your home. If this is something you would like to discuss with us please call our office at 863-382-6277

### **Do You Plan Your Downtime?**

If you're like most people, you probably have a diary that is full of both work- and non-work-related business appointments, but few if any appointments with yourself, your family and your friends. That's because the latter tend to be fitted in when we can spare some time, rather than being deliberately factored into our busy days. The only trouble with this arrangement, however, is that it doesn't necessarily lead to much quality time, because in reality much of our downtime just gets frittered away.

If weekend activities with your partner and children or nights out with friends are what you feel are missing from your life, try planning and scheduling them in advance to make sure that they happen. Not only will writing them down in your diary or on the kitchen calendar make them more likely to happen, but also you and your loved ones will have things that you can actively look forward to during the course of or at the end of a busy week.

### Plate replaces pyramid for nutritional guidance

The pyramids of ancient Egypt disappeared under the desert sands, and the food pyramid—familiar to most Americans since 1992, when it was introduced by the Department of Agriculture—is joining them. In an effort to fight obesity by clarifying smart dietary choices, the USDA this year replaced the food pyramid with the “food plate” a new visual representation of how people should eat for health and nutrition.

Half the plate is filled with fruits and vegetables; the other half holds grains (bread, pasta, breakfast cereals, etc.) and protein (dry beans and peas). Dairy products like milk, cheese, and yogurt are on a smaller plate off to the side.

The guidelines emphasize a balanced diet, smaller portions, less fat, and drinking water instead of soda. For a detailed explanation of the plate, go to [www.choosemyplate.gov](http://www.choosemyplate.gov).

### **The Durian – The World’s Smelliest Fruit**

The durian holds the unfortunate distinction of being the world’s smelliest edible fruit, with an odor that is described as being reminiscent of anything from sweaty socks or overripe cheese to rotting fish or vomit. In fact, so bad is its smell that some transportation companies refuse to handle it, some hotels won’t have it on their premises and some public transport systems won’t allow you to carry it!

The durian comes from several different species of tree that are mainly found in Southeast Asia. Weighing in at anywhere between two and seven pounds and measuring up to 12 inches in length and six inches in diameter, it has a thick husk that is covered in thorns and pale-colored flesh that ranges from yellow to red depending upon the variety.

While some varieties of durian have a sweet taste, which was described by 19th-century British naturalist and biologist Alfred Russel Wallace as being like “a rich custard highly flavored with almonds,” others are much more bitter. Those who can get past the smell in order to give it a try are recommended to try the lower-grade, sweeter fruits first before working their way up to the more bittersweet varieties.

### **Mark Your Calendar**

**August 1st** – Francis Scott Key's Birthday. Born on this day in 1779

Switzerland was founded on this day in 1291

**August 2nd** – First Lincoln penny was issued on this day in 1909

**August 3rd** – Columbus set sail on his first voyage on this day in 1492

**August 4th** – Coast Guard Day. Established on this day in 1790

**August 5th**- National Waffle Day.

Neil Armstrong's Birthday Born in Ohio in 1930

**August 6th** - National Mustard Day.

Odie's Birthday... Garfield's friend

**August 8th** – Dollar Day. The US Dollar was created.

**August 10th** – Herbert Hoover's Birthday. Born in 1874 in West Branch, Iowa.

**August 13th** – International Left Hander's Day

**August 17th** – Archeology Day

Davy Crockett's Birthday. Born in Tennessee in 1786

**August 18th** – Wizard of Oz Premiered in 1939

**August 19th** – Bill Clinton's Birthday. Born in Hope, Arkansas in 1946

**August 22nd** – Be an Angel Day.

**August 23rd** – First photograph on Earth from the Moon. Taken by the lunar Orbiter in 1966.

**August 25th** – Kiss and Make up Day.

**August 26th** – Woman's Equality Day. The anniversary of women gaining the right to vote.

**August 28th** – Dream Day. Martin Luther King Jr. gave the “I have a dream” Speech in 1963.

### **Eating Healthily on the Go**

Trying to fit a healthy eating regime into today's busy lives can be a challenge at the best of times, which is why so many people's evening meals are made up of convenience foods that might be filling but don't necessarily contain very much in the way of nutritional value. When it comes to eating well during meal breaks at work, our habits can be even worse. While many working parents religiously pack nutritious lunches for their children to take to school, they themselves rely on fast food, which isn't always the healthiest fare, or on takeout food, which contains little more than empty calories, from the nearest fast-food restaurant.

Preparing an appetizing salad and packing a few pieces of fruit takes only a few minutes at the start of the day and ensures that you won't be tempted by less healthy alternatives. You could even include some fresh, raw vegetables, such as carrot sticks, to ward off the munchies during the day without piling on the pounds through regular trips to the chocolate machine. All it takes is a little self-discipline to get into the habit of preparing a healthy lunch in advance, and once you do, you will soon start to notice the difference. If you really can't do without the odd greasy burger and fries altogether, then allow yourself just one day a week to indulge – perhaps on a Friday for an end-of-week treat.

