

Treasurer's Report

I want to give a little State of the 'Canterbury' Union from the Treasurer's perspective this month.

We ended the November 2010-2011 fiscal year with 195 dues paying members helping the neighborhood keep up its property values by consistent clean-up and revamping the front entrance. Dues paying members also contributed to community events such as the Christmas Hayride and the Concert in the Park. We thank all of you for your support.

We actually spent around \$3,000 cleaning up and re-rocking the front entrance. Each year we spend about \$6,000 cutting grass at the front entrance, keeping the reeds and willows cut, picking up leaves, trash and debris from Meadows as well as pulling and spraying the weeds.

We pay to have the Christmas lights hung and removed each year at the front entrance as the job has gotten too big to expect it to be done by volunteers. We also have the usual fixed costs for electricity, storage and insurance, etc.

This year we have a dilemma. After having redone the park and the front entrance, we no longer have a reserve. Worse yet, the dues we received from 195 households only represent about 50% of the total households in the neighborhood. Dues' paying is down from a high of 260 when we gave away toilets and our average is about 220 households paying. What this means is that if the trend continues, we will have to either increase the dues or cut some or all of the community events. Neither will help our neighborhood nor those that support it.

So, I would like to urge all to pay your dues. The \$75 a year is less than half of what many HOA's charge MONTHLY. We would like to hear from those who don't pay as to why. If there is something you would like for us to do that would give value, please let us know.

— Keith Sprincz,
Canterbury HOA Treasurer



Social Media Marketing For Small Businesses

1-hour seminar + ½ day workshop

With over 800 million people on Facebook, 600 million on Google+ (and that's just in its first 6 months), 300 million Twitter users, and over 140 million on LinkedIn, it goes without saying that every business, even one person solopreneurs, should be using social networks to build their brand, find prospects and gain customers.

To help you do this, the MainStreet Chamber of Commerce has teamed up with Michael Lenzini, a business coach, speaker, entrepreneur and adjunct professor of marketing at the University of Denver's Daniels College of Business. With input from the Chamber and its members, Michael has developed a seminar and workshop to make it easy and affordable to learn all the basics of the major social media platforms, and to actually help get people started using these social media for marketing.

The program is set up to start with a one-hour PowerHour™ session. These sessions are crammed full of strategies, techniques, tips and processes about how to create and run successful digital marketing campaigns. Each PowerHour™ focuses on one digital marketing tactic – or related group of tactics as in the case of Social Media – and not only gives great information on what they are, but why you should use them, when is the most effective time in the buyer decision cycle to use them, and how to use them effectively.

In order to help attendees apply what they learn in the Social Media for Small Business PowerHour™, a half-day workshop has been added where attendees are given hands-on assistance in creating their profiles, business pages, and web presence in the appropriate platforms. You will also learn how to come up with great content, and most importantly, you will be given a "start-to-finish", step by step, plan on how to maintain a great presence in the social space. Together the one hour PowerHour™ and half day workshop will make you an expert in using these tools to market your business, products and services.

First, in the information-filled one-hour session, you will learn the ground rules for using social media effectively. For instance, did you know that Google+ has one

continued on page 3

Canterbury HOA Website

Visit hoacanterbury.com for neighborhood news: Website includes info on upcoming events, important phone numbers, covenants & architectural control information and volunteer opportunities.



Canterbury HOA Dues – \$75.00

CHOA, P.O. Box 621382, Littleton, CO 80162

Name: _____

Address: _____

Phone Number: _____

Email Address: _____

(Why we ask? Just in case there is an announcement and we need to get information to homeowners quickly. We promise we will not abuse this.)


Next HOA Meeting

Tues., January 3rd, 7:00 p.m.

Please contact a board member for location

International Creativity Month

Creativity is vital to personal and business success in this age of accelerating change. January provides an opportunity to take a fresh approach to problem solving and to renew confidence in your creative capabilities. Created by motivational speaker and author Randal Munson.



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Canterbury residents receive a 10% discount on glasses with this ad
(not valid with vision insurance)

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Fax: (303) 948-8103



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www.hoacanterbury.com

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Newsletter Editor: Renee Sprincz 303-979-8759
Website Editor: OPEN

The *Canterbury Tales* is published monthly by the Canterbury Homeowners Association, a non-profit homeowners association. The newsletter is distributed by block leaders.

