

HOT OFF THE

WIRED

TM

NEWS YOU CAN USE AROUND YOUR HOME

WINTER 2014

Give Your Home an Inexpensive Makeover with New Lighting!

The 5 Questions You Need to Ask Yourself to See if It's Time for an Update!

So many people would love to renovate a room in their home or at the very least buy some new furniture. Of course, that isn't cheap! However, there's a way to make a living space look completely new without touching a paint brush or getting new recliners! How, you're asking? Add lighting!

New lighting is one of the most affordable ways to update your home without breaking your budget. It can set a mood or define your style. Old can look completely new—and artwork or pictures that previously disappeared into the walls will pop in the new light. When done right, lighting functions as a carefully tuned orchestra, creating a pitch-perfect composition of light, layers, direction, and flow!

So, if your lighting choreography consists of a single flip of the switch, perhaps it's time to illuminate this issue! Lighting placement, fixtures, and functions are the three main ingredients to think about when giving a living space a light makeover. So if you're wondering if it's time for an update, ask yourself these questions.

1. Am I Lighting Unexpected Places?

As you evaluate the status of your lighting, keep in mind that lighting also functions as art that helps define your style, sets the mood, and performs practical tasks. Think of adding light in unexpected places! And consider using light in unconventional ways, such as using hanging pendant lights as reading lamps.

2. Does My Lighting Have Layers?

A perfectly lit room has three basic layers: overhead lighting, task lighting, and accent lighting. For example, in your bedroom, you could have a small, decorative chandelier overhead, reading lamps as task lighting, and accent lights above your headboard and artwork.

3. Do My Lights Dim?

Good lighting should multitask and set the mood. A dimmer is an inexpensive and essential tool that puts you in control of the quality and quantity of light. You can install a dimming system either as a whole-house-lighting control or by adding a wall box dimmer in each room and lamps with dimmer switches. Even better, dimmers save you money in reduced energy use!

4. Do My Fixtures Reflect Current Styles?

One of the quickest ways to update the look of a living space is to swap decorative-lighting fixtures for more up-to-date styles. The ceiling fan as a light fixture is becoming a bit out of date. Consider replacing your ceiling fans with eye-catching chandeliers. Keep the overhead light at 150 to 300 watts for optimum illumination.

5. Is My Lighting Focused?

Lighting design is all about the strategic placement of light and matching the perfect light source to its intended function. Indirect lighting pulls focus, adds texture, and layers the sight line. Pick focal points that you want to highlight, then direct a light source toward them. Wall sconces make great accent-lighting fixtures to highlight artwork and bring light to eye level.

If you're interested in revamping the lighting in your home, give your friends at Iddings Electric a call. We'll be more than happy to map out a complete new home-lighting design—we can even assist you in picking out the fixtures. If you mention this newsletter, we're offering \$35 OFF any lighting projects over \$500. Give us a call today at 717-355-9675!

Helpful Consumer Hints!

Info You Should Know as a Homeowner!

Let's be frank—when something breaks in your home, it catches you off guard. You're irritated and upset. You immediately start looking for a service company to help you. Maybe you ask a friend or a family member for a reference. You hope that the service technician is truthful and won't take advantage of you, but how can you know for sure?

Be sure the technician provides you with an upfront price BEFORE work begins—and there shouldn't be any "convenience" charges that they don't tell you about upfront. Sticker shock should never be something you experience, especially after your project is complete and you're stuck with an outrageous bill! That's why, at Iddings Electric, we offer StraightForward Pricing®. You know what the investment is for your repair or new system before a single tool is touched!

That's just one helpful consumer hint you deserve to know!

Inside This Issue

Give Your Home an Inexpensive Makeover with New Lighting! P1

Helpful Consumer Hints! P1

Iddings Electric's Educational Corner! P2

Iddings Electric Supporting New Holland Area Food Bank! P2

Brain Teasers! Can You Solve These Riddles? P2

Jokes P2

Tasty & EASY Winter Recipe P3

Win a NEW 32-INCH, FLAT-SCREEN TV! P3

Winter WORD SEARCH P3

From the Desk of Shawn Iddings P4

\$25 OFF

Repairs
Over \$350

Expires: 3/31/14

Not valid with any other offers.

\$75 OFF

New Electrical Panel
Over \$1,100

Expires: 3/31/14

Not valid with any other offers.

