

## Why We Do What We Do

We all think we understand something about aging. It is an understanding that goes far beyond seeing our own gray hairs and wrinkles in the mirror, the forgotten thoughts that we call senior moments, the portfolios we build for a comfortable retirement or the supplements we take for aching joints. We have all been touched by personal relationships: watched grandparents and parents, even siblings, or some one single person, come into this world and move on to another place. Many of us are involved in the long-term care business because we have found a way to express our compassion to those who we want to have quality care and dignity, and even love, in later years.

My life has not been without personal experiences in long-term care that affected me on such deep emotional levels they are difficult to describe. My dear grandfather was placed in a dementia ward of a skilled-nursing facility while in his 80s because of a series of strokes that debilitated him. Whenever my family would visit, I was the only one who could look past the smell of his body or his strange, scaly skin and climb on to the edge of the bed, hold his hand and kiss his face. He did not know me, but he knew he was with someone who loved him and his face was always bright. When my once-beautiful grandmother suffered from cancer in her 70s and spent her days in a hospice facility, bald, emaciated and in great pain, I was the one who crawled onto her bed as well, held in her my arms while she cried and made sure she knew that she was truly more beautiful than I had ever seen her.

Aging is a place of fear for many and a place of hopelessness for others. This is why I work for **Assisted Living Success**. I want to provide as many resources as I can to the decision-makers in long-term care who can help improve the experience my grandparents went through, what my parents may go through and what I will eventually go through. That is why I have initiated the supplement **Memory Care Professional**. The Alzheimer's Association reports that nearly half of people over 85 have Alzheimer's disease, and that does not account for dementia-related diseases. This is near the average age of assisted-living residents. *If you are a long-term care professional you are also a memory care professional.* Our society spends at least \$100 billion a year on Alzheimer's disease. This money is for services, products, medications and treatment.

**Memory Care Professional** is the FIRST business-to-business publication of its kind. This means it is written for those who want to know more than just the latest medical data. It is for those developing new Alzheimer's/dementia facilities or modifying current structures. It is for those who want to buy products conducive to the special needs of memory care patients. It is for those who want to create a forum for discussing this growing population. And so far, the response has been tremendous! We have had phone calls from numerous people congratulating us on the initiation of such a supplement, as well as inquiries from many who want to subscribe. The most poignant conversation I had was with a gentleman whose mother suffers from Alzheimer's. He has been caring for her in his home and is desperately seeking for new ways to stimulate her and care for her. If this is your story, perhaps you'll find something in our supplement that helps you create a better quality of care for someone needing memory care.

For those of you at ALFA, welcome! Remember to visit us at booth #626, see the new supplement, **Memory Care Professional**, and pick up your tote bag filled with our May issue and special resource literature.

Warm regards,



Susan Kavanaugh  
Publisher



### Editorial Advisory Board 2003-2004

**W. Andrew Achenbaum, Ph.D.**  
Dean, College of Liberal Arts & Social Sciences  
University of Houston

**Yung-Ping (Bing) Chen, Ph.D.**  
Frank J. Manning Eminent Scholar's Chair in  
Gerontology  
University of Massachusetts-Boston

**Ruth E. Dunkle, Ph. D.**  
Professor, School of Social Work  
University of Michigan-Ann Arbor

**Nancy Erckenbrack**  
Executive Director  
Providence Center of Aging  
Portland, Ore.

**Robert Mollica, EdD**  
Senior Program Manager,  
National Academy for State Health Policy  
Portland, Maine

**Jan Montague**  
President, Montague, Eippert & Associates  
Cincinnati

**Janice R. Nestler**  
Executive Director  
Eastside Adult Day Center  
Bellevue, Wash.

**Benjamin Pearce**  
President, Potomac Group Homes  
Newton, Mass.

**Darrin Pelkey**  
Marketing director, Keiser Corp.  
Richmond, British Columbia

**William Pettit**  
President, Merrill Gardens  
Seattle

**Chris Rosenbloom, PhD, RD**  
Professor, Chairperson, Department of  
Nutrition, Gerontology  
Georgia State University-Atlanta

