



Useful tips, news and information from James CRAFT & Son, Inc.

Here Is Why CRAFT Trucks Are Red

Faros and James W. Craft had a blue 1930 Chevrolet truck. Immediately after World War II, Faros ordered a new pickup truck from the Chevrolet dealer in Mt. Wolf. He was promised the first Chevrolet pickup truck that came in. Later, James W. ordered a pickup truck from the Ford dealer, Beshore & Koller in Manchester.

When the first Chevrolet truck arrived in Mt. Wolf, a blue 1946 pickup, the dealer succumbed to pressure from another customer and sold the truck to him. When the first Ford truck arrived in Manchester, a red 1947 pickup, James W. received it.

That is how "CRAFT" trucks came to be red Fords, instead of blue Chevrolets.



This 1947 red Ford pickup truck which was originally ordered by James W. Craft.



New HVAC units



The service department.



The new showroom.



New restrooms.

Project Spotlight

Beshore & Koller Ford

Renovations & Mechanical Upgrades

Manchester, PA

Beshore & Koller Ford has been a part of the community in Manchester, Pennsylvania, since before World War II, and James CRAFT & Son has been a proud Ford customer nearly as long.

When this local Ford dealership began planning its renovation project, we were more than happy to be involved with redoing the plumbing for the restrooms and installing new HVAC systems, as well.

After several months of renovations the place looks amazing with a new showroom, renovated offices, a plush customer waiting area, modernized service department, a parts department, and a cashier station.



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London's famous clock, Big Ben, is located where?

Five Random Trivia Questions

- 1) What are the five colors of the Olympic rings?
 - a) red, green, black, blue, and orange
 - b) green, blue, white, black, and red
 - c) yellow, blue, white, green, and red
 - d) blue, yellow, black, green, and red
- 2) What type of rock is the hardest?
 - a) granite
 - b) quartz
 - c) diamond
 - d) corundum (ruby,sapphire)
- 3) How many eyes are there in a pack of 52 cards?
 - a) 48
 - b) 42
 - c) 46
 - d) 47
- 4) How many avenues radiate from L'Arc de Triomphe in Paris?
 - a) 8
 - b) 10
 - c) 12
 - d) 14
- 5) London's famous clock, Big Ben, is located where?
 - a) St. Stephen's Tower
 - b) The Tower of London
 - c) Westminster Tower
 - d) Tower of Parliament

Answers: 1) d; 2) c; 3) b; 4) c; 5) a

Prevent Workaholism From Infecting Your Workforce

A team of workaholics may sound like a dream come true for most managers, but in reality the negative effects of stress, burnout and low morale caused by working too hard can far outweigh any imagined benefits. To prevent workaholism in your organization, apply some of these remedies:

- **Maintain realistic expectations.** Make sure you have a thorough understanding of what your people do, and how much time and energy is necessary for them to do it. You'll be less likely to make impossible demands that can fuel the urge toward endless effort.
- **Manage time effectively.** When you and your employees set schedules and deadlines for projects, add extra time to deal with problems or other unexpected obstacles. If a task gets done ahead of schedule, give employees some time off instead of launching them right into their next assignment.
- **Reward the right behavior.** If you praise employees lavishly for working late or giving up their weekends, you could be reinforcing workaholic tendencies in your staff. Continue to reward extra effort, but focus on results—not time spent at work.
- **Keep an eye on workloads.** Watch how many assignments your employees are juggling, and how many hours they've been working per week. If their workload seems excessive, find out why. Be prepared to adjust their activities or re-allocate resources in order to make their workloads more realistic and manageable.
- **Encourage and respect vacation time.** A "use it or lose it" policy, in which unused vacation days don't carry over from one year to the next, can encourage workers to take needed vacations. Just don't call employees at home or interrupt their vacations unless absolutely necessary.

It May Soon Be Possible To Engage The Tractor Beam

Tractor beams are deployed in science fiction stories and movies to hold and manipulate objects, but so far they've remained in the realm of fiction. However, they may become real, after a series of experiments reported by the Reuters News Service.

Recently, scientists have used high-amplitude sound waves to lift, rotate, and move small objects without any physical contact. The waves come from 64 miniature loudspeakers able to act like holographic tweezers, levitating objects from a distance. The largest object moved so far has been a bead made of light plastic, about one-seventh of an inch. But the scientists say that with enough power, the speakers (or transducers) would be able to lift steel balls. They foresee medical applications for the process, as well as the ability to handle objects in low-gravity environments like the International Space Station.

