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Reliable news for healthy living, saving money, and having fun!

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Dear Friends,

Your personal message goes here.

The personal message is important because it allows you to connect in a very personal way with your clients. This personal connection is sorely lacking in most businesses. Topic ideas:

Your hobbies

Something interesting happening this month. Wish them “Merry Christmas” or “Happy Thanksgiving.”

A thought from your heart

Appreciation for your clients and their referrals. Remind them that you will bend over backwards to provide their referrals with World Class Service.

Mention that month’s “special offer” insert

Your Friend,

Your Signature

Your Name

**February 14**

Valentine’s Day **February 17**

President’s Day

Month at a Glance!

Inside This Issue…

* Are you this month’s Mystery Winner?
* Month at a Glance
* Fascinating First Lady Facts
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* Did You Know
* Leap Years: Keeping in Sync with the Sun
* Thank you for the Kind Words
* Client of the Month
* Find all the groundhog-related words before he sees his shadow!

Suzie Smith!

You are this month’s   
Mystery Winner!

We have a   
**$10.00 Starbucks   
gift card**   
reserved just for you!

Come by our store to   
claim your prize!

Scan to see our website

*“You’ll love your new floors or I’ll replace them free!”*

~Jim Armstrong   
[www.JimbosFloors.com](http://www.JimbosFloors.com)

**Jimbo’s Floors**

February 2020





**When you buy floors   
from us, you are protected by our Installer Professionalism guarantee!**

It’s part of our part of Jimbo’s Floors 100% Iron-Clad Triple Guarantee.

Our installers are neat, clean, well-groomed, well-spoken and professional. They are trained and certified. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths.

You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived.

Fascinating First Lady Facts

We may have Zachary Taylor to thank for coining the term “First Lady,” but journalist Mary C. Ames popularized it nearly 30 years later. Dolley Madison (pictured) was one of the most beloved first ladies in the history of the White House. When she died in 1849, President Zachary Taylor spoke at her funeral, declaring her the nation’s beloved First Lady.

Dolley’s successors, however, created their own titles, ranging from the simple “Lady,” which Dolley herself went by during her tenure, to the fanciful “Mrs. Presidentress” favored by Julia Tyler. The term “First Lady” didn’t really take off until Mary C. Ames used it in 1877 when she covered Rutherford B. Hayes’ inauguration for the New York Independent and referred to Lucy Hayes as the new First Lady. The phrase finally stuck, and we’ve been using it ever since.

There are several little-known facts about some of our First Ladies:

**Frances Cleveland, 1864-1947**   
Grover Cleveland’s wife was the youngest first lady—age 21—and the only bride of a president to marry—and give birth—in the White House.

**Helen “Nellie” Taft, 1861-1943**  
William Howard Taft’s wife was the first first lady to own and drive a car, to ride in her husband’s inaugural parade, to support women's suffrage, to publish her memoirs, to smoke cigarettes, and successfully lobby for safety standards in federal workplaces.

**Florence Harding, 1860-1924**  
Warren G. Harding’s wife was first first lady to vote, fly in an airplane, operate a movie camera, own a radio, and invite movie stars to White House. She also was accused of poisoning her husband, who died during his third year in office.

**Pat Nixon, 1912-1993**  
Richard Nixon’s wife was the first first lady to wear pants in public.

Which president woke up at 5 am and then practiced the piano for two hours?

A) Millard Fillmore B) Harry Truman

C) Jimmy Carter D) Grover Cleveland

To enter, go to [www.JimbosFloors.com](http://www.JimbosFloors.com) and click on “Mega Trivia Contest.” Take your best guess…your chances of winning are better than you think!



### Who Else Wants to Win

### Dinner for Two

### at the City Café!

### Take our Trivia Challenge and *you could win too!*

This month’s Mega Trivia question:

**Answer to last month’s quiz: B) South**

Congratulations to last month’s winner: **Client Name**

2020 is a leap year, so this year we’ll have a February 29. Leap days are extra days added to the calendar to help synchronize it with Earth's orbit around the sun and the actual passing of the seasons. Why do we need them? Blame Earth's orbit around the sun, which takes approximately 365.25 days.

Leap day as a concept has existed for more than 2000 years and it is still associated with age-old customs, folklore, and superstition. One of the most well-known traditions is that women propose to their boyfriends, instead of the other way around.

In some places, leap day has been known as “Bachelors’ Day” for the same reason. A man was expected to pay a penalty, such as a gown or money, if he refused a marriage proposal from a woman on Leap Day.

In many European countries, especially in the upper classes of society, tradition dictated that any man who refused a woman's proposal on February 29 had to buy her 12 pairs of gloves to hide the embarrassment of not having an engagement ring. During the middle ages there were laws governing this tradition.

About 187,000 people in the U.S. and 4 million people in the world are born on Leap Day. Each state decides whether or not February 28 or March 1 will be the day leap day babies are eligible to get their license. Most states, however, consider March 1 the official day.

**Leap years: keeping in sync with the sun**



Congratulations to our client of the month,

**Susan Johnson!**

Susan is a 3rd time returning client, and she recently purchased new laminate for her kitchen and dining room. She always has a big smile on her face and is a lot of fun to work with. *Thanks, Susan!*

As always, our clients of the month receive **2 movie passes for Movies-8!**

*Watch for your name here in a coming month!*

“My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience.”

~Marsha Avalos, School Teacher, Yuba City

“We Recently went to Jimbo’s Floors for new tile for our bathroom, and we’re thrilled with the results! This is our third time using Jimbo’s. Jim will never make you feel uncomfortable for asking questions and he’ll do anything in his power to accommodate your needs. When you do business with Jim and the staff at Jimbo’s Floors, you will be treated like royalty. Our experience was painless and very professional. Jim is not only our flooring expert, he’s a friend. That’s how he makes you feel.”

~Marvin and Sandy Moeller, owners of Sierra Landscaping, Yuba City

Thank You for the Kind Words!



Will the groundhog see his shadow?

**Be sure to stop by to pick out and schedule   
your new floor installation, and   
from our families to yours have a great month!**

**Your Company Name**

123 Address, Someplace, ZZ 555555

555.555.5555 Phone ⚫ 555.555.5555 Fax

email@yourcompanyname.com

**YourCompanyWebsite.com**

**Welcome to our new and returning clients!**

Click on the text box and Insert names

**A gigantic THANK YOU to all who referred us last month…**

Insert names

Get a Night Out at the Movies for 2 with my

**Referral Rewards Program**

As you probably know, advertising is very expensive. Instead of paying the newspaper or another place to advertise, we’d rather reward you. So we’ve assembled the Referral Rewards Program.

Every time you refer someone who becomes a client, we will send you a gift certificate for two passes to the **Movies-8 Cinema.**

And hey! What’s a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!