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• WHAT'S NEW •

C

July • 2016

Issue 5 40th Year

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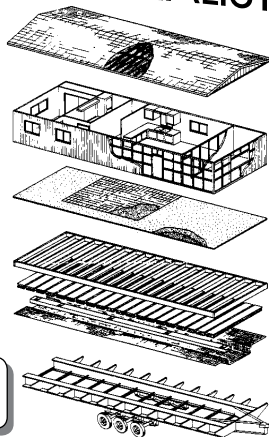
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Independent Retailer Month. Support and celebrate independent retailers across the country. Independent Retailer Month encourages consumers to shop at independent retailers in their communities, highlighting their positive social and economic impact local, nationally, and globally.

National Black Family Month. During this month, African-American families celebrate their connection, common heritage, and commitment to one another. Families around the nation seek to implement positive changes, connect through old traditions, create new ones, and participate in activities that can be continued throughout the year.

Parks and Recreation Month. Sponsored by the National Recreation and Park Association, the leading nonprofit organization dedicated to the advancement of public parks, recreation and conservation. Discover wildlife and outdoor fun at your local park.

Captive Nations Week, July 7-13. A week aimed at raising public awareness of the oppression of nations under the control of Communist and other nondemocratic governments. Begun in 1953, it was signed into law by President Dwight D. Eisenhower in 1959.

Sports Cliché Week, July 10-16. It's time to celebrate—or possibly get rid of—such common sports clichés as “We’re taking it one game at a time,” “He gave 110 percent,” “Step it up,” and more.



National Zoo Keeper Week, July 17-23. Sponsored by the American Association of Zoo Keepers to advance excellence in the animal keeping profession, foster effective communication beneficial to animal care, support deserving conservation projects, and promote the preservation of our natural resources and animal life.

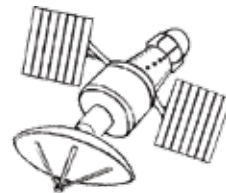
World UFO Day, July 2. Look to the skies for evidence of alien visitors.



Independence Day, July 4. Celebrate the birthday of the United States of America.

Global Forgiveness Day, July 7. Begun in 1994 to help people around the world identify with their personal need to forgive and be forgiven.

Space Exploration Day, July 20. Neil Armstrong and Edwin “Buzz” Aldrin first walked on the moon on this day in 1969.



World Ranger Day, July 31. Sponsored by the International Ranger Federation to celebrate the work rangers do to protect wildlife.

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Making room

A farmer lived in a small house with his wife and six children. The lack of space was driving him crazy, and in desperation he sought advice from the local rabbi.

The rabbi listened sympathetically to his problem. “I can help you,” he said, “but you must do exactly as I say.” The farmer agreed.



“Do you own any animals?”

“Yes,” the man said. “I have a cow, two goats, and some chickens.”

“Good. When you get home, bring all your animals into the house with you.”

The farmer was puzzled, but he did as the rabbi advised. The next day he returned, complaining, “Rabbi, the animals are all over my house! What should I do?”

“Go home and take the chickens outside,” the rabbi said.

The man went home and took the chickens away. The following day he went back to the rabbi’s house. “The chickens are outside, but we still have two goats and a cow getting in the way.”

“Take the goats back outside,” the rabbi instructed.

The day after that, the man returned again. “The goats are out in the yard, but the cow is everywhere.”

The rabbi nodded. “Now take your cow back to your field.”

The farmer came back smiling the next day. “It’s amazing! The house is quiet and we have room to spare! Thank you, rabbi!”

Not so obvious

A math professor had a very rapid and hectic lecturing style. He often simply turned his back on the class and scribbled equations on the chalkboard while speaking so fast many students couldn’t keep up.

One day a student asked a question about one of the problems. The professor replied, “Well, that’s obvious!” But the student persisted. The prof listened thoughtfully, nodding, then went out into the hallway to think. He paced the hall for 10 minutes, then returned to his classroom.

