



## Tips For Buying Children's Shoes

The holiday season is a time for special events, dressing up, and even getting new clothing and footwear as a gift.

For parents buying holiday shoes for the kids knowing the important aspects of getting shoes that fit correctly, that provide the required support, and that are the best shoes for growing feet is always important.



To help, consider the following kid's shoe buying ideas, tips, and strategies:

- Don't buy on size and have the kids try on the shoes – this is always important as different brands can have different sizes, as can different shoe lines within a brand. Always have children try on shoes at the end of the day when their feet are going to be at their largest. This small amount of size variation actually makes a big difference.
- Wear the right socks – make sure to bring a pair of socks that are similar to ones the kids will wear with that particular type of shoe. Dress socks for dress shoes, sports socks for athletic footwear and bare feet for slippers. Ideally kids should always wear shoes in socks, as going barefoot in shoes can create an increased risk of skin conditions and problems with foot odor.
- Buy with enough space – there should be about a half an inch from the end of the longest toe to the inside edge of the shoe. This is about the width of a women's fingertip or a man's pinkie finger tip. Too much room leads to tripping and gait problems, so you can't go too large even with rapidly growing kids. The width should be snug but not tight.
- Stand up – when determining if the shoes are the right size, always have the children stand up and distribute their weight evenly on both feet.
- Check both feet for fit – it isn't uncommon for there to be slight variations in foot size. Always buy for the largest foot and don't press down hard on the toes to check or the child will curl them under by reflex. Just press gently or take an actual measurement in length of the foot and then add a half an inch for the shoe.

Look for a shoe that is made of a breathable material and that has good arch and ankle support. Quality shoes are important for kids, and they will be essential for great foot health.

## January 2016

Hello! We are pleased to send you this monthly issue of *Foot Notes*. 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!

### Monthly Joke

#### The Value of Money



Chad got a call from his bank to discuss his accounts.

“I’m afraid to tell you, sir, that your finances are in terrible shape,” the banker said.

“Your checking account is overdrawn, your loan is overdue, and your saving account is almost down to zero.”

“I know. I’m taking care of my mother, and she doesn’t have a very good idea of how much money I have.”

“Well, why do you allow your mother to spend so much money?”

“Honestly,” replied Chad with a deep sigh, “because I’d rather argue with you than with her.”

## Tips For Moving Technology

Moving to a new home can be a stressful experience, with the physical work involved in such a move combined with managing resources in different locations. Technology items are not particularly complicated to shift, but there are nuances to the likes of computers, mobile devices, and screens that make them different to other goods.

One important tip for moving a computer is to make sure all critical data has been backed up to a cloud and another device before the move takes place just in case the process of relocation results in damage to your hard drive.

If you own any vital programs, it is also a good idea to take photographs of the serial key found on the packaging or the CD itself so that even if the CD is lost, it is still possible for you to prove ownership and download installation software again without having to pay for it a second time. When packing e-readers, tablets, and other portable devices, make sure the screens have been protected from potential scratches and are not under any kind of pressure.

## Empowering Yourself After a Fall

At some point in our lives everyone suffers a fall and ends up feeling like nothing is going their way anymore. The key is to know how to respond to such a scenario and how to empower yourself and get the inspiration you need to carry on and move on.

One good tip is to be productive. Regardless of the nature of the work you are doing, producing results and being active simply make you feel good about yourself, build confidence, and make you feel like you are taking your life by the reins and not just being stagnant. You also simply to have faith in yourself; to really believe that you are capable of coping with anything that life might throw at you, and ultimately emerge triumphant. After all, you cannot ask others to have faith in you if you lack that quality yourself. Tell yourself that you are worth it every day, and before long, you will find that you believe it.

## Tips To Survive Exams

Exams can be a very stressful time for students, especially when they are in the middle of multiple exams in a short space of time across a number of different subject fields.

The key to staying calm and focused before and during an exam, and maintaining your health and personal wellbeing, is preparation.

One good tip is to be aware of your own learning style. If you are a very visual person, use color highlighters, mind maps, and pictures to help with your studying. If you are more aurally oriented, memorize information with the use of rhyme and rhythm and create mnemonics.

More physical people might want to use actual objects in their study such as mini models and flash cards or use action, movements, and touch. Social types would benefit from working with others and gaining from the cross-pollination of ideas, while the more solitary among us would be better off finding a quiet, private place in which they can study.

During your study time, you also need to make sure that you still get your eight hours of sleep per night while continuing to exercise and eat well.



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## Coping With Emotions In the Workplace

A culture of frustration and stress seems to be on the rise in today's workplace, making it an unfortunate likelihood that anger may erupt from some of your employees at some time.

This anger may take the form of sarcasm, veiled threats, and hostile looks, or occasionally in a full-on display of open fury.

The best tips regarding anger in the workplace often relate to what not to do. No one should ever get angry in return, as that will only escalate the situation, but it is also a very bad idea to correct minor details of the complaint being issued or to be patronizing or condescending to someone who is likely not only angry but feels they have every right to be.

You should also not demand that the angry person calm down, as this again implies there is something wrong with their behavior, when they clearly feel their anger is justified, nor should you quote policy at them. No one actually cares about policies.

Instead, take the time to listen to the facts, demonstrate concern, and try to find a solution.



# Coping With Anxiety

Anxiety is the major mental health issue of modern society, with one in four people estimated to suffer from it. Anxiety can also co-exist with mental health conditions like depression, adjustment disorder, schizophrenia, and bipolar disorder, but on its own, at least, anxiety is actually the mental health condition that is the easiest to treat.



