



Best Omelettes on the Planet!®

**JANUARY 2012**

# ~EggHead EggZaminer~

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## Gabbing with Gaga: Allie Duby

By Misty Young AKA: *Gaga*

Okay, so the collective grandparent name is **Gaga**. It means Grandpa and/or Grandma. So, welcome to **Gabbing with Gaga!**

This month, we talked with **Allie Duby**, who has been with the Squeeze since summer, 2011. She's been a host and server at the south Squeeze, and has recently been promoted to Assistant Manager in training at the northwest location, and will move to back to the south location when she's up to speed!

A nature lover, **Allie** is comfortable in the outdoors, whether around Reno, Carson City, Mexico or anywhere on the West Coast! She enjoys hiking, going to the beach, riding horses and even dirt bikes!

**Allie** rides a KTM200, a little orange two stroke trail motorcycle, a sentimental gift she received from her godmother.

She is passionate about horses, a rider since the age of 6, and currently rides a young lady named Pie that she hopes to someday own.

As a student at TMCC, **Allie** is studying business and marketing. She has found a wide variety of other classes



interesting: nutrition, engineering, agriculture, human sexuality, "it was an awkward class for a freshman, but the teacher made it fun," **Allie** said.

She could see herself in the restaurant industry in the future, or possibly in the communications department of the Bureau of Land Management – helping the wild horse of course!

**Allie** loves her dog **Domino**, an English Pointer/Pitbull mix with a ton of energy, "she's a great dog," she said. "**Domino's** just crazy and has a great personality!"

On working at the Squeeze, **Allie** said "I've taken 4 years of Spanish, but have learned more in restaurant kitchens than I ever did in class!"

Welcome, **Allie**, thank you for your smiling, kind service to our guests, we're excited to train you as a Squeeze In Assistant Manager!

## Giving 10 is as Easy as 1, 2, 3!

1/23 that is! Dine at any Squeeze location on January 23rd, and you'll automatically be part of helping us give money to the amazing **Big Brothers Big Sisters of Nevada County & North Lake Tahoe** organization!



**Big Brothers Big Sisters**  
OF NEVADA COUNTY & NORTH LAKE TAHOE

For more than 100 years, **Big Brothers Big Sisters** has operated under the belief that inherent in every child is the ability to succeed and thrive in life. **Big Brothers Big Sisters** help develop positive relationships that have a direct and lasting effect on the lives of young people. Their mission statement is to "Provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever." How cool is that? Mentors are always needed. If you're interested in becoming a mentor or donating your time or money in other ways, please visit <http://www.bigsofnc.org> for more information.

**Dine with us on Monday, January 23rd, 2012 and help us donate BIG! We're donating 10% of ALL sales to Big Brothers Big Sisters! Get ready to count with us... ready? 1, 2, 3, 10!!!**

## Here's a Gift You'll WANT to Return!

It's time again for the fun Squeeze In **No Peeking** promotion! There's a fabulous prize purse of nearly \$30,000 and 5,000 prizes available to win! It's super easy: when you dine at the Squeeze this month, you'll receive a sealed **No Peeking** envelope with a guaranteed prize inside. But... here's the catch... you can't open it until your NEXT visit to the Squeeze! When you open your **No Peeking** envelope in front of your server, you will win the prize inside, either a \$25, \$10 or \$5 gift certificate, or various food or drink prizes. Have fun, and remember, **No Peeking!**



## Do You Dance? Do You Salsa?

The Squeeze is pleased to support the local dance scene January 5th thru 8th for the **4th Latin Dance Bachata Festival!**

This festival features 100 latin dance workshops for all levels. Dancing is fun, healthy, exciting, energizing and, if you salsa, it's HOT!

We're excited to be partnering with Salsa Reno and supporting our growing and accomplished local dance professionals!