“I’ve thought it over,” the professor said. “I was right: It is obvious.” And he went right back to his lecture.



Balance your internal ‘thinker’ and ‘doer’ to bring ideas to life

Creative people can have dual personalities: the “thinker” who comes up with bright ideas and the “doer” who puts plans into action. How can you help them work together effectively? Follow these steps:

- Record your revelations. When an idea strikes in the middle of a task, don’t stop what you’re doing so you can ponder your brainstorm. Instead, keep a notebook where you can record sudden inspirations to review at a more appropriate time.
- Take time to think. Set aside some time each day when you can forget about performing tasks and quietly focus on shaping your ideas.
- Conduct a weekly review. Bring the thinker and doer together each week to decide how to turn vision into reality. Review your ideas, then create action steps to ensure they come to fruition.

Take the risk of being creative

Creativity is a risky business. Your best ideas may get shot down—or never even make it into the air. If your worries are interfering with your ability to find creative solutions to problems, keep this advice in mind:

- Practice. Don’t wait for the pressure of a crisis to start flexing your creativity. Envision some possible scenarios where you’d have to think fast to find a solution. When real problems arise, you’ll be better prepared to deal with them.
- Seek feedback. Look for people who can help you evaluate your ideas fairly. They should challenge you, not just say, “Great idea!” This will help keep your thinking sharp.
- Take small risks. Get used to uncertainty by using your imagination when the risks are minimal. You’ll build confidence as you learn what works and what doesn’t.
- Search for data. Be on the lookout for all the information you can gather about the problem you’re trying to solve—and about your organization and industry. The more facts you have, the better the creative decisions you’ll make.

When you’re heartbroken, you’re at your most creative—you have to channel all your energies into something else to not think about it.

—Florence Welch



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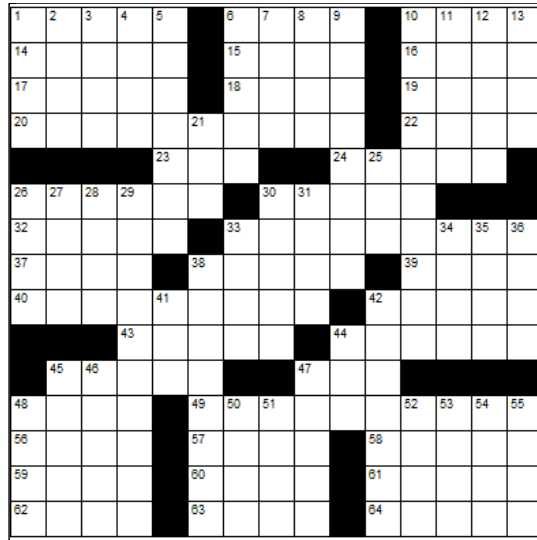
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ACROSS

- 1. Toil
- 6. Big party
- 10. Nile bird
- 14. Not below
- 15. ___ meridiem
- 16. Not a single one
- 17. Pelvic
- 18. See the sights
- 19. A period of discounted prices
- 20. Plastic wrap
- 22. Historical periods
- 23. Compete
- 24. Clotheshorse
- 26. The arch of the foot
- 30. Mixes
- 32. Interior decoration
- 33. Ruffed grouse
- 37. Jacob's brother
- 38. Lane
- 39. The peak of a hill
- 40. Ascribe
- 42. Danger signal
- 43. Timid
- 44. Wobble
- 45. Incline
- 47. Male sheep
- 48. Thwart
- 49. A written reminder
- 56. Hindu princess
- 57. Very imposing or impressive
- 58. Not tight
- 59. Not closed
- 60. Between the head and shoulders
- 61. S S S S
- 62. Ringlet
- 63. Earl Grey and orange



