



December 1, 2009 - Visit our website: www.cleanrite-buildrite.com 

TOPIC OF THE MONTH - CHRISTMAS SAFETY

Christmas Tree Tips for Fire Safety



Could it be Christmas morning without a beautifully decorated Christmas tree? Over 33 million American homes will have a natural Christmas tree as their holiday centerpiece this year and with a few simple preventive measures their trees will only serve to create a warm holiday glow and not a holiday fire. The U.S. Consumer Product Safety Commission reports that every year Christmas trees account for approximately 400 fires resulting in more than \$15 million in property damage. What's more, a dry Christmas tree can burn completely in only 15 seconds. In tests a well-watered and cared-for tree could not be ignited, even with a propane torch. Please follow these guidelines and enjoy a happy and safe holiday with your Christmas tree.

- Select a fresh tree. To test freshness, grasp a branch and pull firmly toward you, allowing the branch to slip through your fingers. If lots of needles fall off then it is too dry and should not be brought into the home.
- Before placing your tree in its stand, cut at least ¼" off the base of the trunk. This opens up the tree stem so it can take in water. A properly nourished tree, with water is one of the main keys to preventing a fire.
- Place your tree in a stable stand that holds the tree firmly, has an ample water supply and is large enough to prevent tipping. Further stabilize your tree by tying it to the floor, a wall or the ceiling for additional support.
- Choose a safe location for displaying your tree. Don't block hallways or doors with your tree, and make sure not to place it near a heat source like a fireplace, heater or even a TV. Heat sources dry your tree out faster in addition to being a fire hazard.
- Water that tree! Generally your tree will "drink" a quart of water for every inch of trunk diameter. For example, a tree with a 4" diameter will use a gallon of water per day for the first several days. Be sure your tree has a two-day water supply capability. Check the stand daily and supply fresh water as needed.
- Place a fire extinguisher near your tree for maximum safety.
- DO NOT burn your Christmas tree in the fireplace! Dry Christmas trees burn extremely hot and fast.
- Decorate your tree only with low energy lights that are CSA and UL approved. Double check your lights every year and throw away any lights with cracked or frayed cords.
- You can prevent overloading the electrical circuit by using no more than 3 light strings to an outlet. Also, never run an extension cord under a carpet, across a doorway or near a heat source.
- Turn off the lights when leaving home or going to bed. Make sure that you are able to turn off the lights without crawling under the tree.
- NEVER decorate your Christmas tree with candles, even if it is an artificial tree!
- Use flame resistant tree ornaments.

A dry christmas tree can burn completely in only 15 seconds.

Visit the U.S. Fire Administrator / FEMA web site for more information and to see videos of what can happen in a Christmas Tree fire.



*Dear:
Friend & Client,*

Keep the Home Fires Burning in the Fireplace

Every year nearly 100,000 American households catch fire in accidents involving heating the home with a fire place or internal wood stove.

*The single biggest reason for so many fires is this: people simply do not realize how quickly **creosote**, the substance that burns in a chimney fire, builds up inside chimneys. This substance can be highly combustible. Dirty chimneys cause chimney fires. Make sure a CSIA Certified Chimney Sweep inspects your chimney annually and cleans or repairs it as needed.*



So as you enjoy the comfort that comes from a wonderful fireplace setting, please exercise caution.

Visit www.cleanrite-buildrite.com for additional information or ask your local fire professionals for some tips and suggestions.

Happy Holidays from all of us at Cleanrite-Buildrite!



Dan's Corner

What a Year!

As the Holiday's approach, I am compelled to reflect on the year we have had at Cleanrite-Buildrite.

Although the year has been challenging, I cannot help but to give thanks on how blessed we are to have such a strong company which is directly supported by the outstanding people we employ.

Our commitment to "serve the people of the North State" with all of our resources, is most evident in the caring attitude of our staff. As always we will be having our traditional Holiday Employee party as we thank our long time employees and welcome those that are new. CRBR was started on a tradition of family and maintains that belief today. Strong Team values working together to provide quality services.

During the Month of December, as I move throughout the North State I hope to see all of YOU out there and to be able to wish you and yours the happiest of Holidays and the best of the New Year.

