



## { recipe }

### Ham Spread

- 3 cups ground ham (fully cooked)
- 2 hard-boiled eggs, chopped
- 2 Tbsp. finely chopped celery
- 4 tsp. sweet pickle relish
- 2 tsp. finely chopped onion
- 1 cup mayonnaise
- 1 Tbsp. prepared yellow mustard

Mix ham, eggs, celery, pickle relish, and onion together in a bowl. Combine mayonnaise and mustard together in a separate bowl and pour over ham mixture. Stir to coat. Refrigerate until ready to serve.

**Christopher Ashton Kutcher** was born on February 7, 1978 in Cedar Rapids, Iowa. While studying biochemical engineering at the University of Iowa, Kutcher was discovered by a local talent scout. This led to a modeling career in New York City, most notably for Calvin Klein and the Abercrombie & Fitch catalog. In 1998, Kutcher landed the role of Kelso on *That '70s Show*. He later produced MTV's hit reality television show *Punk'd* and has starred in multiple movies as well as the hit series *Two and a Half Men*. In 2010, Kutcher was named one of *Time* magazine's Top 100 Most Influential People.

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## Creative Ingredient Substitutions

Nothing's more frustrating than starting to cook or bake and only later realizing you don't have the correct (or enough) ingredients to finish what you've started. Here are a few creative ingredient substitutions to try next time you're in a pinch:

- Replace one cup of mayonnaise with one cup of sour cream or plain yogurt.
- Replace one tsp. of baking powder with ¼ tsp. of baking soda plus ½ tsp. of cream of tartar. You can also use ¼ tsp. of baking soda plus ½ cup of buttermilk – and then decrease the liquid in the recipe by ½ cup.
- Replace one tsp. of allspice with ½ tsp. of cinnamon, ¼ tsp. of ginger, and ¼ tsp. of cloves.
- Replace one cup of brown sugar with one cup of white sugar plus ¼ cup of molasses (and decrease the liquid in the recipe by ¼ cup), or 1¼ cups of confectioners' sugar.
- Replace one cup of beer with one cup of chicken broth.
- Replace one cup of ketchup with one cup of tomato sauce plus one tsp. of vinegar and one Tbsp. of sugar.

- Replace one cup of buttermilk with one cup of plain yogurt, or mix one Tbsp. of lemon juice or vinegar with enough milk to make one cup.
- Replace one can of condensed cream of mushroom soup with one can condensed cream of celery, or cream of chicken or golden mushroom soup.
- Replace one cup of corn syrup with one cup of honey or 1¼ cups of white sugar plus ⅓ cup of water.
- Mash half a banana with ½ tsp. of baking powder to replace one egg.
- Replace one cup of evaporated milk with one cup of light cream.
- Replace one tsp. of hot pepper sauce with ¾ tsp. of cayenne pepper plus one tsp. of vinegar.
- Replace one tsp. of lemon juice with ½ tsp. of vinegar, one tsp. of white wine, or one tsp. of lime juice.
- Replace one cup of molasses with a mixture of ¾ cup of brown sugar and one tsp. of cream of tartar.
- Replace one cup of vegetable oil (in baking) with one cup of applesauce.

## wise words

“Life is uncertain.  
Eat dessert first.”  
— Ernestine Ulmer



## Welcome to Our Business!

Welcome packets are not only thoughtful but can also be helpful to encourage new customers to get to know more about your business, product warranties, billing and return policies, hours of operation, and more.

This complimentary issue sent by:

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Doug Suereth & Scott Gass

## Build Trust

If you're looking for an easy yet effective way to build trust and form a strong relationship with new customers or members, consider creating a welcome packet. The little time and effort it takes to create a packet that makes recipients feel welcome will be viewed as a big gesture in their eyes. But don't leave it up to chance whether your new customer gets a welcome packet. Make it a point to personally hand recipients the welcome packet and make them feel welcome.

## Lake Coeur d'Alene, Idaho

Coeur d'Alene, located in northern Idaho, is surrounded by more than 55 lakes all left behind by glaciers. However, none is more beautiful and lively than Lake Coeur d'Alene itself.

Lake Coeur d'Alene is located just south of the city and features many beaches, parks, docks, and hiking trails with panoramic views and opportunities for boating, swimming, parasailing, and fishing. The lake itself is 25 miles long with a shoreline of 109 miles. It's also home to the world's longest floating boardwalk, which is over ¾ of a mile long.



