

The Mask Of Kindness: Part I

There once lived a man who was disliked by everyone in his village because of his surly demeanor and foul temper. He was known to mumble and grumble unpleasantries to passersby and therefore had no friends. He lived alone, with the only knocks at his door coming from the rocks thrown at his cottage by the children of the village.

One day after his kitchen window was smashed by a rotten gourd, the man visited the village elder to complain about his miseries as well as the ill treatment he felt he was subjected to by the other villagers. He demanded that something be done.

"I have a solution for your problems," the elder said, and he disappeared into an adjoining room where he could be heard rummaging through a great many things.

He returned holding a mask of a smiling face. "What I'm about to share with you will have the power to transform your life," the elder said.

"The only thing that needs transforming is my broken window!" the man sneered.

The elder let out a heavy sigh. "As I was saying, this mask will not only transform your life, but it will correct any grievances you might have. Though, I must warn you," he continued, "to wear this mask carries a great responsibility, an obligation to speak kind words, think kind thoughts, and perform random acts of kindness. Can you agree to uphold this edict?"

The man grudgingly agreed, reminding the elder he was owed a new window before he put on the mask and began the walk back to his home. Along the way the people he encountered greeted him with a wave or a smile.

Occasionally someone inquired about his day. Because of the mask, he felt inspired to answer with a positive remark and this led to a pleasant conversation with a neighbor who noticed the man's broken window and offered to fix it. (continued to right...)



April Events

April 1st	April Fool's Day & Easter
April 2nd	National Peanut Butter And Jelly Day
April 10th	National Siblings Day
April 20th	Look Alike Day
April 22nd	Earth Day
April 25th	Administrative Professionals Day
April 27th	Babe Ruth Day

Do You Have A Question About Car Maintenance That You Want Answered?

We love to hear from all of our good friends and clients who enjoy reading our monthly newsletter. If you have a question about anything related to your vehicle, feel free to get in touch with us...

(519) 455-5351
or rickyratchets.com

The Mask Of Kindness: Part II

As the days and weeks passed the man grew more grateful and astonished by the effect the mask had on him. Because of the mask, the man never let a stranger pass him by without expressing a kind thought; he sought out opportunities to help others; and now had friends. For the first time ever, he was happy. The mask had transformed his life.

One day there was a knock on the man's door. It was the elder, who'd come to take back the mask.

"But without this mask I will lose the ability to smile and show kindness," the man objected.

"The mask didn't make you kind," the elder said. "The mask simply revealed to you all of the possibilities that exist when you are kind."



April Is National Car Care Month

Doctor's Prescription: *You Will Receive \$20.00 In Ratchet Bucks When You Have Any Service Or Repair Performed With Us On Any Monday During The Month Of April!*

Off to Mobile, P.H.D

Expires 4/30/18

May not be combined with other offers

Must Present Coupon

Excludes Oil Changes

Thank You! Thank You! Thank You!

Special thanks go out to all of our clients and friends who graciously referred our shop to their friends and neighbors last month! Our business is built based on the positive comments and referrals from people just like you. We just couldn't do it without you.

Rob Taylor & Shane McConnell

How To Inspire The Next Generation Of Readers

Reading not only helps you build your vocabulary, but it also helps you to expand your knowledge, develop analytical thinking skills, and influence your written communications. Follow the steps below if you want to help your children develop a passion for reading and a foundation for their future:

- **Keep resources handy.** Make sure children always have something available to read. Invest in a few classic books and anthologies that you can read to your children time and again. Visit your local library to check out books and take part in literacy programs being offered. You should also consider establishing a book exchange with parents in your neighborhood as another way to add variety to your reading list while keeping expenses at a minimum.
- **Dedicate time to reading, daily or nightly.** Before or after dinner, just before bedtime, or whatever time fits into your schedule, find a time that consistently works so your children associate it with reading.
- **Keep it relevant.** Select age-appropriate material and topics that interest your children to inspire their curiosity.
- **Ask questions.** Check in during story time to find out whether or not your children are engaging with the subject matter, have questions about what you are reading, or need help understanding certain words.
- **Change roles.** Because practice makes perfect, allow your children to read to you. You'll be able to monitor their progress and help them sound out words, and they'll be on their way to becoming more independent learners.



