

March 2014

# *Put Old on Hold*

## *e-Magazine*

*Advocating Balanced Lifelong Growth and Productivity*

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Cake

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# Lessons from a Butterfly Cake

By Mary Lloyd

**S**ometimes, it takes a while to “get it.” I learned that via my two-year old granddaughter’s birthday cake a few days ago.

I’ve coveted the role of designated birthday cake baker for four years now—ever since her older sister turned one. But, alas, I am not the only grandma, and I’ve somehow ended up second in line until this most recent birthday. So when I got to do this cake, I was *ridiculously* excited.



Mary Lloyd’s Butterfly Cake

I have done plenty of birthday cakes. I’m from a family of nine; I started making birthday cakes before I was ten. Plus I made my own kids’ cakes. But my children are sons. I’ve done trucks and volcanoes and even manufactured enough fake pies for a birthday pie fight one year. But I’ve never had the chance to make a little girl’s cake. I *really* wanted to make a butterfly cake.

Late last week, I got that chance. And I went nuts. If you cut a round cake layer in half and then cut each half again on the diagonal so one piece is twice as big as the other, when you lay the four pieces on a tray with the curves on the inside and the small pieces below the big ones--ta da!--you have a butterfly. Thank you, internet.

But a butterfly needs a body...and a head...and *antennae*. I wanted those parts to look more real than the piece of stick candy the original pattern called for. And the wings had to be *beautiful*, which meant colored sugars in the perfect hues and assorted sizes of colored candies.

I searched the baking and candy aisles at two grocery stores, the cake decorating section of two craft stores, the candy aisle at Toys R Us (a bonanza—unless you are into childhood nutrition), and the food section of an import store looking for this stuff. It is not an exaggeration to say I spent more time trying to find the perfect materials for that cake than I did buying a couch.

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Eventually, I hit on the idea of shaping pieces of cooked spaghetti into really cool antennae. They hold shape nicely once dry. (They were probably the healthiest thing on the cake, too, since it was whole wheat spaghetti.) I flattened neopolitan coconut candy with a rolling pin and cut circles for the head using an antique bouillon tube my mom kept for cutting donut holes. By stacking four circles on top of each other, I could secure the antennae and eyes (candy coated, chocolate covered sunflower seeds).

The razzle dazzle, orange sparkly, store-bought decorating sugar looked like cellophane shreds on a trial run, so I de-emphasized that in the “wing design.” I scuttled the sprinkles because the colors were too garish. I ended up custom dyeing granulated sugar in an attempt to get just the right hues. For five days, my highest priority was that cake.

All went well with the baking, frosting, etc. I sorted candies by color and applied them one small piece at a time with a jeweler’s pliers. I put the candy coated sunflower seeds around the base for extra effect. I added more candy dots on the wings. I fussed with it. And fussed with it some more. I was way past “overboard” by the time I decided I was finished.

And when it was done? It was...just a cake. A cake that looked like a butterfly. A cake that was just a small piece of a fun day for an adorable little girl. The two pink candles were blown out with wide-eyed innocence. It tasted fine.

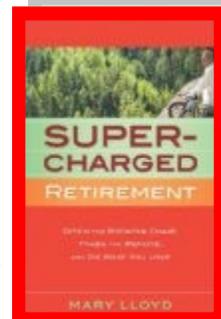
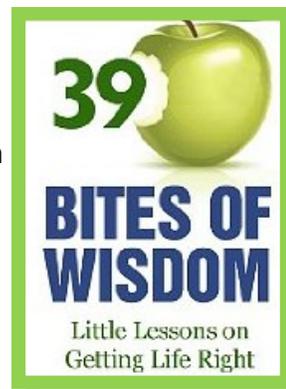
The cake served its purpose well. But I felt oddly off balance. Why I didn’t feel better about what I’d spent so much time creating?

Then I finally got it. The obsession hadn’t been about a perfect cake for my granddaughter. A burst of wild creativity had inundated me once the dam of “permission” had been breached. I didn’t need to be a grandma to make that cake. I just needed to let myself “go play.” I’m happy I got to do Cora’s cake, but sad that I waited so long to bake a butterfly.

I liked being part of helping my granddaughter turn two. But even better, I will bear no resentment if the other grandma wants to make all the cakes from here on. She does it well (We’ve had a ladybug, a sand castle, a princess, and a fairy castle, all beautifully done.) I don’t need “my turn” doing the girls’ birthday cakes. My priority is going to be nurturing their own creativity. And to model that by not waiting for permission to indulge in creative play myself.

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Mary Lloyd is a consultant and speaker and author of *Supercharged Retirement: Ditch the Rocking Chair, Trash the Remote, and Do What You Love*, a guide for readers to build their own best retirement. Her first novel, *Widow Boy* will be out in 2014. For more, see her website, [www.mining-silver.com](http://www.mining-silver.com).



# *How to Loosen up Winter Stiffness*



**By John Paul Ouvrier**

Is it cold where you are? Has your body tightened up from the cold and snow? Well if so, here are some wonderful ways to get you up and going again.

Science has not proven that cold makes muscles stiffer directly. It has been proven that changes in barometric pressure affects joints. Some of us have weather men who can predict today's weather living in our knees! We know that our blood flow changes to protect our vital organs when it's cold and certain medications don't help. Yet the big culprit when it's cold is usually from not enough movement. (However, be safe and check with your doctor.)

So how do we move more when it's cold, when we can't get out and move more? Here are some exercises to do, in a seated position to help move things around to increase the blood flow. And don't let the body fool you just because you have the ability to not feel the cold—stay extra warm.

You can do these exercises anytime of the day, especially if you've been sitting for a while. The goal is to get the blood moving around and these exercises are easy. Therefore, you can do them as many times as you need as they are designed to energize you. Here we go:

First, divide the body into two areas; the lower body and the upper body.

