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TOTAL NEWS

Property Patrol...CCTV Monitoring...Facility Protection...Equipment Rental...Fire Watch...

Volume 1, Issue 1

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Welcome to the inaugural edition of our client newsletter. For the past 15 plus years, we have had an employee newsletter. We have always felt it was important to stay in touch with our large employee base, share information and remind our staff of dress code, training and customer service pointers. Not too long ago, a long time friend suggested we have a client newsletter, as many of our friends and customers really enjoy and look forward to our employee news edition. He felt that there really was no content for our customers and other friends. Point well taken, and here we are.

We hope you enjoy this very first edition. It is the first of very many regular releases. We look forward to your feedback, ideas and suggestions on how to improve and grow this project. We ask that you are not shy in requesting topics that interest you, be they security, special event or general business and just useful related information. If you know anyone who would benefit from the content, please feel free to share it, and at the same time, if you do not want to hear from us, please feel free to opt out. I promise - it really will only cancel your subscription, and not sign you up for a two week University degree program, little blue pills, home refinancing or any other mailing list.

I also would like to thank my friend Kim for giving me the idea, my brother George, who laid much of the foundation, our hard working editor Ashleigh Gaylord for her dedication and everybody who contributed their time and efforts into creating our new newsletter. We hope you enjoy it. -Mick Hirko, President

History of the Phoenix Area-Early Years

In a desert, there is little more precious than water. The early inhabitants of the area, the Hohokam, were keenly aware of what an asset they had with the Salt River. At that time, without dams, the river flowed freely, although flow was heavier in the spring.

The river, a tributary of the Gila River, which starts in New Mexico, and eventually winds up at the Colorado River near Yuma., benefits from one of the largest watersheds in the country (watershed is the area from which a river draws its water, collecting snow and rain which drains to the river).

The Hohokam used the Salt River to supply numerous canals they built to irrigate their crops, eventually totaling 135 miles of waterway. They grew mostly maize (corn), beans, squash, cotton, and tobacco. Evidence of this can be seen at the Pueblo Grande Ruins in downtown Phoenix. Although the Hohokam lived in the Valley of the Sun for 7 centuries, they disappeared around 1400, possibly because of a lengthy drought. The name "Ho-Ho-Kam" means "the people who have gone" in the O'odham language.

The Salt River would be the focal point of modern development in the area.



Smells Sell!

Have you ever heard of "nueromarketing" or "olfactory branding"? It's a method of marketing that links emotions to a smell, and a product. Some brands used a particular smell in their stores to link the brand to that smell. Other businesses, such as a bakery or coffee shop will use the manufactured smell of coffee or baked bread to entice customers to stay longer. It's an amazing method and one not overly used or thought about. To read more on this subject, please



Pay Your Cell Phone Bill!

On the website for Dispatch Magazine On-Line is an article about a 62 year old man who may have been suicidal, and fled sheriff's deputies when they arrived at his home to investigate. In attempts to track him down the police called Verizon and were told his bill was overdue. [Read more.](#)



Tempe will honor nearly 3,000 victims of the Sept. 11, 2001 attacks at its sixth annual Healing Field tribute at Tempe Beach Park. The public is invited to view the display of American flags representing victims of that terrible day. A moving display of patriotism and unity, Healing Field is a FREE event presented by the Vally of the Sun Exchange Clubs Foundation and City of Tempe.

The park will be open 8 a.m. to 11 p.m. each day and on Sept. 11 the event will open with a ceremony at 5:40 a.m. and there will be a candlelight vigil at 7 p.m.

