




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

TOPIC OF THE MONTH - THANKSGIVING HOLIDAY

Some Interesting History for your Dinner Guests

Like a slow-roasted turkey, the American holiday of Thanksgiving was a long time in the making. In autumn 1621, about a year after the Mayflower Pilgrims made landfall at Plymouth, they put together a feast and broke bread with their Native American neighbors, the Wampanoag, who were celebrating Keepunumuk, the time of the harvest. The menu featured fowl, venison and fish, along with wheat and corn products.

Sporadic national, regional and individual Thanksgivings followed, but the day did not become an annual, national holiday until 1863. Americans were waging the Civil War, and in the midst of it President Abraham Lincoln, proclaimed a national day in which to express thanks for the many blessings enjoyed by Americans.

However, it wasn't till later in the 19th century that the popular image of the "First Thanksgiving" took root. In 1939, during the Great Depression, President Franklin Delano Roosevelt famously modified Lincoln's chosen date of the last Thursday of November to the second-to-last Thursday of November in order to extend the post-Thanksgiving, pre-Christmas shopping season. The move was met with confusion and criticism, and in 1942 FDR signed a law making Thanksgiving the fourth Thursday of November, a law which is still in effect today.

Nowadays, Thanksgiving is one of the few truly secular, nondenominational holidays on the US calendar. Americans celebrate with a long weekend, a big meal with family and friends.

Facts and Figures (courtesy of the US Census Department press release for Thanksgiving)

- There were 256 million turkeys raised in the US in 2005 (Minnesota had the most); 624 million pounds of cranberries (Wisconsin led); 1.6 billion pounds of sweet potatoes in 2004 (North Carolina led); and 998 million pounds of pumpkins (Illinois led).
- The average American consumed 13.7 pounds of turkey and 4.7 pounds of sweet potatoes in 2003.
- Thanksgiving football goes back to 1876, when the Intercollegiate Football Association held its championship on Thanksgiving Day.

- The first NFL Thanksgiving Day game was held in 1920, when the Akron Pros routed the Canton Bulldogs 7-0.
- The Detroit Lions have played Thanksgiving Day football since 1934, when they lost to the Chicago Bears 19-16.
- The Thanksgiving Day football series went on hiatus 1939-44 due to WWII.
- Nowadays, there are two Thanksgiving Day games. The Dallas Cowboys began their tradition in 1966 with a 26-14 win over the Cleveland Browns.



Dear:
Friend & Client,

When the Wind Blows...

Property and casualty claims data indicate that fallen trees and shrubs cost the insurance industry billions of dollars each year in removal and reconstruction costs.

These claims are rising due to a number of factors, including: the occurrence of stronger, more violent storms; the growth of the "green movement", which is causing an increase in the preservation of large trees during construction; and an increase in land development that encroaches upon natural areas containing mature trees.

Additionally over the past two years enhanced landscape policies have been filed by leading residential and commercial carriers, some with substantially high coverage levels per tree, a development that will certainly increase the industry's exposure to tree and landscape losses.

If you have any questions or concerns about the weather safety of any tree on your property, please don't hesitate to call us.

"Doing it Right for Over 50 Years."

Sincerely, Dan Andreasen
President, Cleanrite-Buildrite



Dan's Corner

Old Man Winter is Coming!

Living here in the North State I have come to respect the changing weather conditions. Preparing for this climate change is essential in reducing any damage that the storms may bring. One of the most important precautions you can take is just "common sense" when looking at your home, commercial property or rental property.

- Plan for WATER, and what it may do to the structure. Inspect the structure from that view point as we move into Winter.
- Are your gutters and downspouts clear?
- Have you checked the roofing and looked for signs of water?
- Can the water migrate effectively away from the structure?
- Are cracks and gaps in the structure sealed properly?
- Do you have an Emergency Plan in case of extreme issues?
- Visit any unattended property during the rains to investigate any damage.
- Most importantly drive safe. Be careful on those first rains, the roads are slippery.

For additional information check out our website at: www.Cleanrite-Buildrite.com

Sincerely, Dan Andreasen
President, Cleanrite-Buildrite

Anderson Chamber "Greeters" Bridge Dedication

The Executive Director of the Anderson Chamber Irish Robertson and the community came out to support the opening of Anderson's new North Street Bridge. Replacing the old bridge after 50 years, the new bridge is a great structure with a walking path for pedestrians to cross the river.