## **The Lower Body; the Legs**

Sit up tall in a chair with your feet flat on the floor.

**Foot Rolls:** Pick up one foot at a time, a few inches off the ground, or whatever is comfortable, and roll each foot around ten times clockwise, then counter clockwise.

**Foot Pointers:** In the same position, one foot at a time, point the toes away from you, and then flex them back toward you ten times on each foot.

**Leg Extensions and Heel Pull Backs:** With one leg at a time, extend the foot away from you until the leg is straight, tightening up the muscles on top of the legs above the knees (the quadriceps). The easiest way to do this is to place your finger tips on the leg muscle itself right above the knee and try to tighten that muscle up. Next, once the leg is extended, pull the heel back down toward the

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floor tightening up the underside of the leg. Do this ten times on each leg.

**Butt Squeezers:** Sitting with both feet flat on the floor, squeeze the butt muscles in nice and tight. And if you end up squeezing all the muscles that control the flow of urine at the same time, which many people do, that's okay. Do this ten times.

### The Upper Body; Everything Else

Same position; sitting up tall in the chair.

**Loosen up your shoulders FIRST!** When the shoulders tighten up, your head pushes forward and the back rounds forward. This pushes down the chest, squashing your intestines and lungs, making deep breathing difficult. This in turn makes you feel tired and lazy, which doesn't help when it's cold. Not only that, this pitches your body weight forward, which automatically hurts the balance.

**Roll the shoulders around.** Sitting up tall, and breathing deeply, lift both shoulders up to the ears, relaxing the neck area, and then pull them both backwards while you breathe in deeply. (You may find this action similar to a yawn.) Do this ten times.

**Roll the shoulders the other way.** Same idea, yet instead of front to back, pull the shoulders backwards first and then bring them up. Do this ten times.

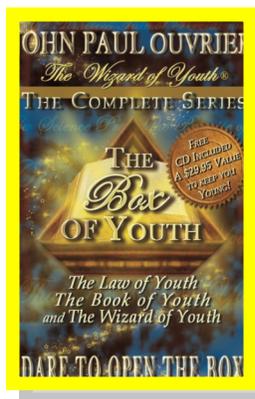
**Roll each shoulder separately.** You can roll one shoulder and then the other, or roll one at a time. (If you do both, you might just start dancing!) Do this ten times on each side.

**Turn your back and head to each side.** Lifting up tall and breathing deeply turn as far as you can twist to the right, and then left. Work on twisting your back first- NOT THE HEAD, and holding for thirty seconds on each side. Then go back to a forward facing position and turn the head gently, side to side for ten times on each side. (Don't turn too much!)

**Then move the arms around.** Move them back and forth and shake them out some, and you should be good to go!

The idea is to get good blood flow into the muscles and to turn on all the nerves in the body so that your movement is safe and easy. Let this article be a guide to get you started; adjust or move in ways that are better suited to you. Stay warm and God Bless!

**John Paul Ouvrier**, known as The Wizard of Youth, is a fitness trainer who specializes in working with older adults. Please consult with your doctor or medical professional before beginning this or any exercise program or advice. The contents of this article do not constitute medical advice. Contact him at [John@wizardofyouth.com](mailto:John@wizardofyouth.com), and bring him in to entertain your audiences! <http://wizardofyouth.com>. & <http://fitness4charity.org>.



# Can Too Many Rules Bring Out the Bully in Some People?

by Joyce Shafer

We rely on rules to prevent chaos, but do rules ever get in the way of what's natural? Is chaos ever a good thing?

We resist and or fear both unnatural chaos (for good reason) and natural chaos (because we've been conditioned to), so we rely on policies and rules to ease individual and collective fears and, we usually hope, to smooth life's path. How's that really working so far? Can we go too far with this?

Can chaos ever be a good thing? What if natural chaos actually contributes to desired improvement? Let's see.

## No-Rules School Has Remarkable Results

I read an article posted on a social site: "School ditches rules and loses bullies." It was a fascinating and revealing account of an Auckland, New Zealand, school that, as part of a university experiment, got rid of the playground rulebook (and all rules, which was beyond what the experiment required) that had been created to do what you might expect such rules to do: protect children and property, and maintain order. The astonishing results of the no-rules experiment were there were fewer injuries, less vandalism, and a significant drop in bullying. Also,

concentration levels in the classroom increased. Could this remarkable result also apply outside that school's environment, for all of us?

Principal Bruce McLachlan said, "We want kids to be safe and to look after them, but we end up wrapping them in cotton wool when in fact they should be able to fall over." This return to what it was like before health and safety policies began to rule at the school led to the re-realization that the activities and fun children create when allowed to, without numerous restrictions, kept them so occupied and creative that the time-out area was no longer needed, nor were as many teachers required to keep watch. "The kids were motivated, busy and engaged. In my experience, the time children get into trouble is when they are not busy, motivated and engaged. It's during that time they bully other kids, graffiti or wreck things around the school." The children were happy, and parents were happy because their children were happy.

The article went on to comment that a certain amount of risk-taking develops parts of the brain and develops the ability to work out consequences of actions. "You can't teach them that. They have to learn risk on their own terms. It doesn't develop by watching TV; they have to get out there."

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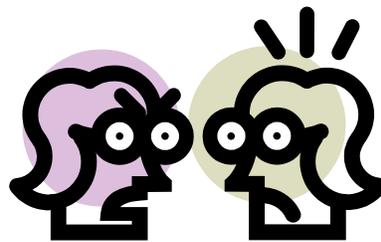
### What People Revealed about No Rules and Them

Interestingly, the comments that resulted on the social site posting were equally revealing. One person was insistent (despite the proven results) that without rules, bullying would increase. The poster (both a mother and in the educational field) replied that children would learn consequences of actions and to defend themselves; and that in adulthood there is no teacher to run to. A replier to the poster's comment stated that because he'd always had an adult to take care of everything for him when he was growing up, as an adult he doesn't know what to do in certain circumstances. Another replier feared that children would be punished for standing up for or defending themselves, as had been her experience (which mimics what does happen in society at large: for example, a resident can be sued by a thief injured while breaking into the resident's house).

