



January 1, 2011 - Visit our website: [www.cleanrite-buildrite.com](http://www.cleanrite-buildrite.com)

TOPIC OF THE MONTH - ROOF MAINTENANCE

## Let's Raise the Roof in 2011!

As we enter into a new year and make new commitments, one of those commitments should be to inspect your roof. We make resolutions about all types of things but when it comes to home protection we sometimes ignore the obvious...the single largest structure between you and the elements is your roof! In the emergency response business we see all types of roofing issues that cause damage. Especially in this time of year with heavy winds and weather.

Many of these damages could be avoided with proper care and maintenance. Here are some tips from Cleanrite-Buildrite in considering your roof and its surroundings:

### INSPECT THE ROOF:

- ◆ Is your roof free of any falling debris such as branches from trees either on your property or your neighbors?
- ◆ Are your rain gutters clean and free of obstructions with proper drainage at the downspouts?
- ◆ Are there any missing shingles or tiles or "bald" areas in the roof composition due to delaminating layers or rot?
- ◆ Check valleys for proper installation, wear, cracks and deterioration.
- ◆ Are all the joint areas properly sealed with water resistant sealant and free of dirt?
- ◆ Is the roof properly vented?
- ◆ Does your roof "pitch" adequately deflect heavy rains...or are there puddles of standing water?
- ◆ Are all the "flashing" and metal drip edges in place and properly secured?
- ◆ Is there any "moss" build up that needs to be extracted?
- ◆ Inspect skylights and chimney flashings for proper seal and installation. Look for any cap conditions.
- ◆ Check the electrical strike and any wires that may come from or toward your roof.
- ◆ Inspect rubber boots at top of pipes for dry rot & deterioration.
- ◆ Inspect storm collars at pipes for proper seal.

### INSPECT THE CHIMNEY:

- ◆ Are there any cracks or areas pulling away from the roof structure?

### INSPECT THE ATTIC:

- ◆ Check the interior for any moisture and/or dry rot.
- ◆ Look for damaged or broken rafters and vents.

All of us at Cleanrite-Buildrite wish you and yours a Safe and Healthy New Year. Please take time to inspect your property!



Dear:  
Friend & Client,



Congratulations to  
**Pamela Wilson** from  
**InterWest Insurance**  
of Chico for winning our  
**Monthly Newsletter**  
**Contest for September!**



**Pamela won a Home Depot \$35 Gift Card and so can you!**

Simply answer the question on the back of this newsletter.

We will draw one lucky winner from all our correct answers at the end of each month!

**Good Luck!**



## Dan's Corner

### Time Flies When You're Having Fun

2011...  
was it not just the  
new millennium?

They say that time flies when you're having fun so I guess we must be having a lot of fun.

Now it's 11 years later and we continue to set new goals and resolutions. Although 2010 was an interesting year full of challenges and decisions, Cleanrite-Buildrite maintained our position in the community with the help of loyal customers and supporters throughout the North Valley.

For this I am very grateful. And as we add another year to our already 50 years of service I remain humble in knowing that we are "Doing it Right" for those who call on our services each and every day.

Let's have some fun in 2011...  
All the Best!

My Door is Always Open,  
**Dan Andreasen**  
President, Cleanrite-Buildrite



### Stuff The Truck!

The Second Annual CRBR Anderson-Stuff the Truck was a huge success with 250 families fed this Thanksgiving. We had a huge response from the community with volunteers and the generous donations. Anderson Fire District and Anderson Citizens on Patrol helped stuff boxes and take collections. We want Thank Redding Radio who broadcasted live, Devon's Jewelers who donated an \$800 Diamond pendant to win for those who donated. Thank You to Win River and Maria Orozco who made a generous donation of \$1,000. Thank You to Rick from 1-888-Abatement in Sacramento and the Mt View Cheerleaders who donated a few hours and made a cheer for the event! Additional gratitude to Williamson Insurance, Kregg Spafford from State Farm and Ken Hill from Farmers Insurance. Anderson Cottonwood Christian Assistance, Youth and Family Programs, Frontier Senior Center and family of various Shasta County schools benefited from all your hard work. **Thank You!**



### The Farmers District 31 Holiday Party



Cleanrite-Buildrite, Chico Collision Center, & Enterprise Car Rentals cosponsored the **Farmers District 31 Christmas Party** at Johnny's Restaurant in Chico. Over 70 Insurance Agents, their partners & staff attended. It was our honor to enjoy a holiday evening with the Farmers Agents and those close to them. Right to Left: Mike and Jessica Driskill; Jerry Vestsen and Ty Netters; Frank Mendoza, Jill Cooper, and Dawn Foster; Claudia with Kevin and Vicky Schindler.



#### RECIPE OF THE MONTH

### Duck Breasts in White Wine

- |                        |                           |
|------------------------|---------------------------|
| 4 duck breasts         | 1 celery stalk, sliced    |
| 1 medium onion, sliced | 1 1/4 cups dry white wine |
| 1 large carrot sliced  | salt and pepper, to taste |

Remove the skin and fat layer from duck breasts. Place some of the fat in a flame-proof casserole and heat until about it starts to melt. Remove the skin and brown the meat on all sides. Remove from the pan. Sauté the vegetables in the fat until just softening. Return the duck to the pan and pour in the wine. Bring to a fast boil then season with salt and pepper. Cover and place in a 300°F (150°C) oven for about 2 hours 30 minutes. Serve with mashed potatoes.

