

Riley Reviews: Batman's 'Dark Knight" Trilogy "Rises" to Grand Occasion

Page 10

PLUS:

Where is the Line for Revolution?

Page 5

AMERICAN KIVER

Volume 7 • Issue 14

Serving Fair Oaks, Gold River, Rancho Cordova & Sacramento County

Second Edition for July 2012

Birthday

Bash for

Children's

Museum

RANCHO CORDOVA-

Sacramento Children's Museum

is celebrating its first birth-

day in August and one of the

first celebrations will be Leo's

Birthday Bash fundraising event

at Harlow's Restaurant and

Nightclub at 2708 J Street in

Sacramento on Thursday, August

will feature kid activities with a

mature twist," said Sharon Stone

Smith, the Museum's Executive

Director. "Activities will include a photo booth, face painting sta-

tion, and activities that showcase

the fun and learning we provide

In addition, live and silent

auctions will go on throughout

the party. Prizes include "The

American President" movie

script signed by the director,

Rob Reiner; resort and hotel

stays; trips; and tickets to the

New York City Fire Museum.

"Donors have been amazingly

generous and their donations

"The party is for adults but

30th, from 5 to 8 p.m.

at the Museum."

Historically Low Housing Supply in Sacramento



Page 2

Ballgowns Needed for Formerly Homeless Women to Wear at Gala



Page 2

Ending the Chore War



Page 11



direct link to our online edition!

Don't Let Big Government Choose Your News

Commentary by Corydon B. Dunham

A proposed new plan for government control of television news, and perhaps Internet news, is now pending before the Federal Communications Commission. It would enable the government to suppress opposing points of view, reduce diversity and chill speech.

The new Localism, Balance and Diversity Doctrine has much in common with the FCC's old Fairness Doctrine – a policy the agency itself found deterred and suppressed news and chilled speech and which it revoked in

An FCC-sponsored Future of Media Study has recommended that the Localism Doctrine proceeding be ended as ill advised but FCC Chairman Julius Genachowski has refused; the administrator of the White House's Office of Information and Regulatory Affairs, Cass R. Sunstein, has long recommended that the government regulate news content broadcast by stations to advance the incumbent government's political and social objectives.

The new doctrine would



FCC history shows government regulation of news content deters and prevents effective news-gathering.

suppress news, impose unnecessary and heavy burdens on television station news and be enforced by threats of license termination from both the FCC and a local control board at each station. Under the proposed plan, news broadcast by television stations would have to

satisfy government criteria for "localism" in production and news coverage – as well as government criteria for balance and viewpoint diversity.

Internet news sites stand to be affected as well. The FCC is planning to transfer the broadcast spectrum used by local

television to the Internet and the agency already has begun regulating the Internet.

Five federal communications commissioners in a central government agency in Washington, D.C., would review local news.

Continued on Page 5

Rancho Cordova Uses Grant for Veterans Village

Rancho Cordova City Council has awarded half of a \$4 million California Local Housing Trust Fund matching grant for the planning and developing of a housing project for disabled veterans. The proposed site for Mather Veterans Village is four acres on the Mather Community Campus near the VA Hospital in Rancho Cordova. The construction of the housing will be a joint effort of Mercy Housing and Vietnam Veterans of California, Inc.; both are nonprofits with excellent credentials and reputations for serving special needs populations.

"Too many of our recently returning and aging veterans are struggling to meet their basic needs of housing and healthcare," said Stephan Daues, Mercy Housing Director of Development. "Mather Veterans Village will offer supportive

adjacent to and fully coordinated with the VA Medical Center."

Initial concepts being considered for Phase 1 of up to four phases include construction of an administration and intake building and about 30 independent housing units for the most disabled veterans who remain capable of independent living.

It will be developed as an integrated campus where veterans who have shared disabilities will support and assist each other. Later phases will include additional housing and buildings as funding becomes available. For example, Phase 2 could be a 60-unit apartment complex, built with modifications to accommodate veterans more capable of independent living.

'The Mather Veterans Village is a new and cooperative effort of meeting the growing needs of returning veterans," said Member Robert McGarvey. "It will respond to the needs of the homeless and the most impaired veterans in our area who currently have no place to go."

