



**The “Coach”**

Greetings Flooring Success Systems Member,

I developed the *e-Neighborhood Advisor* system to give Platinum members a powerful tool to stay in constant contact with their past clients with **fun, informative, welcome, value-added communication**. Using this system, you will be able to “touch” contacts on your list every single week with virtually no cost.

**WARNING:** The *e-Neighborhood Advisor* does not replace mailing the printed *Neighborhood Advisor* each month to your list. It’s a *supplement* to the printed newsletter. I’m a big believer in using email as part of an overall marketing mix, along with direct mail and other marketing. However, if you rely strictly on email, your results will suffer. So I’ll say it again: the *e-Neighborhood Advisor* is a supplement to, not a replacement for, the printed *Neighborhood Advisor*. Ignore this advice at your own peril.

Having said that, just between the *e-Neighborhood Advisor* and the printed *Neighborhood Advisor*, you’ll touch the contacts on your list 64 times per year! There are a LOT of benefits in doing this, including:

* You’ll make more money
* You’ll get more referrals
* Total “top of mind awareness”
* Differentiates you from all the other floor dealers
* Positions you as a Trusted Advisor
* Helps lock your clients in an “iron cage” away from competitors

The e-Neighborhood Advisor is designed to help you profit from many segments of your list:

* Past clients
* Referrals
* Prospects
* Delayed leads
* Joint Venture partners

Everyone who comes through your business should be subscribed to the *e-Neighborhood Advisor* as well as the printed *Neighborhood Advisor*. Many of the prospects that leave without buying *will* buy from you in three to twenty-four months…*if* you stay in front of them.

**Audio Tutorial**

To learn how to maximize profits with the e-Neighborhood Advisor, as well as get tips on setting it up to run on auto-pilot, listen to the “E-Neighborhood Advisor” coaching calls on the Platinum members-only site.

**Instructions**

1. **Email manager.** If you don’t currently have a system for managing bulk email, you need to get one. A couple of free/inexpensive options are Constant Contact and Mail Chimp. I’ve used Constant Contact, it works well, and I’m familiar with its functions.
   1. To make email marketing easier, your email manager should be able to send out bulk emails on dates you specify ahead of time. For example, you should be able to create four e-Neighborhood Advisor emails for December. Then specify which date each email will get sent. Constant Contact does this.
2. **Copy and paste the tips into the blank email editor.** 
   1. You’ll notice that the e-Neighborhood Advisor email messages are formatted so they are only about 1/3-page width, and they are broken up into 1-3 sentence paragraphs. This is done on purpose so the emails are easier to read. If someone opens your email and sees big blocks of text, they are less likely to read it.
   2. Always use Ariel font or another sans serif font. Sans serif fonts are easier to read on computer, and marketing tests have shown that marketing messages get better response when using this kind of font.
3. **Import the *e-Neighborhood Advisor* graphic.** 
   1. Use this as the email header
   2. An easy way to do this is to create an e-Neighborhood Advisor template in your email manager. Paste the graphic into the template and save it. Now you can just copy this template each time you create a new e-Neighborhood Advisor message.
4. **Subject line.** The subject line is the “ad for the email.” These function as attention-grabbing headlines, just like you’d have in a good direct response sales letter. These should make the contact curious, so they open the email. We’ve included subject lines with each installment.
5. **The P.S.** The Postscript contains a different U.S.P. each week. Feel free to change these as the situation warrants.
   1. Use testimonials in your P.S. Include photos and a link to an audio of the testimonial.
6. **Special offers.**
   1. You can put in a special offer for the P.S. instead of the message we’ve provided. Keep in mind that the e-Neighborhood Advisor is using the “infotainment” strategy. It should be a mix of 80% fun, informative, valuable information, with 10%-20% about your services. If you make it into 100% sales pitch, your contacts will get bored and simply delete the messages. That’s why the special offer is in the “P.S.” Keep the special offers about the same length as the P.S. we’ve provided.
   2. Option: Refer them to your printed Neighborhood Advisor when making an offer. For example, “P.S. Don’t forget that until November 15th you get every fourth room of flooring FREE! See the insert in the November Neighborhood Advisor for details.”
7. **Sending it out.** The easiest way to do this to take 30 minutes and load up an entire month’s worth of e-Neighborhood Advisor messages into your email manager and schedule them to go out automatically. Do this once per month.
8. **Managing your subscriber list.** There are lots of ways to do this, so I’ll outline how I did it when I used Constant Contact (before I switched to specialized software for managing my marketing campaigns).
   1. Create an “E-Neighborhood Advisor” subscriber list in your email manager.
   2. Import all the contacts that you want to get the e-Neighborhood Advisor.
      1. Past clients
      2. Referrals
      3. Prospects
      4. Delayed leads
      5. Joint Venture partners
   3. Work directly in this list whenever you add or delete subscribers.
   4. Again, there are other ways to manage your list, but this is the simplest without getting into using specialized software.
9. **SPAM compliance.** There are two parts to SPAM compliance:
10. **Permission.** Whenever you send out bulk email messages, you have to have permission from everyone on your list to email them. If someone gives you their email address, this constitutes permission. (i.e. when you get their email address during the Design Audit, or if someone opts in to get the Consumer’s Guide via your website, or if someone signs up for a contest and gives you their email address, etc. These all constitute permission.)
11. **Opt out method**. You must provide a method for them to opt out. The nice thing about Constant Contact is it manages opt outs for you. It includes an opt-out link at the bottom of every message you send. It also manages the opt outs in the database. For example, let’s say a person with the email address Grumpy@Grump.com opts out. Constant Contact tags this email address as having opted out and blocks emails from ever being sent to it. Even if you don’t delete this contact, or if you accidentally upload it again, Constant Contact recognizes this address and blocks emails from being sent to this address. Bottom line: the SPAM management happens automatically so you don’t have to mess with it.