**David Schless, MS**  
Executive Director, American Senior Housing  
Association  
Washington, D.C.

**James T. Sykes**  
Senior Advisor for Aging Policy,  
Department of Population Health Sciences  
University of Wisconsin-Madison

**Satya Verma, O.D.**  
Professor, Pennsylvania College of Optometry  
Elkins Park, Pa.

**William Wasch**  
Author, President  
William Wasch Associates  
Middletown, Conn.

**Stephen M. Wing**  
Director Government Programs  
CVS Pharmacy  
Twinsburg, Ohio

# assisted living success

THE VOICE OF AUTHORITY IN ADVANCING QUALITY CARE

## PUBLISHER

Publisher..... Susan Kavanaugh  
skavanaugh@vpico.com

## EDITORIAL

Editor..... Kelli Donley  
kdonley@vpico.com  
Staff Writer..... Kathy Dix  
kdix@vpico.com  
Editorial Assistant..... Tina Brooks  
tbrooks@vpico.com  
Art Director..... Dolly Ahles  
dolly@vpico.com  
Cartoonist..... John Tanner

## CONTRIBUTING WRITERS

Susan F. Eckert  
Robin H. Eggert  
Sharon Leppert, RD, LD  
Clinton Lovell  
Tracy Lux  
Jim Thompson, MHA  
Charles Wright

## MARKETING/SALES

Classified Advertising Executive..... Bill Wingfield  
billw@vpico.com  
Reprints/List Rental..... Mike Saxby  
mikes@vpico.com  
Marketing Assistant..... Melanie Butler  
mbutler@vpico.com

## PRODUCTION

Production Director..... Jason Gall  
Creative/Production Manager..... Dolores Ahles  
Ad Manager..... Ed Younkin  
Group Traffic Manager..... Kimberlee Davis  
Advertising Art Directors..... Jeff Barga  
Matt Courter  
Jeff Nagel  
Karen Williams  
Color Technician..... Bruce Beck  
Web Designer..... Kim Love  
Web Content..... Sue Martinez

## CIRCULATION

Circulation Director..... Mike Saxby  
Circulation Manager..... Karen McAuliffe  
Circulation Art Director..... Nicole Hovde  
Circulation Sales..... 480-990-1101 ext. 1285  
Circulation List Rental..... 480-990-1101 ext. 2081

**VIRGO**  
publishing inc.  
health & nutrition division

**Peggy Jackson**..... Director of Publishing  
peggyj@vpico.com  
**Jon Benninger**..... Director of New Business Development  
jonb@vpico.com  
**Donna Briggs**..... Director of Marketing  
donnab@vpico.com  
**Kelly M. Pyrek**..... Director of Editorial  
kpyrek@vpico.com

**VIRGO**  
publishing inc.

Chairman/President/CEO..... Robert Titsch  
Vice Chairman/Vice President..... Kathleen Titsch  
Executive Vice President..... Jennifer L. Bolton  
Vice President/Chief Financial Officer..... Teresa Dunaway  
Controller..... Suzanne Davis  
Director of Human Resources..... Colleen VanAmpting  
Credit Manager..... Ron Brooks  
Vice President/Trade Show Division..... Kathleen Titsch

Published by Virgo Publishing, Inc.  
P.O. Box 40079, Phoenix, AZ 85067-0079  
Tel. 480-990-1101 • Fax 480-990-9819

2002  
National Mature  
Media Awards  
Winner

www.alsuccess.com



# TAKE CARE OF *yourself*

I THINK THIS AS I FALL ASLEEP AT NIGHT, filled with guilt about tasks I meant to complete but did not have the energy to do.