For more info, check out: [LatinDanceFest.com](http://LatinDanceFest.com)

## Wedding Bells Again!

The Squeeze family is super thrilled to announce the engagement of Squeeze daughter, **Kay Young**, to college student and Squeeze host, **Danny Salerno!**

Like big sister **Shila's** husband **Chad**, we "converted **Danny** to the dark side" and brought him on board to the Squeeze In about 6 months ago, where he has flourished and treated our guests with kindness, efficiency and a beautiful, eager smile. We are so excited to be soon welcoming a new son-in-law and to be planning for yet another loving wedding!



## Speaking of Sons-In Law...

You've probably noticed a little less of **Chad** lately! Not only is he busy with his beautiful family with twins **Emerie** and **Wesley**, and running three restaurants, but he's also recently returned to college to pursue a degree in Computer Information Systems. If he has black circles under his eyes, he's earned them! Give him a pat on the back next time you see him. He's a superhero!

## No Stick!

By Shila Morris

As all of you Eggheads know, we love to listen to your comments and feedback. Something that many of you have said is "no more sticky syrup!" Another request many of you have asked for is warm syrup to compliment our delicious fluffy pancakes, and scrumptious french toast (or if you're like my cousin **Rickey** or me, for your ham and sausage).

What really hit it home is when our three general managers **Amanda Thorsby**, **Heidi Davis**, and **Nicole Sexton**, all also expressed a want for heated syrup, during our Oregon retreat in October.

So when we got home, I went straight to work on ordering syrup warmers and now all three locations are serving hot syrup in individual cups, that don't stick to your hands and table. Thanks to all of you for suggesting this improvement, we love pleasing you and serving you your every desire!

## Gary Finally Wins!

The Squeeze's **Hot Sweaty Busboy** finally wins big! **Gary's** been pushing for years to have a few photos in the menu and this year his dream finally came true. We've spent several months revising, refining and redesigning the Squeeze In menu to narrow it down a bit and make it easier to read. We've grouped omelettes in categories, renamed a few things, added a few items, and sent a few items packing into retirement.



*The Queen Victoria French Toast*



*The "Beautiful Bonnie," newly named for our darling EggHead **Bonnie Woods***

Many of you will be happy to hear that we now offer turkey sausage! And for those of you making a New Year's resolution to eat better and be more healthy, we've added another item to our HOP (Healthy Obsession Program) Menu called "**Shi's Super Food Scramble**" which is egg whites, spinach, broccoli, red bell peppers and zucchini all scrambled up, served with toast (dry, of course), and a fruit cup or sliced tomatoes. We've permanently added the "**Lake Taco**" and "**Wesley's Tri Tip Delight**" omelettes, and tri tip is now an option on sandwiches and salads. Another salad option is lemon butter shrimp on the Caesar. Yum! We also added a new "**Top Shelf Bloody Mary**" in our Reno locations, made with Grey Goose vodka served with a crispy strip of bacon in it!

We're so proud of the menu, we think you're gonna dig it too.



*Albert's Burger Boo*

## We Know How to Celebrate!

Squeeze In guests often comment how much fun our staff seems to be having! Well, it's true. Our folks do have a good time while they're at work and they also know how to party when

they're not working too. Here are some photos of a recent gingerbread party that Squeeze daughter **Kay** and fiancé **Danny** had at their house. Everyone had a great time building and

admiring each other's fun gingerbread houses before they were delivered to the Northwest Reno Squeeze for display during the holidays. Did you get a chance to see them?



*Our associates being silly at the gingerbread house party*



*So proud of their creations, left to right: **Danny, Kay, Alberto, Victoria, Stephanie, Laryssa, Gianna, Heidi***



*The final gingerbread houses*

# Twice As Nice

By Shila Morris

A whole new year, a whole new gamut of developments and advancements that we are so excited to experience.

**Wesley** and **Emerie** have broken through the language milestone and have started waving and saying 'hi.' It's pretty much the best thing ever. They both also say 'okay' and 'dada' pretty reliably, and lots of



*Misty with Emerie and Wesley*



*Wesley directs traffic while Emerie strikes a pose*

**Wesley** loves to clap and dance, and spin in circles, and **Emerie** loves to dress up, cuddle and prance. They both love to help fold, read books and climb everything!

