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INSIGHTS

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WHAT IS AN EL NIÑO?



The National Oceanic and Atmospheric Administration (NOAA) briefly describes El Niño as a disruption of the ocean-atmosphere system in the tropical Pacific having important consequences for weather around the globe. Further, it was once suggested that minor El Niño events occurred about every 2 to 3 years and major ones about every 8 to 11 years. Today scientists note that El Niño has a return period of four to five years. When an El Niño event occurs, it often lasts from 12 to 18 months.



This weather phenomenon, blamed for strange weather phenomena, is awakening from a four-year slumber, according to US government weather experts, but how hard it will hit is unknown. It is likely that these warming conditions in the tropical Pacific will continue until early 2003.

As for possible effects on the United States, NOAA said typically El Niño causes lower than usual seasonal rainfall in the Southwest and warmer weather in the Pacific Northwest. The East Coast and Gulf Coast states usually experience heavy rains and snowfall during the winter. ■

TRUE CORPORATE COLORS

America is having a love affair with companies that wear their hearts on their sleeves. Research conducted by marketing-communications firm Cone Inc., and RoperASW reveals that two-thirds of people in the U.S. report having greater trust in companies that are aligned with a social issue. And the same goes for employees. The survey found a loyalty rate of 87% among staffers at companies with cause programs vs. only 67% loyalty among those working for companies without charitable leanings.

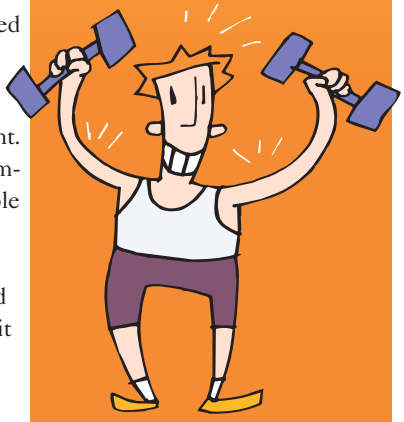


Nine out of 10 workers inside companies with cause programs felt proud of their company's values, while only 56% of employees in non-cause-oriented companies felt the same way.

At ChemStation, we're concerned about our environment. That's why we offer custom formulated, water-based, biodegradable industrial cleaning products through a unique system that doesn't litter and contaminate our countrysides with rusty barrels and product residue. We're concerned about "keeping it clean" for you! ■

MEMORABLE MAY

If you don't believe it's spring, take a look at the calendar. May flowers are in full bloom just in time for Mother's Day on the 12th. Pretty peonies will make their appearance shortly before May 27, Memorial Day. It's National Bike Month and you can celebrate on May 16, National Bike to Work Day, which is in the middle of National Bike Week. The Presidents Council sponsors May as National Physical Fitness and Sports Month and the Photo Marketing Association claims May as National Photo Month. The first full week in May is Be Kind to Animals Week and Small Business Week. Still need something to do? The second week in May is National Tourism Week...start planning that summer vacation!



WHERE DOES THE TIME GO?

There simply isn't enough time in the day, right? The list often seems never-ending: pick up the dry cleaning, fax the logo concept to your new client; send out your latest round of self-promotions.

According to Evergreen Park, IL-based consultant Arthur Hawkins, the problem may not be how many things you have to do, but rather how you budget your time to do them. Take a look at his list of the top 10 time wasters and see if they've weaseled their way into your daily grind.

1. **Procrastination and excuses.** If you don't start, you can't finish. Don't put things off.

2. **Running errands and traveling.** Arrange tasks in order of importance and need, combining trips and tasks.

3. **Rushing.** Something important just came up...Don't try to do everything at once or wait until the last minute.

4. **Telephone, mail and e-mail.** Why are you writing or calling? Define the purpose of your call or letter.

5. **Paperwork, reports and memos.** KISS it, which doesn't mean you should rock and roll all night – Keep It Short & Sweet.



6. **Meetings.** Why meet? Arrive prepared and schedule carefully.

7. **Television.** Why are you watching? Turn off the set and be a self-starter. Find a hobby, exercise, read a book, be productive.

8. **Planning and decision-making.** Gather the facts. Weigh both sides. Plan ahead. Remember that "no one plans to fail, they just fail to plan."

9. **Computers and the Internet.** Limit your time on-line. The computer is a great tool when used wisely.

10. **Just say no.** Don't bite off more than you can chew. Be honest about what you can take on and people will respect you for it. Learn to say no. ■

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Interesting Web Sites

Occasionally we come across some interesting and useful Web sites. Here are a few we thought you would like:

Search Engine for Search Engines . . .www.dogpile.com

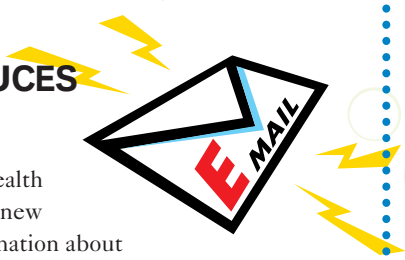
Park Locator . . . . . .www.llbean.com/parksearch/

Smithsonian http://2k.si.edu

CPR Refresher On-Line . . . . . .www.learncpr.org/index.html

Safety Stuff . . . . . .www.safetyinfo.com

OSHA Introduces *Quick Takes*



The Occupational Safety and Health Administration has introduced a new e-memo filled with timely information about agency activities that readers will find interesting and useful as they make decisions about job safety and health issues. To subscribe, click on OSHA's Web site at www.osha.gov. ■



Send your comments to:

Insights Editor, ChemStation, 3400 Encrete Lane, Dayton OH 45439
Email: kdunlap@chemstation.com

Printed on recycled paper

Soapbox

In the book of life, the answers aren't in the back. – *Charlie Brown*

Cordless Drill, n. A device that lessens your chance of electrocution 90% over a standard plug-in tool.

Making duplicate copies and computer printouts of things no one wanted even one of in the first place is giving America a new sense of purpose. – *Andy Rooney*

Newspaper headline: *After detour to California, shuttle returns to earth*

Life is like a coin. You can spend it any way you wish, but you only spend it once. – *Lillian Dickson*

Abstract Art, n. (1) The visual proof that things are not as bad as they can be painted; (2) a product of the untalented, sold by the unprincipled, to the utterly bewildered; (3) is a style of art of which opinion is divided—some people think it's a waste of time, while others think it's a waste of paint.

A lie gets halfway around the world before the truth has a chance to get its pants on. – *Sir Winston Churchill*

Never interrupt your enemy when he is making a mistake. – *Napoleon Bonaparte*

Good Advice: (1) is one type of insult that should be forgiven; (2) cannot exist—a person sensible enough to give it, never does.

A doctor can bury his mistakes but an architect can only advise his clients to plant vines. – *Frank Lloyd Wright*

There ain't no rules around here! We're trying to accomplish something! – *Thomas A. Edison*

A wise man gets more use from his enemies than a fool from his friends. – *Baltasar Gracian*

The problem with any unwritten law is that you don't know where to go to erase it. – *Glaser and Way*

People who have what they want are fond of telling people who haven't what they want that they really don't want it. – *Ogden Nash*

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