**Send Out An E-Mail Version Of The Monthly Insert**

Another effective way to market to your list is to convert the *Neighborhood Advisor* insert into an email and blast it out to your list.

Platinum Member, Mike Phoenix of Orange Connecticut, took a November *Neighborhood Advisor* insert and converted it into an email campaign. He sent me the following message:

*Jim, this is an email version of this month’s Neighborhood Advisor insert. So far we have $31,365.51 in sales on ten orders. We still expect to write more sales as we have until 11/19.  
  
We give everyone that shops our store a copy of the Neighborhood Advisor along with the insert and tell them about the promotion which helps close orders by putting a sense of urgency on it.  
  
In a time when I have had several sales reps come in and tell me how bad business is throughout Connecticut, we are up 44% over last year.  
  
Thanks,  
  
Michael J Phoenix  
Flooring Design Specialist  
Floor Décor*

Think about this… so far Mike has made over $31k with a marketing strategy that cost him ZERO! Way to go, Mike!   
  
Below is the email Mike sent out. This is a virtual word-for-word email version of a Neighborhood Advisor insert. He used Constant Contact for this.

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| |  | | --- | |  | | |  |  | | --- | --- | | |  | | --- | |  | | | |  | | --- | | ***Floor Decor's***  *Thanksgiving for All* |  |  | | --- | | ***Floor Decor***  363 Boston Post Road Orange, Connecticut 06477 203-298-4081 |  |  | | --- | | **Dear Michael,**  Thanksgiving is one of my favorite holidays, but for some less fortunate families, Thanksgiving is not so great. While the rest of us are enjoying turkey, sweet potatoes, gravy, and stuffing there are many families going hungry.  This holiday season, Floor Decor has teamed up with the Connecticut Food Bank for their annual **"Thanksgiving for All Food Drive."** The good people at CFB are collecting hams and turkeys to distribute, but they need side dishes and other fixings.  Now you can get a Thanksgiving Discount on Gorgeous New Floors for the Holidays **AND** Help a Family in Need at the Same Time!  Your Friends at Floor Decor | | | Anchor   |  | | --- | | ***So for every 5 canned food items you bring to Floor Decor from***  ***11/1/11 through 11/19/11***  ***you'll get a special appreciation discount on your flooring purchase:***  Donate 5 Cans - Purchase $ 997 in New Flooring - Get a $103 Discount.  Donate 10 Cans - Purchase $1997 in New Flooring - Get a $211 Discount.  Donate 15 Cans - Purchase $3997 in New Flooring - Get a $327 Discount.  Donate 20 Cans - Purchase $5997 in New Flooring - Get a $451 Discount.  Donate 25 Cans - Purchase $6997 in New Flooring - Get a $583 Discount.  **All the food will be donated to the Connecticut Food Bank's East Haven Warehouse. We need your food donations in time for Thanksgiving, so you must bring your donation to our showroom by Saturday November 19th**  **to get the discount!**    **Don't need new floors right now? You can still help! Just bring your canned food items to Floor Decor by November 19th and we'll make sure it gets delivered to the Connecticut Food Bank.** | | | |  | | --- | | *Happy Thanksgiving*! | | | | |  | | --- | |  | | |  |  | | --- | --- | |  | Any Friend of Yours Is A Friend of Mine!!    Who is the next person you know who is in need of new flooring for the Holidays? You'll be doing them a really big favor by recommending a flooring professional that they can trust.  Plus, I'll send you your choice of a gift certificate for two passes to the Connecticut Post 14 Cinema De Lux or a $50.00 Gift Certificate for dinner for two. | | **Offer Expires: November 19th, 2011** | | | | |

