

AUTO INSIGHTS
is a free monthly newsletter from:

AYERS AUTOMOTIVE REPAIRS

1301 Chapala & 220 Anacapa Santa Barbara, CA 93101
805-962-7316 & 805-845-4242

Professional Service Management for:

FOREIGN, DOMESTIC, EUROPEAN & HYBRIDS

AYERS DOES HYBRIDS!

Are you Green with envy? Page 3

Now is a good time to live Green Page 3

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It's Knock Knock Month!

Auto-Insights® is a Monthly Publication From

Foreign
Domestic
European

AYERS AUTOMOTIVE REPAIRS

October
2009

October 2009 Holidays and Events

National Car Care Month
National Breast Cancer Awareness Month
National Chili Month
National Reading Group Month
Positive Attitude Month
Spinach Lovers Month
Squirrel Awareness Month
2 Guardian Angels Day
2 World Smile Day
5 World Teachers' Day
5-10 Kids' Goal-Setting Week
11-17 Emergency Nurses Week
12 Columbus Day
13 National Face Your Fears Day
19 Evaluate Your Life Day
24 Make a Difference Day
30 Haunted Refrigerator Night
31 Halloween
31 National Knock-Knock Day
31 Daylight Savings Ends (at Nov. 1, 2 a.m.)

A Scary Movie Quiz

What famous movies did these lines come from?

1. Here's Johnny.
2. I'm your number one fan.
3. They're here.
4. Who you gonna call?
5. It's alive! It's alive!
6. I'm having an old friend for dinner.
7. Ditto.
8. I'll be back.

answers on page 6

The Hunt for Green October

For most people, October and Halloween are synonymous. But let's not forget Ocktoberfest, daylight saving time ends, (technically, it ends at 2 a.m. on Nov. 1) the World Series of Baseball will be in full swing, and for those organized people we admire and dislike at the same time, the start of holiday shopping. Actually, truly organized people don't need three months to shop. Armed with a gift list, these clever people plan one morning at the mall, shop with determination and focus and are heading back home in the time it takes everyone else to find a parking spot.

So why the title, "The Hunt for Green October?"

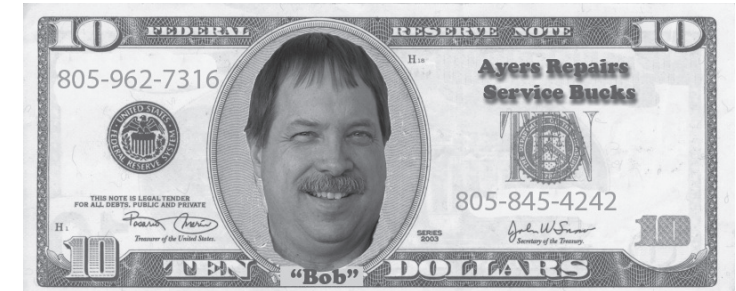
Because this month we're all about green. The green we like in our bank accounts and our wallets; the green that helps the earth; the green we water in our gardens; the shades of green we should wear or use to decorate our homes; the green we should eat to stay healthy. And last, but definitely not least, the one green that hurts us—jealousy. That's a lot of green for a month we normally associate with orange and black!

This month is also National Car Care Month, and to keep in the "spirit" we'll give you some extra tips to keep your car on the road and off the back of a tow truck, and even save you some of that green stuff at the same time!

Happy Halloween

Knock, knock.
Who's there?
Ben.
Ben who?
Ben waiting for Halloween all year!

NO TRICKS — JUST TREATS!
Here's a \$10 discount for your Trick-or-Treat bag.



EGGPLANT RATATOUILLE

(Easy – and healthy, too!)

In a deep skillet, saute ¾ cup sliced onions and 2 cloves garlic in ½ cup olive oil.

Add:

1 julienned green bell pepper

1 julienned red bell pepper

2 ½ cups peeled, diced eggplant

2 cups zucchini, in long slices

2 cups quartered tomatoes (if you're ambitious, you can peel and seed, but I never do)

Salt and Pepper to taste

Sprinkle top with olive oil, let simmer over very

low heat for 30-40 minutes. Serve over brown rice.

Food Humor

The four food groups: Fast, Frozen, Instant, and Chocolate.