The replier concerned about a potential (or, in his opinion, inevitable) increase in bullying wrote: "I get all that, but I think that no matter what, there would still be bullies. I know I, for one, would see this as an opportunity to be an even bigger bully. No rules? Then there would be more punishment for disobeying me. I'm not trying to say it's a good thing, but I think it could lead to some not-so-good things." The poster

replied, "That's the society we've become. You're right. It's kind of scary, not to mention that kids allowed to explore and make their own mistakes are often the ones that are inventors and the great thinkers. It would be a different world if we were allowed to just experience life, rather than just doing what we're told."

At this point, I added my two-cents-worth: Bullies happen—in the schoolyard



and in the bigger world. They can legislate behavior all they want in both venues, but there will always be those with either the primary psychosis (from birth) or secondary psychosis (from conditioning), who act out as bullies. The only thing legislating behavior does is oppress those who don't need the rules in the first place, those who know how to behave or who figure it out as they go—who figure out that they have a choice: find a way to co-exist as peacefully as possible or get into trouble. They can legislate behavior out the yin-yang, and it'll still be the bullies who come out to "play" while all the others are following the rules—the unnecessary rules. It's a

matter of how much freedom will we give up because there are bullies in the schoolyard (or the global environment) who don't play by anyone's rules.

### The Difference between Natural and Unnatural Chaos

Natural chaos and unnatural chaos spawn different experiences and outcomes because of the energy and motivation inherent in each. In the matter of Prohibition, a law put into effect in the U.S. in the 1920s and pushed for by those who wanted to control others' personal choices, specifically alcohol consumption, the *unnatural* chaos created by the imposed rule resulted in an escalation in organized crime and other crime, violence, and imprisonment. In the matter of the school and playground experiment, the *natural* chaos created by removing the rules so children worked things out for themselves (within reason, as they *were* children) resulted in enhanced self-learning, self-modifying, creativity, harmony, productivity, conflict resolution, self-governing behavior, and focus and attention. Although the article didn't mention this, it's difficult to imagine that a boost in self-confidence and self-reliance was not also a result.

How much of the chaos happening in the world now is actually caused by more or certain rules or policies being added or remaining rather

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than going to the true root of the matter and addressing the individuals causing the real problems? It's become the "norm" in society to treat symptoms rather than target the true cause, be it alcoholism or health or whatever. It's also become the "norm" to make rules everyone must follow, not just those who actually need proper and effective attention. It's like what sometimes happened when I was in school: one student misbehaved and the entire class was punished.

**Are All Rules Reasonable or Rational?**

We're in a society that rewards people who follow the rules, even the nonsensical or infringing ones. The "rewards" are that they don't get penalized; they get proverbial pats on the head; they get to feel superior to rule-breakers (or be envious, depending on the rules not followed). We have a profusion and confusion of rules, and the letter of the law tends to be followed rather than the spirit of the law. At a lower point on the gradient, specific utensils are to be arranged in a particular order and used as appropriate when you dine or you're thought to be unsophisticated, low, less. At a middle point, stop signs at intersections are to encourage safety and avoid confusion; but if it's three in the morning, no traffic anywhere, with clear visibility in all directions, and you slow or pause rather than stop,

you could get a ticket because you broke a rule. At a more extreme point, something is legal in one county or state, but illegal in another; legal in one country, but illegal in another; immoral for individuals, but moral (or deemed acceptable) for those in positions of power. There are personal-choice decisions made for us that we should be responsible to make on our own.

If everyone everywhere learned and followed the moral compass to never steal or violate in any way the life, property, and security of anyone, and taught this to their children, what need of rules would there be? Who would need to create rules, and for what reason? The replier to the post about bullying believes the world would be an even more unsafe place without lots of rules and perhaps even more of them, then went on to explain why: because without them, he would be abusive or more abusive. During the experiment, I venture to say that any bullies who did attempt their behaviors with the children in the schoolyard were dealt with by the children.

For those who ignore moral right anyway, there is usually only one way to deal with or stop them: deterrents

regarding their own well-being, to give them pause before they choose to exhibit such behaviors or to help them correct behaviors. This may sound harsh to some, but it's akin to preventive healthcare. In the school experiment, it's possible that several children stood together to oppose a bully who then backed down, or perhaps they refused to include any bully in activities and play, until the bully

chose to behave better and did, and perhaps demonstrated a sincere desire to contribute in a productive way.

**Who Are We At Our Core?**

If some people never broke or ignored certain and, particularly, unnecessary rules, including academic; never thought outside of the creativity box; or colored outside the lines, we'd have a poverty of inventions, innovations, improvements, and cultural arts. We could, indeed, become better problem solvers than we currently are, individually and collectively. Natural chaos brings our attention to where problems or issues exist so we can resolve them in a beneficial way—or is supposed to. But so many, as with the replier, hold the belief that mankind in general, as individuals and as a collective, are incapable of

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controlling their behaviors and actions or of truly knowing and honoring the difference between moral right and wrong, so must have rules imposed on them/us. All we have to do is look around and realize this is not wholly true or accurate. Yes, there are those who seem not to possess a moral compass or would act against their moral compass, but they could be addressed individually, as needed. Their unnatural chaos tendencies could be managed. And if you think about it, those who do not follow a moral compass are outnumbered by those who do.

Natural chaos causes inventions and innovations to flourish, as has happened throughout history: We have no cause to fear it, but every reason to embrace it. As Plato said, "Necessity ... the mother of invention." Chaos is a teacher, including teaching us what *not* to do. Fear of chaos can lead to the death of imagination, and to the end of freedom, on a school playground or in daily life. Ben Franklin said, "Those who would give up essential liberty to purchase a little temporary safety, deserve neither, and will lose both."