Unloading the dishwasher. Throwing in another load of laundry. Thawing tomorrow night's dinner. Mopping the filthy tile in the entry hall. Filling my car with gas. But, let me stop here, because this is a list that will never end.



Nurturing my precious niece Ashley.

I am a woman with a demanding full-time job. No husband or children at home now, though I couldn't imagine the added responsibility. There are millions of Supermom wannabes out there—some by choice and others by circumstance. There are millions of us, spending every minute taking care of others—at work and at home—running out of energy and running out of time to do everything we aspire to do.

This includes the stay-at-moms too. My sister-in-law amazes me with her yellow legal pad on which she writes her daily "to do" list. It also looks endless and after spending

time with her and the kids, for only one day, I am left breathless in her wake. How do we all manage? And, more importantly, are we managing or are we neglecting our emotional and physical health by trying to accomplish too much?

You've been told many times: You don't have to be perfect; you don't have to do it all; make time for yourself. You laugh and think, "Yeah, in another life." But honestly, you need to think about those suggestions again. True, women are born nurturers, but trying to be perfect or trying to do it all doesn't help you or your family. Quality is truly more important than quantity. Who is going to die if the dishes don't get done, you grab dinner from Boston Market, and dust bunnies are prolifically multiplying under your sofa?

By making time for yourself, you'll be a better wife, mother and employee. Your personal time can be spent luxuriating in a bubble bath, taking a long walk, getting a pedicure, reading, volunteering for a community project, hiking in the mountains, or meditating. Whatever recharges you, find it—because when you find it you'll rediscover a sexier, healthier and happier you.

And when Mama's happy, everybody's happy.

Take care of yourself. Use the articles in this issue to help rebuild your health and to feel better about yourself. Your world will be better for it.

—SUSAN KAVANAUGH  
susan@rbcpubs.com

“A woman's work is never done.”

azh

PUBLISHER  
Bill Richman

BUSINESS OPERATIONS MANAGER  
Rich Hybner

EDITOR-IN-CHIEF  
Kirk Kern

EDITORIAL  
Susan Kavanaugh

SENIOR GRAPHIC ARTIST  
Christine Trudel

GRAPHIC DESIGNERS  
Andy Cox,  
Jeff Nagel

ADVERTISING  
Doug Horgan  
480.961.6143

ADVERTISING COORDINATOR  
Joanie Boston  
480.961.6144

ADVISORY BOARD

Brent R. Allan, DO; Michael Basten, PT, ATC, CSCS;  
Craig Cassidy, DO; Don G. Cunningham, DO;  
Douglas L. Cunningham, DO; Lori Francoeur, MSPT, CSCS;  
Clark Fullmer, DPM; Todd Galle, DPM; Stephen D. Glacy, MD;  
Tony S. Hashemian, DDS; Dana Nitke, DO; Sanford Moretsky, DO;  
John D. Musil, Pharm.D., FACA; James Nachbar, MD;  
Dana L. Nitke, DO; Courtney A. Reynolds, MD;  
Daniel Schulman, DPM; Don Siegel, DPM; Itamar Stern, PT, OCS;  
Harry C. Watters, DO; Burrell H. Wolk, MD, FAAD, FRCP;  
Kerry Zang, DPM; Robert Zobel, DPM, DABPS

AZ HEALTH Magazine

is published monthly by RBC Publications, Inc., a division of Gannett Pacific Publications, Inc., and distributed throughout Maricopa County. Reproduction without permission is strictly prohibited.

INQUIRIES WRITE:

411 North Roosevelt Avenue, Chandler, AZ 85226  
Call 480.961.6144 Fax 480.961.6141  
©2004 RBC Publications, Inc. All rights reserved

RBC Publications, Inc. a division of Gannett Pacific Publications, Inc., also publishes, 101 North, The Magazine of North Scottsdale; LVHealth; CAHealth; ORHealth; 215 South, The Magazine of Las Vegas Foothills; and S The Magazine of Summerlin

480.961.6144

PLEASE NOTE that the articles contained in this publication are meant to increase reader awareness of developments in the health field. Its contents should not be construed as medical advice or instruction on individual health matters, which should be obtained directly from a health professional.



