



O'Cajcen Seafood's

Food For Thought

July 2006



Another month has flown by...sure was quick. Now we are working on our 3rd year and I'm sure the best is to come.

I have heard some great comments about our new full service but I'm still looking for any suggestions. Always feel free to call or email me, or just let Lisa know (I will introduce her on pg 2).

As you should have noticed, this newsletter is being hand delivered, and may be for the next couple of months. Even though so many people love it, paying \$900 to mail it out was getting a little steep during the slow months of summer. But there are some alternatives...you can sign up for our VIP eClub by asking one of the servers for a sign up card or by going online to www.cajcen-kitchen.com. Plus you get all kinds of great offers there that can't be found anywhere else. These offers, as well as the envelope promotion is our way of giving back to our *loyal* customers.

My trip to Vancouver to meet with some of the best restaurant marketing minds was a real eye opener. Be on the look out for some great promotions in the upcoming months as well as some new items on the menu. I'm currently working with a Cajun chef who has some great ideas. I will be sure to keep you posted. For now, enjoy the new promotion I have enclosed inside the newsletter.

Hope to see you soon. John Barry

How To Have 15 Extra Days a Year

If you always feel harried and harassed to get everything done in your life, think about getting up an hour earlier every day. By getting up just one hour earlier every day for a year, you will add 15 entire days to your life to get things done, according to Leif Hokanson of Personal Best Consulting.

It's Time to Start Peeking!



Now that you have saved up all of your red envelopes...it's time to bring them in, UNOPENED and cash them out. Only one can be redeemed per table per visit. We have given away almost 1000 envelopes which are worth almost \$5000 in food. Don't miss out on your share!

Introducing Summer Time \$4.99 Quick Lunches

During the summer months our lunches are sort of a slow time for us. That's why, this July all of our lunch specials will only be \$4.99. That's as cheap as those fast food places. Our comes with a drink and a smaller portion of our awesome seafood. Don't forget to get your veggies at lunch...add a salad for only \$1.00. Come try them all. At \$4.99 you can lose.

We take call-ins and we cater! Just call (281) 993-1779

O'Cajcen Seafood Restaurant

1635 Broadway #117 Pearland, TX 77581

Mon-Thur 11am-9pm * Fri-Sat 11am-10pm * Sun 11am-8pm

Bikinis Banned!

The swimsuit known as the bikini made its debut on July 5, 1946. Louis Reard, a French engineer, designed the two-piece bathing costume and named it after the Bikini Atoll, the site of nuclear tests in the Marshall Islands. He hoped that the reaction it caused would resemble that of the atomic bomb. The bikini was not accepted at first. Reard struggled to find a model who would even wear his creation, which consisted of only 30 square inches of fabric. In the end, he hired an exotic dancer. In 1951, the organizers of the Miss World Contest banned bikinis; they were deemed immodest in the United States throughout the 1950s. But in 1960 the popular song, "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini" by Brian Hyland, opened a new market. In 1964, the bikini made the cover of the Sports Illustrated Swimsuit Edition. Bikinis lost some popularity in the 70s, 80s and early 90s because of growing concerns about skin cancer, among other reasons. But the "tankini" - which features a tank-top - has revitalized the two-piece market.

Five Steps To Keeping Your Life Sane

Are you constantly trying to decide which fire is burning hottest and closest to your cubicle—and which one you have to put out first? If so, you're probably in good and plentiful company, according to Ellen McGurt in an article titled "Getting out from under: Beseated by interruptions, information overload, and irksome technology, knowledge workers need help. A survival guide."

Here are her five paths to sanity:

1. **Make meetings rare birds.** Most of the latest studies show that people find meetings unhelpful time-wasters. When you do call a meeting—keep to an agenda and start and stop on time. Also, make sure your attendees turn off their phones and PDAs, just like at the movies.
2. **Make your technology mind its manners.** You might not know how, but it's probable that your technology has settings that can make it less invasive during your workday. Do you really need to hear a little beep every time someone sends you an e-mail? We think not.
3. **Make a daily donation to reflection.** Set aside an hour every day to—gasp—think without interruption. It's a radical idea—but it can be done. It's probably best done as early in the morning as possible, because this time is your best chance to score some alone time.
4. **Take a lesson from Nancy Reagan,** and "just say no." We're not talking drugs, here, we mean saying no to someone who seems to desperately need your help. We mean saying no to your frenzied boss. Once you agree to something that deters you from your original goal for the day, you'll be in trouble.
5. **Delete, we repeat, delete.** Don't let them pile up and screw up your life. Delete as you go. We'll say it again: Delete as you go. You will be glad you did.