*Sincerely, Dan Andreasen
President, Cleanrite-Buildrite*



Holidays are coming... Time to Reflect on the Year!

The Holiday Season can remind us of a time for reflection and planning for the coming New Year. For some it can be a hectic time with holiday commitments, past memories and the realization of another year passing. However, reflection seems to always rear its head at this time with the closure of the current year and the anticipation of the new. From a Business aspect, this is a great time to be available for your customers as they re-evaluate their needs and service partners.

It is estimated that 66% of the population receive information and insurance quotes either on-line or over the phone. The "in-person" experience accounts for only 21%. The remainder used mail services. But the story changes when insurance decisions transitioned from quote to application. Only 18% applied online; 32% via the phone and 38% in-person through an agent. Agent channels still provides the most influence on insurance applications and purchases. (Forrester Researchers – 2009). One suggestion would be to send out a simple Questionnaire or Quiz to your business base to increase awareness and point out potential opportunity for customers concerning their current policies. The campaign could be... "Am I Covered IF...?"

The Quiz could have several informational and revealing questions such as:

1. Last week, you noticed water had seeped into your basement from the ground. Are you covered under your homeowners policy?
2. A neighbor slips on your sidewalk and threatens to take you to court for damages. Does your policy protect you? Check your liability protection limits.
3. Are you covered for direct losses due to fire, lightning, tornadoes, wind storms, hail, explosions, smoke, vandalism and theft?
4. Are my valuables such as jewelry, paintings, silverware and preshish items covered?
5. Your golf clubs are stolen from the trunk of your car. Can you recover?
6. Does your homeowners policy cover earthquake damage?
7. Am I covered under ALL types of water damage disasters? Category 1, 2 or 3 and Clear water, gray water or black water?

RECIPE OF THE MONTH

Godiva Chocolate Fudge Cake

1 lb Bittersweet Chocolate- High quality	1 1/2 t. vanilla
1 lb butter	1 T Godiva Liqueur
8 Eggs	1 c. cream
1 c. sugar	1/2 t. salt

Melt ingredients in top of double boiler then beat in eggs. Put in 10" springform pan with the bottom covered with aluminum foil to prevent leakage, and bake at 325° for 45 minutes. Melt together 8 oz. chocolate, 2 T corn syrup, 3 oz butter, 3 T cream. Pour glaze over hot cake. Cool. May be frozen.

*Contributed by: Peggy Dudman
W.M.Campbell Real Estate, Chico*

We Thank Disaster Relief Professionals

CRBR would like to acknowledge all the fine people who work in Emergency and Disaster Response in our Community. From State, County, City and Volunteers, these are the people that make a difference for others. Thank you! **Do you know of a HERO? Let us know! Call us at 1-800-870-0030 ask for Bob.**

*"I heard the bells on Christmas Day, their old, familiar carols play.
And wild and sweet, the words repeat of peace on earth, good will to men."
-Henry Wadsworth Longfellow*

Celebrating With Candles

Los Posadas in Mexico Celebrates Joseph and Mary's search for shelter in Bethlehem. It consists of candlelight processions as well as stops at various nativity scenes. With the African holiday **Kwanzaa**, the Kinara (candle holder) is placed on the mat and the Mishumaa Saba (seven candles) are placed in the kinara (candle holder). **Hanukkah** is the most widely celebrated American Jewish holiday, possibly because it is a fun, child-centered occasion. It is celebrated the lighting of menorahs (special Hanukkah candelabras) filled with brightly colored candles.

The popularity of candles has grown dramatically in recent years with U.S. consumer candle retail sales over \$2 billion annually, not including candle accessories. However, if certain precautions are not taken by the consumer, candles can also become a factor in a chain of events that can result in unnecessary injury and even death. According to the National Fire Protection Agency, candle fires account for 2.4% of all fires and result in 6% of total injuries from fires and 3% of all fatalities from fires. The National Fire Incident Reporting System (NFIRS) reports candle fire incidents occur most often in the bedroom (45.2%), then in the family room (17.5%) and the bathroom (11.2%). The kitchen accounts for 6.3% of candle fire incidents. NFIRS also reports that the materials most often ignited by candles are cabinetry (9.4%); bedding (blankets, sheets, comforters, etc.) (7.7%); curtains and drapery (7.2%); mattresses & pillows (5.5%).

