

Dates to Remember

June 1st -
Start of Hurricane Season
June 19th -
Father's Day
June 20th -
Summer Solstice



5 MINUTES FOR HEALTH

Provided by the Center for Disease control, below is a list of 5 things you can do in 5 minutes or less to maintain good health and prevent illness.

- 1. Wash Hands** (and often) – it's one of the most effective ways to avoid spreading germs & disease.
- 2. Buckle Up** – Seatbelts reduce crash related injuries and deaths by almost 50%.
- 3. Apply Sunscreen** – Skin cancer is the most common cancer in the United States.
- 4. Read Nutritional Labels** – Check them out to discover just how much fat, cholesterol, sodium and sugar you are consuming.
- 5. Test your Smoke Alarm** – Alarms should be tested monthly, and the batteries should be replaced twice a year.

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Strategies for Success in a Family Business

Like our company, we have found that many of our small business clients are family-owned and operated as well. While this type of business hold's many benefits, it is not without its unique challenges.

If you are a family member within the business, you're collaborating with people you trust and care about. This can be a very nurturing environment, and it can give all family members more self-confidence. Family usually understands that they're all in this together, and are working toward a common goal.

At times, however, working with family members may lead to conflict. Personal issues can more easily be carried into the workplace because you know your colleagues so well. Establishing healthy boundaries between family and business can help correct this issue. Agree and adhere to some kind of system, for example, some families/couples refuse to drive to or from work together. Others won't talk about the business after 6pm, at home on the weekends, or during family vacations. Make sure work stays at work, and keep home time separate.

Another problem that can arise is undefined roles. For example, if you assign your aunt a project, she may push it aside because (a) you're her niece, and (b) you're much younger than she is. This is not only frustrating, but it can be very bad for the company's productivity and success. Identifying lines of authority can help prevent this type of conflict.

Family business experts agree that while family ownership does have its privileges, you have to really be careful to run the business in such a way that it's fair, transparent and doesn't hurt company morale.



Can Online Reviews Really Affect Your Business?

There seem to be more online product and service review sites popping up all the time, but can these ratings really make or break a sale? Can the quantity or quality of the reviews you receive have that big of an impact on your company's bottom line? A recent survey revealed that 88% of consumers trust online reviews as much as a personal recommendation, even though they are written by total strangers. Additionally, only 12% of people don't regularly read reviews. By not offering customer reviews you may be depriving prospects of information they want to help make their buying decisions. Of course not every review is going to be a 5 star rating, but having a blend of both good and bad reviews shows that you aren't trying to hide anything and it makes the positive reviews seem more genuine. An added bonus to online reviews is that they add more unique content and increase the relevance of your website, therefore your page will rank more highly and be more easily found in an online search. In summary, as long as the negative ratings aren't overwhelming the positive ones, your business has a lot to gain from encouraging online customer reviews.

Congratulations Carol McKinney, our \$100 Bon Appétit Recipe Contest Winner!

Nana's Favorite Peanut Butter Pie

(Makes 2 Pies)

- 1- 12 oz Tub of Cool Whip (thaw in fridge)
- 1- 8 oz Block of Cream Cheese (softened)
- 1 Cup Peanut Butter
- 3 Cups Confectioner's Sugar
- 1/2 Cup of Milk
- 2- Graham Cracker Pie Shells

**Optional Topping:*

*Extra Cool Whip & Peanut Butter Crumble
Topping (1/4 cup peanut butter and 1/2 cup
confectioners sugar combined with a fork
until small clumps form)*



Directions: Cream peanut butter & cream cheese. Add confectioner's sugar alternately with milk; blend until smooth. Fold in the cool whip and put into the pie shells. If desired top with more Cool Whip & Peanut Butter Crumble. Freeze until hardened. Slice and Enjoy!