

# UPDIKE



# SUPPLY

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## UPDIKE UPDATE

USEFUL IDEAS VOLUME-REDUCED FROM LEADING PUBLICATIONS



### Environmentally Friendly Cleaner



- ▶ Biodegradable
- ▶ Non-toxic
- ▶ Non-combustible
- ▶ Non-flammable
- ▶ Non-corrosive



Updike Supply is very pleased that we have been named the *exclusive* regional distributor for the Keteca

USA Water Works™ line of cleaners and degreasers. In addition, we are offering the KleenTec line of parts washers in order to provide a complete turnkey system to meet your needs.

Keteca Water Works™ Heavy Duty Degreaser Concentrate offers a safer alternative to hazardous cleaning chemicals, such as mineral spirits, butyl-based products, caustics and alkaline detergents. Water Works™ aqueous solution offers a non-hazardous alternative for many industries including industrial maintenance, machining, and printing.

**Water Works™ HD degreaser can be effectively used in a wide variety of applications including parts washers, floor cleaners, coolant sump cleanout and as a general shop cleaner / degreaser. Other products for specific cleaning applications are also available.**



Concentrate is available in 32 oz. spray bottles (case of 12); 1 gallon jugs (case of 4); 5 gallon pails; 55 gallon drums and totes.

#### Product benefits include:

- ◆ Replaces hazardous chemicals.
- ◆ Quickly removes grease, oils, carbon, ink, and other organic deposits.
- ◆ Contains no hazardous ingredients such as glycol ethers and is environmentally responsible.
- ◆ Contains no phosphates, caustics, chlorinated solvents, or silicone to interfere with the new coatings or paint.
- ◆ Safe to use in and on CNC machines and causes no coolant fouling or corrosion inhibitor breakdown
- ◆ Water Works™ Heavy Duty Degreaser Concentrate has a built in rust inhibitor for ferrous metals. (do not dilute more than 7:1).

**See the enclosed flyer for more details; contact your Updike Representative to try Water Works™**

### WELCOME to the Updike Team

Due to our continued growth we are pleased to welcome the following to the Updike team:

**Christa Butts** — Accounting

**Joe Guth** — Shipping and Receiving

*Merry Christmas and Happy New Year! May you and yours enjoy a safe and wonderful holiday season*

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# December Celebrations

December is a month of celebrations and holidays that span many different countries and cultures. Here's a brief look at 4 major December celebrations around the world:

**Christmas.** This Christian holiday celebrates the birth of Jesus, sometime between the years 7 and 2 B.C. The word "Christmas" comes from "Christ's Mass," a phrase first recorded in old English as Cristes mæsse in 1038. Christmas began to be observed with feasts and celebrations in the Middle Ages—the online encyclopedia Wikipedia notes that King Richard II of England hosted a Christmas feast in 1377, with twenty-eight oxen and three hundred sheep eaten. The colonial Puritans of New England disapproved of Christmas celebrations, which were banned during the 17th century. But other colonists observed the day with Christmas trees and nativity scenes. President Ulysses S. Grant signed the law making Christmas a federal holiday in 1870.

**Kwanzaa.** A seven-day celebration of African heritage and culture observed from December 26 to January 1. Kwanzaa was created in 1966 by activist Ron Karenga to provide African Americans with a holiday that emphasized their shared history and experience. The name Kwanzaa is derived from "matunda ya kwanza," a Swahili phrase meaning "first fruits." Houses are decorated with African art and colorful cloth, and seven candles are placed in the kinara, a candleholder. The central candle in the kinara is black, with three red candles on the left and four green candles on the right. The candles represent the Seven Principles of Kwanzaa, which are contemplated each day as one is lit: unity, self-determination, collective work and responsibility, cooperative economics, purpose, creativity, and faith.

**Hannukah.** The eight-day Jewish holiday begins this year at sundown the day before December 12, 2010 (because the traditional Jewish calendar begins at sunset). Hannukah marks the rededication of the Temple of Jerusalem following the Jews' victory in 165 B.C. According to the Talmud, the Jews had only enough olive oil to keep the eternal flame in the Temple burning for a single day—but miraculously, the oil continued to burn for eight days, during which time the Jews were able to produce and consecrate fresh oil for the flame. Hannukah is observed by the lighting of a nine-branched candelabrum, called a menorah. One candle is lit each of the eight nights, with a central candle lit each night to light the others.

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**Al Hijra.** The Islamic new year observed on December 18, 2010—the first day of the month of Muharram, when the prophet Muhammad and his followers emigrated from Mecca to the city now known as Medina in the year 622. Several years earlier Muhammad had advised some Muslims to leave Mecca to escape persecution, but remained there himself until growing hostility prompted them to relocate. Hijra means "migration" in Arabic, and is related to the Latin *hegira*, which also refers to a journey or migration. The Islamic new year is not marked by religious rituals or observances, but many Muslims use the occasion to reflect on the past and future, as well as the original Hijra itself.