DOWN

- 1. Secular
- 2. Competent
- 3. Be in an agitated emotional state
- 4. Elliptical
- 5. Recuperate
- 6. Wash oneself
- 7. Dwarf buffalo
- 8. Bowl over
- 9. Genetic endowment
- 10. Numb
- 11. A panel or committee
- 12. Dental filling
- 13. Notices
- 21. A mark on a die or playing card
- 25. Arranger (abbrev.)
- 26. Bright thought
- 27. Where a bird lives
- 28. Leave in a hurry
- 29. A transparent gem
- 30. Brackish
- 31. Tall woody plant
- 33. In addition
- 34. "Shucks!"
- 35. Wound by piercing
- 36. Pitcher
- 38. Point of contact between two objects
- 41. Charged particle
- 42. Girls or women
- 44. Bitumen
- 45. Smarmy
- 46. Large commercial ship
- 47. Stones
- 48. Tailless amphibian
- 50. Sword
- 51. Flexible mineral
- 52. It smells
- 53. Amount of medicine
- 54. Utilizer
- 55. Untidyness



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Carol Zapiecki, Clearwater, FL



Young athletes embrace football

Football is the fastest-growing youth sport in the U.S., according to a survey conducted for USA Football (the national governing body) by the Physical Activity Council and Sports Marketing Surveys USA. Among American kids 6 and older, flag football showed the biggest rise—8.7 percent from 2014 to 2015, representing approximately 120,000 more young players.

Baseball came in second, with a jump of 3.3 percent, and tackle football increased by about 1.9 percent, or about 21,000 additional players.

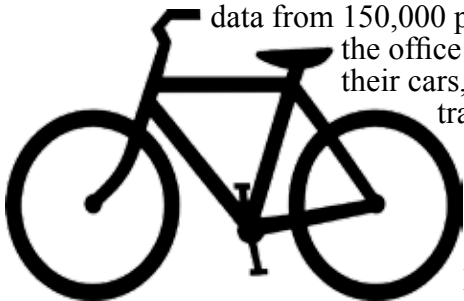
The numbers were similar in the 15–18 age group: Flag football grew 10.5 percent, adding about 100,000 players, and tackle football increased 2.5 percent, for 30,000 more players. The only other sport to grow in size among the older age group was basketball, at 1.1 percent.



Your commute may improve your health

You may not like going to work in the morning, but the way you get there can have a positive influence on your overall health. The journal *Lancet Diabetes & Endocrinology* has published a study that found middle-aged people who walk, ride a bike, or even take public transportation to their workplace tend to have a lower body mass index (BMI) than those who regularly drive.

The reason is simple: More physical activity keeps weight down and results in better overall health. Researchers at the London School of Hygiene & Tropical Medicine looked at data from 150,000 people ages 40–69. Not surprisingly, those who biked to the office weighed showed a healthier BMI than those who drive their cars, followed by walkers and then workers who took a bus or train.



Although walking or biking may be impossible for many people, the physical activity involved in just getting to the bus stop or train station can have a significant positive effect.

One measure of friendship consists not in the number of things friends can discuss, but in the number of things they need no longer mention.

—Clifton Fadiman



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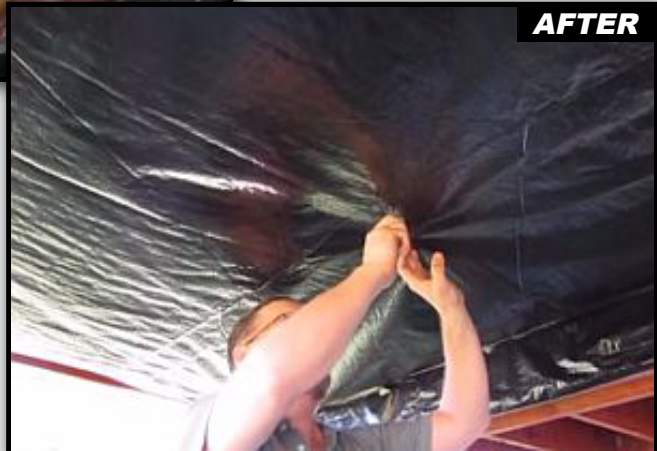
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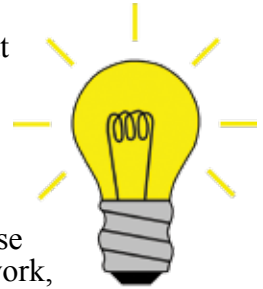
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Master the elements of successful innovation

