

BEST
INDEPENDENT RESTAURANTS
ASSOCIATION
www.BestIndependentRestaurants.org

Platinum Plate
Award Winner
2008, 2009, 2010

"Best Family
Restaurant"

CONGDON'S DOUGHNUTS FAMILY RESTAURANT

"A Down East Favorite"

CONGDON'S PRESENTS...

SEACOAST SPRINKLES

September 2010



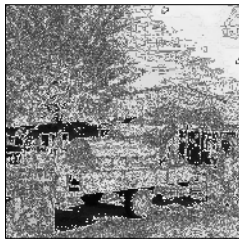
Open Daily
Closed Wednesdays
6am—3pm



Successful

Benefit BBQs

As we finish our fourth and final year of our benefit barbecues many folks have to be thanked for their hard work and dedication. Rocky Furman, Bill DiNardo, Cookie Banfield, Chuck Millian, and especially Congdon's own Carol Plorcharczyk and Mike Valente.



Over the past years we have raised over \$50,000 for area groups and charities.

Thank you to all our guests for your generosity and participation over the years.

Wedding Bells

My son, Jacob, got married this past month and I want to thank all of Congdon's guests who sent us wedding advice on how to have a happy, long marriage. Even with a few last minute wedding dress issues the ceremony went off without a hitch. I am so happy to have a new daughter in law as part of the family.

Welcome Laura



Strut Your Mutt



For one of our benefit BBQ's this summer Congdon's sponsored the Animal Welfare Society's Strut Your Mutt annual fund raiser. This years event is being held on September 12th and benefits the medical needs of the Society's animals. Crunch, my golden retriever, will be participating in this years walk and we'll be giving all of the dog participants a taste of Congdon's own doggy doughnuts. Check out their website at www.animalwelfaresociety.org

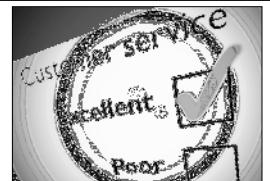
Are You Hiring?

Here at Congdon's we are always looking for great people to staff our store. On our application for employment we have a paragraph concerning what we expect out of our staff and their attitudes.

To be eligible for employment, you must be a team player. It takes many individuals to provide excellent food and legendary service. For every guest that comes in to Congdon's, we strive to give them a feeling of being pampered and comfortable as if they were a guest in our own home. We are not just another foodservice business and do not want just another employee. We want to employ the best people who are willing to give their best service to our guests. We expect nothing but the best from all the employees here at Congdon's.

The letter goes on and explains exactly what traits we are looking for from the staff here at Congdon's.

Does this sound like you? Come in today and pick up an application.



Sweet Rewards Members

Are you a member of our Sweet Rewards program and have not received a birthday or anniversary card during those months? Or have you have reached your 200 points but never received an Awards Certificate?

If this is so then your information may be wrong in our system.

Please email us or come in to let us know and we will check for you.

Info@Congdons.com



Excellent Efforts



The founder of IBM, Thomas Watson Sr., used to say, "Nothing takes less time to acquire than excellence." His advice seems to run counter to all of our beliefs that true excellence is the result of long and hard effort, much trial and error. What did he mean?

Simply that anyone wishing to be excellent only needs to stop doing less-than-excellent things.

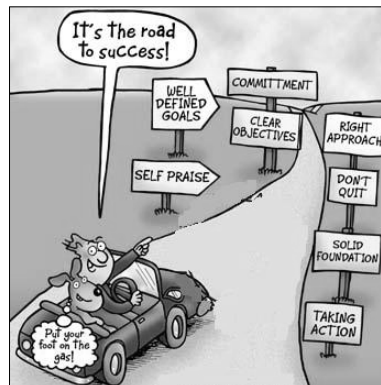
If you wanted to be an excellent parent, for example, you would first determine all of the less-than-excellent things you now do in your job as parent. Then, by Watson's thinking, you eliminate the less-than-excellent, leaving you with what's left: the excellent.

"You're the first place we stop when we come to Maine. Awesome Doughnuts, Delicious Food, and Terrific Employees!!"

Marie Wolik
Shrewsbury, MA

9 Tips to Success

- It can happen, if you have confidence in your beliefs
- Performance depends on your preparation
- Sometimes you must be flexible on the road you'll take to win
- Your inability to forgive can lead to guilt, anger and unhappiness
- Taking action on your dreams depends on you.
- Dealing with people is always negotiable
- Your most valuable asset is your earning ability and the time to act.



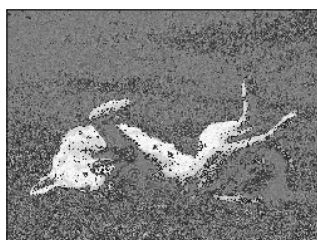
- Spend the time to investigate your investments
- Always save at least 10% of your income. Pay yourself first.