The school experiment demonstrated the positive results of natural chaos and the freedom to address it that leads to better self-governing, personal responsibility, and improved creativity, productivity, and

cooperation required for quality problem solving and as-peaceful-as-possible co-existence. The rules had, previously, created something of a mental, imaginal, and socially restrictive enclosure for the children. The absence of the rules opened "doors and windows and skylights" to let freshness into their minds. It

to create a better state of existence if the one experienced isn't working as well as it could. We, as individuals and a collective, have an obligation to ourselves and others to work on and increase our consciousness and awareness so that rules are not required for peaceful co-existence and quality of life.

The school children in the experiment proved—or rather, *reminded* us—that this is possible. It's a good practice, one you'll appreciate.

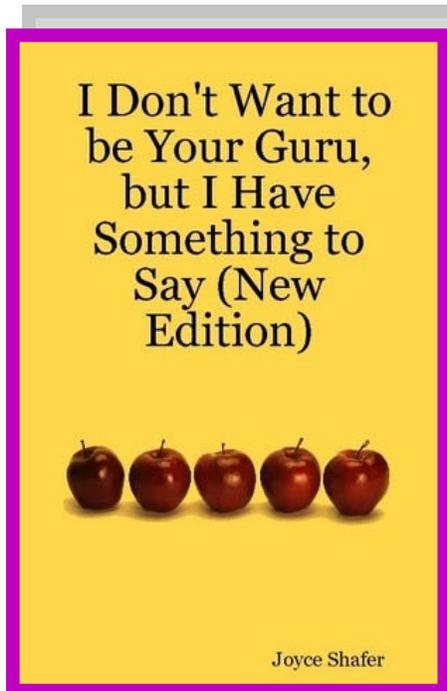
Practice makes progress.

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Joyce Shafer is a Life Empowerment Coach dedicated to helping people feel, be, and live their true inner power. She's author of "I Don't Want to be Your Guru, But I Have Something to Say"

and other books/e-books, and publishes a free weekly online newsletter that offers empowering articles. See all that's offered by Joyce and on her site at <http://stateofappreciation.weebly.com>

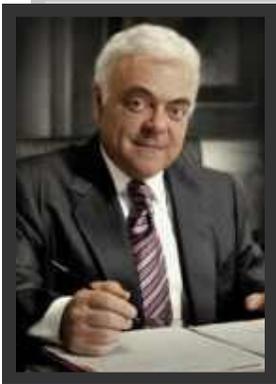


opened a beneficial level of freedom for the students, teachers, and, yes, even most of the bullies.

Imagination and freedom of thought, word, and action—guided by moral right and Natural Laws of the One Creator and a mutual understanding and agreement about these—are needed to create, including

# TESTOSTERONE: JUST HOW RISKY IS IT?

By Micheal E. Platt, M.D.



Two recent studies have indicated that testosterone replacement therapy causes a significant increase in the incidence of heart attacks, death, and strokes. As a result, our friends at the FDA are planning to investigate whether there should be a concern about the use of testosterone.

Let me start by providing some facts:

1) Nearly 100% of men who have heart attacks have been found to have low testosterone levels.

2) The heart has more testosterone receptor sites than any other part of the body.

3) Studies done at the NIH have indicated that men with massive heart attacks always go into severe congestive heart failure (CHF). However, they were able to demonstrate that those men given testosterone at the time of admission to the hospital never went into CHF.

4) There have been studies that have shown that atrial fibrillation has been eliminated by using testosterone.

There are many urban legends in medicine. One of the more prominent of these mistruths is that testosterone causes prostate cancer. I now suspect that we have a new urban legend about testosterone in the making. When looked at logically, one might ask the following: if testosterone causes prostate cancer as well as an increase in the incidence of cardiovascular disease, then why is it that men in their late teens do not have these problems at a time when testosterone levels are highest?

The fact is that testosterone can easily convert into estradiol, the strongest of all the estrogens. It is well known that estrogen cannot only cause vascular problems, but is also the underlying cause of prostate cancer in men. Even though there are easy ways to prevent this conversion of testosterone into estradiol, I suspect that the majority of doctors prescribing

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testosterone fail to consider those potential problems related to estrogen. Another point to consider is that those men with the highest testosterone levels have been found to have the lowest incidence of prostate cancer.

I would also like to point out that the majority of doctors who prescribe testosterone are actually treating lab test. When it comes to hormone replacement, you can never go wrong treating a patient, but you go wrong treating a lab test. Consider the following: testosterone is released early in the AM, usually around 2-3 AM. Many men experience morning erections around this time or a few hours later. The absence of morning erections is actually the most reliable indication of a low testosterone level. Instead, doctors rely on a test that is taken hours after the hormone has been released, by which time it has attached to many receptor sites so that reliable levels can no longer be assessed by testing blood levels. As a result, a low level is noted and testosterone is often needlessly prescribed.

This scenario is more problematic when it comes to older men because they are more likely to convert testosterone into estradiol. I suspect, that the majority of men involved in these two studies might have fallen into this category.

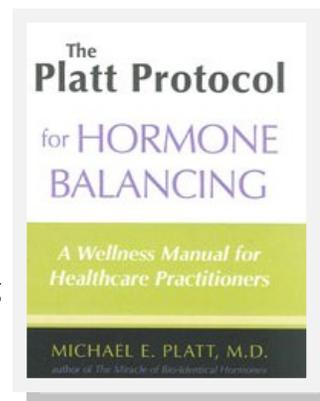
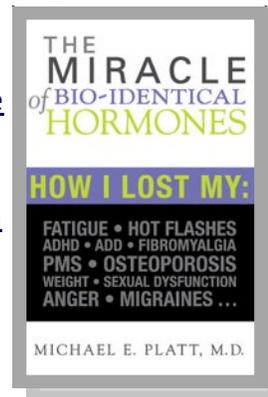
Another concern is that the recommended application sites for testosterone are often wrong. In fact, one pharmaceutical company recommends that it be placed in the axilla (armpit). The problem here is that there is an enzyme, alpha-reductase, located around hair follicles that is able to convert testosterone into dihydrotestosterone (DHT). Is it possible that this factor is contributing to problems of a

cardiovascular nature?

