



LOU MANFREDINI'S

HouseSmarts™ RADIO MINUTES

Produced and distributed by
Lyle Dean, Inc.
Box 797
Northbrook, IL 60065
800-768-8964
lyle@lyledean.com

PUT LOU TO WORK FOR YOU!

WHERE IS LOU? AND WHAT IS HE DOING?

Lou also hosts a two-hour weekly call-in radio show heard on WGN Radio, Chicago and dozens of other stations around the country. Multi-tasking Lou also travels the country as a spokesman for leading industry clients such as Ace Hardware and Marvin Windows.

All of that and he still makes time for his family of four active children and lovely bride, Mary Beth.



In addition to Lou's HouseSmarts Radio Minutes, he is a regular guest on NBC's TODAY Show and hosts his own weekly television series, called HouseSmarts.

RECENT FEATURES AND GUESTS

the product for a few minutes, he talked to the marketing director for the Lexington, Kentucky company. Turns out the company changed its name in response to the frequent comment from people when they saw the fans for the first time, "...that's a big ass fan." Originally designed and built for commercial applications—even churches, the fans are now available for residences. Check out www.bigassfans.com.

A listener asked Lou what he knew about Big Ass Fans. After enjoying the name of

SEASONAL TIPS & SALES IDEAS FROM LOU



This is a good time to start planning for fall lawn feeding, making sure your lawn is well-fed and healthy going into the winter dormancy. Your listeners should check with their local hardware or garden center for the best fertilizer mixture for your area and type of grass. This may be a good opportunity for hardware or garden centers to provide that message on your station!

Your station may be able to team up with your fire department and local merchants for a campaign to change batteries in smoke detectors or replace old smoke detectors at the time of the semi-annual time change in October. It's a community service that may save lives--and **its time to put the plan in place!**

If you've been using your outdoor grill frequently this summer, good for you! However, if it's a gas grill, check for accumulated grease and oils at the bottom of the grill. These accumulated greases can ignite, giving you a much bigger fire than you expected or wanted. Grill cleaning/degreasing products are available at your hardware store or home center.

TO AFFILIATES & PROSPECTIVE AFFILIATES



You're receiving this periodic newsletter sent to the 170 radio station affiliates of HouseSmarts Radio Minutes nationwide as a way to keep you up-to-date. **For prospective affiliates, we offer market exclusivity for this successful barter series. Please contact Lyle Dean at 800-768-8964 or email lyle@lyledean.com for additional details.**