

Stores Get Tough on Serial Exchangers



Retailers are using new technology to crack down on one of their biggest frustrations. About 13 percent of department store sales are later returned or exchanged.

Using software called Verify-1, stores can decide whether to deny returns or exchanges by monitoring a shopper's track record of bringing items back. They are particularly on the lookout for various forms of fraud including buying an outfit, wearing it once or twice, and returning it; shoplifters who return stolen merchandise; price switchers who change price tags on items and return one item for the higher amount;

and shoppers who use fake or old receipts.

When a customer wants to return an item, the sales clerk asks for a driver's license or other form of identification. The ID is swiped through a machine that looks like those used to make a credit card purchase. The program records details about the transaction and stores the information.

Most transactions end there. However, if a customer's "return behavior" seems out of the ordinary, the transaction is rejected. The customer is given a receipt that instructs him or her to call the company's toll-free number for a copy of a report detailing the customer's return activity.

Shoppers can also request that the rejected return be investigated.

All About ...

Florida Leisure Vacation Homes

We are a locally owned family business with over 17 years experience. We can help you select the perfect vacation home for you and your family. Our vacation specialists are here to assist and anticipate your every need with the desire to make your vacation the best it can be.

We proudly offer ...

Homes in close proximity to all the Attractions ...

World class golf, unlimited water activities and miles of beaches on two coasts just a short drive away ...

A select inventory of privately owned properties, each well-equipped with décor personalized by each owner and complete with private swimming pools.

Our #1 goal is to provide a world class, lifestyle experience for the discerning vacationer.

Tell a Friend! A referral from one of our satisfied clients is the greatest compliment we can receive, and we have a very unique (and generous) way of saying thank you! Call 1-866-575-2915 for more details.

You Don't Say!

Excessive Internet Use Can Cause Problems



In a Stanford University survey, one in 20 U.S. adults report that their relationships have suffered because of their excessive use of the Internet. Another 12 percent say they stay online longer than they would like to, and 14 percent say it's hard to stay offline for more than a few days.

Psychiatrist Eias Aboujaoude, who led the study, says this is not a new type of addiction. But it does have some things in common with addiction.

Spending too much time on the Internet creates problems. Sometimes people start spending time there because they are depressed and lonely. Then they become problematic users. There is no typical cause or reason for excessive Internet usage. It can affect people across all age brackets, classes, and education levels.

The psychiatrist says the overuse doesn't usually come from visiting gambling or porn sites. For many, it involves visits to chat rooms, writing emails, surfing special interest Web sites, playing games, and more. The psychological appeal is that it is always available. Though it satisfies people's need for connectedness, it can lead to isolation from the real world.

Aboujaoude says, "If you are convinced your virtual existence is more valuable than your real life, who am I to necessarily argue the opposite?"

What Our Customers Say!

"...pool was wonderful & warm..."

"We appreciated not having any problems with the house. It was "move in" ready with no trouble getting in the house upon arrival. The pool was wonderful & warm which is important to us & the house was so attractive and felt like home."

***Fred Mulder
Hollard, MI***

"...exactly like the internet..."

"Just wanted to let you know that my family and I enjoyed our vacation. The rental house was really beautiful, and it was exactly like the internet. We really enjoyed our stay & hope to use Florida Leisure again next year."

***Marchell Smith
Rhodesdale, MD***

"...Florida Leisure houses are the best..."

"We had a joyful time in Florida, and the house was great! I have told my family and friends that Florida Leisure houses are the best, and they should not rent a hotel room. When I return back to Florida, I will book another house with Florida Leisure."

***Brenda Cathery
Dalton, IL***

"...best home yet!..."

"This is our 4th or 5th time we have stayed with Florida Leisure & this is the best home yet! Everything is well furnished lots of space. We feel like we are home, we will see you in a few months"

***Pam Paris
Upton, MA***

Famous Quotes Matchup

Match the famous quote with the person

1. I know not what course others may take, but as for me, give me liberty or give me death.
2. The basis of a democratic state is liberty.
3. I think patriotism is like charity is it begins at home
4. To sin by silence when they should protest makes cowards of men.
5. Character is doing the right thing when no one is watching.
6. Ask not what your country can do for you, ask what you can do for your country.
7. It takes an army of volunteers to photograph the graves of an army of volunteers.
8. I'd move to Los Angeles if New Zealand and Australia were swallowed by a tidal wave, if there was bubonic plague in England, and if the continent of Africa disappeared from some Martian attack.

Match:

- a. Abraham Lincoln, U.S. President
- b. John F Kennedy, U.S. President
- c. Patrick Henry, Revolutionary
- d. J.C. Watts, U.S. Congressman
- e. Aristotle, Classical Philosopher
- f. Russell Crowe, Actor
- g. Steve Douglas, Founder of the Maple Leaf Legacy Project
- h. Henry James, Writer

Answers: 1-c; 2-e; 3-h; 4-a; 5-d; 6-b; 7-g; 8-f

Safety Tip: Fireproof Your Microwave

Recently, in Chicago, food wrapped in foil and then microwaved caused a fire that wiped out six homes. To microwave safely:



* Watch for metal. Utensils, bowls, cups, twist ties, and foil can spark and cause a fire.

* Don't nuke recycled paper products. Some contain flecks of metal. Check any packaging to ensure that it's approved for microwave use.

* Keep the inside of your microwave oven clean. Food residue and grease can ignite and cause a fire.

* In case of flames in a microwave, unplug it immediately.

A container of liquid heated to boiling can form vapor bubbles that don't break the surface. The container can then explode when you break the surface tension.



Avoid Toddler Tantrums

Harvey Karp, author of *The Happiest Toddler on the Block* (Bantam), says:

* If you know your child is ill-tempered when a nap is missed or hunger sets in, avoid these situations.

