



The Whitehursts' Dry Cleaning News

Ready to Wear. Every Time. Guaranteed!

JANUARY 2021



Mark and Family David and Sherry

Making 2021 a HAPPY New Year

Can I be honest and personally transparent with you?

I'm generally an optimist and seldom see or feel the negative side of things. I'm not a person looking for what's wrong. I'm happier looking for what's right.

But since the Covid hit in March, things not always been right with me. I was feeling down from the isolation of our Governor's "Safer at Home" mandate. We cancelled two separate family Christmas events. We reduced the size of the family gathering at Thanksgiving. Some might say that we did the right thing because of the virus. But it's been hard on a lot of us.

I guess I was experiencing a taste depression brought on by the events of 2020. Business was slow. Going to grandchildren's events was out. I tried to shake the negative feelings, and sometimes I did. But not every time.

Perhaps from divine intervention, I received an email from a friend about a Happiness Researcher and business

consultant named Shawn Achor. He has a TED talk you can find on YouTube along with plenty of advice on getting to "Happy" and why that's so important.

This came to me at the right time and I want to share what I learned from Achor with hope that it will help others.

Achor said, **"If happiness is on the other side of success, we will never get there."** Instead, Achor suggests, that we will be more successful if we start with happiness. Learning how to be happy is more important to achieving success than education and hard work, according to Achor.

Here are some points about this research that I found quite interesting and helps explain the mental health challenges we can face in daily life:

- Social connection is the greatest predictor of personal resilience
- Social connection is as predictive of how long we'll live as is obesity or smoking

- Doctors put in a positive mood before making a diagnosis show almost three times more intelligence and creativity than doctors in a neutral state, and they make accurate diagnoses 19% faster
- Optimistic salespeople outsell their pessimistic counterparts by 56%
- Students primed to feel happy before taking math achievement tests far outperformed their neutral peers.

Achor has consulted with a multitude of businesses and shown them how happiness leads to top sales, rather than increased sales leads to happiness.

Here are five action steps Achor suggests we take daily to make changes in our mindset that will lead to happiness when implemented over a 21 day period.

1. Jot down three things for which you are grateful every day. This routine helps you look for the good things in your life. ▶

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2. Write a positive message (text, email, letter) to someone in your social support network - again, looking for the good in your world.
3. Meditate at your desk for two minutes. This short break allows you to focus on yourself and clear your brain – and you'll become even more productive.
4. Exercise for 10 minutes. Walk around your office, walk up the stairs, go outside and get some fresh air. Just move for 10 minutes.
5. Take two minutes to describe in a journal the most meaningful experience of the past 24 hours.

Achor says that people who originally tested as low level pessimists, after just 21 days, tested as low level optimists. It even worked with kids, overcoming what might be a genetic predisposition to pessimism.

I've been making this a part of my routine since mid-December. Ask me how it's going and I'll be glad to share my experience (david@ChampionCleaners.com).

And by the way. Thanks for your continued support during 2020! Because of that support, we are still in business today. That makes me HAPPY.

Have a happy New Year!



“Did You Know Where This Saying Came From...”

Quick On The Draw



Meaning: Performing an action with the greatest of haste.

Origin: Perhaps gaining popularity from the Quick Draw McGraw cartoon that first premiered in 1959, this phrase is believed to have originated when men would quickly

reach down and draw their gun from its holster, readying it to fire at anyone they choose.

The Salt Lake Tribune, printed in November 1890, used the phrase in such a context when it wrote: “Nobody wants to quarrel with Mr. Naglo. I am told by Arizona acquaintances that he’s particularly quick on the draw. More than that he’s a two-handed shooter.” The expression seemed to have always been associated with guns and shootings, until what looks to be around the 1930s, when it was used in the sense of ‘very fast.’ For example, the Cumberland Evening Times, June 1936, says: “Each coin is individually treated, stamped from polished discs with shining, new dies, and closely scrutinized for flaws. Collectors, it is said, are ‘quick on the draw’ when it comes to spotting the most microscopic of flaws.”

Quality Time

Meaning: Spending precious time with another person to help strengthen the relationship between the two.

Origin: A ten year old boy and his parents are in the same household. The mother is watching television, the father is working on his car in the garage, and the child is playing on the computer in his room. On occasion, they'll pass each other and even share a few words. Thus, it could be said that this family is spending time with each other, but the question is, would you classify that time as quality? Surely not! The family is hardly even paying attention to one another!

Sometimes, when a person feels they are being neglectful towards a loved one, they will say: “How about we spend some quality time together?” Yes, quality time, as in special or precious. This is a high quality time that will be used, not just to be around that person, but rather, to strengthen their relationship. This phrase, and the idea of spending ‘quality time’ with another, only goes back to about the mid 20th century from what I was able to find. For example, the Eureka Times Standard, printed in 1973, says: “‘I’ve learned the difference between quantity time and quality time with my wife and kids,’ he says.”