The Coeur d'Alene Resort Golf Course is home to the famous floating 14th, a man-made island that changes location. While a few lucky players land their ball on the island green, thousands more have their balls fished out of the water by divers every year.

Two major ski resorts are located near Coeur d'Alene as well. Silver Mountain

Resort is to the east in Kellogg, and Schweitzer Mountain Ski Resort is to the north in Sandpoint.

In addition, the Trail of the Coeur d'Alenes is a paved, 72-mile bike path that follows the Union Pacific Railroad from high mountain splendor, through the historic Silver Valley, into the chain lakes region. The path winds along the shore of Lake Coeur d'Alene, over the Chatcolet Bridge to Heyburn State Park, and climbs to the Palouse prairie.

The city of Coeur d'Alene offers a wide variety of shopping, dining, and entertainment

experiences to satisfy any type of traveler on any type of adventure.

After a visit to Coeur d'Alene, it's easy to see why Barbara Walters once called the city "a little slice of heaven" and included it on her list of most fascinating places to visit.

For more information about this area, visit <http://coeurdalene.org>.

## {terrific trivia}

1. Clark Kent (Superman) works for the *Daily Planet*, but who works for the *Daily Bugle*?
2. In addition to drinks, what used to be stored in pub cellars?
3. In cartoons, from what company did Wile E. Coyote buy his merchandise?



1. Peter Parker, aka Spider-Man
2. Corpses - because it was cold
3. Acme

## {top 10 list}



### Top 10 Longest Road Networks

Country	Miles
1. USA	4,042,768
2. China	2,226,817
3. India	2,063,207
4. Brazil	1,088,560
5. Japan	747,992
6. Canada	647,655
7. France	638,262
8. Russia	584,089
9. Australia	505,157
10. Spain	423,339

Source: CIA, The World Factbook 2010

## {ben's friends}



- Live the way you want to be remembered.
- Rudeness is the weak person's imitation of strength.
- Forget what hurt you, but never forget what it taught you.
- Your beliefs don't make you a better person. Your behavior does.



## Welcome Packet!

If your business or organization is looking for a great way to not only welcome your new customers or members but also provide them with helpful information, a welcome packet is a great start. Here are a few items to consider including in a pocket folder to help keep important documents in one central location:

- Include a thank-you letter that expresses your gratitude for choosing your business or organization.
- Make it easy to contact you by providing names and contact information (phone numbers and email).
- Provide historical information or a timeline of important events that shaped your organization's development.
- Include business policies, such as warranties, returns, exchanges, and billing policies.
- Provide customer testimonials or success stories from satisfied customers or members.
- Boost your referral business by including information about your customer referral policy.
- Provide a list of FAQs (frequently asked questions) to help answer common concerns before they arise.
- Add a list of industry resources and information, along with helpful websites.
- Include a calendar of upcoming events, celebrations, and sales.
- Provide a coupon or exclusive discount.

If you'd like help creating the perfect welcome kit for your business or organization, we'd love to help!

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## Easy Green Valentine Ideas

- Create your own handmade Valentine's card for your Valentine.
- Bond with children by helping them make crafty cards or presents.
- Give your time or an "experience" — such as guitar lessons, concert tickets, or exhibit passes — instead of a gift.
- Bake or cook something special for your Valentine.
- Instead of flowers, give a plant that can be enjoyed year-round.
- Frame a favorite photo, poem, or love letter for your significant other to display.
- Do something helpful — such as cleaning, laundry, or errands — without being asked.

## {wellness}

### 6 Things Your Hair Says About Your Health

Changes in the health of your hair and scalp can be a red flag for various health conditions. Here are a few examples:

- While over-drying, styling, and coloring can cause hair to become dry and brittle, a significant change in hair texture (such as hair that feels limp or finer) can be a symptom of an underactive thyroid.
- Psoriasis (such as scaly patches on the scalp) can be a sign of more serious conditions such as Crohn's disease, rheumatoid arthritis, and lupus.
- Check for tiny white bumps at the roots of thinning hair. These may suggest that the hair loss is temporary rather than permanent.
- Overly brittle hair and flaky, dry skin can often signify that your diet is lacking in omega-3 fatty acids (found in salmon, fish oil, nuts, and flaxseed).
- For diabetics, sudden hair thinning or hair loss could be an early warning sign that your diabetes may be affecting hormone levels.
- Hair loss by the handful for women may be a symptom of polycystic ovary syndrome (PCOS). Other signs are stubborn belly fat, facial hair, acne, and irregular periods.