- NEVER leave a burning candle unattended
- NEVER place a burning candle near something that can catch fire
- KEEP candles away from drafts and vents
- KEEP burning candles out of the reach of children or pets
- ALWAYS use containers that have been made for candle usage



December Facts

December is the twelfth and last month of the year according to the Gregorian calendar. Until 46 B.C., December only had 29 days. But the Roman statesman Julius Caesar added two days to December, which made it 31 days. The Anglo-Saxons called it 'Winter monath', or 'Yule monath' because of the custom of burning the yule log around this time. Gemstones: Turquoise and zircon. Flower: Narcissus.

- New England observe December 21 as Forefathers' Day in honor of the landing of the Pilgrims at Plymouth on Dec. 21, 1620.
- People in several European countries celebrate December 6 as the Feast of Saint Nicholas.
- Christmas Day in the US is now celebrated on December 25, just after Festivus.

What People Are Saying about CRBR

"The quality of work was excellent and Candice is an outstanding representative on the phone." – A. White, Douglas City

"Your painter Frank was on time, pleasant and cleaned up afterward. You cannot even tell the old painted area from the new." – J. Etz, Chico

"Your carpet technician was on time, professional and knowledgeable. I am completely satisfied with your services and would like the same technician again to clean my carpet." – Mrs. E. Cooper, Willows

Get a "CLUE"!
(Comprehensive Loss Underwriting Exchange)



As seen in the Insurance Networking News, **The CLUE Database** enables homeowner and automobile insurers to exchange information concerning claims filed by individuals.

Additionally it can tell the history of the property in terms of claims. It is maintained by an information vendor, not insurance companies.

The data includes information on a consumer for claims that they may have submitted over the past 5 years. Mold issues is one of the biggest areas for concern but with the assistance of a Certified Contractor, mold can be contained and remediated to industry standards.

For information on how to get a free history or CLUE report:

www.choicepoint.com
toll-free (866) 312-8076
www.ChoiceTrust.com
toll-free (888) 497-0011
www.naic.org
www.insurance.ca.gov

Cleanrite-Buildrite
and



Please Volunteer for the Holidays.
Help Red Cross in your Community.
To get involved call Martha Griese below.

1-888-5-RED-CROSS or call Martha Griese: 530-673-1460
www.threerivers.redcross.org

What is a "Certified" Carpet Technician?

In shopping for carpet cleaning, you may have noticed the word "certified" being used in advertising. You may have seen a logo being used to feature certification. What does this mean to you as a client? Would you be surprised to learn that most carpet cleaning companies have no formal training?

One such certification organization is called the IICRC (Institute of Inspection, Cleaning, and Restoration Certification). This organization provides certification courses and exams for the carpet cleaning industry. By attending these courses, carpet cleaners are taught about fiber identification, carpet construction, cleaning chemistry, cleaning methods, and professionalism. These valuable concepts equip them to choose the proper procedures for cleaning your carpet.



The certified firm is on the cutting edge of technology and change in our industry. A certified firm knows the right way to apply cleaning procedures and chemistry. Make sure you ask for a certified technician when cleaning your carpets...you deserve the best!

Win a Free Carpet Cleaning!

In addition to promoting our local communities with our new Weblink Exchange Program, we are now offering a MONTHLY DRAWING for a FREE CARPET CLEANING! Just go to our website for a chance to WIN!

Visit our website and enter the drawing TODAY!

www.cleanrite-buildrite.com



DECEMBER HIGHLIGHTS

- December 12 - **Chanukah** lasts 8 days
- December 23 - **Festivus** - for the rest of us!
- December 25 - **Christmas**  
- December 31 - **New Year's Eve**



CRBR NEWS!
December 2009



We're Local! Call today and visit us on the web at: www.cleanrite-buildrite.com

Redding: 5601 Cedars Rd, Ste I, Redding, CA 96001 (530) 246-4886 Chico: 1200 W. East Avenue, Chico, CA 95926 (530) 891-0333
Yuba City: 350 Bridge Street, Suite A, Yuba City, CA 95991 (530) 742-5024 Sacramento: 5430 Florin Perkins Rd, Suite 200, 95826 (916) 381-1321

1-800-870-0030



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