

## Marketing Minutes

By Hilary Pimentel  
Marketing Director

October is here and it looks like we're finally going to have cooler weather. I'm excited I finally get to bundle up when I attend my son and daughter's football and soccer games. Cooler weather makes them much more enjoyable. Those 111 degree days of summer weren't fun.

Mary sure has planned a spooky good time in October. I can't wait to see how we celebrate Halloween here. Make sure you sign up for the Medicare presentation on October 26<sup>th</sup>. When you RSVP, you get to choose a holiday pie that you receive the day of the presentation. Yes, it's a whole pie all for you! Or, you can choose to share it with family and friends if you're watching your waistline.

We are down to just four apartments to rent! If you know any friends looking to move here, tell them now is the time. We still have some great move-in specials for our two bedroom apartments, as well as the resident referral of \$1,000 off your rent once your friend has lived here sixty days.

Thank you again for all the love and support you show when I'm on tours. I truly appreciate all of you!



## October Birthdays

In astrology, those born from October 1 to 22 balance the scales of Libra. Libra epitomizes fairness and harmony in all dealings large and small. Sincere, beautiful, and romantic, Libra will work hard to keep all relationships on an even keel with boundless grace and charm. Those born between October 23 and 31 are Scorpios. Scorpios are passionate, deep, and intense qualities that help them counsel others in deep and meaningful ways. Resourceful and determined, Scorpios give their all when it comes to following their hearts.

Kay - 10/1  
Diane - 10/3  
Diane - 10/5  
Keith - 10/7  
Alice - 10/10  
Karin - 10/22  
Peggy - 10/27  
Jody - 10/27  
Frank - 10/29  
Marge - 10/30

## pleading the case



these small letters aren't an editing mistake. october 14 is lowercase day. originally, alphabets were written entirely in uppercase, or capital, letters. when written quickly and in succession, these large letters were confined to the upper and lower lines of the page and easy to read. then writers got fancy, creating letters that flowed over and under the lines. it is from these fancy letters that writers developed the first lowercase letters, which became popular and were adopted by writers throughout europe. the term *lowercase* developed much later from manual typesetting. because lowercase letters were used more often, they were kept in a "lower case" within easy reach of the typesetter. the capital letters were held farther away in an "upper case." has your appreciation of lowercase letters changed as a result of reading this paragraph?

# Winding Commons

Senior Retirement Community · 6017 Winding Way, Carmichael, CA 95608 · 916-485-0100



## Celebrating October

**Beanbag Baseball**  
*October 10*

**Howl-o-ween Pet Parade**  
*October 13*

**Haunted Horse Races**  
*October 20*

**Haunted House**  
*October 23-31*

**WC Rhythm Band**  
*October 27*



## Out and About at Winding Commons

By Mary Singewald, Activity Director

Our spooktacular month of October is starting at Winding Commons. This month is full of fun and exciting activities for our residents and their families.

The Winding Commons Beanbag Baseball team, who has been the Champs for the last two years, will be playing baseball at Roseville Commons on Tuesday, October 10, at 1:30pm. Go team! Once again, let's bring home that trophy!

Do not miss the Howl-o-ween Pet Costume Parade and Social on Friday, the 13<sup>th</sup>, at 2:00pm.

The Haunted Horse Races will be on Friday, the 20<sup>th</sup>, at 2:00pm. Bet on the ponies! This is our Open House where you can enjoy haunting refreshments and wonderful raffle prizes.

Winding Commons will once again have their very Scary Haunted House starting Monday, October 23<sup>rd</sup>, through Halloween. The black light bowling tournament will start at 9:00am. Madam Maria will be available in the house throughout the week to predict your future and read your palm. Make sure and make an appointment with her. Last year she had a waiting list.

On Friday, October 27<sup>th</sup>, the Winding Commons Rhythm Band will be in the Haunted House at 2:00pm for an afternoon of Monster Mash and Ghost Buster performances. Wear that favorite costume, enjoy the party, and chill out!

There are so many fun things to do all month, so make sure and check your activities calendar daily. October at Winding Commons is the most beautiful time of year. View the leaves changing colors on the trees in our courtyard as we welcome autumn!