Contributed by Sean Rix from State Farm Insurance



### Contribute to our Newsletter Today!

We would be more than happy to consider any industry related articles or tips from you for our newsletter. You may also submit your favorite recipe and we would be honored if you would write a testimonial as a 'Cheerleader Customer'.

Please contact! Marketing@crbr.com or 1-800-870-0030, ask for Janelle x2115

*Coming together is a beginning. Keeping together is progress.  
Working together is success. ~Henry Ford*

**A message from North Valley Property Owners Association**

Please join us on January 13, 2011 for our 2nd Annual Expo. This year we are featuring nationally known marketing speakers, Kate Good and Mindy Williams. Guests will learn new and beneficial marketing ideas for their properties and create valuable networks. If you are interested in being a guest at our event or one of those networks, please call NVPOA at 530-345-1321 and visit us at [www.nvpoa.org](http://www.nvpoa.org)



**NORTH VALLEY PROPERTY OWNERS ASSOCIATION**

**About North Valley Property Owners Association:** Since 1981 we have been dedicated to the education of our members, to the advocacy of the rental housing industry, and to improving the quality of rental housing in the North State. We specialize in offering support services for professional property management companies and rental owners who self-manage their residential income properties. NVPOA's Mission: The North Valley Property Owners Association, representing over 7,000 rental units, is an association founded to promote, protect, and advance the rental housing industry, and to enhance and promote the relationship between property owners and residents for their mutual benefit.

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- |               |             |            |          |            |             |
|---------------|-------------|------------|----------|------------|-------------|
| Baby New Year | Best Wishes | Confetti   | Get Fit  | New Years  | Stars       |
| Ball Drop     | Celebration | Enjoy Life | Holiday  | Parade     | Time Square |
| Balloons      | Champagne   | Football   | Midnight | Resolution |             |

**What People Are Saying About CRBR**

- "I'm so glad I went with your company. The floor supervisor kept everything running smoothly."* - Ilene. F. Paradise
- "Your technician did an excellent job and had a great disposition. I will use your again and refer your services."* - Patricia A. Yuba City
- "I was very happy with everyone who worked inside my home from the Sacramento Branch, Thank You"* - Nancy F. Sacramento

**Ask Me About CE Credits!!!**

**CE Training**

In support of our partners in the industry, Cleanrite-Buildrite introduces our new On-line Continuing Education program. It's easy, efficient, convenient and at a reduced price. Just go on line to [www.Cleanrite-Buildrite.com](http://www.Cleanrite-Buildrite.com) and click on "CE Training"

Don't forget to ask your local CRBR Business Development Representative for your Discount Code or call: **1-800-870-0030**

In today's fast pace world, we know that having this convenient service helps you to stay on top of your licensing requirements. CRBR supports strong partnerships!



Cleanrite-Buildrite and

**American Red Cross**

Our regional area has changed its name to reflect the entire community in which it serves. Please note the new name and web link.

American Red Cross of Northeastern California  
 1-888-5-RED-CROSS Martha: (530) 673-1460  
<http://www.arcnec.org>

# This Month's Contest Question!

We invite our loyal readers to participate this month for a chance to:

Win a \$35.00 Gift Card for Home Depot!



More Saving.  
More Doing.<sup>SM</sup>

**QUESTION:** *What is the new feature has Cleanrite-Buildrite added to their Web Site to make training easier for our Industry Partners?*

**ANSWER:** IT'S SIMPLE! JUST GO TO:

[www.cleanrite-buildrite.com](http://www.cleanrite-buildrite.com) or call: 1-800-870-0030 x2115

or email: [janellew@crbr.com](mailto:janellew@crbr.com) We look forward to hearing from you and GOOD LUCK!

## A Cleanrite-Buildrite "Cheerleader Customer"



"We have a great deal of foot traffic in our office and we are also pet-friendly, therefore, when the time comes for Spring and Fall cleaning, we look for a carpet cleaning company that provides thorough, quality workmanship. Cleanrite-Buildrite has always been the company we turn to when we need our carpets, upholstered chairs and also personal vehicles cleaned. Our technician is always prompt, friendly and ready to work. He accommodated our business hours and we appreciate the extra touch of service. Thank You Cleanrite-Buildrite!"

- Marlene Gerboth State Farm Insurance, Redding



**JANUARY HIGHLIGHTS**

- January 1 - New Year's Day
- January 17 - Martin Luther King Jr. Birthday

January is **National Thank You Month**



**CRBR NEWS!**  
January 2011



**We're Local! Call today and visit us on the web at: [www.cleanrite-buildrite.com](http://www.cleanrite-buildrite.com)**

Chico: 1200 W. East Avenue, Chico, CA 95926

(530) 891-0333

Redding: 19690 North Hirsch St, Ste 1, Anderson, CA 96007 (530) 246-4886

Yuba City: 350 Bridge Street, Suite A, Yuba City, CA 95991

(530) 742-5024

Sacramento: 5430 Florin Perkins Rd, Suite 200, Sac, CA 95826 (916) 381-1321

# 1-800-870-0030



**SERVING CHICO, REDDING, YUBA CITY, SACRAMENTO AND SURROUNDING AREAS**



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Cleanrite-Buildrite  
CARPET, RUGS & UPHOLSTERY

**CLEANRITE BUILDRITE**

Since 1959  
Chico, CA  
DKI

Doing it Right!  
1959-2009