Iddings Electric's Educational Corner!

Learn about Your Home's Electrical System!

The receptacles, light fixtures, appliances, and switches in your home are all part of multiple electrical circuits, which begin and end in your electrical panel. For example, all the receptacles in a bedroom might be part of one circuit, wired to a single breaker.

If you notice that as you plug more things into an outlet, or every time you flip a light switch, that the lights dim in your room, it might be a sign that you have an overloaded circuit. At Iddings Electric, we recommend contacting us immediately to review your electrical system—to ensure there isn't a safety issue that may or may not exist. We're always available to help: 717-355-9675



Iddings Electric Supporting New Holland Area Food Bank!

Help Us in Our Efforts to Support the Community This Winter!

Winter can be the most difficult time of the year for food pantries across the country, but especially here in our community. I consider myself so fortunate. I don't have to decide between paying a bill and feeding my family. However, that's a question too many people face. Thankfully, food pantries can help provide for those people stuck in a difficult spot.

At Iddings Electric, we've made it a point to go on a giant shopping spree at a local grocery store to help load up the New Holland Area Food Bank. But we know it won't last—and we ask you to help us! If you have canned goods or non-perishable items to provide, please drop them off at our office located at 325C W. Main St., New Holland, PA—you may donate now through March 31, 2014. Or, if you have service done by us during this time, we will pick up your donations while we are there. Let's help those who aren't as fortunate as us! Thank you!

Here is a list of the items needed by the Food Bank: canned fruit, beef stew, canned meat, hamburger helper, boxed potatoes, jelly, mayo, salad dressing, pancake mix, syrup, cereal, sugar, gelatin, pudding, laundry detergent, paper towels, facial tissues, shampoo, body wash. Note: NO pasta needed.

Brain Teasers! Can You Solve These Riddles?

The Answers Are on the Back Page—No Cheating!

1. If a rooster sits on the border of Kansas and Oklahoma, where would the egg drop?
2. If everyone bought a white car, what would we have?
3. If folk is spelled Folk how do you spell the white of an egg?
4. No sooner spoken than broken. What is it?
5. Some months have 30 days, some months have 31 days; how many have 28?
6. Take off my skin—I won't cry, but you will! What am I?



Reaching the end of a job interview, the Human Resources Officer asks a young engineer fresh out of college, "And what starting salary are you looking for?" The engineer replies, "In the region of \$125,000 a year, depending on the benefits package." The interviewer inquires, "Well, what would you say to a package of five weeks' vacation, 14 paid holidays, full medical and dental, company-matching retirement fund to 50% of salary, and a company car leased every two years, say, a red Corvette?" The engineer sits up straight and says, "Wow! Are you kidding?" The interviewer replies, "Yeah, but you started it."

**Tasty & EASY
Winter Recipe:
Crock-Pot™
Chicken!**



Ingredients:

- 4 teaspoons salt
(per recipe reviews, 2 teaspoons are better)
- 2 teaspoons paprika
- 1 teaspoon cayenne pepper
- 1 teaspoon onion powder
- 1 teaspoon thyme
- 1 teaspoon white pepper
- 1/2 teaspoon garlic powder
- 1/2 teaspoon black pepper
- 1 large roasting chicken (with pop-up timer if possible)
- 1 cup chopped onion (optional)

Directions:

1. In a small bowl, combine the spices.
2. Remove any giblets from chicken and clean chicken.
3. Rub spice mixture onto the chicken.
4. Place in sealable plastic bag and refrigerate overnight. (I usually skip this step because I'm always in a hurry).
5. When ready to cook, put chopped onion in bottom of Crock-Pot.
6. Add chicken. No liquid is needed, the chicken will make its own juices.
7. Cook on low 4 to 8 hours.

WINTER WORD SEARCH

In honor of winter, Iddings Electric presents a Winter Word Search! Be the first to complete the word search, and you will receive a \$20 gift certificate to September Farm Restaurant. Everyone who submits the puzzle gets \$15 OFF a future service!

