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SUMMER/FALL 2011 NEWSLETTER

TOPEKA'S CAR CARE PROS

Yingling's 55th Anniversary Customer Appreciation Day



Customers Help us Celebrate 55 Years Serving the Greater Topeka Area

This year Yingling's reached a major milestone – 55 years of service from three generations of Yinglings! To recognize this great achievement, we celebrated our emerald anniversary with the folks who made it possible – our wonderful and loyal customers!

On June 25th, we opened our facility to our customers. About 150 of you joined us for a great afternoon. We served 200 hotdogs and 100 hamburgers while enjoying great music, giveaways and a classic car show. There were games for the kids and the Topeka Fire Department stopped by to show off one of their trucks.

Our "jar" contests were pretty popular too! Congratulations to both our winners!

There were 82 entries for the Money Jar contest. The guesses ranged from \$3.75 to \$2,001.58. The actual amount was \$65.56. Ricquelle Landis was our winner with a guess of \$64.50.



Firing the T-shirt cannon!



Loran Schmitz of Power House DJs provided music for the afternoon

The Candy Jar contest had 64 entries with guesses ranging from 60 to 1,251. Francis Markham was our winner coming closest to the correct number of 456 with his guess of 465.

Our heartfelt thanks to everyone who helped make this possible:

Music: **Loran Schmitz of Power House DJs (785.286.2496)**

Cooking and serving lunch: **Second Presbyterian Church**

Prize donations: **The Pad, North Topeka Golf Center, Dickey's Barbeque**

And of course, thanks to **YOU!** Without you, none of this would be possible. Several of you have made it a point to tell us what a great time you had. We're glad to hear it. We had such a good time ourselves, we're thinking about doing this every year! So, stay tuned!

BUSINESS-TO-BUSINESS

YINGLING'S HANDLES FLEET VEHICLES TOO

Most of the time in our newsletter, we talk to the customers who bring their personal vehicles to us for maintenance and repair. However, right now, we'd like to address those of you who also have work vehicles. Whether you are an independent contractor with a single panel van, or a large company with a fleet of vehicles that include cars and trucks, we can provide a customized solution that meets your business needs. We provide fleet pricing to help you manage maintenance costs and priority scheduling to minimize lost earnings due to unexpected downtime. Contact Tom at 785.232.4451 to get started!

STUDENTS CREATE ART THAT IS OUT OF THIS WORLD!

For the fifth consecutive year, Yingling's Auto Service hosted our annual art contest for local schoolchildren in grades kindergarten through sixth. This year's theme was *Cars from Outer Space* and as always, the kids delivered some amazing art.

Entries were judged by a panel of design professionals, and a cash prize was awarded to the winner of each grade level, as well as one for Best in Show. With 200 entries received, choosing the winners was no easy task!



BEST OF SHOW WINNER

Not all entries could win, but we make sure that every child is recognized. Each non-winning entry is returned to its creator with a consolation prize. Says Brian Yingling, "The kids put a lot into these drawings and we want to acknowledge their effort."

We are very proud to announce the winners for this year's contest.

Best in Show – Addyson Steinbock, Kindergarten, West Indianola

Kindergarten – Sophie Lesmeister, Pleasant Hill

1st Grade – Ebb Nelson, Rochester

2nd Grade – Wheatie Nelson, Rochester

3rd Grade – Cortlyn Lux, North Fairview

4th Grade – Bailey Welch, Rochester

5th Grade – Courtney Wohletz, West Indianola

6th Grade – Casey Roma, Pleasant Hill

The winners, their families and their art teachers were invited to an award ceremony and reception at our location on April 6th.

This year, our winners' pictures were also chosen to be part of Topeka's First Fridays Artwalk! Afterward, they were returned to our customer lobby where they will be on display for a full year. Please stop by and view them in person!



Bonding, Beverages and Brakes

Second Annual Girls' Night Out Women's Car Care Clinic

On May 19th, Yingling's hosted our second annual Girls' Night Out – Women's Car Care Clinic. We had a full house for this complimentary car care clinic open to ladies only!

The ladies enjoyed an evening of bonding, beverages and hors d'oeuvres all while learning valuable tips about vehicle maintenance and how to identify problems when they occur. Instruction and hands-on demonstrations were provided by our skilled technicians, as well as a representative from AC Delco.

We thank all the ladies who joined us for this event and look forward to our next one!



A short lecture is part of the program



Attendees gather around to get a close-up look

Join our E-Club and Get a Free Aquapel® Windshield Treatment

Members of the Yingling's E-Club receive emails with special offers and news about upcoming promotions at Yingling's Auto Service. Send us your email address to join the club, and we'll send you your first deal—a coupon for a free Aquapel® windshield treatment. Aquapel helps keep your windshield clear, even in the most formidable snowstorm or hardest downpour.



FACEBOOK FRIEND WINS BIG!

Picture This! photo caption contest

In March of this year we held our first ever photo caption contest. The rules were simple – write a caption for the photo we posted and get your family and friends to “like” it. The person with the most “likes” wins! The winner was announced on our Facebook page on April 1st.

