

# Dan's Letter™

"Please...let me introduce you to my mind...one article at a time."



## FROM THE DESK OF DAN ANDERSON

### Buried Treasure

In a small village lived a hardworking farmer who owned a vast vineyard.

Year after year the vineyard provided a rich harvest, and the farmer became very successful.

He had three sons who were young and energetic but never bothered to work hard.

As the farmer grew old, he began to worry about his sons' future.

Then he fell very ill and realized his death was fast approaching.

He called the sons and told them: "Dear sons, I see my death nearing me, but before I bid goodbye to all of you, I want to share a secret. There is a treasure hidden under the fields. Dig the entire field after my death to find it."

The old farmer died. After the funeral, the sons began to dig for the treasure without leaving any part of the field untouched, but they found nothing.

However, their digging of the field led to a healthy crop and resulted in huge earnings. This made the sons realize what their father meant.

Lesson Learned: Hard work always pays off. Fruits of hard work are always sweet whether or not they are in the form you expect.

- Dan A.

## TAKING YOUR BUSINESS ONLINE?

### 6 Questions To Ask



(BPT) - Whether you run a solo small business, or your business is moving from brick-and-mortar to e-commerce, you've likely got a long to-do list - and you may not know where to start. Or if your business is already online, you may be trying to improve your website and stand out from the competition. Do you have the skills and know-how to make that happen?

Not everyone does. Chances are, you know a lot about your products or services, but not necessarily how to promote your business and run it successfully using today's digital tools. And due to the pandemic, increasing your online presence and running your business virtually has become even more crucial.

According to survey data released by Fiverr, 49% of U.S. small and medium-sized businesses are optimistic about their future prospects after the lockdown has passed, but not surprisingly, nearly a quarter (22%) of them do plan to increase their digital marketing spend as a result of COVID-19.

If you're one of the many entrepreneurs trying to figure out your next steps for taking - or optimizing - your business online, here are some questions to ask:

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**1. What are you selling?** Are you selling a product or a service? This makes a difference in how you run your business. Can your business happen virtually (if it's a service), or do you have to manage manufacturing, inventory and shipping on top of marketing and advertising, online ordering and finances?

**2. Do you need your own website or online store?** Many small businesses can succeed - or at least start out - by selling products on an existing platform like Etsy or Amazon, rather than creating their entire online store from scratch. But it may not be as hard to build your own site as you think.

**3. What do you need on your website?** What will best serve your business? "About" and "Contact Us" pages? Do you want to include a blog? Customer testimonials and special promotions for new clients? Do you need a catalog of products and services? Does your business need to include a list of services, rates and shipping costs? Making a list of what your business needs is a useful starting point for whoever you hire to help build your website.

**4. What web templates do you see working best for your business?** Are you familiar with WordPress, Wix and Squarespace? Which would be the best to suit your particular business?

**5. What type of content do you want to see on your site?** Would you like to see custom-made illustrations or animation? Stock or custom photography? How about videos?

**6. How do you make sure customers can find your website?**

There's a lot of competition out there. Unless you're well-versed in SEO and how Google algorithms work, you may not know how to build an online presence others can find using a web search.

Some entrepreneurs find the thought of putting their business online daunting, but with an expert in your corner, it can be simple and hassle-free. Fortunately, there's a service that can help you find the right talent to create a web presence that really reflects your unique brand: Fiverr is a platform connecting businesses of all sizes with skilled freelancers offering digital services in over 400 categories including graphic design, digital marketing, programming, video and animation. You can view professionals according to their skills, along with ratings, reviews and cost of the service you need.

And now there's a new tool to make it even easier to get started building a website for your business - Fiverr's The Shift. This new resource hub includes a website developer matching experience that will match you with a verified, highly-rated professional specializing in web design and development. For those new to creating a website, the matched talent will act as a guiding force throughout the website creation process.

On The Shift hub, you can also browse inspiring case studies, read stories about how businesses have transformed their digital presence and get tips from helpful blogs, podcasts and many other useful resources for small and medium-sized business owners across all industries.

## Parenting An Online Student? Don't Forget The Exercise



(BPT) - As the pandemic continues, health experts and physicians are concerned that with home and online schooling replacing in-person curricula - including PE classes - our children may not be getting the physical activity they need to promote their health. And that may be a bigger deal than parents realize.

"Exercise during adolescent years is vital for building strong bones," states Jennifer Weiss, MD, FAAOS orthopedic surgeon and spokesperson for the American Academy of Orthopedic Surgeons (AAOS). "The bone mass gained during childhood helps determine how healthy bones and the musculoskeletal system will be throughout life."

Stephanie Morris, CEO of SHAPE America, agrees adding, "Whether participating in remote

learning or in-person classes, health and physical education remain essential for students' physical, mental and social-emotional health. And the more we can encourage kids to be physically active and maintain healthy bones and joints, the better they will be equipped to manage the challenges and stresses that are inevitably being felt in this COVID-19 era."

Obesity is projected to rise. It's already a significant issue, and according to the CDC, children with obesity are more likely to have high blood pressure, high cholesterol impaired glucose tolerance, insulin resistance, type 2 diabetes and breathing problems such as asthma and sleep apnea. What's more, obesity can have a harmful effect on the entire musculoskeletal system, creating risk for several orthopedic conditions. Unfortunately, current models estimate the childhood obesity rate could increase by 2.4% if school closures continue through December.

Activity can boost academic performance. A CDC study found multiple links between physical activity and cognitive skills and attitudes, as well as academic performance, achievement and behavior.