For the most part, traditional medicine has ignored the need that women have for testosterone. I should mention that I have blogged on this subject previously. As a reminder, heart attacks are the number one cause of death in women. In fact, it occurs as a cause of death six times more commonly than any other cause. I suspect that it is actually a low testosterone level in post menopausal women that is contributing to this.

For those interested in learning more about hormones, including testosterone, I would recommend my book "[The Miracle of Bio-identical Hormones](#)" which is [available on Amazon or on my website](#)

A more in-depth discussion of hormones can be found in my manual for healthcare practitioners which is a companion to the book. It is called "[The Platt Protocol for Hormone Balancing](#)", and is available only on my website. It describes a safe and effective way of using testosterone cream that not only is more effective for erectile problems, but is also healthier from the standpoint of the heart.



# Eeee-ooooo!! Live With Your Parents? Are You Crazy, or What?



**By Barbara Morris**

It's a fact: many adult children are moving back with their parents because the economy is so bad. The way it's played up in the news, returning to the old abode is disgraceful. Well, perhaps it doesn't encourage independence and personal responsibility, and it's not good for the housing industry wanting to sell homes to young people, but things far worse than going home to live with mom and dad are happening in the world.

As a child I recall it was not uncommon for adult children, parents, grandparents, aunts and uncles to live under the same roof. Were they happy? I have no idea but I suspect that even if brother Charlie was crazy, or aunt Mary was paranoid, or Grandma was living in the past, and there were fights over money, the arrangement at some level had to be beneficial. Resources were pooled; "the girls" — including those who went to work every day, took care of cooking and cleaning and generally maintained the home while "the boys" brought home (hopefully) the bacon. (This was before feminism reared its head, you understand) Grandma and Grandpa were the ultimate winners because nursing homes did not exist. Grandma and Grandpa earned their keep by dispensing wisdom, ("When I was your age . . .") babysitting, helping around the house, and generally keeping everyone in line.

Over time, things changed. Kids moved out at age 18 and parents were happy to see them go because they had done their part to raise their children, and now it was time "for us" or "for me." Male progeny who refused to vacate the premises with the posters on the wall that glorified the drug culture, were looked upon either as mamma's boys, dopers, or strange in some way, while females were viewed a little less judgmentally but considered doomed to spinsterhood.

So, here we are. What goes around comes around and adult children are moving in with their

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parents. And oh, how dreadful it is. Damn that economy!

Guess what. Our daughter Pat and her husband Bob have moved in with us. She works, he's "retired". Yes, they could live on their own but decided the perks of living with an amazing mom and dad outweighed any negatives, and we couldn't be happier with their decision.

When Pat revealed to co-workers that she and Bob live with us, more than a few recoiled in horror, uttering "Eeeeeee-youooooo-- you live with your parents? Are you crazy, or what?"

Crazy like a fox.

Here are some reasons our arrangement works:

1. We have room. Thankfully, they don't require a lot of space. Just give them a closet and some space in the garage and they are happy.
2. Early on I took steps to make certain that money would never become an issue.
3. We are the same size so Pat gets to wear my clothes purchased 50 years ago and now back "in style." In return, I get her hand-me-downs.
5. They do grocery shopping, which I hate to do.
6. We prepare and eat dinner together which is the same every night: raw salad with chicken or other protein. I have mastered the mandolin and can slice veggies faster than any TV pitchman.
7. Bob loves to vacuum so I got him a Dyson Animal for his birthday. On occasion I get to use it, but reluctantly. That beast is heavy to push around.
8. We respect each other and stay out of each other's business. We say "please" and "thank you" a lot. We are very formal and super polite when addressing each other. I am Miss Barbara, Bob is Mr. Bob and Pat is Mr. Patty. When Pat was small she addressed everyone, male and female, as "Mr" and it stuck. Even the grandkids are addressed as "Mr." which they don't seem to mind. Actually, the friendly formality tends to improve compliance when they are asked to do something.
9. We got Miss Lola, their spoiled (rescued) Corgi, (thankfully house broken). She sits by my chair when we eat and impatiently waits for me to toss her a morsel. If I don't deliver fast enough, she pokes my leg and makes threatening sounds. (Isn't that cute?). It's my fault. I allowed it to happen.
10. Disagreements are addressed with discussion, humor and the realization that life is short and very little that happens (or doesn't happen) is worth yelling, screaming or getting bent out of shape.

I know it's not for everyone, but we are blessed beyond measure that "our kids" live with us.

# Using My Telephone

By Lura Zerick

These days my telephone is just a thing on my desk and seldom used. Few call me and the three long time close friends that I stayed in touch with passed away earlier this year. I occasionally call one of my four remaining kids (the fifth passed away in 2005 at age 41) but we usually stay in touch through email or Facebook.

When I think of someone to call, there are many considerations to be made before I dial. If they are young, forget calling until noon. It might be that they prefer to sleep late (if possible) and I don't want to wake them. I don't know the schedules of grandsons/ granddaughters - so I don't want to interfere in their daily programs. Many of the great-grands are in school during the day.

When someone near my age (83) crosses my thoughts, again I must consider many details before I dial. They might prefer to sleep late and/or take a nap after lunch so I must wait until they are rested and awake. THEN it is necessary to catch them between their naps and when they eat supper. (I know that many call this 'dinner' but I call it 'supper'; I LIKE the word 'supper'.) I surely don't want to interrupt their meal.