Many New Faces, Even Better Service

If you are receiving this newsletter, that means you have already noticed, we have switched to full service at night. I have been receiving emails about our great service and just wanted to thank everyone for that.

Also, there are some new faces that you may or may not have noticed. I have several new servers working now and a new general manager. My sister, Lisa, will be assisting me with the day-to-day operations while I work on the "grand scheme of things". Please feel free to bring any concerns to her attention or mine. We are always both open to comments.

Why We Can't Feed Everyone for FREE at the Same Time!!!

This may seem like a silly title to most of you because you already know the answer. But it's time to talk about our promotional gift certificates & coupons. We love to do promotions & give you great incentives to dine at our restaurant. This year to date, we gave away over \$1100 in free food. I had lovely emails thanking us for the great time our guests had. But sorry to say, one of our guests called me a 'cheap skate' (Happy Father's Day to me) because I would not accept three expired coupons at one time. We agreed to make an exception on one of the *expired* coupons. But that was not good enough. She wanted to know why she couldn't use a birthday, clipper & Mother's Day postcard all at the same time. We have to have some rules in order to make things run properly. The other issue we run into is one coupon per party...then everyone asks for separate checks. This one goes back to the headline. Please try & understand that if you have 2 or more coupons we will be glad to extend the expiration date so you can come & dine with us again. We love our guests & we like to have fun & reward those who frequent us the most but there has to be rules. To the vast majority of our phenomenal guests who understand this, we thank you!!!

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Three Steps To Remember Peoples Names

Lynda Goldman, author of How to Make a Million Dollar First Impression, says it's very common to forget people's names when you first meet them. "You are thinking about your own first impression and what you will say to the other person, so you're not really focused on what they're saying to you."

To deal with this problem, she suggests using a new name three times. For example, you can say, "Nice to meet you, Helen. Later in the conversation, you can say, "Have you been to this conference before, Helen?" When parting, "It's been nice speaking with you, Helen."

Treat your friends to FREE DINNER at O' Cajcen Seafood, in your name, at no cost to you!

And, EARN \$3.00 GIFT CERTIFICATES for yourself to O' Cajcen per friend who receives a free dinner. That's right...for a

limited time, we are offering a FREE DINNER to new customers. We'll give each of your friends a free dinner of their choice in your name to help spread the word about the great tasting food at O' Cajcen. No other cost or obligation is required of you or your friends. This is only being offered online and we can not honor any requests inside the restaurant. Just go online to www.freedinnerforu.com/ocajcen/go

We ask that this goes only to new customers and only one per household.

O'Cajcen Helps Eagle Heights Raise \$99.88

This past semester, O'Cajcen Seafood donated \$99.88 to the Parent Teacher's Fund at Eagle Heights for participating in our Fund Raising Program. Your group or organization can participate with little to no work.

Here's how easy it is. You contact Lisa or I by e-mail, or just calling us at the restaurant. You tell us, for example, "My kid's eighth grade class is going to Washington D.C. and needs to raise some cash." We'll tell you "no problem" and set a date to make it happen right away. We'll make you a master copy flyer explaining all the details of your event. You make as many flyers as you want and pass as them out to everyone you know and everyone you don't know as long as it is not in our parking lot. On the day of your fundraiser, all the people with flyers come in, order the best food they have ever had, we'll staple a copy of the receipt to the flyers, and after a final tally we'll cut you a check the next day. Easy as pie!

How much are you going to give, John? We're going to give you *20% of the net sales* of the event. So think about what's coming up and how much your going to need and give us a call. We look forward to serving you. Thanks.

Wednesday All DAY! KIDS EAT FREE!!!!

Wednesday is the day...kids eat FREE! Just dine in with your child and order a Young'ns Meal and its FREE with the purchase of an adult entrée. All Young'n meals come with a Free drink or 100% Juice Box and either Fries or a fruit cup.

A CEO was standing in front of a shredder looking vexed as a young executive happened by.

"Darnit, the CEO said. "This is really important and my assistant is gone. Do you know how this stupid machine works?"

"Sure," said the young executive. He turned the machine on and held the paper against the opening so that the machine grabbed on to the sheet and started to pull it through.

"This is great," said the CEO. "I just need one copy."

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I would like to thank you for your continued support. And we look forward to make your dining experience a great one all year long.
John Barry

Phone (281) 993-1779
www.cajcen-kitchen.com

**Bring in your envelopes!!
It's TIME TO
START
PEEKING!**

This issue is packed...this is what's inside:

Give your Friends a free meal in your name!

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How To Have 15 Extra Days a Year

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How can you raise \$100 for your organization with no work?

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\$4.99 Lunch Specials???

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