## The Entrepreneurial Dream: How to Avoid a Nightmare

Starting your own business can be a daunting proposition. Even though being your own boss may sound fun and exciting, you need to be careful that you don't commit mistakes that prevent you from achieving your new goals.

Money, obviously, is one of your biggest concerns. Start with some sort of financial security. Have some money saved up before you begin, and consider the possibility of finding some supplemental income while you start up. Look for support from family and friends, as the challenge will only be harder if you go in alone.

You also need to know how to put that money to good use. Develop a strong, solid plan before starting up. Know whom you want to hire and have work for you, with experienced and knowledgeable people being at the top of your wish list. Understand your brand and your network, so you can work on expanding your name and reputation.

Another vital element of successfully starting your own business depends on your personality. Not everyone is cut out to be his or her own boss and to project the type of confidence and personality necessary to head a company. Make sure you understand the responsibility you must have as the leader of your new business.

Ultimately, only you can assure the success of your newly found business. It's not the easiest route to take, but if you know what you're doing, the results can be extremely rewarding.

### Looking for the Best in Others

Most of us know people who are all too willing to write others off, virtually on sight. Without taking the time and trouble to get to know and understand them better, they make snap judgments that are sometimes harsh and based on little or no evidence. The fact is, though, that everyone has good qualities as well as bad and we all deserve a fair hearing.

Life is difficult for all of us, whether it appears that way or not. We are all less-than-perfect human beings whose lives are beset with difficult situations and circumstances that not only challenge and test us but also contribute enormously to who we are as individuals. We don't always get it right, but that doesn't make us inherently bad people ... just human.

Next time you walk down a busy street, look into the faces of the passers-by and try to imagine what they might have had to deal with in their lives and all the good qualities that they might have used to overcome life's obstacles. Never mind their physical appearance or whether they are wearing grumpy expressions or whatever else you might usually use to sum up other people, just try to focus on how they, like you, have good qualities as well as bad. Do the same when you meet someone new for the first time, resisting the temptation to immediately think ill of the person, and the world will seem a much better place.

## *About Our Company*

Heartland Exterminating, Inc. is a locally owned company that has been proudly servicing Highlands County for the past 19 years.

Some of the Services We Offer...

- ✓ Bi-Monthly Lawn Service
- ✓ Once a Year Plus 3 Pest Control
- ✓ Termite Treatments (Termidor)
- ✓ Tree Treatments (Moss Elimination)
- ✓ Mosquito Misting Systems

Tell a friend! A referral from one of our satisfied clients is the greatest compliment we can receive, as a thank you we will send you a \$25.00 gift card for anyone you refer who signs up. Please call our office for details!

### **Too much of a good thing—on the high seas**

Two sea monsters were prowling the waters of the North Atlantic looking for food. They spotted a ship on the horizon, dived beneath the surface, and attacked. The sailors were all able to reach their lifeboats, but the creatures happily gorged on the cargo of potatoes that stuffed the ship's hold.

Soon after, they spied another ship and attacked again. Once more the sailors were spared, and once more the sea monsters feasted on a load of potatoes.

Hours later, a third ship approached. And the sea monsters once again capsized it. They again found another cargo of potatoes, which they ate.

By now their stomachs were full, and they were feeling bloated and ill. The first sea monster said, "Why do we keep doing this?"

The second replied, "Well, everyone knows you can't eat just one potato ship."

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Heartland Exterminating, Inc. 938 SR 17 N  
P.O. Box 1266 Sebring, FL 33871  
863-382-6277  
www.superbugman.com

## A "GOOD NEWS" NEWSLETTER FULL OF FUN AND INTERESTING FACTS FOR OUR CUSTOMERS AUGUST 2011

### Quotes of the Month

It is easy to give advice from a port of safety. —Friedrich Schiller

It is health that is real wealth and not pieces of gold and silver. —Mahatma Gandhi

One of the symptoms of an approaching nervous breakdown is the belief that one's work is terribly important. —Bertrand Russell

The most important thing in the Olympic Games is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered but to have fought well. —Pierre De Coubertin

Challenging Sudoku Puzzles by KrazyDad, Book 32

### Did You Know?

-Whoopi Goldberg, born Caryn Elaine Johnson, apparently earned her stage name from her unfortunate problem with flatulence. Known as Whoopee Cushion in her younger years, she adopted the first part of the nickname after a producer expressed a preference for it when Whoopi made her first break into the movie business.

-People who are blind from birth do dream. In their case, however, rather than being made up of "pictures," their dreams are based on the senses of touch, smell, sound and taste.

-Clownfish, of Finding Nemo fame, are all born male, but the strongest of the species undergo a sex change and become female.

### Sudoku #4

2		9						3
	7						2	
		8		9	1			
1					5		7	
			9		8			
	6		3					2
			6	4		8		
	8						5	
6						9		7

Any but that can be the wrong bus will be the wrong bus. All others are out.  
—John Corcoran

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