I prefer not to call someone who is at work.



Usually it is preferable that they don't take personal calls; they have business calls to answer. If I had an emergency, I might call but otherwise I can wait. Then again, consider that after they have spent a lot of time on calls at the office, the LAST thing they want to do is answer their home phone...for anyone.

Now you can see the difficulties I have in the decision to call a friend or relative. I don't call often; I don't want them to think, 'oh, no, not HER again!' I truly want their lives to be terrific BUT sometimes it is great to hear the voice of a loved one or a special friend. I realize the sadness when I can't call them anymore. Something important is missing and can never be replaced. So, if you still have friends living, call them

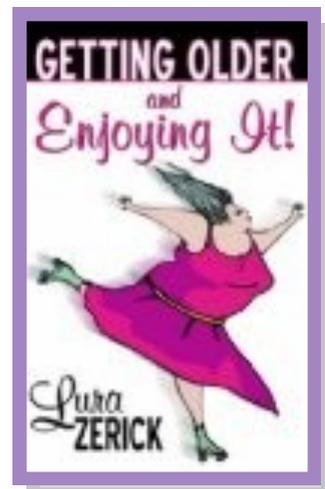
anyway.

Then again, I can call those grands (12) and great-grands (8) on their birthdays! Everyone likes to be wished a happy birthday! Aside from a call, I make a point to send a card also, with an enclosure of course. There are certain things that grandmothers need to do and I try to be one of those.

Even without the other things I do, just remembering all those birthdays can help to keep my mind fairly active! Go, Granny!

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83-year-old Lura Zerick is the mother of 5, grandmother of 12 and great-grandmother of seven. She has authored several books and her articles have appeared in national publications. She has been writing since 1965.



# Start-Up Success Strategies For Boomer Entrepreneurs



Dr. Marie Langworthy

## Part III: LOOK! Flood Light? No! Laser Beam? Yes!

By Dr. Marie Langworthy

**F**ocus, focus, focus. Use the funnel approach, from floodlight to laser beam.

Start small. As proof positive for the wisdom of this strategy, recall the history of your favorite current fast-food establishment. Think back on how limited that initial menu was, offering only a few items at the start. Fast-food gurus knew that one key to success is to realize that because a few things can be done well does not mean that everything can be done well. Now fast forward to today's drive-up diners and compare their current offerings with their start-up menus. In fact, a recent news article featured the story that, because of their extensive, ever expanding menus, fast food venues were grappling with the problem of slow customer service because patrons were taking too much time to digest all the menu items before ordering.

Lesson learned -- Think small, smaller, smallest. You can always expand your product line or service offerings as you experience success, but for now, less is more.

There's another reason for initially limiting one's service or product as a recipe for start-up success. What other factors have contributed to the success of fast-food franchises? From the beginning, their limited offerings enabled them to monitor and to offer consistency. We are all creatures of habit. Furthermore, we know what we like, and we like what we like. We don't want to be surprised or disappointed when we order that giant, jumbo, triple burger with 'the works'. We want it to be and to taste exactly as we remembered our last burger. We demand product consistency and reliability. Whether we're in Hong Kong or Winnemucca, Nevada, we have come to expect our french fries to taste the same and to be served in the same way.

It is this product or service reliability and consistency that builds loyal customer base that contributes to the long line at your local fast food franchise. By focusing in laser beam fashion on a limited

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concept, you allow yourself to concentrate on long-term value, rather than short term profit. You create an environment of better before cheaper. Human nature favors the known over the unknown, structure more than surprise.

So now we come to your identifying your small unique market niche. What will you offer that no one else supplies? How will you differentiate yourself from the masses? Will it be in the uniqueness of your product or service? It's accessibility? It's intrinsic value or its added value feature?

Melanie always had a hunch that she could successfully operate her own breakfast/lunch café in her small, secluded New England hamlet off the coast of Maine, where mostly local fishermen and their families reside. But how would her restaurant differ from the one other lack luster establishment close by? Having lived in the South for several years, she remembered and missed some of those delicious southern breakfasts. Nowhere within a hundred mile radius could she find such delicacies as homemade biscuits and gravy, liver-mush, and grits laden with butter and sugar. She would offer these items the centerpiece of her menu, featuring them as sides to traditional New England breakfast fare. As a further draw, to connect with her regular patrons, she provided personalized coffee mugs, and a weekly drawing for breakfast for two. It became a prestige symbol of acceptance to be awarded with your very own personalized mug – a sign that you were now a member of Melanie's 'breakfast club.' Her breakfast treats became so popular, she eventually abandoned her idea for developing luncheon items and expanded her breakfast menu with cross-over items such as homemade soups within a bread bowl and a whole host of gourmet grinders. It wasn't long before Melanie found herself building on a waiting-room foyer to accommodate the weekend and holiday crowd of waiting customers.

Walter, a veteran, upon returning from active military duty, found it increasingly difficult to find gainful employment. His entire community was in a state of emergency. A series of violent storms had wreaked havoc throughout the state, creating frequent chronic power outages. Entire towns as well as individual families were desperate to remove trees that had already fallen as well as rotting trees that threatened to

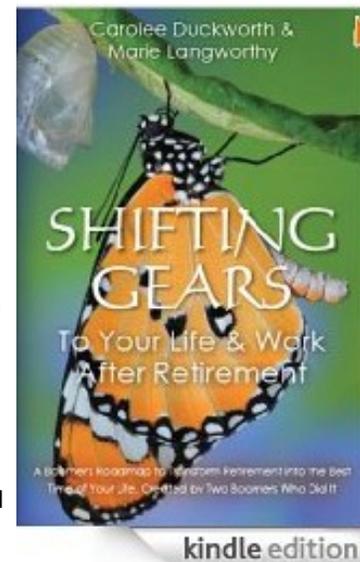
come crashing down in the next storm.