# In the Trenches

## Budgets, Planning, and an Eye on the Future

By Susan Kavanaugh

*Assisted Living Success* recently went into the field and spoke with several administrators in the southwest regarding operations and basic budget procedures. Bottom line? Money is tight. Expectations high.



Les Hunt, Executive Director, Sierra Pointe

### Sierra Pointe

Les Hunt is the executive director for Sierra Pointe, a privately owned assisted living and independent living community in Scottsdale, Ariz. Hunt has been with Sierra Pointe since 1999. "I came on with the company just after the ground-breaking as a matter of fact. I was involved in all of the operational planning, preliminary budgeting and, of course, hiring of all staff." Sierra Pointe has 27 assisted living apartments and 189 independent living apartments. Hunt smiles as he says that its occupancy level is at 96 percent, "Not as good as we'd like."

The fiscal year for Sierra Pointe is a calendar year. Each department head develops his own budget as part of the planning.

Even though the physical structure is pretty well set in place, Hunt indicates that the budget development and implementation is structured around residents' needs. "As we've seen what our residents' needs really are, we can fine tune some of those," he says.

The movie theater, the pool table and exercise room were all in the original plans but they were recently moved to create a larger common area and to accommodate a custom computer room with eight brand new Dell computers. "We plan for on-going maintenance as capital expenditures—a good example would be resurfacing the parking lot. We do that about every three years," says Hunt. "Carpet replacement, of course, is the type of thing that's certainly in a capital budget. We probably will be redoing that as we hit those points."

Hunt and his staff get creative with their budget by modifying space and adding new programs. "Initially we had a nursing desk in assisted living and quickly realized that was not necessary so we pulled it out to

create more resident common space," he says. Sierra Pointe also added scenic drives to its activities schedule, requiring more transportation. The area around the community is filled with mountains and desert beauty. Another addition to the budget this year is "Just for You," a pampering concierge service program. Specialty transportation is critical to the "Just for You" program.

The largest operational costs are between food and staff. Sierra Pointe has a staff of 90 plus. The assisted living component is very costly because of the 24/7 operation. Next, according to Hunt, would probably be general maintenance and housekeeping. "We're always looking for ways that we can reduce our operating costs; however, whenever we go looking for a lower cost, we're always looking for same or exceptional quality," he says. Sierra Pointe's mission is to deliver "superlative service." Hunt feels that he can be most proud of staff training and Sierra's focus on it.

### Ridgecrest

In North Phoenix, Sandy Bestic is head administrator for Ridgecrest Healthcare, a privately owned 200-bed skilled nursing facility. Bestic emphasizes the success of the facility. "Aside from the fact that we have very good clinical outcomes, the majority of our patients who are admitted are discharged to a prior level of functioning so there's not a lot of long-term residents here. So if you're looking for a subacute stay, and you know you're looking for those types of



Sandy Bestic, Administrator, Ridgecrest Healthcare

services—the complex nursing and the rehab—the facility has it and the facility can deliver on what it says it can deliver, so I think that's what makes us special."

The fiscal year is a calendar year and Bestic develops the budget with the accountant and owners using historical data from previous years. She talks with each of the department heads one-on-one to determine what is realistic and if anything needs to change. "We do have a lot of capital expenditures. The building was built in 1985 so the useful life of some things is up," says Bestic. "We're getting around to replacing air conditioners. We just purchased a steamer for the kitchen and the carpeting...we're looking at replacing. That's about a \$75,000 project."

The largest operational costs are labor. They average between 165 and 190 employees and have an average payroll of about \$180,000 every two weeks. But Bestic adds, "Internally, I would say it's labor, but if you look at the total operations for the facility, it's not labor—it's insurance. It's gone up significantly. Our premium is at \$308,000 and with no claims either. It's really impacting the facility's ability to be insured."