The deadline for articles and advertisements is the 15th of the month for the next month's issue except the Jan. issue which is Dec. 6th. **All articles must be approved by the editor for publication, or as space permits.** To submit an article, please call a board member or e-mail the editor. All "Letters to the Editor" must be signed and include a daytime phone number in case there are any questions. Letters may be printed without the author's name if requested.

To place an ad, call Colorado Lasertype at **303-979-7499** or e-mail getinfo@ColoradoLasertype.com • www.ColoradoLasertype.com

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Smile! Take Creative Pictures

Photography has come a long way since the days of flash powder and darkrooms. Now that nearly everyone's cell phone can take pictures, everyone can be a photographer. But not everyone knows how to take a great picture (as too many fuzzy or embarrassing photos on Facebook can attest). Here are some tips for taking good pictures with a little flair:

- **Change your point of view.** Take a pic from ground level, looking up at your subject. Or stand on a chair and point your camera downward. Tilt your camera (or phone) a little for a diagonal shot. Different angles are more eye-catching than the same old picture of Aunt Flo's face from three feet away.
- **Shift your subject's eyes.** Ask Aunt Flo to look behind you, or in a different direction, to make your photo less of a mug shot and more of a character study. Hand your brother a prop, like a book or a toy, and ask him to look at that instead of your lens.
- **Take a series.** A sequence of photos can tell a story or record a moment in time. Try adding one element with every new shot (start with a bride, and then have each bridesmaid come to stand behind her for every subsequent shot). Or photograph the same scene every day for a month to highlight what changes and what remains the same.

Social Media Marketing, *continued from front page*

weapon in its arsenal that outshines all the other social media? Or what 3 times during the weekday that most Facebook activity takes place? Or why LinkedIn may be the best platform to market your business internationally?

Then, once you understand what the various social media are and how best to use them, you will be given an assignment to complete before the half-day workshop. In the workshop you will actually be given hands-on help in creating your profiles and business pages and posting content so that you can begin marketing on them immediately. If you already have a presence on one or more of them, you will be shown some improvements you can implement that will make them work better for you.

There are courses out there that cost the same – \$149 – but only cover ONE of the social media. With this program you learn how to successfully set up and run campaigns on **5 different platforms!** AND, you get a **list of tools** that you can use to make your job easier and quicker that are free or at little cost. PLUS, you get an **easy-to-use campaign planner** AND a **checklist of ideas, topics and sources of information** for keeping your posts exciting, helpful and driving traffic to your website. Finally, **MainStreet Chamber members are able to attend for \$119, a 20% discount!** This is a no-brainer, since lifetime membership in MainStreet Chamber is free.

The first portion of the Social Media Marketing for Small Business – the 1-hour PowerHour™ will be offered on **Wednesday, January 25th, 2012 at the University of Denver Sturm College of Law, 2255 E Evans Ave Denver, CO.** The program will start promptly at 1:00 p.m. and run for approximately one hour. The **second portion of the program will be at the same location, from 1:00 p.m. to 5:00 p.m., on Friday, February 10, 2012.** You will receive the room number and parking information when you register. Remember, **the cost is only \$149 for both sessions.** Space is limited to the first 50 to register, so don't wait. This will be one of the best marketing investments you will make this year!

ABOUT US

MainStreet Chamber of Commerce is rapidly expanding throughout the USA and has just arrived in Colorado! What makes MainStreet Chamber different? First, it is a community centered, membership based – small business networking organization focused on helping local and small businesses grow and flourish. The Colorado MainStreet provides outstanding networking opportunities and access to high-quality, practical business education, usually at a discount from normal pricing! Best of all, lifetime membership in MainStreet Chamber is free. For more information and an application to join, contact Colorado Director, **Bob Heary** at **303-638-9806** or email him at **rcheary@mainstreetchamber.org**. Look for our website soon!

Instructor, Michael Lenzini, is a business coach, speaker and trainer and a successful serial entrepreneur with a half dozen businesses under his belt. Mr. Lenzini is also Adjunct Professor of Marketing at the Daniels College of Business, University of Denver where he teaches Digital Marketing. Mr. Lenzini has assisted hundreds of entrepreneurial businesses and startups with his workshops, seminars and business coaching. He has consulted to firms in a wide range of industries including web-based businesses, outdoor sports, CPG, financial services, high tech firms, healthcare, real estate, business services and not-for-profits.