As a young man, Walter had worked in his uncle's tree farm, planting new trees and identifying and removing old, diseased trees. He was aware of the dangers, the hazards, and the techniques for safe tree removal. He immediately saw a self-employment opportunity. But Walter also realized that the current environmental crisis that his state was experiencing was temporary. How could he differentiate himself and his business so that he could establish a long-term reputation? What added value could he offer potential clients? His idea -- included in his fee, he chops the wood from the fallen trees, and stacks it, suitable for fireplace use.

Melanie and Walter's businesses are thriving because they identified a specific need, zeroed in on how they could differentiate their product and service from that of their competitors, and started small. Over time, they have achieved business success doing what they know and love, and loving what they do. You, too, can apply that model of success to your own entrepreneurial plan.#

**In Part IV: "Do A Selfie. Do you have the right stuff?" we'll explore the importance of 'knowing thysel' before you write any checks!**

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 Dr. Marie Langworthy is a retired educator and current author/editor. Through her online business, [Super Writing Services](#) she specializes in "writing it right"--the way you, the client, want to say it. Her recently co-authored and published book, *SHIFTING GEARS to Your Life and Work After Retirement*, is available on [Amazon](#) and on the [Shifting Gears website](#). Marie is a contributor to Boomer-related publications, web sites, and blogs, and is available for interviews on the timely and broad range of Boomer retirement issues.



# Choose Civility

## Let's Treat Others As We Want to Be Treated

*“Civility is claiming and caring for one’s identity, needs and beliefs without degrading someone else’s in the process.” – Tomas Spath and Cassandra Dahnke, Founders of the Institute for Civility in Government*

\*\*\*\*\*

Are you appalled by escalating crudeness in our culture?  
Are you fed up with disrespectful and disparaging language, often anonymous, used on the Internet and blogs?  
Are you disturbed by lack of tolerance for unpopular or contrary opinions?  
Are you concerned about bullying -- not just among kids, but among adults?  
Do you believe use of traditional common courtesies can help restore a civil society?

## You Can Help Improve the Culture

Join the **Choose Civility** movement. There are no dues, no entry requirements, no registration, no officers, and no hidden agenda. Everyone of like mind is welcome. Nothing is expected of you except that you agree to be civil in dealing with others, and that you encourage those with whom you have influence to support and promote the **Choose Civility** movement.

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There are many ways to express civility. Here are just a few:\*

**Language.** Choose not to use language that degrades or disrespects others (and yourself). For example, choose not to use the "F" word because it is classless and crude. It demeans the person who uses the word as well as those who hear it.

**Respectful disagreement.** Choose not to deny others their right or opportunity to express their opinion because it does not agree with what you believe. Disagree without being disagreeable.

**Value and appreciate others.** Manners matter. Choose to preface any request for help with "Please" or better yet, "If you would be so kind as to . . ." Silly? No. It defuses resistance and most important, it conveys respect, and everyone wants and deserves respect.

**Develop a spirit of gratitude.** Choose to make eye contact and say "thank you" for any gesture of kindness. It reaps huge dividends in social, business, and family relationships. As a response to "thank you, instead of saying "No problem" graciously say, "My pleasure."

Your behavior today has a residual effect on you and ultimately, the culture. Choosing civility in all forms has the power to change people and their choice of behaviors.

If you decide to become part of the **Choose Civility** movement, pass this on to friends on Facebook and other social sites and encourage them to join and pass it on to their contacts.

Add your own suggestions to help others **Choose Civility**

\* \* \* \*

**Choose Civility** is a project of **United For Civility**

Founded by Barbara Morris

Contact: **UnitedForCivility@gmail.com**

# Information to Live and Feel Better

**Hormone replacement therapy cuts risk of repeat knee/hip replacement surgery by 40 percent**

**Half of hospitalized adults over 65 need surrogate decision-makers**

**Boosting vitamin D could slow progression, reduce severity of multiple sclerosis**

**Signs point to sharp rise in drugged driving fatalities**

**Hospital bullies pose a danger to patient safety**

**Heavy Drinking in Middle Age May Speed Memory Loss by up to Six Years in Men**

## [Hormone replacement therapy cuts risk of repeat knee/hip replacement surgery by 40 percent](#)

Hormone replacement therapy (HRT) taken regularly for six months after a knee or hip replacement seems to cut the risk of repeat surgery by around 40 percent, indicates a large population based study published.

## [Can fish oil help preserve brain cells?](#)

People with higher levels of the omega-3 fatty acids found in fish oil may also have larger brain volumes in old age equivalent to preserving one to two years of brain health, according to a study published. Shrinking brain volume is a sign of Alzheimer's disease as well as normal aging.

## [Half of hospitalized adults over 65 need surrogate decision-makers](#)

Nearly half of hospitalized American adults age 65 and older require decision-making assistance from family members or other surrogates because the patient is too impaired to make decisions independently, according to a new study.

## [Small elliptical exercise device may promote activity while sitting](#)

People may be able to keep the weight off by using a compact elliptical device while sitting at a desk or watching TV, according to Penn State College of Medicine researchers.

## [Boosting vitamin D could slow progression, reduce severity of multiple sclerosis](#)

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For patients in the early stages of multiple sclerosis, low levels of vitamin D were found to strongly predict disease severity and hasten its progression.

[Forget about forgetting: Elderly know more, use it better](#)

What happens to our cognitive abilities as we age? If you think our brains go into a steady decline, research reported this week may make you think again. The work takes a critical look at the measures usually thought to show that our cognitive abilities decline across adulthood. Instead of finding evidence of decline, the team discovered that most standard cognitive measures, which date back to the early twentieth century, are flawed.