"We need to have creative ideas to stay in business," Bestic points out. "A year and a half ago, when we took over operations (from the former owners), there was a real threat that the building was going to close because it was losing so much money. It's just been a lot of people working really hard to make sure that the building doesn't close, and I think the staff is pretty proud of that. Everybody here has had to make adjustments to make it happen without compromising what we're here to do—which is to deliver quality care."

The facility is also pursuing getting into the business of acute rehab and having a relationship with the local hospital up the street. This would involve an orthopedic surgical group that is interested in bringing business to the hospital and then referring its patients to Ridgecrest. The facility would need to change licensure status on some of its beds to acute rehab and have different therapy intervention than what is offered for the long-term care side, but it would mean more revenue because they'd be billing at a higher rate.

If Bestic had an unlimited slush fund this year, there are at least two things she'd do. "I would refurbish the facility, and I would upgrade the insurance that's available to the employees so they had a better insurance plan."

### Westminster Village

Westminster Village is a Lifecare facility, one of only nine in Arizona. Residents pay an entrance fee and then monthly rates. Bud Hart is the executive director for this community that offers independent living with



Bud Hart, Executive Director, Westminster Village

skilled nursing care and home health services. Started in 1982 by a group of local residents, the Scottsdale, Ariz., non-profit community has 250 apartments.

Westminster Village borrows a philosophy from Hillary Clinton: *it takes a village*. The employees are trained to treat each other with respect and follow the golden rule. The first step to having happy residents, says Hart, is having happy employees.

Hart says that because the village is a service industry, most of the dollars are going to be spent in wages, salaries and benefits. "In our industry, costs are rising rapidly—property, casualty, liability insurance, wages, salaries, and benefits especially for the nursing staff and the nationwide nursing shortage is driving that up," he says.

He is clear about one thing though: The facility is 15 years old and the original service model did not account for the needs in between independent living and skilled nursing. Because residents are choosing to wait until a later age to move into the community, he sees the need for

additions. "I say the big capital things are going to be a change in the service model by adding assisted living, maybe increasing the number of skilled nursing beds, and increasing the number of home health staff."

Creativity with the budget means responding to the residents' needs, according to Hart. Westminster did not originally have a home health agency but added it as it was necessitated.

"The way we build our budget is zero-based budgeting," says Hart. "The department heads have to indicate what they need. For instance, the maintenance director may say he needs \$20,000 for plumbing supplies next year and I say 'Well, how do you know that?' He'll tell me that he spent \$19,000 last year and that he's renovating more apartments, so I say 'Okay.' We review each line item. For our board of directors, we provide narratives for each line item, with historical and statistical data." Westminster has a calendar year budget.

Capital expenses for the present have included a new chilling tower to run the air conditioning, new carpeting, sinks, faucets, dishwashers, and microwaves. It is also time to replace vehicles and buses. The community has four vehicles, ranging from a sedan to a 32-passenger bus.

Hart enjoys considering what he could do with an unlimited slush fund. "I'd buy up all the homes south of us, and I'd buy up all the homes east of us, and I'd buy up all the land and homes north of us. Instead of having a 16-acre property, I'd want to have a 60-acre property. Ten years from now, we're going to need it."

### Merrill Gardens

The 123-unit Merrill Gardens community in Apache Junction, Ariz., faces the extraordinarily beautiful Superstition Mountains. Seven additional casitas create a home for the various assisted living and independent living residents. Brenda Griner is general manager for the community and has been with Merrill Gardens for three years. Merrill Gardens is the seventh-largest assisted living organization in the world, so Brenda is frequently in touch with either regional or corporate operations on matters of budget.



