



# ADDventures



April 2011

Patience is not inherited. It is an art, an attitude, a way of dealing with the world that is available to all of us.

April ADD STAFFers  
of the month:

Congratulations for  
jobs well done.

Emma N.  
Tina D.  
Allison H.  
Sylvia L.  
Kim V.  
Palmira F.  
Herb L.  
Patricia F.  
Lisa F.  
Leslie B.

We all make an impact on  
the lives around us –  
which means we all have  
the ability to change the  
world for better or for  
WORSE.

"In the spring I have  
counted one hundred  
and thirty-six  
different kinds of  
weather inside of four  
and twenty hours."  
- Mark Twain

Nearly every company relies on the  
written word to woo customers. So why  
is most business writing so numbingly  
banal? If you could taste words, most  
corporate websites, brochures, and sales  
materials would remind you of stale,  
soggy rice cakes: nearly calorie free, de-  
void of nutrition, and completely unsat-  
isfying. When you write like everyone  
else and sound like everyone else and act  
like everyone else, you're saying "Our  
products are like everyone else's, too."

If you care about your product, you  
should care just as much about how you  
describe it. Your company's story, prod-  
uct descriptions, history, personality—  
these are the things that go to battle for  
you every day. Your words are your  
frontline. Are they strong enough? *Inc.*

## REMINDER

If you are going to be out sick, taking a  
vacation, are going to be late for any reason,  
or have any emergencies that will keep you  
from being at work, please contact ADD  
STAFF as soon as possible so we may contact  
your supervisor.

Our phone number is: 719-528-8888. If you  
have to leave a message please speak clearly  
and spell your name. Thank you!!

The human brain makes up  
only 2% of your body  
weight; however, it  
consumes 20% of the oxygen  
you breathe in.  
You can actually increase  
your creativity and  
learning power by taking a  
few seconds to relax and  
breathe deeply before  
starting any new project.

➤ On April 30th, 1939 television first publicly broadcast,  
from the Empire State Building.

Answer to March brain teaser: Stairs

I get wet while I dry. What am I?