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6	4	1	8	5	9	7	3	2
3	2	9	4	7	1	8	5	6
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2 Jay Abraham's Simple Guide to Success

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4 Meet Odin, the Fireproof Dog

MEET ODIN, THE FIREPROOF DOG

THIS GREAT PYRENEES GUIDED HIS GOATS THROUGH A WILDFIRE

In October 2017, California was in flames. One of those blazes was the Tubbs Fire, which charred its way through 36,800 miles of forests and vineyards in both Napa and Sonoma County. More than 5,600 buildings were destroyed, and 22 people were killed. But when the flames finally died, a four-legged hero emerged from the ashes: Odin, the Great Pyrenees dog.

Odin belonged to Ariel and Roland Hendel, two farmers in Sonoma County. When the Tubbs Fire threatened to char their home, they packed up as many of their animals and precious items as they could. Unfortunately, their flock of goats wouldn't fit in the getaway vehicle — and their goat-herding dog, Odin, refused to abandon them. Great Pyrenees are prized livestock guardian dogs that will do anything to protect their charges, and Odin lived up to his breed.

"I said, 'Okay, Odin, take care of the goats. You'll be fine,'" Roland Hendel told ABC News.

Both Hendels were sure they were seeing their dog for the last time. Their hearts sank even further when they heard their home had burned down completely. But on a trip back to examine the ashes, something amazing happened.

"In the distance, I saw Odin's tail," Roland told ABC. "Sure enough, there was Odin coming at the head of all his goats."

Not only did Odin survive the fire and run right up to the Hendels for belly rubs, but he also kept every single one of his goats safe! A few wild deer even joined the goats, and he shepherded them through unscathed. The incredible story made the news, and Odin became a local legend.



Unfortunately, even legends don't live forever. This April, Odin passed away after a long life of tail-wagging, treat-eating, and goat-saving. In his honor, Great Pyrenees Rescue of Missouri gifted the Hendels two new Great Pyrenees pups: Buddy and Snowflake. They're following in Odin's pawsteps, protecting the goats he loved so much.



Is Mold Hiding in Your Walls? Here's How We Find Out.

We Have a Trick to Spot It

As I write this, we're right in the middle of hurricane season, and that means it's also the season for mold. No one wants to deal with the aftermath of a hurricane (and I hope you don't have to), but they're notorious for causing leaks and pesky mold, even in commercial buildings built to be hurricane-resistant. Fortunately, I have a fool-proof method for spotting leaks that's straight out of NCIS: a thermal imaging camera.

Now, I don't mean I *really* have the kind of camera heroes use in action movies and cop shows. The idea of pointing a camera at a building from across the street and expecting to count the number of people inside is just a Hollywood trick. My thermal imaging camera can't spot enemies like Hollywood magic, but it can identify temperature differences on surfaces. This is even more important, because those temperature differences are a clear indicator of water and, if you're unlucky, mold.

Wet, moldy surfaces show up on the thermal imaging camera for one of two reasons. Either they're cooler than the wall, floor, or ceiling around them because of the building's air conditioning, or they're warmer because the moisture is coming from outside. Either way, the camera will pick up the problem.

Confirming that you have a leak and/or a mold issue may require the use of a moisture meter in addition to a thermal imaging camera, but often I can rely on my years of experience looking at buildings during hurricane season. If you think you may have a leak on your hands, call me right away. I'll come by with my camera, take a thorough scan of your building, and put your fears to rest.

That said, rainwater leaking in from outside isn't the only cause of wet spots and mold in commercial buildings. Every year in late August and early September, I receive calls from building managers about mysterious blooms of mold in their stairwells. These blooms often occur in high-rise buildings, and at first, their presence confused me. Then, my thermal imaging camera revealed a pattern. Almost without fail, the mold grows on an



area of stairwell wall that abuts a very cold room, like the space where computer servers are kept.

Here's how it works: When computer rooms are built, the walls often are not sufficiently insulated. That means that the cold air of the computer room isn't fully separated from the warm air of the stairwell. Consequently, the warm, humid air in the stairwell comes into contact with the cool wall surface. The air then chills down enough to reach dew point, forming droplets of water on the wall. This condensation is all it takes to form mold!

If you have a bloom of mold in your stairwell, I'd highly recommend scheduling a thermal imaging scan with me. I can figure out whether your building is suffering from this common problem (or one of the many other causes of dew point) and point you toward solutions like reinsulating the wall or adjusting the temperature of the stairwell or abutting room.

No tenant wants to work in a moldy building, so the more proactive you are about these pesky mold issues, the happier and more profitable you'll be!

THE PROFOUND SIMPLICITY OF 'GETTING EVERYTHING YOU CAN OUT OF ALL YOU'VE GOT'

Jay Abraham's "Getting Everything You Can Out of All You've Got" is one of those evergreen business books every entrepreneur should pick up at some point. Rather than latch on to fleeting business trends or the gimmicks of the early dot-com era, Abraham, a business coach who has spent his entire career solving problems and fixing companies, reexamines the basics of business. By returning to and interrogating the building blocks of growth, he is able to deliver the sort of timeless wisdom most business authors only dream of being able to capture.