Brenda Griner, General Manager, Merrill Gardens at Apache Junction

"We actually start developing the budget on a community level," she says. "As the general manager, I sit down with my department heads and we review the prior year's budget and I say, 'Okay, what was working for you and what wasn't working for you? Where do we have more expenses and where do we have less expenses?' I try to review their budget and make sure it's reasonable and in line and that we haven't forgotten anything important. Then, it goes on to the regional director of operations and she reviews it, and then it's approved by the corporate office."

A cost-of-living increase is reflected annually in the budget and residents typically see annual increases between 3 to 5 percent.

"The largest expense we see is foodservice," explains Griner. "It's probably the most important aspect of daily living to our residents and so we try to really focus on providing them quality food and quality services. Sometimes the only reason they leave their apartment is for the dining room." The community offers dining anytime.

The budget is based on a calendar year and does make room for capital expenditures. One example was the recent addition of a handicap ramp onto a sidewalk that residents had asked for. Some refurbishing of the community occurs and is approved by the corporate office. Griner believes that Merrill Gardens did a good job of planning the facility, and as a result the residents haven't asked for much.

Griner indicates that she has no need to attempt creativity with the budget because she plans for everything she thinks she might need. "I think we're meeting the residents' expectations and what they want," she adds.



# homeopathy

## CREATING ILLNESS TO CURE ILLNESS

WRITTEN BY SUSAN KAVANAUGH

In 1796, Dr. Edward Jenner discovered that by injecting a patient with a small dose of cowpox infection he could immunize a person against smallpox.

ana Ullman, M.P.H.

**MANY PEOPLE DON'T KNOW** what homeopathy is—and when they are told about it, they understand it even less. The very practice requires treating, or trying to heal, an illness or disease with substances that would create the same or similar illness. Confused yet?

We have magnificent and intelligent bodies that have innate healing abilities. Hopefully, you've seen your body at work if you've watched a small cut heal without you having to lift a finger. Homeopathy attempts to stimulate the body to recover itself and begin healing on its own, as it would have done with the cut. It does this through a principle referred to as the "Law of Similars," determined in 1876 by German scientist Dr. Samuel Hahnemann.

Through experiments with plant substances, Hahnemann discovered the body would strengthen itself by igniting its defense system in response to illness—creating remedies. Hahnemann created tinctures of these remedies that were significantly diluted.

More than 200 years later, homeopathy is still practiced because for the people who use it, it creates results and heals.

Deborah Noah is a homeopathic medical assistant and classical homeopath. Classical homeopathy relies on holistic evaluations of patients and treatments using one homeopathic remedy at a time. Consumers of homeopathic remedies are able to buy tinctures combining several different substances, and use of the remedies in this manner is not classical use.

"Homeopathy is used widely throughout the world today," Noah says. "It is extremely popular in Europe, and in the United States the manufacture and sale of homeopathic medicines is regulated by the Food and Drug Administration."

The Homeopathic Pharmacopoeia of the United States was written into federal law in 1938 under the Federal Food, Drug, and Cosmetic Act, making the manufacture and sale of homeopathic medicines legal in this country. Most are available without a prescription.

"With homeopathy, we treat the root disease," Noah says. "Say a child has a rash and you put cortisone cream on it. That would suppress the symptoms but drive the disease deeper into a different organ. The disease would then manifest as allergies, or something like that. Then the symptoms are treated again, but maybe the next thing the child has is asthma."

By the time the child comes to the homeopathic practitioner, Noah says the disease would need to be "traced" during treatment and that multiple illnesses would be expected until the root disease is uncovered. The tracing would require a variety of remedies for a variety of illnesses until the patient is fully healed.

There are at least 3,000 homeopathic remedies created from substances found in flowers, plants, trees, minerals and other things. The substances are then diluted with water and alcohol. "Less is more is the theory," Noah says. "What's been found is that the more you dilute the 'mother' tincture, the stronger it is."

Homeopathy is frequently considered a safe alternative to conventional drugs for pregnant women and children. "I think homeopathy is the best medical treatment because there are no side effects and it acts fairly quickly in acute situations," Noah says. "It's a gentle process that gets to the core of the person where the body went off balance in the first place."