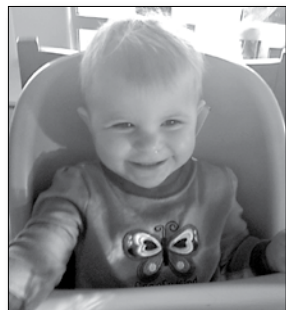
They are getting better at playing by themselves, but it's a fine line between playing quietly and being too quiet to be playing (with anything good, that is). For instance, this week I was unloading dishes and cleaning up when I noticed a certain lack of innocent baby noises coming from the back



*Gary in the playpen with Wesley and Emerie*

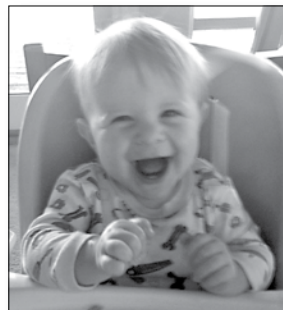
of the house, and knew it wasn't going to be good. I came around the corner to see that they had gotten the bathroom door open, dumped several toys directly into the toilet, and had decorated with a lovely toilet paper garland. Needless to say, they received immediate scoldings, and tubbies.

**Emerie** is just days away from being able to open doors (ahhhhhh!) and **Wesley** takes great delight in getting into trouble.



*Emerie*

We are enjoying having two toddlers who learn and grow everyday and we can't wait to see what 2012 brings us!



*Wesley*

## Strip at Night!

By Shila Morris

Not as scandalous as it sounds, it was actually the name of the half marathon that **Chad and I** got to participate in last month in Las Vegas with Squeeze Eggheads **Steve and Caroline Hatcher**.

Along with 44,000 other people, we ventured onto The Strip around 5:30 at night to see the sights in a way we never had before!

There were lots of Elvis's running, a few brides and grooms, and we even saw a Gumby! It was so invigorating and inspiring to be part of something so big and to be in Vegas for something other than partying!



*Chad and Shila Morris*



*Steve and Caroline Hatcher*

Big congratulations to **Steve and Caroline** for finishing, even in the 30 degree weather as it rained on them!

Look for next month's story about our wild night before the race in Vegas. Shenanigans include a couple of Eggheads, a few Squeeze associates, and even a drive thru ceremony!

## SQUEEZE CONTESTS

### Twitter Contest

Congrats to @NicoleCheslock! She won a \$15 gift certificate just for following us on Twitter. We randomly picked a follower when we reached 500, and we'll pick another when we reach 600!

**When we get to 1000, we'll pick 10 random followers to receive free breakfast or lunch for a year; free breakfast or lunch for you and 5 of your friends; and \$25 gift certificates!**

Simply follow us at [@Squeezeln](https://twitter.com/Squeezeln) and Tweet what your favorite item off our menu is with hashtag #EggHead, and you're entered! [squeezein.com/twitter.html](https://squeezein.com/twitter.html)

### Photo Contest

**Win breakfast or lunch for four (a \$60 value)!**

Send us your creative photo with one of our Squeeze stickers. Post on Twitter or Facebook, email [info@squeezein.com](mailto:info@squeezein.com) or bring in a print. Stickers are free!

[squeezein.com/photocontest.html](https://squeezein.com/photocontest.html)

## Early Bird Menu!

Hey EggHead! Looking for a great breakfast special? There's a new way to get a killer deal at the Squeeze: our Early Bird Menu, for EggHeads only, available every single day from 7 to 8am. The Early Bird Menu boasts a wide variety of items at deeply discounted prices for members only.

How about an omelette with spudz, and bottomless toast and sauce for under \$9? Quintana Foo or Roo for under \$8? Garth Breakfast Sandwich for under \$7? A fullstack of pancakes for under \$6? Yep, they're all on the menu!

Of course, you can always get an awesome deal on the Redneck every day of the year, any time of day, for always under \$10: two farm-fresh eggs prepared any way you like with spudz, toast, and your choice of ham, bacon, sausage or our new turkey sausage!