Mail completed puzzle to: 325 C. West Main St., New Holland, PA 17557. Or scan and email completed puzzle to: Connie@iddingselectric.com



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|-------|-----------|---------|
| SNOW | FROST | SCARVES |
| SLEET | FIREPLACE | GLOVES |
| ICE | BLIZZARD | |
| COATS | ICICLES | |

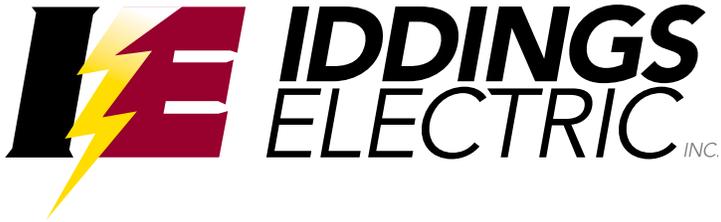
E I B C Y B Q A A A D B O K A
W S A E W J H G N U L R B U T
F X C F K C S E V R A C S Z X
H O S Y A E J Z E R X F W E W
V T S O R F C J N D S O C Q V
K U E X S V L I T E E L S B E
E J V I Z D Q C R I L V Y C S
B U O T D R J N E L C C F F T
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G T G Q O Z D Y W L C R N V Y
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Z Z Y H S L B V R K Z I J Y E
I C J W M B J O C Y F O V D A
M S N O W T I H D B I Z T T Z

Win a NEW 32-INCH, FLAT-SCREEN TV!

Every Customer This Month Is Entered into the Drawing!

Have you been meaning to fix a broken light switch? Do you have a burned up outlet? Tired of dealing with lights that constantly dim? Maybe you've considered adding a subpanel to your home, so you have a bit more available electric? Or maybe, you just know that it's time to upgrade your panel?

If you said YES to any of the questions above, you should call Iddings Electric today! All clients who spend over \$325 will be entered into a drawing to win a NEW 32-INCH, FLAT-SCREEN TV! No more entries will be allowed after 3/31/14! So, call us today at 717-355-9675 and schedule service today!



717-355-9675

325 C. West Main St.

New Holland, PA 17557

Surging Forward



*From the Desk
of Shawn Iddings*

Iddings Electric Inc.

One of my favorite beverages that helps fend off the winter's cold is a hot cup of coffee. I try to take a cup with me as I walk quickly to my car, especially on chilly mornings. As I was driving to the Iddings Electric offices one freezing morning, while sipping on my coffee, I wondered, "How exactly did coffee become so popular?" Really... I had no idea. Everyone seems to drink it, but I never remember learning about it in school. So, during my brief lunch break that day, I hopped online and did a little research.

Apparently, the first people to discover coffee were Ethiopians. They noticed that their goats enjoyed eating the beans—and it gave them a jolt of energy! For one reason or another, the Ethiopians began experimenting with the beans, and eventually, they boiled them, making the first true cups of coffee.

Coffee soon became a crop. The Ethiopians traded it with Arabs, and the Arabs traded it across the Islamic world. In the late 1600s, it's said that the Dutch were the first to cultivate beans in Europe. Soon coffee could be found throughout the continent.

By the late 17th century, the masses of Europe could enjoy the hot drink, and coffeehouses opened in Italy, Austria, and England. By the late 18th century, the French introduced coffee cultivation to the Caribbean islands. And by the end of that century, there were nearly 20 million coffee bushes established throughout Central and South America, making them key coffee producers.

Today, coffee is grown on five continents, is consumed worldwide, and is one of the most important commodities traded on the world markets. I found that absolutely

remarkable! So, you can thank goats for introducing us to coffee!

Really, coffee has never been more popular. You can find a coffee shop just about everywhere! And I know many of you make it a part of your morning routine to find one and get your triple venti, half sweet, nonfat caramel macchiato. Or maybe you're more of a tall, nonfat latte with caramel-drizzle type!

Whatever you enjoy ordering from your local coffee shop, I'd like to buy your next cup for you! Call it a friendly gesture from your contractor! The first 10 clients who get this newsletter and call 717-355-9675 will get a \$10 gift certificate to New Holland Coffee Shop ! But I only have 10, so you'd better call soon!

No strings or catches. Just give me a call, and if I have any gift cards left, I'll send one in the mail to you! Hopefully, it will remind you that if you ever need any electrical work done, you'll give us a call!

Have a happy and warm winter!

Shawn Iddings
Iddings Electric, Owner
717-355-9675



Answers to the Riddles on Page 2

1. Nowhere, because roosters don't lay eggs, 2. A white carnation, 3. White, 4. Silence or a promise, 5. Every month has at least 28 days, 6. An onion