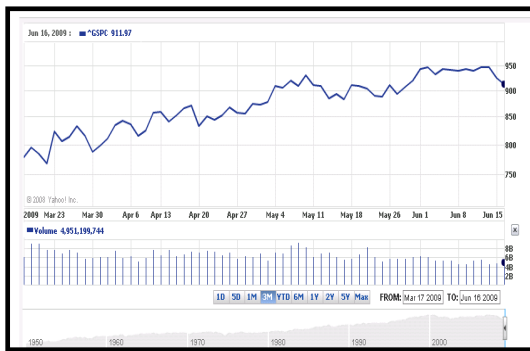
United Blood Services will also be hosting a blood drive Sept. 11-13 at Tempe Beach Park. Walk-in donors are welcome, but to make an appointment, visit www.bloodhero.com and use code 9/11.

For more information, visit www.tempe.gov/events/healingfield.



Have you ever wondered how you can make your business show up higher in the Google listing? Besides using specific tags and code words in the html of you website, you can exchange links with other businesses of relevance. So you work as a vendor doing port-a-potties and we do security for an event in need of port-a-potties. We are relevant to each other and will boost each other up the "Google" ladder by displaying links on each other's pages. Google uses a system called 'PageRank' to determine the popularity of any site in its index and how high to push it up the search list. This is an algorithm that analyzes how many external links there are to your website and also the relevancy and quality (or 'popularity') of the linking site. There are, of course, many other factors that affect the search results but PageRank is playing an increasingly important role and can't be ignored.

Stocks



S&P 500 Index

Special Points of Interest

- Phoenix Mercury looking at sponsorship deal
- Area high school musicians prepare for European trip
- Phoenix Mayor Gordon working on Green downtown campus
- Salvation Army providing relief services across valley on excessive heat warning days

Get Free Money from the Bank

In an article written by Donna Freedman on MSN Money, she lists several ways to get FREE money from banks. They offer incentives to reel you in and hopefully keep you as a life long customer. However, if you are only interested in the incentive, you can always cancel your account and keep the spare change. To read the full article click [here](#).



Home Loan Modification Program: Too Good to be True?

According to an article on AZ Central, yes. Many home owners saw hope when they heard of the new loan-modification program put together by the president. The people losing their jobs hoped that it would help them be able to keep their house. In three different cases people got a raw deal.

One 66 year old woman was told she needed to be three months behind before applying for the program. She didn't understand why she had to ruin her credit for this program, and then was told she'd have to make a balloon payment. It ended with her home being sold in a short-sale.

Another, younger college girl who's been working full-time since she was 19 and making all her payments on-time thought the program could help her. She applied and after all was said and done she got about a \$40 discount every month. It was not enough to help her and now she is also considering a short sale.

Thirdly, a man who used to work at Boeing looked online and found this opportunity. They put his foreclosure on hold due to the fact he had applied for the program. When he finally got his new payment it was \$150 higher! To read the full story click [here](#).



Are You Being Overcharged?



Click [HERE](#) to find out!

BBB Warns Homeowners of Misleading Property Tax Letter

Better Business Bureau (BBB) is warning Arizona residents to beware of misleading letters from an alleged Phoenix-based company called Property Tax Review Board (PTRB) that claims, for a fee of \$189, that they can help homeowners reduce their property tax bills for the 2009 tax year.

"These letters are designed to look as if they are coming from a government agency, but are nothing more than an attempt at charging Arizona residents for something they can easily do on their own for free," Matthew Fehling, BBB President/CEO said.

The letters state that due to the drop in property values, residents need to file again for a reassessment of their 2009 property taxes. However, according to the Maricopa County Assessor's Office the deadline to file for an administrative review for a possible reduction for the 2009 tax year expired in April 2008.

BBB advises consumers not to send checks, cash, credit card or bank account information to an unknown solicitor. Property owners who have questions about property values and taxes are advised to contact their County Assessor's Office directly.

NOTE FROM THE EDITOR:

Please email me to let me know what subjects you are interested in, if you have any questions, or if you have information that you would like us to share with everyone. I would love to get feedback and include the information in our upcoming newsletters. If you would like to contribute, please click the blue button to the left. It will be included on every newsletter.

-Ashleigh Gaylord, Newsletter Editor

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