Practitioners particularly recommend homeopathic remedies for ulcers, allergies, headaches, high blood pressure, hormonal imbalance and some infections.

It was also proven to help fibromyalgia during a recent study conducted by the National Institutes for Health, The Desert Institute School for Homeopathy and Arizona State University. "They measured brainwaves, did EKGs and made it a double-blind test," Noah says. "They were able to prove how homeopathy works and several people were cured of fibromyalgia." **AZH**

(For more information about homeopathy, contact Deborah Noah, H.M.A., at (602) 246-9555).

**o-me-op-a-ty:** a system of medical practice that treats a disease especially by the administration of minute doses of a remedy that would in healthy persons produce symptoms similar to those of the disease. *noun*





# Relax and Rejuvenate

## 10 HOT (and Healthy) Things to Do This Summer

In American culture, summer arrives as a time when we want to slow down and take life a little easier. Yet, it's also a time when our spirit of adventure and willingness to try new things is high.

If you're health-minded and looking for something "hot" and unusual to do, consider feeding your mind, body and soul with the following activities:

“ In summer, when the days were long, We walk'd, two friends, in field and wood; Our heart was light, our step was strong, And life lay round us, fair as good, In summer, when the days were long. ”

Wathen Marks Wilks Call

## Make a Family Movie

IT'S 2004, SO TECHNOLOGY CAN'T BE AVOIDED.

Face it: We live in a digital world. But, an excellent way to develop better relations and enrich your soul through technology is to create a light-hearted movie with your family using one of the new digital cameras. Casio makes the EX-Z30 model with no limit video recording.



Record the kids as they play in the pool. Record your spouse wearing her swimsuit for the first time this season. Catch the family during summer picnics. Make a video journal of expressions and memories. You can even download and edit the video on your home computer, adding sound such as music or narration. And, wouldn't it be fun to send this out as an electronic greeting card to friends and family?

## Start Using Cosmeceuticals

IF YOUR BATHROOM CABINET IS NOT ALREADY FULL OF COSMECEUTICALS, then it's time to brush up on a few facts about this new type of skin care. While the Food and Drug Administration doesn't officially recognize the term "cosmeceutical," the cosmetic industry has begun to use this word to refer to cosmetic products that have drug-like benefits. These are any type of beauty products that have ingredients such as antioxidant vitamins, collagens, minerals, proteins and yeast enzymes.



Many cosmeceuticals are touted as anti-aging products. StriVectin SD, the cream that is "better than BOTOX" is a cosmeceutical. Any product with glycolic acid, a natural fruit acid, is also one of these new products. You'll find a range of companies, from Avon to Suave, offering this mix of beauty and science for consumers.

## Eat Carbs

SO, YOU'VE BEEN ON THE LOW CARB DIETS and while you've lost weight you've lost a little of your personal luster. Even though, every time you turn around you hear of a restaurant or store offering a new no-carb or low carb item, nourish your body and "give it up" for carbs this summer—the good kind.



ABC News correspondent Dr. Dean Edell indicates eating whole grains and nutritious carbohydrates can be healthy for you and still help you lose weight. Stay away from processed white breads, white rice and starchy potatoes. But enjoy brown rice, whole wheat breads, and good carbohydrates like legumes beans.

Edell says, "Nutritionists agree that you can lose weight on almost any diet—high fat, high carb or the South Beach diet. The bottom line is reducing the number of calories you take in."

## Buy a Wakeboard and Take to the Water



WAKEBOARDS HAVE BEEN POPULAR NEW WATER TOYS FOR BOATERS AND SURFERS ALIKE. If you can handle a skateboard, you'll probably have some fun on a wakeboard.

The boards look like a combination of a surfboard and an oversized skateboard, made of slightly curved fiberglass. Bindings, specific footwear to use while wakeboarding, allow you to maneuver and stay on.