**ANXIETY**

Anxiety symptoms can be managed and possibly cured quite simply by following certain steps. The first step is to work out both the nature of your symptoms and the possible cause. Once that is done, you can target the symptoms, for example, by practicing relaxation techniques to wave off negative thoughts. Anxious thoughts are one of the most common causes of anxiety, and one good tip is to learn Cognitive Behavior Therapy, which involves challenging negative thoughts not just with positivity but with logic and reason.

Mindfulness, breathing, exercise, relaxation, and meditation can also be used to manage bodily symptoms of anxiety such as heart racing, shallow breathing, nausea, dry mouth, and muscle cramps.

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## Quick Lead Generation Tips

Lead generation for B2B is a big topic, and everyone involved in the industry has their own favorite tips or strategies. However, it is clear that the biggest lead generation tips for B2B are content marketing, referrals, and in-person connections, and if you have those three working for you, your brand is likely to stay on top for some time.

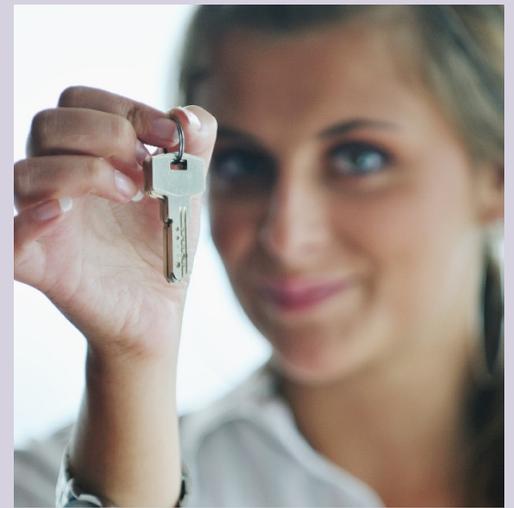


If you are just beginning to nurture such relationships and still building momentum with your content marketing strategy, there are ways to help you get more leads in the meantime.

One good tip is to add plenty of relevant calls to action that ask users to follow, share, or sign up. CTAs can either be pinned to the screen so that it scrolls up when the viewer does or simply be kept above the scroll/fold at all times.

Another is to limit the amount of decision making that the user has to make by having just the one simple CTA, which encourages your prospects to act immediately.

It is also a good idea to reuse content by bundling relevant content together for downloads or creating “best of” lists. Content can also be repurposed for different channels.



## Advice For Female Home Buyers

More and more single women are purchasing their own homes these days, with women more than men believing it to be a sound financial investment.

One of the biggest issues for women who do so is affordability.

This encompasses more than just being able to afford to pay off the mortgage every month, but everything that goes along with owning a home including taxes, insurance, emergency money, and home maintenance.

Experts say that as well as needing twenty percent of the home value as a down payment, it is also a very good idea to have funds that would cover all expenses for at least six months.

Property taxes and the cost of making repairs, even when buying a new home, also have to be taken into consideration.

One very good idea is to consult the experts before making any commitments.

Do research, work with a financial advisor, and take your time before you make any binding decisions.



# FOOTPRINTS

GOOD NEWS AND INFORMATION FOR  
THE FRIENDS OF FIXING FEET INSTITUTE

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A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN OUR CUSTOMERS

JANUARY 2016

## Rat Facts

Rats are medium sized rodents with thin tails that originally came from Australia and Asia but now live all over the world. Rats are bigger than mice, with longer legs and thinner, longer bodies. Rats come in all sizes, because there are over sixty different species. The biggest species, found in the Papua New Guinea rainforest in 2009, is known as the Bosavi Woolly Rat, which are cat-size, weighing about three and a half pounds and measuring at around thirty-two inches from nose to tail. One of the smallest known rats, which typically measures between four to seven inches long, is Osgood's Vietnamese Rat. Rats generally live anywhere that human beings also live, although a number of rat species are known to live in trees. Rats are omnivores, although many do have a preference for meat, and have been known to kill fish, reptiles, small birds, and mammals for food. On oceanic islands, a number of bird, reptile, and mammal species have been made extinct by rats.

## January Dates to Remember

January 1<sup>st</sup> – New Year's Day

January 4<sup>th</sup> – Trivia Day

January 10<sup>th</sup> – Houseplant Appreciation Day

January 12<sup>th</sup> – National Pharmacist Day

January 14<sup>th</sup> – Dress Up Your Pet Day

January 18<sup>th</sup> – Civil Rights Day / MLK Day

January 23<sup>rd</sup> – Measure Your Feet Day

January 25<sup>th</sup> – Opposite Day

January 27<sup>th</sup> – World Holocaust Victim  
Remembrance Day

January is also: Birth Defects Prevention Month

<http://www.nbdps.org/index.html>

Cataract Awareness Month

<http://www.aao.org/>

Volunteer Blood Donor Month

<http://www.americashlood.org/>

## Help us Support our Troops

During January and February we will again be collecting food, hygiene and recreational items to send to our Military Troops overseas. Just as last year, we are again working with "Packages from Home," a local organization that collects items and ships them to our Troops overseas. This organization was begun by a mother whose son was deployed back in 2004, and has grown by leaps and bounds since then.

The mission of Packages from Home is to send care and comfort packages to deployed American military heroes who are stationed in active duty theaters around the world, as well as to facilitate activities that elevate the morale of all veterans. You can learn more about this generous organization from their website at [www.packagesfromhome.org](http://www.packagesfromhome.org).

For a complete list of their needs, you can go to their webpage at <http://www.packagesfromhome.org/index.php/donations/things-to-donate/the-list> or contact our office. They will also accept cash donations to help cover postage costs to ship these items to the Troops.

To make it easy for our patients and friends to donate we have placed a box in our waiting room for you to place your donations. Please join us in supporting our troops.