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This Year, Resolve To Do Something Different

It's January again. Have you made your New Year's resolutions yet? Maybe this is the year to forget the boring, routine promises you won't keep, like going to the gym every day and calling your parents once a week. Try resolving to be more creative in 2012 with these resolutions:

- **Keep a journal.** Spend a few minutes every day or so writing down your thoughts, feelings, dreams, and ambitions – not your daily schedule or your upcoming appointments. Let your mind wander; free-associate a little. You may be surprised at the ideas you generate.
- **Read more.** Vary your reading habits and explore different topics. If you usually read novels, try a biography. If you read only history, try a book on modern-day science. You'll exercise your mind, and maybe find new connections between ideas.
- **Learn something new.** Take a class in something unrelated to your job or your usual hobbies – art, auto mechanics, philosophy, etc. Mastering new skills can refresh your outlook on life.
- **Meet new people.** Make a positive effort to make new friends this year (or professional contacts). Look for gatherings of people whose interests match yours, and network. The more people you know, the better equipped you are to learn and grow.
- **Create something for the heck of it.** Paint a picture, write a poem, or start a garden – not because you'll get paid for it, but because you want to. You'll find satisfaction in achieving personal goals and motivation to keep trying new things.
- **Volunteer.** Find a cause you support, and offer your time and service. You'll meet new people and enjoy the feeling of helping out with an important cause.

Teen Services

To add your teen's name, please call **Colorado Lasertype** at **303-979-7499** and leave the following information: the **neighborhood you live in**, your age, phone number and the categories you would like included. Categories: **(B)** Baby-sitting * Red Cross Cert. for CPR **(L)** Lawn care **(S)** Snow removal **(P)** Pet & House sitting. No recommendation or endorsement of any of the names on this list is implied or stated by the homeowners association board or Colorado Lasertype.

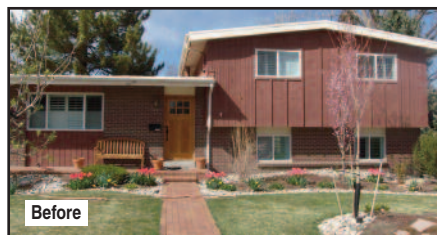
Hailey B.	13	B*/P	303-972-6582
Megan F.	15	B*/P	303-933-1049
Haley K.	13	B*/P	303-933-2441
Christopher M.	12	P	303-933-1107
Madison N.	13	B*/P	303-979-3953
Kira T.	14	B*/P	303-933-0774
Eric T.	17	L	303-933-0774

National Mentoring Month

Focusing national attention on the need for mentors to young people, as well as on how individuals, businesses, government agencies, schools, faith communities, and nonprofits can work together to increase the number of mentors, National Mentoring Month works to assure brighter futures for the next generation.

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- Sliding Patio Door
- Garage Door

SIDING

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- Soffit & Overhang
- Architectural Accents
- Insulation
- Shutters
- Stone
- Stucco
- Painting

ROOFING

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- Re-Roof
- Architectural Shingles
- 3 Tab Shingles
- Ice Guard
- Ridge Vent
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CLASSIFIEDS

Classified ads are \$2.95/line for 2011. Contact **Colorado Lasertype** at 303-979-7499 or getinfo@coloradolasertype.com to place an ad. To view our display ad prices, visit our website at www.coloradolasertype.com. The deadline for placing a classified or display ad is the 15th of the month for the next month's issue (i.e., 15th of Sept. for Oct. issue), except the January issue, which has a deadline of December 6th.

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National Blood Donor Month

Bad weather, busy post-holiday schedules, increased cold and flu symptoms, and even the winter blues are common excuses for not donating blood during the winter months. January has been observed as National Blood Donor Month since 1970, and the need is just as important now as it was then.



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Call us to ask how to get added to one of the categories above!
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Visit our website for advertising information, ad rates, a map of the HOA newsletters we publish and details about our graphic design services.
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Want To Get Promoted?