Jump-Start Innovation In Your Organization

Whether you're a manager or a front-line employee, you can't afford to take innovation for granted. Take an active role in inspiring new products and services with these strategies:

- ★ **Start close to home.** You don't have to design a brand-new product or come up with a revolutionary idea. Improve on what already works, or apply it to a different problem. Can you add features, make it faster, or deliver more value?
- ★ **Stimulate the right people.** Recruit your malcontents—employees who are talented, but frustrated with the status quo. Their energy will produce some outside-the-box thinking that will spark new ideas.
- ★ **Cross-pollinate.** If only engineers are working on a project, they'll tend to see engineering problems and find engineering solutions. Get as many people and departments actively involved as you can manage. Bringing in different experiences and perspectives will open up possibilities.
- ★ **Don't just follow the money.** Revenue is your ultimate goal, naturally, but it shouldn't be your sole criterion. Innovation should produce value to customers, employees, the community, and your other stakeholders. Focus on delivering value and the revenues will follow.
- ★ **Set the clock ticking.** A deadline creates urgency. Although innovation in general should be an ongoing endeavor, set a firm timeline for results when employees are working on specific projects. Don't expect solutions to be perfect, as long as they're workable and you're able to implement them while they're still fresh.

"It is well known that a vital ingredient of success is not knowing that what you're attempting can't be done."
—Terry Pratchett

"Be mindful. Be grateful. Be positive. Be true. Be kind."
—Roy T. Bennett

"You're never perfectly safe. No human being on Earth ever is or ever was. To live is to risk your life, your heart, everything."
—Rick Yancey

Save
\$20.00

*Expires 4/30/18
Must Present Coupon
May not be combined
with other offers*

The Single Best Preventative Maintenance Procedure You Can Do For Your Vehicle- PERIOD!

Top Engine Service & Throttle Body Cleaning- This Will Clean Your Fuel Injectors, Fuel Lines, Fuel Pump, Upper Intake, Throttle Plate, Oxygen Sensor, Catalytic Converter & IT WILL INCREASE THE PERFORMANCE OF YOUR VEHICLE!



Congratulations To Our Client Of The Month!

Every month, we choose a very special client of the month. It's our way of acknowledging our great clients and saying thanks to those that support our business with referrals and repeat business.

This month's Client of the Month is

Brenda Schrans - SB Towing



Thanks For The Kind Words

"Professional and cordial service, I am pleased to patronize an independent business. I was able to get an appointment to service a problem I was aware of very quickly. Your automotive experts were able to also detect an outstanding long existing problem and fix and resolve the issue that other shops have missed. Very satisfied customer, will absolutely recommend your services to anyone in need of auto service and repairs."

Terry Skippen, London

Owning A Slice Of Fame Can Be Expensive

An autograph from your favorite star is one thing. A handwritten note or original song lyrics can fetch top dollar. Here's what some scribblings have sold for:

- ❖ Bob Dylan's handwritten lyrics to the classic song "The Times They Are A-Changin'" sold for \$422,500 in December 2010. They were purchased by a hedge fund manager who also owns the guitar John Lennon was playing when he met Paul McCartney for the first time.
- ❖ An original copy of John Lennon's "A Day in the Life," written in the late ex-Beatle's own hand, went for \$1.2 million in June 2010. An American collector paid nearly double the amount expected by the auction house Sotheby's. In 2005, a copy of the lyrics to "All You Need Is Love" sold at a British auction house for \$1.25 million.
- ❖ A handwritten note by Michael Jackson sold for over \$3,000 on eBay in 2010. The note contains fragments like, "Talk to digital people, Universal, Warner . . . make huge \$," and, "Who's doing sculpture for Halloween special." A glove worn by Jackson during his 1980s "Bad" tour sold for \$330,000 at an auction in 2010, along with the King of Pop's fedora, which went for \$72,000.

Do You Want To Win A \$25.00 Dominos Pizza Gift Card?

The first 10 people to call with the correct answer will be eligible to win. At the end of the month we'll draw one lucky name. That winner will receive a \$25.00 Domino's Pizza Gift Card from us! Here is this month's trivia question: What tip will help your children develop a passion for reading?

(Hint: the answer is somewhere in this newsletter)

- | | |
|----------------------|------------------------|
| a) Ask Questions | c) Assign Reading Plan |
| b) Read 1x per month | d) Buy A Dictionary |

Call right now with your answer!

Last month's trivia challenge was, *What percent of shoppers prefer buying and interacting with small businesses in stores?* D) 60%. Congratulations to last month's lucky winner!

Tabatha Merner

The material contained in this newsletter is for informational purposes only and is based upon sources believed to be reliable and authoritative; however, it has not been independently verified

Jake's Jokes:

Q: When should you buy a bird?

Q: How does the Easter bunny stay fit?