A friend got some vinegar in his ear, now he suffers from pickled hearing.



Overweight is something that just sort of snacks up on you.



Sign in restaurant window: "Eat now - Pay waiter."

Eight Great Green Foods

We all know veggies are good for us, and these eight green powerhouses are extra nutritious.

- Spinach
- Bell Peppers
- Green Beans
- Broccoli
- Peas
- Asparagus
- Kale
- Bok Choy

Pumpkins: Did You Know?

Many people believe that pumpkins are vegetables, but they are really fruits.

About 90 percent of pumpkins sold in the U.S. are used for jack-o'-lanterns.

Not all pumpkins are orange. Some unique pumpkins are white, yellow, red, tan, green, and even blue.

The biggest pumpkin pie on record weighed 2020 pounds. It used 900 pounds of pumpkin, 62 gallons of evaporated milk, 155 dozen eggs, 300 pounds of sugar, 7 pounds of cinnamon, 2 pounds of pumpkin spice, and was placed in 250 pounds of crust.

Things We'd Like To Say...

- I can please only one person today. Today is not your day. Tomorrow isn't looking too good, either.
- I'd explain it to you, but your brain would explode.
- I don't have an attitude problem. You have a perception problem.
- Am I getting smart with you? How would you know?

Monster Mashed Avocado

Okay, so it's really just guacamole, but it really is a smash!

2 large avocados, cut in half, remove seed (keep). Scoop out avocado and mash with fork.

1 small Roma tomato, diced (or use ½ of regular tomato)

2 green onions, chopped, including stems

½ fresh lime or lemon, or you can use bottled juice) to taste

½ teaspoon garlic salt

1 serrano chili or jalapeno, cut up fine. Chilies vary in heat intensity from a mere spark to a three-alarm fire. You can test the heat of the chili by cutting it open, touch the inside with your fingertip, then touch to your tongue.

Combine ingredients, taste test, then put seed back into guacamole to keep top from turning brown. Serve with tortilla chips.

History of the "Green Thumb"

Once upon a time, long ago, plants were grown in clay pots, which were prone to algae growth on their sides. Devoted gardeners who handled these pots frequently had green-stained thumbs and fingers from the algae. With the advent of plastics and other synthetic materials, today's gardeners may not actually have green thumbs, but the expression is still considered a compliment.

And speaking of gardens and pots, October is the month to plant those bulbs that will make your garden sing in the spring. It's also the month to find some good deals at your local home center, where you can often purchase larger quantities at discounted prices. Bulbs like cold weather, so if you live in a warmer climate, just put your bulbs in a bag in a refrigerator for 4-6 weeks, then dig a few holes, (check packaging for proper depth) place bulbs in dirt, cover with soil and mark the spot to prevent accidental damage from a shovel or trowel.

No yard? No problem. Just use a deep container or pot, layer rocks on the bottom to provide drainage, add potting soil, a layer of bulbs, then cover with more soil. For extra long blooming, layer different varieties that bloom from early to late spring. If temperatures drop below freezing, move pot into a shed or garage or a cool spot inside. Water just enough to keep soil damp, but don't over water or let soil dry out. The little bit of time and dollars you spend will be rewarded tenfold by the spectacular color you'll see in the spring!

Top Ten Halloween Songs

in no special order

- *Thriller* Michael Jackson
- *Spooky* The Classics Four
- *Black Magic Woman* Santana
- *Monster Mash* Bobby Boris Pickett
- *Love Potion #9* Searchers
- *Devil Goes Down to Georgia* Charlie Daniels Band
- *Dead Man's Party* Oingo Boingo
- *Ghost Riders In the Sky* Johnny Cash
- *I Put a Spell on You* Credence Clearwater Revival
- *Ghost Busters* Ray Parker Jr.

In October

1881: Gunfight at OK Corral, Tombstone Arizona. Doc Holiday, Wyatt Earp and his brother, Marshal Virgil Earp shoot it out, leaving three men dead.

1900: Automobile Club of America is formed.