The idea for a Veterans Village had long been discussed by Sacramento County but because of the economic climate and Rancho Cordova's success with current grant funds, Rancho Cordova emerged as the major catalyst for the project. By December 30th, the County and Rancho Cordova hope a long-term lease of the property will be agreed to and signed."Because of its location, Veterans Village will be a great complement to the Sacramento VA Medical Center and other nearby services," said Sacramento County Supervisor Don Nottoli.

"Rancho Cordova, the County, and the non-profit groups,

RANCHO CORDOVA - The housing options immediately Rancho Cordova City Council working together, will provide great energy to accomplish this great project."Construction which is planned to begin late next year will be funded by Trust Fund monies and 9% tax credits.Rest of Grant to Go to Senior ComplexThe remaining \$2 million of the California Local Housing Trust Fund grant is slated for the Horizons housing project that will be built at the site of the former Stagger Inn, near Mills Park Drive and

Investment Circle. The 48-unit complex for low income seniors is slated for a design review at the end of this month. For more information about the projects, please contact Reed Flory, Rancho Cordova's Housing Services Administrator, at (916) 851-

Source: PIO, City of Rancho Cordova are exciting and very desirable," said Stone Smith. A preview of the auction items is online at www.sackids.org. Sacramento Children's Museum, located at 2701 Prospect Park Drive in Rancho Cordova, features interactive exhibits that prompt children to test, tinker, and wonder. They can experiment with the flow of water in Waterways; explore how objects are affected by air currents in Airways; learn teamwork and cooperation in Solar

Even babies and toddlers get into the act at the Baby Bloomers exhibit. For information about contributing items for the Birthday Bash auctions or purchasing tickets, call (916) 638-7225 or go online to www. sackids.org. The Birthday Bash is the first of many events that will celebrate the Children's Museum's first birthday. For a calendar of activities, visit the Museum website at www.sackids.org and click on Calendar.

Car Racers; and do art projects

in Studio of the Arts.

Source: PIO, City of Rancho Cordova

Governor Brown Signs California Homeowner Bill of Rights

On Wednesday, July 11th, Governor Edmund G. Brown Jr. signed the California Homeowner Bill of Rights to halt the "abusive tactics" of loan servicers and protect struggling homeowners who are trying, in good faith, to renegotiate their mortgages.

'Californians should not have to suffer the abusive tactics of those who would push foreclosure behind the back of an unsuspecting homeowner," said Governor Brown. "These new rules make the foreclosure process more transparent so that loan servicers cannot promise one thing while doing the exact opposite."

"The California Homeowner Bill of Rights will give struggling homeowners a fighting shot to keep their home," said Attorney General Kamala D. Harris. "This legislation will make the mortgage and foreclosure process more fair and transparent, which will benefit homeowners, their community, and the housing market as a whole."

The Homeowner Bill of Rights has four major components:

1) Prohibiting "dual track" foreclosures that occur when a servicer continues foreclosure while also reviewing a homeowner's application for a loan modification;

2) Creating a single point of contact for homeowners who are negotiating a loan modification; 3) Expanding notice require-

ments that must be provided to a borrower before taking action on a loan modification application or pursuing foreclosure; and

4) Allowing injunctions against

foreclosure until violations are corrected and permitting civil penalties against servicers that file multiple, inaccurate mortgage documents or commit reckless or willful violations of law.

These new laws make California the first state in the nation to take provisions in the National Mortgage Settlement, which covered the nation's five largest mortgage loan servicers, and apply those rules to all mortgage servicers.

By prohibiting dual-track foreclosure, this legislation provides borrowers with certainty that their loan application will receive full review and consideration before any foreclosure occurs. These requirements also provide the borrower with a legal remedy to challenge the actions of servicers that engage in dual-track foreclosure or other material violations of law.

The Homeowner Bill of Rights also requires a single point of contact for borrowers seeking loan modification. This requirement will make loan servicers more accountable and prevent them from repeatedly transferring applications and phone calls to various departments and employees.

Under the new law, servicers must notify borrowers when a modification application is due, if foreclosure has been postponed and if a modification has been denied. Each of these new rules increases transparency and helps to ensure that borrowers are properly informed of the actions taken by a servicer before foreclosure activities begin.