* Communicate with short, repetitive phrases.

* Allow for short spurts of attention. If a task will take 40 minutes, stop at 20 minutes to play with your child.

* Let your toddler hear you say flattering things about him to others.

* Have your tot show you how to do something. He'll feel good about it.



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We hope you have enjoyed this sample. If you would like to receive this newsletter on a regular basis for free, please call 1-866-575-2915 or e-mail us at relax@floridaleisure.com

A "GOOD NEWS" NEWSLETTER FULL OF FUN AND INTERESTING FACTS FOR OUR CUSTOMERS APRIL 2008

If You Had the Time ...

So you want to write a book? So, it seems, does just about everyone. Here are some statistics gleaned by Dan Poynter and available on Parapub.com: • 81 percent of the population feels they have a book inside them. • 27 percent would like to write fiction. • 28 percent would like to write about personal development. • 27 percent prefer to write history, biographies, etc. • 20 percent long to create a picture book, cookbook, etc. • 6 million have written a manuscript. • 6 million manuscripts are making the rounds. • Out of every 10,000 children's books submitted to publishers, three get published.



From the desk of...
Colin Bowman
Director of Marketing

As the father of a rambunctious 3 year old, I spend a lot of time at Orlando's Attractions. I am constantly checking out all the events and rides that are "suitable" for younger children. Not only do they need to be safe, they also have to maintain the child's attention. I bring that experience on a daily basis to Florida Leisure and use it to help visiting families with younger members to have as stress-free a day (as possible) and still enjoy the Theme Park regardless of age. I keep people updated at our blog ... www.floridaleisureonline.com.

APRIL'S SPECIAL OFFER

Book your next vacation with Florida Leisure during April of 2008 & LOCK IN THIS YEARS RATES!

You will also receive a FREE \$50 Darden gift card to visit one of Orlando's Favorite Restaurants: Red Lobster; Longhorn; Olive Garden; Season's 52; Bahama Breeze and The Capital Grill. The choice is yours!

Just call 1-866-612-0618 and mention *Just Breathe* when you make your reservation or visit our web site @ www.floridaleisure.com

Keep Talking: Be a Great Conversationalist!

According to etiquette expert Jodi R.R. Smith in *Mannersmith Monthly*, conversing meaningfully in a concise way is an important skill to develop. Here are a few of her tips:



- Don't be shy-be the first to speak. Ask an open-ended question to kick off the conversation.
- Be inquisitive. People love to be asked questions about themselves. But remember to keep it on the right level; you're not interrogating the person, you're trying to have a pleasant conversation.
- Listen to the other person. Try not to fall into the trap of planning what you are going to say next. Really focus on what the other person is saying.
- Don't be drab. Be ready to talk about someplace you've been lately, a good book you've read or something you've enjoyed. Your best bet is to talk about something positive.
- Avoid the dirty details of your life. While the other person may be interested in listening to you, you don't want to reveal everything about yourself. Use discretion when you converse.
- End the conversation at a high point. Remember, we're talking about a quick conversation – about two to eight minutes.



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Hello!

This issue of *Just Breathe* is being sent to you courtesy of Florida Leisure Vacation Homes.

It is our way of saying that you are important to us and we truly value your business. Please feel free to pass this newsletter on to friends and neighbors. Enjoy!
If you would like to receive this newsletter for free please contact us at:
relax@floridaleisure.com.

Funny Bone

Best Excuses
When Caught
Sleeping at Your
Desk



1. They told me at the blood bank that this might happen.
2. This is just a 15-minute power nap, like they raved about in the last time-management course you sent me to.
3. Whew! Guess I left the top off the Liquid Paper.
4. I wasn't sleeping! I was meditating on the mission statement and envisioning a new paradigm!
5. This is one of the seven habits of highly effective people.
6. I was testing the keyboard for drool resistance.
7. The coffee machine is broken.
8. Boy, that cold medicine I took last night just won't wear off.

—From AhaJokes.com

Will Eating at Night Make You Gain More Weight?

Is it true that eating at night, right before you go to sleep, will make you gain weight? The story that most people tell is that if you eat before you go to sleep, your metabolism slows down while you slumber and this causes your food to be processed either inefficiently or incorrectly and then it turns into fat.



According to the folks at the Health Fitness Tips Web site though, this is not true. Eating at a certain time of day or night does not cause you to gain any more or less weight. The time of day has nothing to do with how much weight you gain – that has to do with how many calories you consume. While there is some credence to the idea that eating earlier in the day gives you more of a chance to burn off the calories during your more active hours, there's no scientific proof that eating late at night will make you gain more weight.

—Adapted from the Health Fitness Tips Web site

When You Call for Tech Support

If you have a personal computer and you call the 800 number for technical support, you should ask pointed questions about what you are being told. If an answer sounds fishy, you might be on to something ask to talk to a manager or someone with experience with exactly the problem you are seeking to solve. Or call back and work with another technician.



How Much Fruit Juice Is One Serving?

According to the American Institute for Cancer Research, one serving of 100 percent fruit juice is 6 ounces. Nutritionists say that juice can be a great way to get many of the vitamins, minerals and phytochemicals we need. However, if you're looking to boost your fiber intake and you're watching your calorie intake, juice might not be your best option. Why? Because you're not going to get fiber from your juice, and you'll likely still be hungry when you're done drinking it. Experts recommend that only one or two servings of fruit a day should come from juice. Instead, eating whole fruits is recommended. Consumers also need to be careful when consuming juices, because many of them are actually "cocktails," which means that they are not 100 percent juice; they may also be called "juice beverages." Also, many fruit labels refer to a serving as 8 ounces instead of 6 ounces.