Innovation is crucial to an organization's long-term success. To help it take root, remember that successful innovation has these basic components:

- **Imagination.** Everyone on your team should be able to think creatively, find fresh solutions, make new connections, and take different approaches to everyday problems.
- **Risk.** Every new idea carries an element of risk. Don't be reckless, but be ready to tolerate some uncertainty when you try something new.
- **Work.** Ideas won't implement themselves. You and your co-workers should be prepared to do the hard work of bringing innovation to life.
- **Optimism.** You won't always succeed, but you should maintain a sense of excitement and passion about every new idea. Some of them will work, feeding your desire to move on to the next project.




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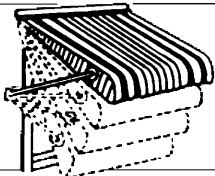


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Advice from the A-List

Celebrities aren't necessarily smarter than the rest of us, but their success speaks for itself. Here's what they have to say about achieving success in any endeavor:

- Leonardo DiCaprio, actor: "I've been very lucky to have achieved a lot of the things that I dreamt of achieving as a young man. But at the end of the day—and I truly believe this—it is not about achieving great wealth or success, because they don't bring happiness ultimately. They really don't. What matters is whether or not you've fulfilled the idea of having led an interesting life, whether you've contributed in some way to the world around you."
- Beyoncé, singer: "The reality is, sometimes you lose. And you're never too good to lose, you're never too big to lose, you're never too smart to lose; it happens. And it happens when it needs to happen. And you have to embrace those things."
- Justin Timberlake, singer: "I like being a beginner. I like the moment where I can look at everyone and say, 'I have no idea how to do this. Let's figure it out.'"
- Chris Pine, actor: "Fear runs our lives. It doesn't matter who you are. You have to understand your relationship with fear. Whether you're scared of getting into a relationship or taking the new job or a confrontation—you have to size fear up."
- Ellen DeGeneres, talk show host: "Never follow anyone else's path, unless you're in the woods and lost and you see a path. Then, by all means, follow that path."

Succeed with kindness—and these kindly tips

Nice people can finish first. The key is knowing how to use kindness to your advantage. Practice these habits until they become second nature:

- First, be kind to yourself. You'll find being nice to others easier if you build your self-respect with positive thoughts about your personality and achievements.
- Treat everyone with respect. Don't worry about who's on top. Treat everyone the way you want to be treated, regardless of their position or job title.
- Say no when necessary. You can't do everything. But when you do say no, be polite and positive.
- Plant seeds of kindness. Do something nice every day even when your kindness may not have an immediate payoff.
- Complete this statement: "If I were a better person I would ____." Then act on it.

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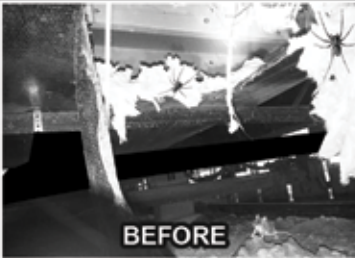


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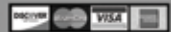
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8			9		4			
5					1			3
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9	1		2				5	8
		8		1				
6	7				5	2		
						3		6



1	5	9	4	2	8	3	7	6
6	7	4	3	9	5	2	8	1
3	2	8	6	1	7	5	4	9
9	1	3	2	4	6	7	5	8
2	8	7	5	3	9	1	6	4
5	4	6	7	8	1	9	2	3
8	3	2	9	5	4	6	1	7
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Vacation trends: Money and more

If you're making vacation plans for the rest of the year, you might be interested in some of these trends reported by the TripAdvisor website:

Seventy-eight percent of U.S. travelers plan to spend the same amount of money or more when they vacation this year, for an average of \$8,400—the third-largest budget of travelers in any country worldwide. Baby Boomers will likely spend an average of \$10,600 for the entire year, but millennials will be more budget-conscious, shelling out an average of \$5,300.