TIP: If you send out a promotional email like this and get good results, send it out again a few days before the deadline, but include the following message above the original email:

Subject line: Did I forget you?  
  
Hi <first name>,  
  
I sent out an important, time-sensitive message last week explaining how you can help a family in need this Thanksgiving AND get a big discount on your holiday flooring. Here’s the message again in case you missed it.  
  
Mike  
  
**Message I sent last week:**  
  
(original email)

**This Month’s e-Neighborhood Advisor Installments**

**Begin On The Next Page**

# Week #1

# *Subject line:* 7 Events That Enraged Colonists and Led to the American Revolution

The American colonists’ breakup with the British Empire in 1776 wasn’t a sudden, impetuous act. Instead, the banding together of the 13 colonies to fight and win a war of independence against the Crown was the culmination of a series of events, which had begun more than a decade earlier. Escalations began shortly after the end of the French and Indian War—known elsewhere as the Seven Years War in 1763. Here are a few of the pivotal moments that led to the American Revolution as reported by Patrick Kiger in *History* magazine.

## 1. The Stamp Act (March 1765)

To recoup some of the massive debt left over from the war with France, Parliament passed laws such as the Stamp Act, which for the first time taxed a wide range of transactions in the colonies.

The colonists resented not only having to buy goods from the British but pay tax on them as well. Ultimately, Benjamin Franklin convinced the British to rescind it, but that only made things worse.

## 2. The Townshend Acts (June-July 1767)

Parliament again tried to assert its authority by passing legislation to tax goods that the Americans imported from Great Britain. The Crown established a board of customs commissioners to stop smuggling and corruption among local officials in the colonies, who were often in on the illicit trade.

Americans struck back by organizing a boycott of the British goods that were subject to taxation and began harassing the British customs commissioners. To quell the resistance, the British sent troops to occupy Boston, which only deepened the ill feeling.

## 3. The Boston Massacre (March 1770)

Simmering tensions between the British occupiers and Boston residents boiled over one late afternoon, when a disagreement between an apprentice wigmaker and a British soldier led to a crowd of 200 colonists surrounding seven British troops. When the Americans began taunting the British and throwing things at them, the soldiers apparently began firing into the crowd.

As the smoke cleared, three men—including an African American sailor named Crispus Attucks—were dead, and two others were mortally wounded. The massacre became a useful propaganda tool for the colonists, especially after Paul Revere distributed an engraving that depicted the British as the aggressors.

