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INSIGHTS

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"Stayin Alive" CPR

The Bee Gees' hit – which the American Heart Association (AHA) says is the near-perfect rate for doing chest compressions during CPR – has become the centerpiece of the new Hands-Only CPR awareness campaign. According to AHA, it only takes 60 seconds to learn the life-saving skill online. Click here to view the video youtube.com/HandsOnlyCPR

The message is that if a teen or adult suddenly collapses, call 9-1-1 and then push hard and fast in the center of the chest to the beat of "Stayin' Alive" until help arrives.

"People feel more confident performing Hands-Only CPR and are more likely to remember the correct compression rate when trained to the beat of "Stayin' Alive," said Alson Ainaba, M.D. "Not only is it a fun, catchy and memorable way to remember what to do, but it works – people's lives have been saved because of it."



Devices That Suck (Power)

We live for gadgets. But even the smallest ones can consume an enormous amount of power.

Game Consoles: If you leave your Xbox or PlayStation on when you're not playing, you are wasting as much energy as leaving a desktop computer running.

Plasma TV: Plasma TVs consume about two times more power than LCD versions. To save even more energy, go for a smaller screen.

Digital picture frames: Consider this: If every home in the U.S. had one of these displaying around the clock, it would take five power plants to keep them on, according to the Electric Power Research Institute.

The green Web site Treehugger.com has helpful tips for getting more eco-friendly gadgets including: checking with Energy Star and Consumer Reports before you buy, taking advantage of local recycling programs when you do switch out gadgets, or selling your old ones instead of throwing them away.

THINKING GREEN

Drought Survival Tips

The latest drought graphics published by the National Weather Service reveal a disturbingly dry trend for the U.S. Residents who live in drought zones need to take proactive measures to conserve necessary water. A few changes in your daily routine can keep the tank full longer.

In Your Home:

- Don't pour out an unused glass of water. Use it for something, like watering plants.
- Go to low-flow toilets to save water.
- Turn off the water while you brush your teeth or wash your face.
- Cut down on the shower time and don't take baths.
- Install flow-restricting aerators on your faucets.

In Your Yard:

- Water trees before you water the lawn. Sod can be replaced – a 200-year-old tree cannot.
- Don't fertilize your lawn during a drought. It burns the grass.
- Water the lawn once a week and only during hours designated by local authorities.
- Keep the pool covered when it is not being used.

Are We too Complacent?

The results of the 2012 Public Safety Survey from Federal Signal Corp. are in. Despite a record-breaking year of federally declared disasters in 2011 (including floods, tornadoes, hurricanes, and wildfires) the survey determined that many Americans still lack basic awareness of their local emergency communication systems.

The survey found that more than 56 percent believe they are aware of the steps they need to take should disaster strike. However, the results uncovered a shocking lack of knowledge – and even indifference – surrounding emergency alerts and notifications.

- 71 percent are unsure if they have a personal alerting and notification system in their area.
- More than one in four do not know whether their community has a warning siren system.
- Less than one half (47 percent) would take action based on a potential severe weather warning.
- 33 percent would require actual property damage or injury in order to care strongly about public safety awareness.

We Make it Easy to be Green

If you're reading this newsletter, you're probably already using ChemStation products. That alone makes you green, even if you're using one of our oldest products. Environmentally friendly product in a refillable container – that's green.

Perhaps you're moving your way up the Green cleaning chain and are using one of our GreenSystem products. Same environmentally friendly product (but with more restrictions), same refillable container. Now you're getting greener.

The ultimate in Green cleaning is using one of our U.S. EPA Design for the Environment products – a seal of approval that guarantees the greenest of green cleaning products.

Whatever you choose, we make it easy for you to be green.



Mount Rushmore Turns 75

Mount Rushmore's Abraham Lincoln face celebrates its 75th birthday on September 17. The National Memorial is located near Keystone, South Dakota. Behold some interesting facts:

- In the early 1920s, historian Doane Robinson conceived of the monument as a tourist draw for The Black Hills. He enlisted sculptor Gutzon Borglum to carve the National Memorial which covers 1,278 acres of the granite face on Mount Rushmore.
- Carving began in 1927 and it took just three years to finish Washington. The monument was gradually dedicated as each head was completed.
- Borglum originally planned to carve only Washington and Lincoln, but he added Jefferson and Teddy Roosevelt for a Manifest Destiny theme.
- The final tab: $989,992.32.
- Borglum died in March 1941, just months before the work's completion that October. His son Lincoln finished up the project.
- The National Park Service refused to let Alfred Hitchcock shoot *North by Northwest's* climax on the mountain. Undeterred, Hitchcock built a giant model and shot the sequence in a studio.
- The presidents' faces went unwashed until 2005.
- Doane's tourism plan worked. Nearly three million people visit Mount Rushmore each year.



SOAPBOX

How can you think outside the box when you work inside a cube?

I love deadlines. I like the whooshing sound they make as they fly by.

Remember, the future is written in sand – the past in concrete.

Those who think it's impossible shouldn't interrupt those who are doing it.

Teamwork is never having to take the blame yourself.

Nothing is illegal if 100 businessmen decide to do it.

There is never a paper clip on the floor when you need one.

Grovel; it works.

If you're already in a hole, there's no use to continue digging.

There are never enough hours in a day, but always too many days before Saturday.

You can't climb a mountain from inside your tent.

The fewer floors an elevator has to serve, the more time it takes for the elevator to travel between each floor.

ChemStation™

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By the Numbers



Gallons of soap delivered:
190,281,554 since 1984



Empty drums not in landfills:
3,459,665 since 1984