1909: Model T introduced. It cost \$850.00

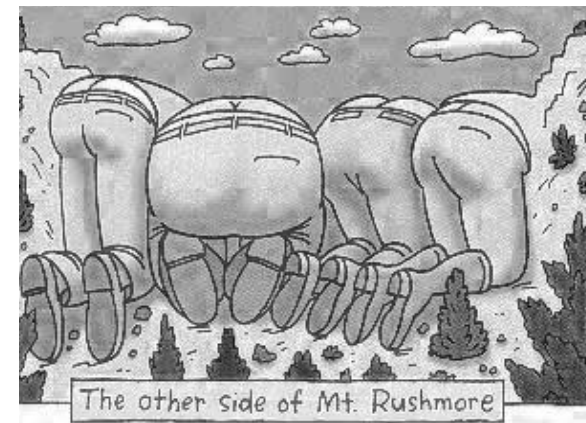
1927: First successful talking feature film hit theatres, *The Jazz Singer*

1938: Orson Welles radio performance of H.G. Wells' *War of the Worlds* causes panic when listeners believe the earth has been invaded by Mars.

1945: First ball-point pen in the United States goes on sale at Gimbel's department store in New York. The price: \$12.50.

1964: The 565 carat "Star of India" sapphire is stolen from the Museum of Natural History in New York.

1978: Hannah Gray becomes the first woman to serve as President of a major university, the University of Chicago



Knock, Knock.

Who's there?

Witch.

Witch who?

Witch one of you can fix my broomstick?





Who knows what evil may lurk under your hood? Ayers does and we'll exorcise those demons before they can do any harm.

Community Support

We support several local charities. Hillside House is a local facility you might not be aware of.

Hillside House is a non-profit, residential facility, providing a loving home and specialized care for 59 people with moderate to severe developmental disabilities. We provide 24 hour nursing care, therapeutic programs and a welcoming community to help our residents cultivate their abilities, express themselves and live meaningful lives.

Hillside House is licensed by the State of California Department of Public Health as an Intermediate Care Facility for the Developmentally Disabled (ICF-DD) and was incorporated as a California Non-profit Corporation in 1948. Our Mission: To provide a home that supports our residents' efforts to maximize their physical, cognitive, social and emotional abilities so that they can attain their highest level of independence in an environment where people are treated with dignity and respect.

Our programs are designed to help our residents, who face physical and cognitive challenges, to reach their goals, pursue their interests, develop new skills, and enrich their lives. We work one-on-one with residents toward their personally-identified goals, and also initiate life-enriching activities that engage the residents communally. We help the residents gain vital life skills, acquire greater independence, expand their learning, and simply have fun. Every activity is intended to move our residents toward becoming more capable in the world and give them opportunities for the kinds of enjoyment and enrichment that non-handicapped people commonly have.

At Hillside House we are continually seeking to improve the lives of our residents, who need special care in order to survive and thrive. We recently reopened our Aquatic Therapy program after five years of closure for financial reasons. Physical therapy is another programmatic mainstay, and we employ several therapists who work with our residents on a daily basis.

Hillside House was founded in 1945 by Hollywood producer George Cukor. We have provided services in Santa Barbara since 1953.

Robert and Nikki's Corner

Seems like summer is here and gone before we ever had a chance to enjoy it this year. And what a year it has been!

Some of you know and many of you may not know, but we have opened a second location at 220 Anacapa Street. It is a nice little shop, where you will find Nikki 99% of the time and Robert going back and forth from the Chapala shop. It has been slow going getting the place established in the "Funk Zone" and we have learned many lessons along the way.

It has been a while since we mailed out a newsletter. So we hope you enjoy the new format. Every month we would like to spotlight another local business. Maybe you know someone we should spotlight that is doing something positive for our community that needs to be recognized? If you are interested, please call or e-mail nikki@ayersrepairs.com, so we can prepare the article.

Until next month, enjoy life and be safe,

Nikki and Robert

Used Cars

If you're thinking about buying or selling a used car, call us first.

For all practical purposes, the best used cars are the ones we service and occasionally one of our clients is selling their car. However, if you locate something on your own, call us to do a pre-purchase inspection before you buy it.

If you decide to sell your car, call us. We can put you in touch with a prospective buyer, or place a notice for your car here in the newsletter. In that way you won't have strangers coming to your house.

Either way, we can help.