The most important factors in choosing accommodations: price (94 percent cited that as the leading factor), followed by ratings (90 percent), close availability to attractions (89 percent), and dining options (79 percent). Other amenities are crucial as well: Seventy percent of those surveyed said they wouldn't stay at a hotel without air conditioning, and 42 percent won't sign in anywhere that doesn't have Wi-fi.

High IQ = fewer friends?

How do friendships influence happiness? A study published in the British Journal of Psychology looked at data from a long-term survey of 15,000 people ages 18–28 to find out. The study found that happiness tends to increase with the number of social interactions people have.

Not too surprising so far, but researchers noticed an interesting fact: People with high IQs seem to be less happy the more they spend time with friends. The researchers theorize that people with higher IQs are more likely to find satisfaction in long-term endeavors than socializing with friends.

Diners willing to pay more for meals

Eating out can be expensive, but many consumers are more than willing to spend the money for a meal they don't have to cook themselves. The consulting firm Alix Partners, which surveys restaurant-goers, reports that diners expect to pay 1.9 percent more for their meals in 2016, for an average of \$14.25, up from \$13.99 last year.



It's the first time expectations have risen since Alix Partners began their surveys in 2007. In other findings, the survey found that consumers are nervous about food-borne illnesses, with 28 percent saying they'd never eat at a restaurant that had experienced an outbreak, and 34 percent indicating they'd wait until the restaurant had been cleared by health authorities. And just because they plan to spend more money doesn't mean they're not on the lookout for deals—56 percent say they're going to look for more coupons and other discounts this year.



A good sleep starts with good nutrition

If you have trouble getting a good night's sleep, try looking at your diet. A study by the Institute of Human Nutrition at Columbia University Medical Center in New York suggests that cutting back on sugar and fat, along with increasing the amount of fiber in your meals, may help people sleep better.

Researchers kept track of 26 men and women, and found that subjects fell asleep faster and slept more soundly on days when they ate a high-fiber diet. When their meals were high in saturated fat and sugar, they took longer to nod off and tended to wake more often at night.



The scientists note that more research is needed to establish a definite link between nutrition and good sleep. Still, eating better can't hurt.

Healthy lifestyles are rare in the U.S., study finds

A healthy lifestyle has four basic characteristics, according to physicians: moderate exercise, a healthy diet, not smoking, and maintaining the recommended body fat average. But only 2.7 percent of Americans fit those standards, researchers at Oregon State University say.

Looking at data on more than 4,700 people, the researchers determined that 16 percent had three of the characteristics, 37 percent had two, 34 percent had one, and 11 percent had zero. Other findings: Seventy-one percent of adults didn't smoke, but only 38 percent ate a healthy diet, 10 percent had a healthy body fat percentage, and 46 percent were physically active.

Do you read me? Ants send and receive via antennae

Ants may not be able to speak, but they can communicate effectively through signals they receive—and send—through their antennae, researchers at the University of Melbourne have discovered.

Ants use chemicals called CHCs, for cuticular hydrocarbons, to identify whether other ants are friendly or hostile. When CHCs are removed from an ant's antennae, it can no longer tell whether other ants are from its nest. The CHCs apparently enable ants to share basic information about their affiliation, something scientists couldn't confirm until now.

Antennae have long been known as vital to ants' behavior. In an experiment conducted more than 125 years ago, a scientist removed the antennae from four different groups of ants and placed them together. Instead of breaking out into fights, the ants interacted peacefully with each other. The role of CHCs clarifies how such communication works, scientists today say.