The First Weatherman

The earliest-known weather journal was the work of English scholar William Merle. It covers seven years, from 1337 to 1344.

Merle lived before the invention of the thermometer, the hygrometer and the barometer—and before the use of rain gauges became common in Europe. The entries in his diary take the form of simple—though detailed—observations of the conditions. The journal was discovered in the Bodleian Library in Oxford, England, in the 1880s.

Open Up Your Job Interviews

Many routine interview questions don't tell you very much about the job candidate you're talking with. To make good hiring decisions, prompt the candidate to open up a little so you can determine whether he or she will be a good fit for your organization. Try these:

- **“If you had to choose a favorite job or project from your career so far, which would it be?”**

The answer to this question should tell you whether the candidate's interests match the tasks he or she would be doing in the position.

- **“Describe a project for which you had to handle a lot of details, and tell me how you approached it.”**

This should give you a perspective on the candidate's organizational skills.

- **“Tell me about a time when you had to be a self-starter.”**

You probably don't want to monitor your employees every minute of the day. This answer will let you know how comfortable the candidate is with taking initiative and seeing projects through from start to finish.

- **“Based on our discussion, how do you see the job and our organization?”**

The response should let you know whether the candidate has a realistic view of the position and knows what to expect if he or she comes to work with you.



Creativity On Deadline: Try These Tips

You can't always wait for great ideas to find you. When you're on a deadline, you've got to engage your creativity whether you feel inspired or not. Here are some tips for seeking out creative ideas and solutions when time is tight:

- **Limit or eliminate distractions.** Some interruptions are unavoidable, but when you need to solve a problem quickly, eliminate the possibility of irrelevant distractions. Take your phone off the hook, unplug your Internet cable, shut your door, work from home—do anything that helps you stay focused on your objective.
- **Take breaks.** This may seem to contradict the advice above, but from time to time, take a few minutes to clear your head with some other activity. Go for a short walk, read something unrelated to the problem, chat with a friend, whatever takes you away from the situation briefly. You'll get some mental rest, which can help your mind come up with a solution when you return to work.
- **Put sound in the background.** Studies show that a low level of noise is conducive to creative thought. Put on some low music, or go to a quiet coffee shop. Avoid anything too loud or distracting, but give your mind some background noise to help you feel less isolated and more connected to the world around you.

Best Boss Ever

Samantha walked into her boss's office. “Tom, my daughter's class is taking a field trip tomorrow, and they want me to drive a dozen third-graders across town to the zoo and stay there with them all day.”

Tom shook his head. “Sorry, Samantha, but half the office is out sick. I can't give you the day off.”

“Thanks, Tom,” she said with a sigh of relief. “I knew I could count on you!”

SPEED BUMP

Dave Coverly



Expect To Win

In 1974, Notre Dame's basketball team faced the national championship team from UCLA in a game that everyone expected Notre Dame to lose. According to motivational guru Zig Ziglar in his book, *Success for Dummies* (IDG Books Worldwide), Notre Dame coach Digger Phelps decided that his team was going to win.

The game was scheduled for Saturday afternoon. At the end of Monday's practice, he told his players to cut the nets from each basket. In basketball, cutting down the nets is a celebration of victory. After Tuesday's practice, he again told the players to cut down the nets, and every day after that. By Friday, they were cutting the nets down with confidence and enthusiasm.

And on Saturday, Phelps' team was able to cut down the nets for real, after beating UCLA in the game that Notre Dame was certain to lose. Although cutting down the nets alone didn't ensure the victory, it did get the players into a positive mindset. By the end of the week they expected to win, and they did.

CRAFT Employee Recognition Awards

Congratulations to these employees who have reached significant milestones here at James Craft & Son, Inc. We would like to express our sincere thanks and appreciation for all your hard work and commitment to the company.

Dan Keeney	10-year safety jacket
Gale Reeser	10-year safety jacket
Ellen Strayer	20-year service awards
Marc Krout	20-year service awards
Dave Arndt	20-year service awards
Kris Jordan	30-year service award
Gerry Brown, II	40-year service award

Pictured left-to-right: Marc Krout, Ellen Strayer and Dave Arndt.



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