## 4. The Boston Tea Party (December 1773)

The British eventually withdrew their forces from Boston and repealed much of the onerous Townshend legislation. But they left in place the tax on tea, and in 1773 enacted a new law, the Tea Act, to prop up the financially struggling British East India Company. The act gave the company extended favorable treatment under tax regulations, so that it could sell tea at a price that undercut the American merchants who imported from Dutch traders.

The Sons of Liberty, a radical group, decided to confront the British head-on. Thinly disguised as Mohawks, they boarded three ships in Boston harbor and destroyed more than 92,000 pounds of British tea by dumping it into the harbor. To make the point that they were rebels rather than vandals, they avoided harming any of the crew or damaging the ships themselves, and the next day even replaced a padlock that had been broken.

## 5. The Coercive Acts (March-June 1774)

In response to the Boston Tea Party, the British government decided that it had to tame the rebellious colonists in Massachusetts. In the spring of 1774, Parliament passed a series of laws, the Coercive Acts, which closed Boston Harbor until restitution was paid for the destroyed tea, replaced the colony’s elected council with one appointed by the British, gave sweeping powers to the British military governor General Thomas Gage, and forbade town meetings without approval.

But perhaps the most provocative provision was the Quartering Act, which allowed British military officials to demand accommodations for their troops in unoccupied houses and buildings in towns, rather than having to stay out in the countryside. While it didn’t force the colonists to board troops in their own homes, they had to pay for the expense of housing and feeding the soldiers. The quartering of troops eventually became one of the grievances cited in the Declaration of Independence.

## 6. Lexington and Concord (April 1775)

British General Thomas Gage led a force of British soldiers from Boston to Lexington, where he planned to capture colonial radical leaders Sam Adams and John Hancock, and then head to Concord and seize their gunpowder. But American spies got wind of the plan, and with the help of riders such as Paul Revere, word spread to be ready for the British.

On the Lexington Common, the British force was confronted by 77 American militiamen, and they began shooting at each other. Seven Americans died, but other militiamen managed to stop the British at Concord and continued to harass them on their retreat back to Boston.

The British lost 73 dead, with another 174 wounded and 26 missing in action. The bloody encounter proved to the British that the colonists were fearsome foes who had to be taken seriously. It was the start of America’s war of independence.

## 7. British attacks on coastal towns (October 1775-January 1776)

Though the Revolutionary War’s hostilities started with Lexington and Concord, it was unclear whether the southern colonies, whose interests didn’t necessarily align with the northern colonies, would be all in for a war of independence.

But that was before the brutal British naval bombardments and burning of the coastal towns of Falmouth, Massachusetts and Norfolk, Virginia helped to unify the colonies.

Leaders of the rebellion seized the burnings of the two ports to make the argument that the colonists needed to band together for survival against a ruthless enemy and embrace the need for independence—a spirit that ultimately would lead to their victory.

*Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

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**Week #2**

# *Subject line:* The Surprisingly Simple Training of the World’s Fastest Marathoner

The routine is always the same. For four months before every race, at his base in Kaptagat, Kenya, the fastest marathoner in history will churn through slight variations of the same workouts, week in, week out. After that he’ll show up and—almost without fail—dominate his rivals on the world stage.

Between 2014 and 2019, Eliud Kipchoge won ten consecutive major marathons. He is a two-time Olympic gold medalist, the marathon world record holder, and, of course, the first man to break the two-hour barrier for the distance.

The 36-year-old’s performances have been otherworldly for many years, but his lifestyle has stayed the same—humble, simplistic—while his training involves doing the basics day after day, year after year.

What can the rest of us learn from Kipchoge? To find out, Cathal Dennehy spent three days in October visiting the NN Running Team camp in Kaptagat, which sits at 7,870 feet elevation, as Kipchoge returned to training following his latest Olympic success. Here are five training principles he observed, as reported in *Outside Magazine.*

## Cultivate Controlled Consistency

For Kipchoge, recovery runs start at a shuffle, typically an 8:30-to-8:45-minute-mile pace, and slowly build up to finish around 6:30 to 7 minutes per mile. That’s starting at four minutes per mile slower than his marathon pace, and still two minutes per mile off his marathon pace at the end. The goal here is to build overall volume—Kipchoge runs 124 to 136 miles each week—and ensure he’s ready to run fast for his next workout.