Wakeboards are pulled behind outboard motor boats for pleasure and competition. Some riders now enjoy ocean waves with wakesurfboards.





## Travel to a New Vacation Spot

**VISIT SACRAMENTO** for the 2004 U.S. Olympic Track and Field Trials at California State University July 9-18. Considered one of the greatest track meets in the world, the strongest athletes in the sport will vie for a chance to compete at the 2004 Summer Olympics in Athens, Greece.

Reserve a room at the Inn at Parkside, a bed and breakfast considered an urban oasis of relaxation and renewal.

Ideally located for business and pleasure, this beautiful bed and breakfast mansion is within walking distance of the California State Capitol, downtown businesses, Old Town Sacramento and the Crocker Art Museum.

## Review the Platforms of the Presidential Candidates

**OKAY, SO THE IRAQI WAR** is a controversial issue—so is Medicaid, Social Security and taxes. Are you already sick of the political commercials you've been viewing since early spring? Help keep your mind healthy with the knowledge that when you do vote in November, you know what you want and whom you want.

Start taking the newspaper, if you don't already. Tune into National Public Radio on occasion. Talk with your friends about their opinions. Visit the public library and explore any available literature or go online and do searches about the candidates' platforms.

## Eat More Green Food

**VEGETABLES ARE GOOD FOR YOU**—just like mother always said. And summer is the perfect time to add green veggies to the dinner table. If you've got your own garden and planted your lettuce in early spring, the tasty leaves will be ready during the first hot spell of summer.

When you're not eating salads or broccoli, add the power of green to your diet through supplements such as barley or wheat grass juice, available in many juice bars. Buy super blue green algae or powdered "green" drinks to mix up and guzzle. Your summer energy should increase tremendously when you eat more greens.

## Read a Classic

**SUMMER CONJURES UP IMAGES OF READING NOVELS** while lounging in the sun. If you're engrossed with brain food like "Angels and Demons," Dan Brown's book before the "The DaVinci Code," ask yourself: What am I doing? Yes, it's good to think about religion. Yes, it's fun to have read the latest bestseller, but don't forget the power of classics. Wouldn't they be fun to talk about at poolside cocktail parties?

Here's a list of wonderful classic titles to rediscover this summer: "To Kill a Mockingbird," "Candide," "Catch 22," "The Little Prince," "Little Women," "Don Quixote," "David Copperfield" and "As I Lay Dying." Summer offers plenty of time to get through these exceptional works of fiction.

## Study a New Language

**STRETCH YOUR MIND AGAIN**, perhaps while you're reading those classics, and enroll in a conversational language class in French, Spanish, German or Italian. You'll meet unique people, most assuredly enjoy ragged and raucous conversation, and be prepared for that trip overseas you've always wanted to take.



Not sure what language you'd like to study? Knowing Spanish would be an asset to your professional life and a handy tool since a CBS news report indicates that the Latino population is surging everywhere, from 23 percent in Wyoming to almost 400 percent in North Carolina.

## Pray

**SCIENTIFIC DATA INDICATES** we produce endorphins when we experience a connection with whatever we consider God to be. Through the experience of prayer and seeking God, we can create much better lives for ourselves. These "happy chemicals" actually heal us, much like exercise and laughter can.

Your Higher Power may not be found in a traditional sanctuary. Your church, temple or synagogue may be the ocean or a mountain. Seek out these places, go there and quiet your inner thoughts while asking God to hear your prayers. If you haven't been to a regular religious service in awhile, go again. And, take the family. Not only will you feel better, but you will all feel closer as a result of the shared experience. **CAH**



**Watsonville**  
**NOW OPEN**

**728-GOLD** 120 Westridge Dr.  
Hwy 1 + Green Valley Rd.  
(4 6 5 3)

**Creekbridge Village**  
**The Legend is Coming**

**Spring 2005**