Instruction may be available. Parents or guardians are encouraged to check with a child's school to seek direction, since many

physical education teachers are offering online or printed instruction that can help devise at-home fitness programs during the pandemic. Seek out information for social-distance friendly muscle-strengthening movements such as cycling, weight training or stair climbing. Alternately, bone-strengthening activities such as running, jumping rope or dancing can offer needed energy breaks that require little formal instruction.

Parents can lead by example. The AAOS recommends guiding kids through stretches and warmup exercises, trying out a variety of games and activities, de-emphasizing winning, using activity as a reward and making the process as enjoyable as possible. For the sake of convenience, the activity could be broken up into 15-minute intervals throughout the day. The whole family could participate as a bonding experience, perhaps by walking the dog, raking leaves or going on a bike ride.

Regardless of whether your child is studying online, attending in-person classes or combining those opportunities, it's important not to forgo physical activity. Take steps now to work at least one hour of exercise into the daily schedule. For more information about the role a balanced active lifestyle plays on pediatric and adolescent bone health, visit OrthoInfo.org, a patient education website for bone and joint health information.



## 4 Easy Ways To Upgrade Your Road Trip

(BPT) - Travel might look different right now, but that doesn't mean you can't make the most of the journey. Whether it's a day drive up the coast or an overnight camping trip in the mountains, you can still fuel a sense of adventure by simply getting behind the wheel.

As you plan your road trip, here are some recommendations to enhance your vehicle's safety and performance so all you have to think about is enjoying the ride.

### Find a tire that performs just as hard as you do.

Don't let weather or terrain hold you back from going the distance. While many travelers focus on the vehicle itself, they tend to overlook a critical piece of equipment: tires.

Re-evaluate your current set and consider an upgrade, such as the new Michelin Pilot Sport All Season 4.

With improved dry, wet and cold weather capabilities, and race-inspired tread compound, this tire provides safety and performance. Dynamic Response Technology ensures forces and temperatures are distributed evenly for a longer tread wear life. Extra rubber on the outer shoulder provides exceptional grip, ensuring you and your car will be ready for anything.

### Download apps designed to keep you moving.

Now that your car is performing at top optimization with new tires, make sure your itinerary is as well. Research and download travel apps ahead of



time to help you locate gas stations, restaurants, dispersed campgrounds, rest stops and more so you can spend less time searching and more time moving. And don't limit yourself to just travel apps. Meditation apps can help you decompress after a long ride and many of the top athletic brands offer on-demand training classes that can be done virtually anywhere.

### Stay connected.

Having a portable power inverter for your car is an easy way to convert your car's DC electric power into AC electric power, which can be used to charge a wide range of appliances and accessories for any

type of road trip. Whether you're an amateur

photographer looking to charge a digital camera for those sunset shots or an early morning camper craving a cup of coffee on the go, having a power inverter can make life on the road run smoothly.

### Refresh your interior.

Getting a luxe feel inside your car can be quick, easy and make all the difference for the driver and passengers. Simple upgrades like swapping out windshield wipers and floor mats will make your vehicle look and feel new, while also keeping it as comfortable and up-to-date as possible.

A memorable road trip is just around the corner, and you can make sure it's your safest, best yet with these tips, from apps that help you plan your route to efficient ways to elevate your in-car experience. Don't lose your sense of adventure. Get out, get moving and take control of your road trip!

# TAKE A BREAK!

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### Apple Crisp

#### Ingredients

1 cup all-purpose flour  
 3/4 cup rolled oats  
 1 cup packed brown sugar  
 1 teaspoon ground cinnamon  
 1/2 cup butter, softened  
 4 cups chopped peeled apples  
 1 cup sugar  
 2 tablespoons cornstarch  
 1 cup water  
 1 teaspoon vanilla extract  
 Vanilla ice cream, optional

Preheat oven to 350°. In a large bowl, combine the first 4 ingredients. Cut in butter until crumbly. Press half into a greased 2-1/2-qt. baking dish or a 9-in. square baking pan. Cover with apples.

In a small saucepan, combine the sugar, cornstarch, water and vanilla. Bring to a boil; cook and stir 2 minutes or until thick and clear. Pour over apples. Sprinkle with remaining crumb mixture.

Bake 60-65 minutes or until apples are tender. Serve warm, with ice cream if desired. Enjoy!

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## Dan's Letter™

"Please...let me introduce you to my mind...one article at a time."

## Let's go fly a kite...



### Kite Flying Law

- Kite flying was banned in Japan in 1760 because too many people preferred to fly kites than work.
- Some Japanese kites weigh over 2 tons.
- Kite flying was banned in China during the Cultural Revolution, anyone found flying a kite was sent to jail for up to three years and their kites destroyed.
- The Chinese name for a kite is Fen Zheng, which means wind harp. The name is derived from early Chinese kites which used to carry wind musical instruments.
- Also the Chinese believe that looking at kites high in the sky maintains good eyesight.

### Did You Know?...

- There are 78 rules in kite fighting in Thailand.

- People were flying kites 1,000 years before paper was invented.
- For centuries kites have been used in wars and battles, for signaling, lifting observers, target practice, as barrage kites, dropping letters and newspapers.
- It is now thought that the first kites flown over 3000 years ago, were made from leaves.
- The airplane is a development of the kite.
- Benjamin Franklin used a kite to prove that lightning was electricity.
- In Indonesia, leaf kites are still used for fishing.
- More adults in the world fly kites than children.
- Kite flying is one of the fastest growing sports in the world with over 50 million kites being sold in the USA every year.

### Kite World Records

- The longest kite in the world is 3394 ft.
- The fastest recorded speed of a kite is over 120 mph.
- The record for the longest kite fly is 180 hours! The highest that a kite has flown is 12,471ft.
- The largest number of kites flown on a single line is 11,284; this record is held by a Japanese kite maker.