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-Monthly Media Staff

AUGUST AD DEADLINE - JULY 10, 2016

• Advertise BUY, SELL, TRADE ITEMS by sending copy & check to Monthly Media at P.O. Box 1023, Venice, FL 34284.
• Ads over 10 words must be accompanied by \$.80 per extra word or publisher will edit. • No mobile home sales, no
professional products or services. SORRY: No ads accepted by phone or email. DEADLINE: 10th OF EACH MONTH.



Stories to tell your grandkids

Most children enjoy hearing their grandparents tell stories. You can captivate your grandchildren for hours at a time with some of these tales that are certain to pique their interest:

- How their grandparents met. Did you meet your future wife in grade school? Did you initially dislike the man you eventually married? Children are often curious about how people in their lives ended up together—and they’ll like the joy they see in your eyes as you talk about your enduring love.
- The day their parents were born. Kids usually like hearing about their parents. Describe in detail what happened the day their father or mother was born: what time they came, what you were hearing, who helped out, and most important—how you felt.
- The day they were born. Do the same with a story about your grandchild’s birth. What preparations did you make? What did you expect? When did you first see your grandchild? What did he or she look like?
- School days. School has changed a lot since you were a child. Talk about what your typical day was like. Describe your favorite teacher. Discuss challenges you had. Tell children what life in a classroom was like without computers, DVDs, and other modern technology they take for granted.
- First jobs. Talk about the restaurant where you washed dishes, or the shop where you stocked shelves. Tell children about your best and worst bosses, experiences helping customers, and what you learned from each position.
- Proudest achievements. Think back to the moments in your life when you felt proud. You’ll teach your grandchildren to try hard, never quit, and take pride in their accomplishments.

The water cure

A man went to the doctor because he had no energy. After asking a few questions, the doctor wrote a series of prescriptions.

“Now,” she told the patient. “I want you to take the red pill with two glasses of water in the morning, the yellow pill with two glasses of water at lunch, and the green pill will three glasses of water before you go to bed.”

“Wow,” the man sighed. “What do the pills do?”

“Nothing. You’re not drinking enough water.”

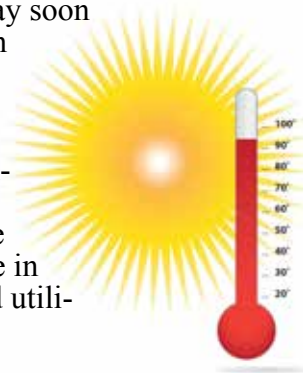




Pacific weather may signal heat waves

We don't usually expect weather forecasters to predict temperatures more than a few days ahead of time, but some meteorologists think they may soon be able to forecast periods of extreme heat up to 50 days in advance.

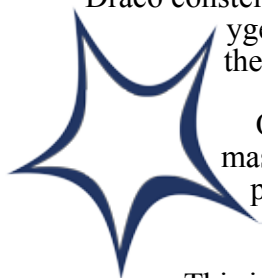
According to the U.S. News & World Report website, when a certain Pacific Ocean region experiences an extreme mixture of temperatures (unusually warm in the south and unnaturally cold in the northeast), a condition called the Pacific Extreme Pattern signals the likelihood of a heat wave to one in four 50 days in advance, and one in two at 40 days. If true, such forecasts could help farmers, cities, and utilities plan for dangerous conditions.



White dwarf is one of its kind

Astronomers have located a white dwarf star that seemingly breaks the rules. A white dwarf is formed when a dying star flings off most of its gaseous body into space, leaving behind a hot, exposed core. Most retain an atmosphere of hydrogen and helium, with heavier elements like oxygen and carbon sinking deep to the center of what's left of the star.

But the Science News website reports that scientists have discovered a white dwarf in the Draco constellation, some 1,200 light-years away, with an atmosphere that's rich in oxygen—affording astronomers a clear look into the interior of the body that they haven't had before.



One theory is that another nearby star might have pulled gas—and mass—from the star as it decayed, leaving the oxygen behind. Another explanation is that a heavy layer of hydrogen might have triggered a massive thermonuclear explosion and ripped off the white dwarf's outer layers.

