

COOKIES FOR THE TROOPS!

Aggressive Appliances again partnered with the First United Methodist Church of Oviedo (FUMCO) during the month of June in baking cookies for the troops. Realistically, Aggressive really doesn't do very much compared to what this group has done for our U.S. Military troops serving in Kandahar, Afghanistan... we just supply space and live ovens.

What began as a simple joint congregational task of "let's bake 1,000 cookies to send to our troops", has blossomed into a large labor of love. At the beginning of the project last May 2008, instead of just committing to baking 1,000 cookies, the congregation committed to 2,000 cookies. However when the cookies arrived at the church, there were 4,000 home-baked cookies to send to the soldiers.

Each weary soldier in the region received a box of one dozen cookies. To the congregation's surprise, what began as a simple



thank you gesture to these young people serving so far from home, ended with the grateful troops pouring emails of thanks and gratitude back to the congregation for their heartfelt generosity they sent in the way of cookies. Overwhelmed by the response from the troops, the congregation has made this a continued effort of encouragement.

Aggressive entered the picture last fall as the FUMCO ladies decided they needed to stream-line their process because the home-baked cookies goal was a lot for home kitchens to handle. In June, this group baked 3,000 cookies again in the Aggressive kitchens and sent a total of 6,000 cookies to the troops. Thank you FUMCO for allowing us to participate in such a small way. ☺

FROM JERRY...

RELATIONSHIPS

The current business climate finds me attending more "mixers" than in years past, primarily to widen our circle of acquaintances, but also because in this "back to basics" economy we're reminded of the value of relationships. Everything is about relationships. From fragile ecosystems to global economies, it's all about relationships. I encourage each of us to cherish the relationships we have and build new ones as well. My suggestion to Obama is a relationship stimulus plan which would in turn take care of the economy. If he reads this we may soon be subsidizing Coca-Cola to buy the world a Coke. Who knows, it might really work..

Live well. — Jerry ☺

PHIL KEAN DESIGNS AWARDS

Our congratulations to Phil Kean Designs as their EVERGREEN model home was chosen the Home Builders Association of Metro Orlando's 2009 1st Place Parade of Homes winner. This home is also the first home in the Orlando area to receive the LEED-Gold certification award. LEED (Leadership in

Energy & Environmental Design) certification means the home complies with rigorous technical requirements for energy and water efficiency, indoor air quality and non-toxic materials.

Located in Winter Park, some of the green elements

used in this contemporary-styled home are bamboo and stained concrete floors, recycled-content walls, driveway pavers made from salvaged terrazzo flooring, and native and drought-resistant plants in the landscape design.

Aggressive Appliances is



pleased to have partnered with Phil Kean Designs in providing the Energy Star appliances used in the EVERGREEN project. ☺

AGGRESSIVELY

Better

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AGGRESSIVE APPLIANCES...

AGGRESSIVELY BETTER

1. By keeping our word and delivering on our promises.
2. By being customer centered.
3. By offering a unique shopping experience with the best selection and state of the art products.
4. By partnering with manufacturers and distributors that keep us competitive in the marketplace.
5. By furnishing our staff with recurrent training and the work tools that makes us a leader in our industry.
6. By being there for our clients, especially after the sale.

AGGRESSIVE SHOWROOM JULY EVENTS

JULY 2 - NOON
Thursday Builder
Lunch

JULY 9 - NOON
Thursday Builder
Lunch - Chef Isabella

JULY 16- NOON
Thursday Builder
Lunch - Chef Tracy

JULY 23 - NOON
Thursday Builder
Lunch

JULY 24 - 7:30 PM
Chocolatier Dessert
Party - Chef Rich

JULY 30 - NOON
Thursday Builder
Lunch - Chef Tracy

Point of View

*"Discipline is the soul of
an army. It makes
small numbers
formidable; procures
success to the weak, and
esteem to all."*

GEORGE WASHINGTON

CHOCOLATIER DESSERT PARTY

Aggressive will host a "Chocolatier Dessert Party" on Friday, July 24th, beginning at 7:30 PM featuring Chef Rich Rosado, Chef & CEO of Flame LCC (cooking school dedicated to fighting childhood obesity) and instructor at the Le Cordon Bleu Culinary School here in Orlando.

At the "dessert party", the following chocolate items will be taught and prepared:

1. (3) types of chocolate truffles
2. a fresh cake made from scratch
3. petit fours

4. chocolate dipped strawberries

The class will be interactive and each class member will participate in preparing the desserts and will take some home to enjoy. Water and specialty coffees will be provided.

Cost for the chocolatier class is \$50 per person and class size is limited to 15 people. To sign up for the class, email Chef Rich at chefrich@flamecookingclass.com, or call Chef Rich at 321-276-3821. Visa, Mastercard, American Express, and debit cards accepted.

ISABELLA'S BELLA CUCINA

Thursday, July 9th, Chef Isabella Vicari will be cooking our Thursday Builder's Lunch. She is first generation Italian, who grew up in a family owned restaurant with a passion for food and people. She prides herself on bringing her roots, her family traditions, and delicious healthy meals to the table without sacrificing taste. She will also have on hand that day her special home-made Pesto Sauce and Bruschetta Sauce for purchase at \$13.99/16oz each. Join us for a fun Luncheon with this vivacious lady.

GOLDEN HAMMER AWARD

Aggressive Appliances was given the Golden Hammer Award from Phil Kean Designs for our participation in the EVERGREEN model home and the house on Cherokee in Winter Park. These are both Parade of Home entries with the EVERGREEN model receiving HBA's 1st Place Award. Thank you to Phil Kean Designs for recognizing our staff. Receiving this award would not be possible without the hard work and dedication of everyone at Aggressive. Thank you! ☺

The Brand Behind the Brands