So You Think You Want to Buy a Hybrid Vehicle —OR— I Bought a Hybrid; Now What?

Coming up on October 3rd, is our third Car Care Clinic for those interested in either purchasing or already owning a hybrid vehicle. The time is 9-11am and we would appreciate an RSVP if you plan on attending by calling 805-845-4242 or email nikki@ayersrepairs.com. The clinic is free, so bring your questions about hybrid vehicle ownership. Light refreshments will be served.

Ayers Knows Hybrids

This past weekend Robert and I hosted an open hybrid training class for technicians presented by Jack Rosebro of Perfect Sky Inc. Amazingly, only 8 technicians from the Santa Barbara area saw the importance of attending the event. What you probably don't know about Ayers Automotive is everyone employed as either a technician or service advisor must be ASE certified. We also require all of our employees to participate in a minimum of 40 hours per year of continuing education.

These requirements allow Ayers Automotive to have the Blue Seal repair you know smoke with Robert is Technician and



recognition as an ASE facility. And just so we aren't blowing the employees, a triple Master Nikki is credentialed as a service advisor. And we both attend all the training classes right along with our employees.

Win A \$20 Chaucer's Bookstore Gift Certificate.

This month's prize is for my favorite locally-owned bookstore, Chaucer's. Be one of the first 20 callers with the correct answer to the Readers Quiz and you'll be entered into our monthly free prize drawing. Someone has to win. Why not you?

Here's this month's "difficult" question:

Does Ayer's Automotive service hybrids?

- a) Yes
- b) Absolutely
- c) I'll be at the Hybrid Clinic

Here's a clue: The answer is in this newsletter.

Call us at **805-845-4242** with your answer. **Ron Stockton** won our last Reader's Quiz.

Scary Movie Quiz answers from page one:

1. *The Shining*
2. *Misery*
3. *Poltergeist*
4. *Ghost Busters*
5. *Frankenstein*
6. *Silence of the Lambs*
7. *Ghost*
8. *Terminator*

Halloween Trivia

1. Which holiday has the largest candy sales: Easter, Valentine's Day, or Halloween?
2. How much candy does the average American eat in one year?
3. The people from which country eat the most candy?
4. Which region of the U.S. has the highest consumption of candy: Midwest, Southwest or South?
5. In England, some people are employed as "lollipop people." What job do they do?
6. In 1875, Thomas Jefferson wrote to John Adams about a food that he believed was superior to tea or coffee for both health and nourishment. What was he referring to?

Answers:

1. Halloween.
2. 25 pounds.
3. Denmark, with over 36 pounds per person per year.
4. Midwest.
5. They are crossing guards at schools, holding up a round stop sign on a pole.
6. Chocolate

continued from page 3...
Motivation

Use your feelings of jealousy to motivate you in a positive direction. Maybe you missed out on the promotion because the other person truly was more qualified. If you need to take some classes or develop better people skills, start there. Don't be afraid to ask questions how you might improve and don't take offense or be angry if you get answers that you don't agree with. Take a hard long look at how you might improve. If, however, that person did get the promotion for "brown nosing" or other less than respectable means, be proud of yourself that you are an honest, hard worker with integrity.

Do Not Compare

We are all unique individuals. DO NOT COMPARE YOURSELF with anyone else. Do not judge yourself, or anyone else, by the clothes they wear, the car they drive, or even the success they may have achieved. Instead, keep you focus on yourself and be the best YOU can be. "To thine own self be true," said Shakespeare. Live by those words.

In the end, you might be surprised at how many people are actually jealous of you! Maybe because you ARE nicer, or you have a better singing voice, or you have stronger computer skills, or maybe people always come to you for advice. Be who you are, the best you can be, and the next time you're passed up for a promotion, or not invited to a special party, or angry that someone else is getting more attention than you, accept those things as challenges and look for solutions. Read and take classes to improve your work skills, your people skills and don't waste your time and energy on other people who seem to have the "perfect" life. Believe it or not, everyone has their own self-doubts and problems.

One last thing to remember about jealousy. It not only stems from self-doubt, but from the fear that someone else is getting what we want and there won't be enough left for us. THIS IS A LIE. There is great abundance in this world and endless opportunities. With an open mind, and an open heart, what you truly want will come to you.