Kudos to the Maine Diner

Recently the Maine Diner of Wells, Maine was featured on the Food Networks Diners, Drive-Ins and Dives. Congratulations to Dick and Myles Henry and Staff on their national notoriety



Dog Biscuits



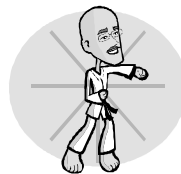
Crunch, my golden retriever, made it through another hot summer. It's a good thing we get him shaved as he does not like the summer heat. His favorite part

of summer is jumping into any body of water, coming out and then twirling around on the dirt. It looks like he's trying to scratch his back as he twirls around but I think he's just drying off. He sure does get into it and then shakes like crazy to get the dirt, sticks, and grass off of him.

September Holidays: National Blueberry Popsicle Day, 2nd; National Cheese Pizza Day, 5th, Labor Day, 6th; Teddy Bear Day, 9th; Grandparents Day, 12th; First Railroad Station Opened, 20th; Band Aid Invented, 22nd; Johnny Appleseed Day, 26th

BALD THURSDAYS

If you have lost some of that beautiful hair we all cherish you need to eat at Congdon's on Thursdays. We are offering discounts depending on your level of baldness.



10% Off Receding Hair Line

20% Off Crown Balding

30% Off Extensive Hair Loss

Food and beverage only.



Needless to say we are not going to mention your qualifications for this promotion. You have to ask for it to qualify. Here at Congdon's we do believe... **Bald Is Beautiful!**

Where in the world is this?

A free doughnut if you know this loca-



TWO FOR TUESDAYS

Earn **DOUBLE POINTS** every Tuesday on your Sweet Rewards card here at Congdon's.

By being a member of our Sweet Rewards program you get twice the value every time you eat at Congdon's on Tuesdays, good for food and beverage only.

Not a member... Sign up today and it's **FREE!**

SIGN UP NOW!

All I Ever Really Needed To Know I Learned In Kindergarten

Most of what I really need to know about how to live, and what to do, and how to be, I learned in kindergarten.

Wisdom was not at the top of the graduate school mountain, but there in the sandbox at nursery school.



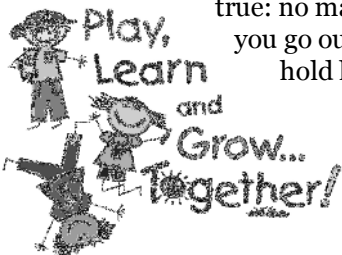
These are the things I learned: Share everything. Play fair. Don't hit people. Put things back where you found them. Clean up your own messes. Don't take things that aren't yours. Say you're sorry when you hurt somebody. Wash your hands before you eat. Flush. Warm cookies and cold milk are good for you. Live a balanced life. Learn some and think some and draw and paint and sing and dance and play and work every day some.

Take a nap every afternoon. When you go out into the world, watch for traffic, hold hands and stick together. Be aware and wonder.

Goldfish and hamsters and white mice - they all die. So do we.

And then remember the book about Dick and Jane and the first word you learned, the biggest word of all: LOOK. Everything you need to know is in there somewhere. The Golden Rule, and love and basic sanitation, ecology and politics and sane living.

Think of what a better world it would be if we all - the whole world - had cookies and milk about 3 o'clock every afternoon and then lay down with our blankets for a nap. Or if we had a basic policy in our nation and other nations to always put things back where we found them and cleaned up our own messes. And it is still true: no matter how old you are, when you go out into the world it is best to hold hands and stick together.



Welcome Back to School!

Monthly Giveaway

And the \$50 goes to...
Jack Welch from Paxton, MA

Rocky drew the winner of September's \$50 gift certificate monthly giveaway. Tricia won \$20 cash for being the server who enticed Jack to enter.

Be sure to enter our \$50 gift certificate Monthly giveaway. Your server has the entry cards and would love to have you be this month's winner. The winner can purchase anything here at Congdon's. You could get 17 Raspberry Filled Brownie Bars, 50... whatever you desire!!!

You could be our next winner; be sure to enter on your next visit to Congdon's.

5 Secrets To Happiness

There is no doubt that happiness is linked to good health. Health experts worldwide have been keeping an eye on the connection for years. Now comes yet another study: That watching an hour-long humorous video can actually release stress for as much as a whole day. Even anticipating watching a funny movie will help you lower stress levels. But if you're of the ilk that prefers to steer away from the boob tube, here are a few other tips on how to be happy—and healthy.

Don't be afraid to take a chance.



1. Adopt a pet.
2. Keep a full schedule with a number of activities and interests.
3. When somebody asks you how you are, say "Terrific!" then stand back and watch the reaction.
4. Don't ever be afraid to sound corny or hokey. Express yourself. Don't feel inhibited.
5. You do not need to search for happiness; you can find it in the simple things that surround you

In short, doing these things could replace the adage, "An apple a day keeps the doctor away."

"What is not to like about Congdon's? Great food, great service, and fresh "non-franchise" doughnuts!"

*Carmine Capobianco
West Hartford, CT*