[Signs point to sharp rise in drugged driving fatalities](#)

The prevalence of non-alcohol drugs detected in fatally injured drivers in the US steadily rose from 1999 to 2010 and especially for drivers who tested positive for marijuana. Researchers found that of 23,591 drivers who were killed within one hour of a crash, 39.7 percent tested positive for alcohol and 24.8 percent for other drugs. The prevalence of non-alcohol drugs rose from 16.6 percent in 1999 to 28.3 percent in 2010; for marijuana, rates rose from 4.2 percent to 12.2 percent.

[Hospital bullies pose a danger to patient safety](#)

Disrespectful doctors create a "bullying culture" in hospitals, which organizations must address to improve patient care, argues a column in Aeon Magazine

[Heavy Drinking in Middle Age May Speed Memory Loss by up to Six Years in Men](#)

Middle-aged men who drink more than 36 grams of alcohol, or two and a half US drinks per day, may speed their memory loss by up to six years later on, according to a study published in the January 15, 2014, online issue of *Neurology*<sup>®</sup>, the medical journal of the American Academy of Neurology. On the other hand, the study found no differences in memory and executive function in men who do not drink, former drinkers and light or moderate drinkers. Executive function deals with attention and reasoning skills in achieving a goal.

[Nutritional supplement improves cognitive performance in older adults, study finds](#)

A neuroscientist and gerontologist team up to investigate the effects of a antioxidant-rich nutritional supplement on the mental performance of older adults without impaired memory. An initial clinical trial indicates that the supplement, including blueberries and green tea extracts, improves cognitive processing speeds.

[Decriminalizing pot may land more kids in the ER](#)

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States that decriminalized marijuana saw dramatic increases in children requiring medical intervention, although the overall number of unintentional marijuana exposures among children remained low. Researchers studied call volume to US poison centers from January 2005 through December 2011.

#### [Promising cancer therapy treatment: Vitamin C](#)

New research suggests that vitamin C might make cancer drugs more effective. But past discredited claims about the vitamin's effectiveness in treating cancer are likely to hinder further study.

#### [Moderate exercise cuts women's stroke risk, helps offset increase risk from hormone therapy](#)

Moderate exercise like brisk walking may cut women's stroke risk 20 percent. Moderate exercise also helps offset some of the increased stroke risk in women taking postmenopausal hormone therapy.

#### [Could restless sleep cause widespread pain in older people?](#)

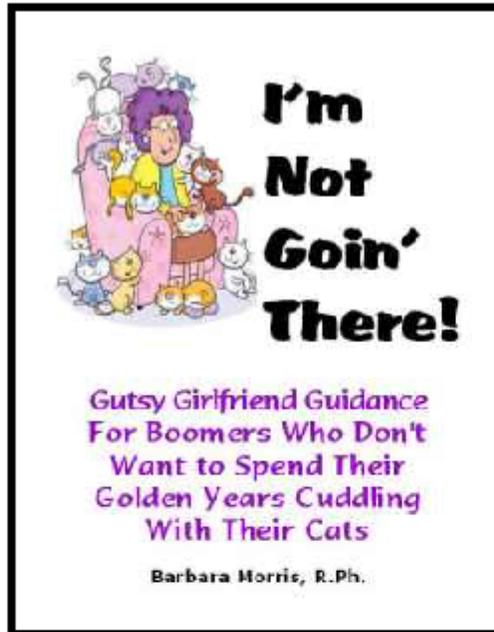
Researchers in the U.K. report that non-restorative sleep is the strongest, independent predictor of widespread pain onset among adults over the age of 50. According to the study anxiety, memory impairment, and poor physical health among older adults may also increase the risk of developing widespread pain. Muscle, bone and nerve (musculoskeletal) pain is more prevalent as people age, with up to 80% of people 65 years of age and older experiencing daily pain. Widespread pain that affects multiple areas of the body — the hallmark feature of fibromyalgia — affects 15% of women and 10% of men over age 50 according to previous studies.

#### [Status of healthcare security: 'Alarming' Report says cybersecurity strategies have fallen behind](#)

The networks and Internet-connected devices of healthcare organizations--from hospitals to insurance carriers to pharmaceutical companies--are being compromised at an "alarming" frequency, according to analysis of malicious traffic by The SANS Institute.

#### [Dangers of ... sitting? Regardless of exercise, too much sedentary time is linked to major disability after 60](#)

If you're 60 and older, every additional hour a day you spend sitting is linked to doubling the risk of being disabled -- regardless of how much exercise you get, reports a new study. The study is the first to show sedentary behavior is its own risk factor for disability, separate from lack of moderate vigorous physical activity. In fact, sedentary behavior is almost as strong a risk factor for disability as lack of exercise.



**Traditional  
Aging is a  
Dinosaur.  
Learn How  
to Slay it  
Before It  
Devours  
You!**

Read *I'm Not Goin' There!* (Available at \$4.99 on Kindle, Nook) and discover:

- How to stay in charge of what goes on in your head because that's where "going to pot" (not the kind that's smoked) originates—not with the passage of time.
- How to eliminate outdated family and cultural traditions that encourage premature aging.
- The disastrous outcome of choosing to "age gracefully."
- How to adopt revolutionary new stages of aging to help you stay youthful and productive longer.
- The consequences of telling your age and dwelling on the significance of your chronological age.
- The power of group dependence and consensus thinking, and how to avoid or manage it.
- And so much more...



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Barbara Morris Recommends. . .



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**Indole-3-Carbinol** - Indole-3-carbinol, the powerful phytochemical found in cruciferous vegetables, provides support for healthy breast, cervical and prostate cells. Indole-3-carbinol (I3C), naturally found in vegetables including broccoli, brussels sprouts and cabbage, supports the function of healthy breast cells. Furthermore, a placebo-controlled trial indicated that I3C supports cervical cell health. In recent years, I3C has shown a promising ability to support prostate cell metabolism.

**Suggested Use:** 1-4 capsules per day, in divided doses, with meals. NOTE: Refrigerate after opening.