## Balance the Body

Twice a week, Kipchoge and his training partners perform a 60-minute session of strength and mobility exercises using yoga mats and resistance bands. The exercise program focuses on the posterior chain, particularly the glutes, hamstrings, and core muscles. It involves a series of glute abduction moves using resistance bands and the athletes’ body weight: bridges, planks, single-leg deadlifts, followed by proprioception and balance exercises and some gentle stretching to finish. He doesn’t lift weights, and the goal behind these exercises is chiefly injury prevention.

## Respect Recovery

For Kipchoge, every day starts at 5:45 A.M., and he’s in bed by 9 P.M. each night. During the day he’ll nap for an hour, while his spare time is spent reading or chatting with his teammates at the camp. Despite the many demands on his time, he’s very, very good at doing nothing.

Kipchoge drinks three liters of water each day and has worked with a nutritionist in recent years to improve his diet, mainly to include more protein. His meals are simple: homemade bread, local fruits and vegetables, lots of Kenyan tea, some meat, and a generous daily helping of favorite food—ugali, a dense maize-flour porridge.

He gets a massage twice a week with his physiotherapist, Peter Nduhiu, who has worked with him since 2003. “He’s been one very lucky guy,” Nduhiu says. “He hasn’t had injuries, but he makes it easy for me, because he follows what the coach says. If you’re managing an issue and tell him to slow down, he does exactly that.”

## Document Every Detail

For most runners these days, recording workouts happens automatically via their watch, but Kipchoge still follows an old-school approach, logging every detail in a notebook. He began the practice in 2003 and now has 18 logs stored at his home to reflect on at the end of each season.

“I document the time, the kilometers, the massage, the exercises, the shoes I’m using, the feeling about those shoes,” he says. “Everything.” He is known to review these details and learn from them for future training cycles.

## Let Your Pace Progress Naturally

“What’s the biggest mistake marathoners make?” I ask Patrick Sang, who has guided Kipchoge’s career for more than 20 years.

“Not listening to their bodies very well,” he says. “And not understanding what they are supposed to do.”

Sang likes his athletes to monitor effort—not with GPS watches or heart-rate monitors but by feel. When it comes to long runs, he doesn’t ask for a specific pace but an effort that’s controlled yet challenging, the pace naturally increasing each week as fitness builds.

On each run, the pace should get progressively faster, or at worst stay the same. Forcing the pace beyond your fitness does no good.

## A Champion’s Routine

After each marathon, Kipchoge takes three to four weeks completely off before beginning a three-to-four-week preparatory phase, during which he alternates an hour of strength exercises and step aerobics one day with an hour of easy running the next.

Then it begins: the hard-easy approach that sees Kipchoge run fast three days a week and coast through the rest of his runs, sometimes at a comically slow pace. His marathon-training blocks have been as long as seven months and as short as three months, but typically they last around 16 weeks.

# *Your Flooring Consultant for Life,*

*Jim Armstrong*

*President of Jimbo’s Floors*

**P.S.** **Who is the next person you know who needs new flooring right now? Can I count on you to pass my name along to them? You’ll be doing them a tremendous favor by referring them to a professional they can trust. Plus, you’ll be rewarded for your referrals! Thank you!**

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**Week #3**

# *Subject line*: Things to Know About the Moon Landing

On July 20, 1969, American astronaut Neil Armstrong became the first human being to walk on the moon. To celebrate the anniversary of this landmark event, here are five little known facts from Trivia Today about the first moon landing:

**The Astronauts Didn’t Have Life Insurance** The cost for life insurance for an astronaut is extremely high, which isn’t much of a surprise, and is probably even more if they are heading to the moon. Since Astronauts Neil Armstrong, Buzz Aldrin and Michael Collins did not have life insurance to provide for their families if the moon mission failed, they came up with a new plan. The three men signed autographs in the hundreds to distribute among the families, so they could sell them if something went wrong.