‘Merely sitting in the same room watching TV isn’t real quality time. At our home, we do things together.’” Whether a person should spend ‘quality’ or ‘quantity’ time with their loved ones was a common argument that was brought up in many newspapers during the 1960s. The point that was often made was that it wasn’t how much time you spend with others, but how you spend it. From what we’ve found, this question goes as far back as 1963, as used in the Provo Herald newspaper: “Do mothers spend quality time with their children or quantity time?”



10% OFF

**DRY CLEANED GARMENTS
EXCLUDES LAUNDERED
SHIRTS AND BLOUSES**

Minimum 5 Items - Limit 20

1 coupon per household
Good for orders received in January
Offer Expires 1/31/21
Cannot be combined with any other offer

WASH DRY & FOLD

\$2.50/LB.

Regular price \$3.25/lb.
Minimum 10 lbs.

1 coupon per household
Good for orders received in January
Offer Expires 1/31/21
Cannot be combined with any other offer

\$1.00 OFF

**LAUNDERED SHIRTS
AND BLOUSES**

Minimum 2 - Limit 10

1 coupon per household
Good for orders received in January
Offer Expires 1/31/21
Cannot be combined with any other offer

\$2.00 OFF

**DRY CLEANED AND
LAUNDERED PANTS**

Minimum 2 - Limit 10

1 coupon per household
Good for orders received in January
Offer Expires 1/31/21
Cannot be combined with any other offer

**FREE DRY CLEANING AND
LAUNDRY PICKUP AND DELIVERY**

Service Options
(within our service area)

- Regular Twice-A-Week Pickup and Delivery
- One Way Service (you drop off and we deliver - or vice versa)
- On Demand - Call us for a pickup and we do the rest

Call Billy Mims at 205.602.3842



Rocky Ridge Cleaning Center
2548 Rocky Ridge Road Vestavia Hills, AL 35243
205.824.7737

Greystone
5403 Highway 280, Suite 101 Hoover, AL 35242
205.408.2797

Calera Cleaning Center
4204 Highway 31 Calera, AL 35040
205.668.4727

Crestline
42-A Church Street, Mtn. Brook AL 35213
205.871.2962



This time of year, we all make resolutions. Here are some of the most common resolutions that people make. You might feel better knowing that there are many people who share your concerns:

- Lose Weight
- Get in Shape
- Make a Budget
- Stick to a Budget
- Save Money
- Pay off Credit Cards/or other debt
- Quit smoking/drinking
- Spend more time with loved ones



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NEWSLETTER JANUARY 2021

Beside the normal stuff, we also clean:

- Wedding Gowns
- Area Rug Cleaning
- Suedes and Leathers
- Purses, luggage and backpacks
- Ugg Boots
- Wash Dry & Fold

And we do...

1. We are a Certified Wedding Gown Specialist
2. We are part of the Certified Restoration Drycleaning Network (CRDN) - We handle textile and electronics restoration due to damage from smoke, fire, water and mold.
3. Home and office dry cleaning pickup and delivery
4. Wash Dry & Fold service - including Champion Hamper service



New Years Jokes

- ▶ With the Chinese New Year there are dragons, parades, firecrackers. With New Years in America there are big parties, the ball drops in Times Square, you get drunk, tell someone you love them, and throw up on their shoes. With the Jewish New Year, we fast, we can't turn on the lights, we confess our sins. Happy New Year. What a party. A bunch of guilty hungry people sitting in the dark. - Billy Crystal
- ▶ An optimist stays up until midnight to see the new year in. A pessimist stays up to make sure the old year leaves.
- ▶ The first week of January, gyms and yoga classes everywhere are packed with people who made new years resolutions to tone up. It's like sardines in there. Big sardines. But they're all gone by February.
- ▶ My new years resolution is not to shovel snow. Since I'm gonna be in Florida, I feel pretty good about it.
- ▶ A new years resolution is something that goes in one year and out the other.
- ▶ This New Years I'm going to make a resolution I can keep: no dieting all year long.
- ▶ Women get a little more excited about New Years Eve than men do. It's like an excuse: you drink too much, you make a lot of promises you're not going to keep; the next morning as soon as you wake up you start breaking them. For men, we just call that a date.
- ▶ Who has time to party on New Year's Eve? It takes me all evening to set my clocks ahead a year.
- ▶ This New Years I was going to make a resolution never to be late again, but I didn't wake up until January 2nd.

Time To Do This...

- ✓ Gather tax papers
- ✓ Clean out all bills and papers from 2016 and put them in a box, labeled 2020.
- ✓ Give your office space (home AND work) a thorough cleaning.
- ✓ Purge files, both on your computer and in your filing cabinet.
- ✓ Establish a filing system that you'll use on a REGULAR basis!
- ✓ Place both trash and recycling containers in your office
- ✓ Place pictures and objects in your office that give you pleasure