## A Curious Holiday



If you're intrigued by the great mysteries of the world—from UFOs to the Bermuda Triangle to the strange statues of Easter Island—then you'll love Curious Events Day

on October 9, a day to indulge your favorite conspiracy theories. Here are a few doozies:

Stonehenge remains one of the world's most mysterious places, with scientists still baffled as to how and why it was built. The structure, made of 100 stone monoliths arranged in a circular pattern, is not only 5,000 years old but also took over 1,500 years to build. Perhaps the most curious puzzle of all is that many of the monoliths are bluestones, the smallest of which weigh several tons, and are believed to have been quarried 200 miles away. How did these prehistoric humans, with the most primitive of tools, extract and transport these hulking stones? And why? While many have theories as to the purpose of Stonehenge—burial ground, astronomical calendar, ceremonial site, center of magic—there is no evidence as to its purpose.

Under the crystal clear waters of Bimini Island in the Bahamas lies a strange sight—a half-mile-long structure composed of rectangular limestone blocks resembling a wall or road. Divers who first discovered the site in 1968 immediately believed that it was manmade. Many scientific explorations have yielded varying results. Despite the insistence that the wall is a naturally occurring phenomenon of beachrock typical to the area, some believe that this underwater causeway is evidence of the lost city of Atlantis.

In 1954 a man landed at the Haneda Airport in Japan and presented his passport to immigration officers. The only problem was that his passport was from Taured, a country the man claimed existed on the border of Spain and France. His Taured passport had been stamped from many countries. The man, distraught when told his country did not exist, was taken to a hotel by local police, but he disappeared overnight, along with his official Taured passport and driver's license.

## World's First Department Store & How Times Have Changed

The title for the world's first department store likely belongs to Harding, Howell and Co.'s Grand Fashionable Magazine located at 89 Pall Mall in St. James's, London. Opened in 1796, the women's store was divided into four sections: furs and fans, haberdashery (sewing pieces), jewelry and clocks, and hats. Thanks to the Industrial Revolution, a new middle class contributed to the rise of this new form of shopping and eventually to a new holiday, Department Store Day, on October 16.

How times have changed. With the advent of online shopping, it seems department stores may be dying off. People would rather shop on Amazon from the comfort of their kitchen table than travel to Macy's at the mall. But are department stores really dead? If only we could return to the era of glass atriums, brass clocks, grand elevators, and floorwalkers.

## Welcome New Residents!

By Darian Smith and Adriana Romano  
Resident Relations/ Sales Consultant  
Hospitality and Ambassador Leaders

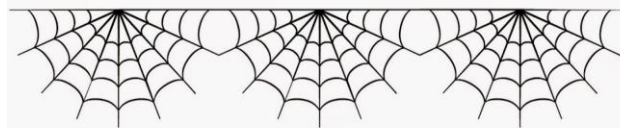
We are happy to introduce our new residents for October:

Verona Devito  
Tom & Billie Wentworth  
Margaret Ann Dukleth  
Lou Whitlow

Please make the extra effort to say hello to them. As always, give them our special WC welcome. If you see new faces having either brunch, or dinner, at our marketing table in the dining room, please stop by and introduce yourself. They just might be your new neighbors.

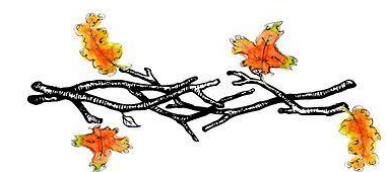
## Fall Decorating

Add pumpkins and fall leaves to your vintage bowls and vases to bring a little bit of the outdoors inside. Add cinnamon scented pinecones to a bowl (sold at the store) to add a nice scent to your home.



## Halloween BUCKET LIST

1. Decorate a haunted gingerbread house.
2. Find a special Trick or Treat event.
3. **Plan a costume dinner.**
4. *Carve Pumpkins.*
5. **Read some Halloween stories.**
6. **Visit the pumpkin patch.**
7. Have a Halloween Crafting Session.
8. *Plan a fun Halloween movie night.*
9. TAKE AN EVENING WALK WITH FLASHLIGHTS TO LOOK AT HALLOWEEN DECORATIONS.
10. *Attend a local Halloween parade.*
11. **Make a special Halloween dessert.**
12. **Make a fun Halloween breakfast.**
13. *Do a Halloween photo shoot.*
14. *Make canvas Halloween handprint keepsakes.*



I can smell AUTUMN dancing  
in the breeze.  
The sweet chill of PUMPKIN  
and  
crisp sunburnt LEAVES.