Q: Why do we paint Easter eggs?

Q: What did a sign say outside the pet shop?

Q: Why didn't the chicken need glasses?



A: When it's on sale cheep!

A: Eggercise!

A: It is so much easier then wallpapering them!

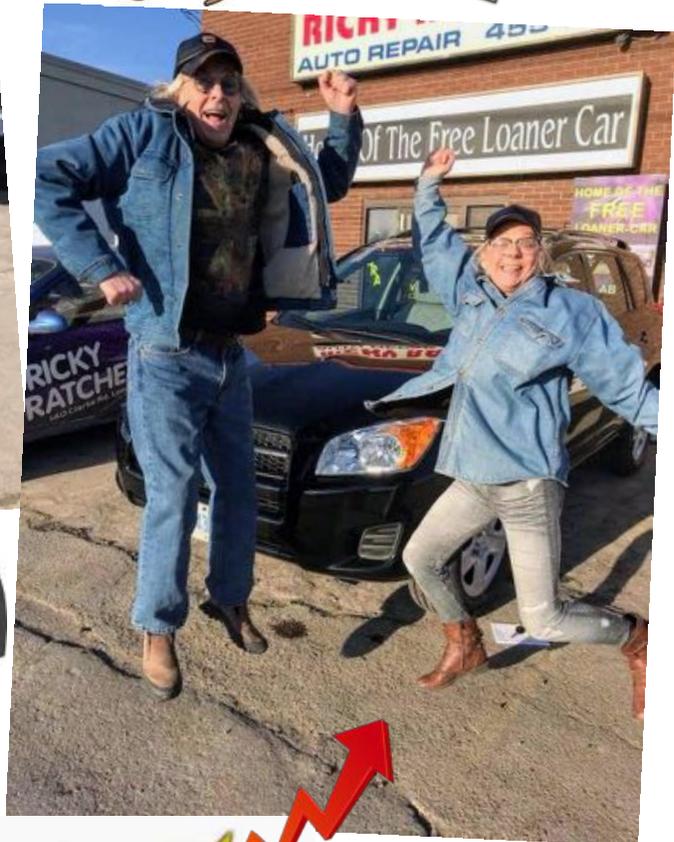
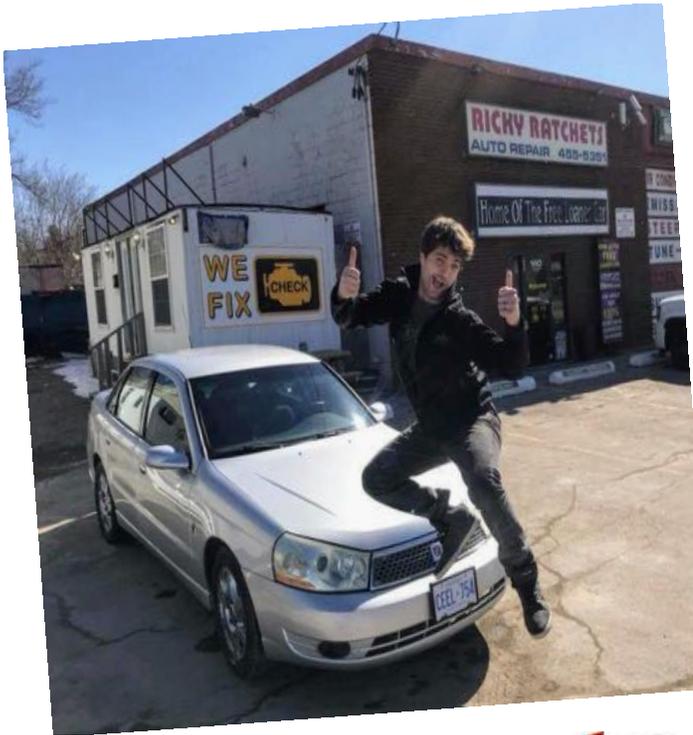
A: Buy 1 dog get 1 flea!

A: His vision was eggcellent!





We Are Going To Send You An Offer That Will Make You Jump For Joy!



**Keep Your Eyes On
Your Mailbox! You
Don't Want To
Miss This!**



Tax season is upon us and in appreciation for choosing Ricky Ratchets as your auto repair facility, we are rewarding your with a "rebate cheque" to help you perform future services to your vehicle!

Keep checking your mailbox for this amazing offer! (Redeemable ONLY at Ricky Ratchets)

Shhhhh, don't tell the accountant!

We know you have choices and we would like to thank you for choosing Ricky Ratchets!