Check out the Anderson Chamber for more community facts and events:
www.andersonchamber.info



Cleanrite-Buildrite Loves the Chico Air Show

Another successful year for the Exchange Club's Redding Air Show! It is one of Redding's most popular events which draws spectators from all over the North State and additional States throughout the US. Even though it was over 110 degrees the event was so "cool" no one noticed. The show was capped-off with the Blue Angels. A great time was had by all.

Here is the event website: www.reddingairshow.com
Here are the events of the day on You Tube: www.youtube.com/watch?v=GLgmNB1Qjvg



Doing it Right
50
Years
1959-2009

RECIPE OF THE MONTH

Tortilla Lasagna

2 lb. ground beef cooked and drained	¼ cup water
1 lb. grated Monterey Jack Cheese	5 (5oz) cans diced green chilies
1 package taco seasoning	1 cup chopped green onions
1 (10oz) can mild enchilada sauce	12 corn tortillas
	1 ½ cups salsa

Preheat Oven 350 degrees.
Combine beef with taco seasoning, water, green onions then stir in salsa. Spray a 9x13 cooking pan with nonstick spray. Layer tortillas in the bottom of the pan. Top with a third of the green chilies, beef mixture, cheese and enchilada sauce. Repeat layers twice using cheese on top. Cover with foil and bake at 350, remove Foil last ten minutes of baking.

Recipe from: Sue Spencer at Reed Insurance in Mt Shasta

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.*

“As we express our gratitude we must never forget that the highest appreciation is not to utter words, but to live by them in our actions every day. Happy Thanksgiving.”

Cleanrite-Buildrite Attends Sacramento Claims Conference

The Sacramento Claims Association out did themselves with this year's Claims Conference Northern California. The energy was terrific, outstanding professional vendor trade show, valuable training and instruction and of course the “fun”...there was a great time had by all!

We are all very proud to be part of such a dynamic industry where “volunteers” and committed professionals maintain the integrity of our Association. Special Thank You to Bryan Harrison of Association News Network, Inc. and Helen Greenstrand of Wells Fargo of California/Insurance Services, Inc. for their leadership and support of the event. You can visit the Event Website at: www.claimsconference.org



November Facts

November is referred to as the “WIND” month. The crops have been harvested, football is happening and baseball playoffs are in full swing. November's official Birthstone is either Topaz or Citrine and the official Flower is the Chrysanthemum.

- The ancient Roman calendar listed November as the ninth month.
- November was called "Blood Month" by the ancient Saxons because that was the month they sacrificed animals to their gods.
- Thanksgiving was first celebrated in the U.S. in 1789.
- Lincoln's Gettysburg address was given in November 1863.
- The US and Canada celebrate the end of WWI on November 11.
- Presidents Harding and Polk differed in age by 70 years, but they were both born on November 2.
- John F. Kennedy was assassinated in November 1963.

What People Are Saying about CRBR

“Your staff is to be commended! They did a great job!” - C. York , Yuba City

“My husband and I want to Thank the crew for their professionalism, for the quality of the workmanship, and for their great attitudes.” “Thank you for restoring our home.” - D. & L. Hamilton , Colusa

“You have a great crew who stop to answer questions and always ask if everything is up to our standards.” - D. Fox , Shasta Lake

We at Cleanrite – Buildrite want to take this opportunity to Thank all of you for your continued support and for the opportunity to serve you and the communities of the North State. *Happy Thanksgiving!* - The entire staff at CRBR

Cleanrite-Buildrite Repairs and Restores Wind Damage



With any type of Wind, Water or Fire Damage, call us first, you'll be glad you did.

CRBR is here when you need us to completely restore any wind damage that happens to your property, with Emergency Service available 24 hours.

Call us today for a **FREE ESTIMATE** and experience how we've been “Doing It Right” for over 50 Years!



Cleanrite-Buildrite and

American Red Cross

Due to the recent fires we have experienced in the North State, people need your help. Please contact the American Red Cross for any type of donation: articles of clothing, food, cash donations of any size.

FLUE SEASON IS HERE! Stay informed: www.flu.gov

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



NOVEMBER HIGHLIGHTS

- November 3 - **Election Day**
- November 11 - **Veteran's Day**
- November 26 - **Thanksgiving**



CRBR NEWS!
November 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: PO Box 277577, Sacramento, CA 95827 (916) 381-1321

1-800-870-0030



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