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## SANTA BY ANOTHER NAME

Santa Claus has been a fixture of Christmas for centuries. But he goes under many different names: Kris Kringle, St. Nicholas, Father Christmas. Here's what the "jolly old elf" is called around the world:

- Brazil: Papai Noel
- China: Shengdan Laoren
- Hungary: Mikulas
- Italy: Babbo Natale
- Netherlands: Sinterklaas
- Portugal: Pai Natal
- Russia: Ded Moroz
- Sweden: Jultomten
- Turkey: Noel Baba

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## A Recession Trend?

"Tightening your belt" isn't just a cliché in the current recession. The annual Food Shopping Trends Tracker survey, conducted by Harris Interactive on behalf of Whole Foods Market Inc., found that 51 percent of Americans have cut back on eating out. It doesn't mean everyone's gorging on junk food, though: 76 percent say they're trying to continue buying good-quality food regardless of price.

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## Three Keys To Effective Business Plans

Most business plans never pan out. Three simple keys can help you be more effective:

- 1.) **Get the facts right.** Don't let wishful thinking by people compiling the data lead you astray.
- 2.) **Distinguish facts from assumptions.** Decisions are hard enough with accurate data. Mixing in assumptions only makes the job more difficult.
- 3.) **Don't limit options.** There may be more than just a "right" way and a "wrong" way. The solution may lie somewhere in between.

—Boardroom Reports

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# A Simple Self Analysis Test

To-do lists. Phone calls and e-mails. Urgent assignments. Demands on your time—and your sanity. Every once in a while it all piles up, and you feel ready to collapse. Before you have a breakdown, you need to step back and focus on priorities. Try this three step test to help determine what you want out of life:

1. **Create a master list.** Start writing down everything you want to do in your life. Not the tasks you have to do, but the things you've dreamed about. Take your time—walk around your home and your neighborhood, letting your thoughts run free, and listen to your memories.
2. **Organize your list.** Group the items into three categories:
  - A. Things you really want to accomplish (include some steps you can take right away).
  - B. Activities you're interested in but not fully committed to (hold this list in reserve and check it every few months).
  - C. Goals you want to drop (either you've accomplished them or they no longer really attract you).
3. **Discard your master list.** Throw away the big list you compiled in step one. This symbolically clears your mind of all your scattered thoughts and let you zero in on the activities you want to pursue in the immediate future.

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## Bored?

### Expand Your Horizons

Are you in a rut? Do you need to make a change—but you don't know how to jump start it? You don't have to completely overhaul your life in one fell swoop. Start off with some simple things. Try some of these exercises to stretch your perspective a little:

- Network; talk to one new person every day.
- Sample a new food that you've never tried before.
- Start a new book or read a random page from an encyclopedia (or Wikipedia).
- Think of a chore or job around your office or home that you've put off or neglected and get it done.
- Commit to telling the truth for one full day (without being rude).
- Perform a random act of kindness for someone.
- Go to a museum or planetarium, see a play or musical at your local theatre.
- Learn a new hobby like juggling, or learn a new magic or card trick.

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## ---IDEAS & FACTS---

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**Negotiation is a people process.** One company does not negotiate with another...a person at one company negotiates with a person at the other. The quality of any agreement reflects the relationship between the people involved. To get the most out of negotiations, remember that trust is built between people, not corporate entities, and that personal relationships matter. Those on one side are much more likely to go the extra mile to get an agreement when they like and trust the people on the other side, and believe the extra effort will be reciprocated.

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**One important lesson** to remember is that there is no substitute for paying attention.

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Companies that sell what they can make always die, but companies that make what they can sell have the formula for longevity.

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## ---Thought Starters---

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**It takes a long time** to grow an old friend.

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**Honesty is always the best policy,**  
but not always the best politics.

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**Some great people make other people feel small,**  
but really great people make everyone feel great.

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**You're only young once,**  
but you can always be immature.

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**If everything is coming your way,**  
you're probably in the wrong lane.

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**Middle age is the time in life when it takes you  
longer to rest** than it did to get tired.

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**Be a dreamer,** but not a sleeper.

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**Winter** begins Tuesday, December 21st.

**Christmas** is Saturday, December 25th.

**Kwanzaa** begins Sunday, December 26th.

**New Years Eve** is Friday, December 31st.

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**New Years Day** is Saturday, January 1st, 2011.

**Martin Luther King Day** is Monday, January 17th, 2011.



Carol Betz



Yvonne Brewer



Jeff Butts



T.J. Castle



Mike Clabaugh



Tim Evans



Sharon Feeser



Shane Hannan



Amy Howard



Rob Johnson



Matt Julien



Joe Kelley



John King



Sarah Lyons



Marv Mackey



Stevie Mathewson



Sam Morton



Trixi Myers



Christie Nevius



Nancy Nevius



Shawn Seebach



Steve Short



Randy Sine



Steve Sutherland



Steve Taylor



Ron Van Horn



Ronnie Wallace



Troy Wilt



John Yorde

**Not  
pictured:**  
Christa Butts  
Joe Guth

*It has been our pleasure to serve you throughout 2010.  
Thank you for your business; we will give our best to continue to earn it.  
May the new year bring you much health, happiness and prosperity.  
From each of us at*