What makes "Getting Everything You Can" stand out is the simplicity of the ideas it presents. In fact, Abraham's central thesis is that our tendency to overlook or dismiss the mundane, everyday aspects of our business is what keeps us from seeing its real value. As Abraham puts it, "You are surrounded by simple, obvious solutions that can dramatically increase your income, power, influence, and success." Finding those solutions is what "Getting Everything You Can" is all about.

What makes Abraham so successful as a business coach for small companies and international brands alike is his practical, methodical approach, which shines through in this book. You won't find banal platitudes or sweeping summations within these pages. Instead, Abraham uses direct, approachable language to outline clear, actionable steps to get you to "recognize the income- and success-increasing connections that are all around you."

With this workmanlike approach, "Getting Everything You Can" breaks down success in business into its component processes: attracting new clients, increasing the average size per sale of a client, and boosting client retention. These three aspects of success, according to Abraham, hinge on your ability to leverage a "unique selling proposition," or USP. Put bluntly, a USP stems from the aspects of your business that make it stand out from the competition — what you bring to the table that others can't.

Identifying a USP sounds like a simple-enough concept, but as Abraham explains, business owners are often blind to the real value of their company. Seeing what truly makes your brand unique requires looking at old problems in new ways and fundamentally shifting your perspective on the basics of running a business. Finding solutions hidden in plain sight is no easy task, but "Getting Everything You Can Out of All You've Got" is committed to getting you there.

5 TIPS FOR YOUR NEXT AFFORDABLE GETAWAY

Are you excited to explore the world again? Or maybe you've just gotten back from your latest vacation! In either case, the economic challenges of the pandemic might require travelers to plan their trips a little smarter. Here are five tricks to do just that.



- 1. Consider your budget while choosing your destination.** Any destination heavily impacted by tourists is going to be more expensive to visit. So, consider taking a tour through various French countryside towns instead of Paris! Not only could it be more culturally immersing, but it may even be more relaxing and less stressful than visiting a dense area.
- 2. Sign up for Scott's Cheap Flights.** One of the most important parts of booking an affordable vacation is booking it at the right time. Scott's Cheap Flights will track all the cheapest flights at an airport of your choice — you'll get over 50%–75% savings on highly rated airlines. This will get you stress-free travel for a much lower price!
- 3. Travel in a group.** If you travel with friends, your expenses become a lot more manageable. Let's say you and a partner travel with two other couples — renting a swanky cabin at \$200 a night will only cost around \$33 per person. Plus, you will create some amazing memories together!
- 4. Plan your meal budget ahead of time.** Looking forward to eating certain dishes? Find local menus and prices to ensure you don't spend more than you planned. If you want an authentic and homestyle culinary experience, consider signing up for a peer-to-peer dining experience through Traveling Spoon or Bon Appetour, which is tax-free as well!
- 5. Consider volunteering for vacation.** Want to go on a self-discovery trip? Why not cut your expenses in half by volunteering? For example, Habitat for Humanity offers a nine-day Mexico trip for \$1,200 with lodging, food, and activities included. You'll get to build structures and create something permanent for the local community.

Traveling on a dime is no sweat with the right tools. Best of luck, traveler!

STICKY BUSINESS

Is Painter's Tape More Useful Than Duct Tape?

What's blue, sticky, and as useful as can be? If a roll of painter's tape just sprung to mind, then you're on the right track. Although duct tape has the reputation of being the most useful item in the world, we're not so sure that's the case. In fact, we're not even sure it's the most useful kind of tape. Blasphemy?

Perhaps not. Painter's tape lacks the adhesive qualities of duct tape as well as the fabric-style backing that gives the silver stuff its fabled strength. But here's the honest truth about those qualities: They're only there to let duct tape do things tape was never supposed to do. Long-term repairs? Structural support? Duct tape may be useful in a pinch, but around the house, you're going to do a lot better with the blue painter's tape.

For one, it comes in a variety of sizes, and if you're painting, that can be a real godsend. It's also easy to lay flat, fold, and tuck into nooks and crannies (a quality it receives from the paper-style backing).

But the real value behind painter's tape is that it does the exact thing duct tape can't: It goes on easily and comes off with no sticky residue left behind. That's what makes it great for painting, but it also means it is ideal for hanging posters, putting a to-do list on the wall, or sticking a label on a jar of food.

Painter's tape doesn't have the sheer strength of duct tape, but that's a feature. A few wraps of painter's tape will keep that extension cord coiled at just the right length, but the low strength means you can easily tear it when you need the longer cord. This works with cables, hoses, ropes, and straps and is great for keeping a house organized.



You can also use painter's tape to baby-proof outlets, wrap presents, divide a room in half between two feuding kids ... the list goes on! What's your favorite use for tape? Whatever that may be, painter's tape has you covered.

SUDOKU

HAVE A LAUGH WITH TRAVIS



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