Most people don't want to spend their entire career in the same job, for the same pay, with the same level of responsibility. But getting promoted isn't automatic. You've got to show that you want it, and that you deserve it. Here's how to prepare and position yourself for advancement:

- **Decide on what you want.** You've got to target the specific job you want so you can start working toward it. Be realistic; if you work in the mailroom, you're not likely to immediately win a VP's job.
- **Do a stellar job.** You'll get noticed if you make a practice of going above and beyond your job description. Work harder than anyone else, take some initiative, and get results.
- **Be a team player.** Support your co-workers, your manager, and your organization. You've got to show that you're ready for the responsibility of leading other people, and you can't do that if you get a reputation as a lone wolf.
- **Invest in your own development.** Don't wait around for your boss to send you to a training seminar. Find out what skills you need in order to do the job your eye is on. Then go ahead and learn them. You'll show commitment to improvement, and you'll increase your knowledge no matter what happens.
- **Talk to your manager.** Let your boss know that you're interested in advancement. Don't be pushy or demanding, but send the message that you're ready for more responsibility, and ask what you can do to be considered for promotion.
- **Solve problems.** The best way to get noticed is to solve problems for your organization quickly and creatively. Be on the lookout for situations where you can help your colleagues and the organization with ideas and know-how. The ability to provide useful solutions will help you stand out.

Jefferson County Public Library Previews 2012 Hours of Operation

Jefferson County Public Library (JCPL) announced that it will implement new service hours in 2012. These and other changes will enable the Library to bring 2012 expenses in line with revenues and balance the Library's budget.

Beginning in 2012, all JCPL libraries, including Arvada, Belmar, Columbine, Conifer, Edgewater, Evergreen, Golden, Lakewood, Standley Lake and Wheat Ridge, will provide service on Mondays. Outreach initiatives, including our Traveling Children's Library, Bookmobile, eTrain mobile computer training lab and Homebound Services, will operate on Mondays as well. Hours at all library locations will be changing as a result of budget reductions; however, the Online Library (jeffcolibrary.org) will remain open 24 hours a day, seven days a week.

Library service will continue unchanged through the end of 2011. The following service schedule will begin at the Columbine Library on Monday, January 2, 2012:

Columbine Library, 7706 W. Bowles Ave., Littleton, 80123

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Sun.
12-8	12-8	9-5	9-5	10-5	10-5	12-5

Details about the new hours are available in JCPL locations and on the Library's website at jeffcolibrary.org.

"A vigorous five-mile walk will do more good for an unhappy but otherwise healthy adult than all the medicine and psychology in the world."

— Paul Dudley White

"It is better to meet danger than to wait for it."

— Charles Caleb Colton

Where Does Aspirin Come From?

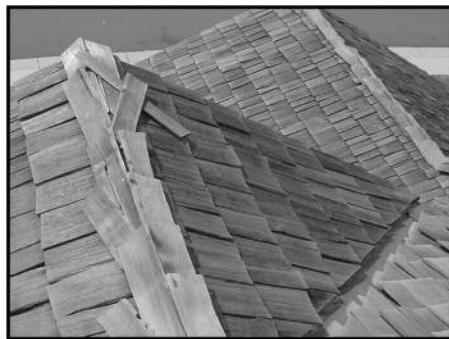
"Take two aspirin and call me in the morning" is a medical cliché, but that doesn't mean that aspirin is something to ignore. Even Hippocrates, the father of medicine, prescribed an early form of aspirin for patients suffering from minor pains.

Aspirin, known by its technical name of acetylsalicylic acid, belongs to a group of drugs called salicylates. It's commonly used for minor aches and pains, to reduce fever, and to relieve inflammation. Aspirin also inhibits the production of platelets in the blood, making it useful in preventing clots that may cause heart attacks and strokes. In addition, low doses of aspirin administered immediately after a heart attack can reduce the risk of a second attack or damage to cardiac tissue.

Hippocrates and other early physicians used extracts of willow bark or the plant spiraea (found in Europe and Asia) to treat headaches, pain, and fevers.

In 1853, a French chemist named Charles Frederic Gerhardt was the first scientist to create acetylsalicylic acid, but it wasn't until 1897 that chemists at Bayer AG first produced a version of salicin that was gentler on the stomach than pure salicylic acid. The new drug's name, "aspirin," was based on the word "spiraea." By 1899 it was being sold by Bayer throughout the world.

Following World War I, "aspirin" became a generic term, although Aspirin with a capital A remains a registered trademark of Bayer in Germany, Canada, Mexico, and more than 80 other countries.



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