Congratulations to Jenny Wassmer Sodergren with winning caption! She won a complimentary Spring Inspection and Oil Change Package PLUS a \$30 gift certificate from Roy Frey Western (US Hwy 24, Topeka). The entire package was valued at \$119.95.

If you haven't already, visit our Facebook page and “like” us. You might be the next winner!



Jenny picking up her prize!



The winning caption: “Don't even THINK about saying it's gonna snow this week!”

BACK TO SCHOOL DRIVING TIPS

Fall Means Back-to-School. Follow these tips to get there safely.

With back-to-school time upon us, Yingling's Auto Service wants to remind everyone about the importance of keeping our kids safe. The following tips are approved by the American Pediatric Association.

School Bus

- Wait for the bus to stop before approaching it.
- Don't move around on the bus.
- Always check to see that no other traffic is coming before crossing.
- Always stay in clear view of the bus driver.
- Always board and exit the bus at locations that provide safe access to the bus or to the school building.

Bike

- Always wear a bicycle helmet, no matter how short or long the ride.
- Ride on the right, in the same direction as auto traffic.
- Use appropriate hand signals.
- Respect traffic lights and stop signs.
- Wear bright colored clothing to increase visibility.
- Know the “rules of the road.”

Walking to School

- Choose a safe route with well-trained adult crossing guards at every intersection.
- Small children are impulsive and less cautious around traffic, and may not be ready to walk to school without adult supervision.
- Walk with your children the first week to make sure they know the route and can do it safely.
- Bright colored clothing will make your child more visible to drivers.
- In neighborhoods with higher levels of traffic, consider starting a “walking school bus,” in which an adult accompanies a group of neighborhood children walking to school.

Source: American Academy of Pediatrics (AAP); National Highway Traffic Safety Administration (NHTSA)

Tell Your Friends

We greatly appreciate your referrals. Our business is built on your recommendations to family and friends, so we're grateful whenever you pass our name along. Thanks for thinking of us!



The logos used in this newsletter are the intellectual property of the companies they represent and are used exclusively for the illustrative purpose of representing brands that we are qualified and experienced to maintain and repair.



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TOPEKA'S CAR CARE PROS

M-F 7:00 a.m.-5:30 p.m.
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10 Things to do After School:

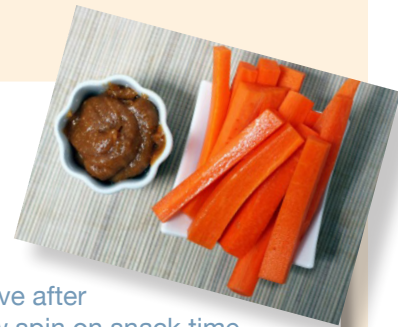
Looking for a few fun activities for your child's after school time. Here are ten ideas that are fun and (shhhh) promote learning.



1. **Watch a Movie-** TV, or better yet a documentary- with subtitles on (and read the subtitles for once!).
2. **Play Games-** they're going to play video games either way, why not numb their mind with something mentally stimulating? Try... online games like Fun Brain and other free educational games.
3. **Make a movie-** Write a script, grab a camera, edit it quickly! With the new computer products, this has never been easier.
4. **Start a business-** Mow a lawn, shovel a side walk, rake leaves, whatever it is, give your student responsibility to plan and organize a nonprofit (or profitable business).
5. **Go on a hike** and count the number of different plants and animals you can and search the web to identify them.
6. **Read a book with a friend-** We watch movies and TV together, will read the computer together, but we don't often read books together- not out loud at least. Read a book in fun voices with a friend and make it come to life.
7. **Draw a monster,** alien, superhero, vampire, or zombie and tell a story about it, describe it, and give it a name! These create amusing story lines that get kids imagining.
8. **Watch old family videos** and write your family's history. Old family videos, while not just absolutely hilarious, are nostalgic and remind students of who they are.
9. **Learn a new language on the iPod,** iPad, or whatever other device you have. Apps come in many shapes and sizes but some of the best out there are language learning software that follow Rosetta Stone type models that make language easier, more useful, and fun than you may be used to.
10. **Play a board game-** Scrabble, Banana grams, Apples to Apples, or even Monopoly. These get kids thinking, imagining, and role playing. They also manage a face-to-face social aspect that the internet is lacking.

Healthy Kids Snacks

Milk and cookies may be a classic, but these innovative after school snacks will put a new spin on snack time.



Ingredients:

- 3 tablespoons of peanut butter
- 1 tablespoon of honey
- A splash of soy sauce
- A few drops of sesame oil
- Water to smooth
- Carrot sticks

Directions:

Mix everything but the carrot sticks together with a fork or whisk in a bowl. Add water as needed to thin mixture to a dipping consistency (all-natural peanut butter needs more; everyday brands need less). Kids can help: Scrape carrots, stir ingredients

Extras: Try apple slices instead of carrots

Bonus tip: Store carrot sticks in water to keep them crisp and juicy