**Neil Armstrong’s Famous Quote Was Incorrectly Transmitted** Listeners back on Earth heard, “That's one small step for man, one giant leap for mankind.” But Neil Armstrong maintained that he actually said something slightly different: “That's one small step for *a* man...” Armstrong told the press after the Apollo 11 mission, that people just didn't hear the "a". In 2006, computer programmer Peter Ford analyzed the audio recording using software that allows disabled people to communicate via computers using their nerve impulses. In a graphical representation of sound waves of the famous sentence, Ford said he found evidence that the missing "a" had been spoken after all: It was a 35-millisecond-long bump of sound between "for" and "man" that would have been too brief for human ears to hear.

**One of the Astronauts Designed the Mission Insignia Astronaut** Michael Collins designed the insignia for the Apollo 11 mission. On advice from Jim Lovell, he traced an eagle he found in National Geographic and drew one that was landing on the moon’s surface and holding an olive branch by its beak. Since he thought the talons of the eagle looked aggressive, he moved the olive branch down, so the eagle was holding the branch in both claws.

**The Original Tapes of Apollo 11’s Moon Landing Were Erased** The films taken by the lunar camera during the landing were lost, according to NASA, probably because they were erased in order to reuse the film. Because the camera used on board wasn’t compatible with television broadcasting, it had to be changed. This made the films seen by those at home on their television sets dark and difficult to make out, instead of the much clearer images filmed on the moon itself.

**The President Had a Speech Prepared in Case of a Disaster** Richard Nixon was president at the time of the Apollo II moon landing, and everyone was aware that the mission might go wrong and the astronauts possibly would not return, so he had a speech ready in case a tragedy happened. The speech touched on the men’s bravery, how they would be mourned and how others would follow them into space. General Eisenhower also wrote a speech in the event the D-Day invasion wasn’t successful, but fortunately, neither man had to read these speeches.

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*Jim Armstrong*

*President of Jimbo’s Floors*

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**Week #4**

# *Subject line:* From Ketchup to Pineapples: The Food That Should Never Be Kept in a Fridge

The line between what “could” and “should” be kept in the fridge can be furrier than a year-old jar of pesto, says *Guardian* magazine.

A survey by *Which?* found that just one in five of the people surveyed checked a condiment’s label to see where it should be stored. Marriages have exploded, families have warred and housemates have done unspeakable things with toothbrushes over the kinds of arguments that can erupt over whether ketchup should be kept in the fridge or the cupboard.

The *Love Food Hate Waste* campaign has a fairly definitive A-Z of food storage on its website, full of interesting titbits such as “tucking in” your mushrooms under a tea towel in the fridge.

According to the site, eggs are best kept in the fridge. Bananas and uncooked pineapple should live in the fruit bowl, but most other fresh fruit and vegetables can be given an extended shelf life by being refrigerated. Just be sure, they suggest, to bring them back up to room temperature before cooking or eating to increase the flavor.

Potatoes and onions belong in a cool, dark place such as a vegetable basket, ideally in a cloth bag (except spring onions, which should be kept in the fridge). You can also store soy sauce, ketchup, mustard, olive oil, pickles and chutneys in a cupboard away from sunlight, even if the label advises refrigerating after opening, according to *Which?*.

“Storing it in the right place keeps your food fresher for longer – and it saves you money,” says Helen White, an adviser at *Love Food Hate Waste*. “If you’re keeping bread in the fridge, it will go stale quicker; it needs to be in the cupboard or a bread bin. If you keep your apples in the fruit bowl, they will go wrinkly quicker. Store apples in the fridge – you’ll be amazed at how long they last.”

The broad message seems to be that keeping most things in the fridge can keep them better for longer and therefore cause less food waste. Pesto, mayonnaise, avocados, butter and dips will last longer in a fridge than they might in a cupboard. But when it comes to honey, bread, pastries, grains, nuts, cake and bagels, a cool, dark cupboard with well-sealed containers is fine.

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