



Ken Field

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Services

Exclusively in the Blue Valley Times

Free Stuff

Human nature is described as feelings and behavioral traits of humankind as shared by all humans. It applies mostly to what we have learned through life lessons and our experience in the environment we have grown up in. The specific area I'm addressing today is how the word free affects the brain of most humans. The word itself seems larger than life and as if you won the lottery or captured a sasquatch, saying I got something for free makes you almost super-human.

When you realize that nothing of real value will ever be free, it allows you to examine the whole sentence surrounding that word and not just the word. A promotion may allow for price reductions for a short time but in reality, those reductions could be available anytime if you negotiated with the seller. Buy one, get one at half price is the same as a 25% discount but they make you buy more than you really needed to get it. Buy one, get one free is really a 50% discount and may be a good value if you need whatever the item is. The marketing strategy behind anything that has the word free in it may just be to get you in the store. There's no way most people will go in a store and only buy that special deal. Just take a second and analyze the whole advertisement before getting euphoric over the word free.

In the service business it's impossible to give anything of value away for free because the overhead of operating trucks and having all that goes along with it makes a profit elusive as it is. So when you see a free checkup advertised, you need to realize that a checkup or an inspection and a tuneup are not the same thing. After the checkup there will be a list of repairs and they will certainly cover the cost of the checkup. Misleading people in an advertisement is not a good way to build a strong and loyal customer base but when the word free is used, many people lose their good judgement.

Service companies who offer free stuff know who their customers will be and target them with the ads. Don't get drawn in to something you didn't expect by losing sight of your goal and the overall value. The advertiser has a goal too and it's not to give things away. In the end, they must generate enough sales to pay for the advertisement and the free stuff.

Ken Field is the owner of Slate Belt Energy and Field's Service, Inc. As a certified energy rater and contractor, he is qualified to assess every aspect of energy usage and prescribe solutions to save energy. He can be reached at 610-759-6306 or email Ken@FieldsService.com



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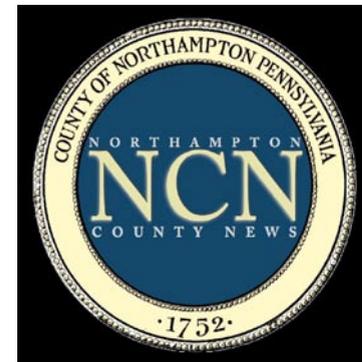
Vaccinations at Gracedale Continue

By Becky Bartlett

EASTON - COVID-19 vaccine distribution continues at Gracedale Nursing Home. As of January 13th, 318 personnel have been vaccinated with 266 of those being County employees. So far 42% of employees and 81% of residents have received their first vaccination. CVS has scheduled additional distributions of the Pfizer COVID-19 vaccine at Gracedale through February.

"We are deeply gratified that nearly every resident who could have been vaccinated at Gracedale during the first four clinics provided by CVS were indeed administered the shot," says Lamont McClure. "While we are not yet at 50% of the employees being vaccinated, we remain hopeful that the next several clinics will greatly increase those numbers. We remain convinced vaccination against COVID-19 will save lives and livelihoods. We thank CVS for working with us through this challenging time in the history of our County and our Country and we are grateful they will be coming back to Gracedale soon."

On December 17, 2020, County Council approved Resolution 164-2020 authorizing a \$750 incentive for Gracedale employees who get the vaccine. The money comes from residual CARES Act funding to address infection control in nursing homes.



Donors Deliver Holiday Joy

By Stephnie Appel

ALLENTOWN, PA – The Allentown Rescue Mission thanks everyone who had a hand in making Christmas special for the homeless men it shelters. The men received donations of wrapping paper, backpacks, warm clothing and other gifts.

These donations were a great blessing to the men; it gave them a sense of normalcy during this challenging time in their lives and amid the pandemic.

With COVID-19 restrictions still in place, the Allentown Rescue Mission tailored Christmas to each of its three programs. Shelter-wide interaction was not permitted, and the men were not allowed to leave the premises to visit family. Instead the men, in their individual programs, enjoyed a quiet and peaceful Christmas, like so many others this year.

The tranquility of the holiday granted the men time to appreciate each other's company and to look ahead to 2021 with a renewed sense of purpose and direction. "Despite COVID, everyone still enjoyed the holidays.

There was good camaraderie. We were excited to put on our new clothing and spend time together, including watching the New Year's Eve celebrations on TV", said Justin, the men's representative for the Transformation Program. The men expressed joyfulness and thankfulness for the Allentown Rescue Mission and its donors. Thank you again to our supporters for remembering their neighbors in need during the holiday season. The love that is generated from your donations is priceless.