This is the only white dwarf of its kind observed so far—but exceptions can help scientists understand the rules behind how the universe runs.

We are trying to prove ourselves wrong as quickly as possible, because only in that way can we find progress.

—Richard Feynman

We Need Cover Pictures! Send in Your Interesting Photos!

Get Your Picture on the Cover - We select a new and interesting picture every month to be printed on the cover of your newsletter. If you or your neighbors have fun events or activities please send in a picture and we'll enter it to be selected. Please include a description of the image and a brief release allowing us to reprint the picture. Our mailing and email address are here:



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(Allow 4-6 weeks for mailing of check). **This month's cash winners are:**

Charlie Abell..... \$100	Payless Painting	Marie Hogan..... \$5	The Plumbing Patrol
Karen Adams..... \$10	Professional Plumbing	Judy Santeramo..... \$5	Battleline Termite & Pest Control
Lillian Migliorini..... \$10	Knoblach Hearing Care	Connie Beaver..... \$5	Kathy's Cleaning Service
Teresa Henshall..... \$10	Ron Wyngarden MH Washing	Ronald Roth..... \$5	Air Masters of Pinellas
Della Fulkerson..... \$10	Battleline Termite & Pest Control	Charles Parker..... \$5	Recreational Golf Cars
Joann Curran..... \$10	Jones & Sons Plumbing	Dale Wittig..... \$5	Barron's AC & Appliance
Joyce Billis..... \$10	At Home Floors, Carpets + Color Tile	Georgine Needham..... \$5	Royal Enterprises
David Vought..... \$10	O.E. Wilson Insurance	Jerry Goodwin..... \$5	Bill the Carpet Guy
John Tucker..... \$10	Appliance Specialty	Russell Knott..... \$5	Doll Brothers Carpet & Upholstery
Veronica Watkins..... \$10	Medicine Shoppe of Dunedin	Jean Roy..... \$5	Battleline Termite & Pest Control
Louis Vonderbrink..... \$10	Perfect Repair & Construction	Nancy Liesener..... \$5	Air Masters of Pinellas
Ron Juneau..... \$10	E & E Gliddon Air Conditioning	Scotty Sutherland..... \$5	Jones & Sons Plumbing
Ellery Adams..... \$10	Air Masters of Pinellas	Clare Williams..... \$5	Battleline Termite & Pest Control
Marlene Murrrie..... \$10	Notebooks Plus	Angelo DosSantos..... \$5	Air Masters of Pinellas
Karl Pollock..... \$5	Jones & Sons Plumbing	Gordon Hanson..... \$5	Barron's AC & Appliance
Elizabeth Pattino..... \$5	Mobile Home Depot	Agnes Bellingner..... \$5	Doll Brothers Carpet & Upholstery
Ruth French..... \$5	Recreational Golf Cars	Ron Deer..... \$5	Modern AC & Appliance
Jack Murrrie..... \$5	Sunset Appliance Service	Christine James..... \$5	Bill the Carpet Guy
Betty Beveridge..... \$5	Debbie's Salon	Bobbie Smith..... \$5	Betty's Cleaning Service
Natilie Reeves..... \$5	Doll Brothers Carpet & Upholstery	Elaine Pepper..... \$5	Ron Wyngarden MH Washing
Jerry Fisk..... \$5	Denny's Plumbing, Inc	Anthony Bellino..... \$5	Bob's Appliance Repair
Phyllis Kenny..... \$5	Heller's Mobile Home Washing	Joe Roache..... \$5	Doll Brothers Carpet & Upholstery
Ray Stark..... \$5	Sunset Appliance Service	Jackie Smith..... \$5	Jones & Sons Plumbing
June Griffin..... \$5	Florida Anchor & Barrier	Stephen Fee..... \$5	Modern AC & Appliance

• Limit of one ticket per visit • Advertiser may have up to 4 winners per month • Advertiser must have bill paid current to qualify • No purchase necessary • Contest void where prohibited by law • Green tickets available at participating Monthly Media advertisers.



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