*We'll see you at 7am!*

## The Squeeze In Goes International!

Super amazing long-time guest and music producer, **Dennis Pappalardo**, loves our Squeeze In "girls" so much he created a song about them, aptly named "The Squeeze In Girls"! He sings about our sweet, fun, happy, pleasin', teasin' girls, the Truckee mountain air, rare alpine flowers, our famous graffiti and yes, of course, our amazing food!



Two of our fabulous Truckee Squeeze In girls, **Erin O'Donnell** and **Pamela Witt**

Why is it international? Well actually, it's inter-planetary and intergalactic being broadcast on YouTube! "The Squeeze In Girls" song is now on YouTube, along with an absolutely gorgeous slideshow made by the Squeeze's own **Tom Falconer**. Use your SmartPhone and this QR code to go check out the awesome song and video right now! Thank you again **Dennis**, we love the song, and we love you!!

P.S. If you're "old school" and you don't have a SmartPhone, type in "Squeeze In Girls YouTube" in your favorite search engine and you'll find it easily! Or visit [YouTube.com/Squeezeln](http://YouTube.com/Squeezeln)



## Squeeze Nominated for Award

Squeeze In has recently been nominated and is a finalist for the **Tastiest Small Business Brand Award!** We're pretty stoked to be a finalist. **Tea Silvestre**, "The Word Chef," created this contest to recognize small businesses who have strong brands that get your attention, keep your attention, and create loyalty. She wrote a super-cool case study on us and how we use social media! Check it out here:



**http://bit.ly/sBq8NA** Will you vote for us for Tastiest Small Biz Brand? You can vote up to 3 times. Here's the short link: **http://bit.ly/vGIBRS** or **http://thewordchef.com/2012/01/let-the-voting-begin-help-us-choose-a-finalist**



**Our associates at Emily's dessert party! Top row left to right: Victoria, Heidi, Emily, Andrew, Evelyn, Larlyssa, Cory. Bottom row left to right: Stephanie, Mariab, Gianna**

*The Squeeze In is happy to have donated \$500 to help our friends and neighbors in recovery of November's devastating Caughlin Fire.*

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10060 Donner Pass Road  
Truckee, California 96161



Here's what some of you have to say to the question: "What do you love about the Squeeze In?"

"The food of course and the great staff! These girls could make Mr. Grumpy smile!"  
— **Bob Swiatek, Reno NV**

"Love the atmosphere! Everyone is so friendly. I've never had a negative experience or a meal that wasn't delicious!"  
— **Emilee Guido, Reno NV**

"The food is GREAT and I love how you have to Squeeze In!"  
— **Megan Sampsel, Soda Springs CA**

"The food is exceptional and the staff are ALWAYS kind and helpful. They beat the other breakfast joints by double! I am so happy that they are in Reno."  
— **Brandi Mandeville, Reno NV**

"Everything! Been coming here since 1974!"  
— **John Johnson, Olympic Valley CA**

"I make a point of coming here whenever I'm in California! After the Squeeze In, who needs lunch? ;) Open a branch in the UK!"  
— **Chrystal Antink, York, England**

"We love breakfast and Nicole!"  
— **Andrea Emerson, Tahoe City CA**

"The funky, 70ish mismatched decor is a comfy atmosphere. The menu choice are a work of art.. I think I could come back everyday for the rest of my life and find something new to try. When our server told me I could have a latte with soy milk and sugar free, I knew I found my new place!"  
— **Chris Senko, Reno NV**

"Love the Teddy Bear Pancakes and the family friendliness!"  
— **Carol Pugh, Truckee CA**

"Friendly service, the food is excellent. Best omelettes ever."  
— **Walt Gottschalk, Reno NV**

"I love Squeezing in."  
— **Brad Henry, Truckee CA**

"The funky, 70ish mismatched decor is a comfy atmosphere. The menu choice are a work of art.. I think I could come back everyday for the rest of my life and find something new to try. When our server told me I could have a latte with soy milk and sugar free, I knew I found my new place!"  
— **Chris Senko, Reno NV**