Julia Cameron, author of *Artist's Way*, says, "Green may be the color of jealousy, but it is also the color of hope."

Like spring leaves and lush grass, green is growth. Without growth, there is no life. And like the old saying goes, "Be careful what you wish for."

This article was submitted by Barbara McCauley, an award-winning author whose novels have appeared on USA Today and Borders Best Seller Lists.

Banishing the Green-Eyed Monster

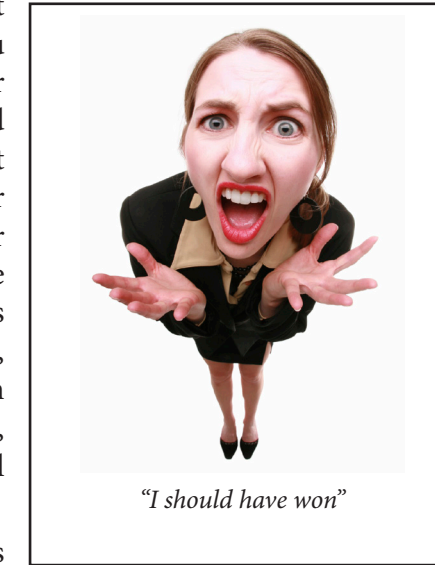
Part Ten of a Twelve Part Series: Make 2009 Your Best Year Ever!

You know the feeling. That pang of resentment when a co-worker gets the promotion you deserve. That knot in your gut when your neighbor drives home in his/her new car, and your car is held together with gum and duct tape. The tightness in your jaw when your best friend's child gets straight A's, while your child is bordering on C's. We always smile for those people, of course, and say, "That's wonderful!" We want to be happy for them, we truly do, but that little green devil sits on our shoulder and pricks us with his pitchfork, and somehow, we can't help ourselves: We feel jealous.

A few years ago, I was leading a writer's retreat for ten women. We'd been sharing information about writing and the business, laughing and in general, having a great time. When the topic turned to "How to Avoid Jealousy," the room turned quiet. Several of the attendees squirmed in their seats, a few others shuffled papers, gazes wandered.

Clearly, we'd entered into forbidden territory.

We all know that "nice" people, "polite" people, are not supposed to feel jealousy. We are raised to be happy for another's good fortune. To admit jealousy is to admit we are not so "nice," not as kind as we'd like everyone to believe. And to admit jealousy is also an admission that we feel inferior in some way, that the other person



is somehow "better." Often, we tell ourselves that those fortunate people are just more "lucky" than we are. Or maybe we believe they don't deserve such good fortune, that they manipulated, lied, or cheated their way to success. Or maybe we believe the opposite; that they are more deserving, that they are better people.

The fact is, we are all human; we all experience a wide range of emotions. Emotions are what make us human. Admit it or not, like it or not, no matter how nice we are, jealousy will occasionally

rear its ugly head. The taste is always bitter, and like acid, it burns in our blood and gut. Jealousy is always counterproductive, and always destructive.

So what can we do to help negate and move past this unpleasant emotion?

Awareness

Admitting to yourself that you feel jealous is the first and hardest step. Recognize the emotion for what it is, avoid self-condemnation or criticism of the other person. Ask yourself why you are feeling envy, and think of ways to deal with them, such as reminding yourself of all the things you are grateful for.

Continued on page 6

Think Green

NOW is the time to think about conservation. Don't wait until the weather turns cold before you assess the energy efficiency of your home.

- Turn lights off when you leave a room.
- Turn off appliances not in use: computers, TV, toaster, etc.
- Don't leave refrigerator door open any longer than necessary.
- Make sure all doors and windows are sealed tightly.
- Close your fireplace flue after fire has completely cooled.
- Adjust house temperatures down two degrees for big savings!
- Replace incandescent light bulbs with CFL bulbs
- Run full loads on washing machines and dishwashers. (Dishwashers save water over hand washing)
- Cut back on showers—this adds up big when every member of family participates.

With just a few changes, our planet will be healthier and our wallets fatter!

Knock, Knock.
Who's there?
Phillip.
Phillip who?
Phillip my bag
with candy!

Knock, Knock.
Who's there?
Ivana.
Ivana Who?
Ivana suck your
blood!