Borrowers have a right to file private lawsuits under this new law to block foreclosure until the lender corrects any material violation. Borrowers can also receive treble damages up to \$50,000 if servicers act intentionally or recklessly in violating the law. These provisions protect the rights of consumers, while allowing servicers to correct unintentional violations.

The California Homeowner Bill of Rights, AB 278 and SB 900, was sponsored by California Attorney General Kamala D. Harris. AB 278 was authored by Assembly Members Eng, Feuer, Mitchell and John A. Pérez. SB 900 was authored by Senators Leno, Evans, Corbett, DeSaulnier, Pavley and Steinberg.

Ballgowns Needed for Formerly Homeless Women to Wear at Annual Gala



Women's Empowerment graduate displays the ballgown she received from a community member to wear to the annual fundraising gala. Photo courtesy of Women's Empowerment

SACRAMENTO – Women's Empowerment is seeking used prom dresses, bridesmaid dresses or other formal gowns for formerly homeless women to wear at this year's Celebration of Independence Gala. Plus-sized gowns are especially needed. Dresses can be delivered to Women's Empowerment, 1400 North C Street, Sacramento, Monday, Wednesday, Thursday and Friday, 8:30 a.m.-4:30 p.m. Hours on Tuesday are 8:30 a.m.-

2:30 p.m. Dresses are needed by Aug. 10 to allow time for

"This is a chance for women in the community to let their old dresses take on new life as they strengthen a formerly homeless woman's independence and selfesteem," said Lisa Culp, Women's Empowerment executive director.

The 11th Annual Celebration of Independence Gala will take place 5:30-8:30 p.m., Oct. 4, at The Grand, 1215 J Street, Sacramento,

and will feature a formal dinner, live and silent auctions, live music, and presentations from the graduates and local community leaders. Tickets are \$85. For an additional \$85, local residents can sponsor a graduate to attend the gala. For tickets or sponsorship opportunities, call (916) 669-2307.

Women's Empowerment offers the only comprehensive job-readiness program in the Sacramento area designed specifically for women who are homeless and their children. The 2009 Nonprofit of the Year has graduated 939 homeless women and their 1,379 children. Last year, 94 percent of graduates found homes and 74 percent found jobs or enrolled in school.

The program combines selfesteem courses, job training, health classes and support services to help homeless women across diverse ages, races and cultures. Women's Empowerment is funded solely through private donations from the community. For more information and to donate online, visit www.womens-empowerment.org.

Historically Low Housing Supply



SACRAMENTO REGION Saleable listing inventory in Sacramento, Placer, El Dorado and Yolo counties is all but gone. Industry veteran Pat Shea, President of Lyon Real Estate says, "We are currently among the lowest housing supply inventories the Sacramento Region has experienced in the past two decades and area interest rates remain the lowest since the mid 40's." With close to 25 years in the industry and deep roots in the Sacramento area, Shea reports

deep drops across the board. Total active listing inventory on June 30, 2012 was 3,288 a remarkable 54% lower than last year. The bank-owned or "REO" segment was down to 344 listings, 73% lower. Shortsale ended at 532 active listings, which was 73% lower than June 30, 2011. Significantly, even in the \$400,000 and above price point, where the region has been struggling to find able buyers, inventory dropped 20% to 1,145. Shea notes that "saleable" has some important qualifications that some properties just do not

Specifically: the seller must have equity, be a bank; or can be approved for a short-sale; list price realistically maps to market activity; property condition is acceptable to lenders; seller needs to, or really wants to, sell; buyers are active in the price

"When we acknowledge the qualifications listed above and consider that approximately onethird of our 1.3 month supply of active listings is over \$400,000, it's fair to assume the listing cupboard is empty, "says Shea. This shortage creates opportunity with Lyon agents reporting multiple offers on every appropriately priced listing under \$400,000 and on many homes above that mark as well. Upper end areas such as Land Park, East Sacramento, Sierra Oaks and key neighborhoods in Placer, El Dorado and Yolo counties are experiencing multiple offers in all price points.

The number of new open escrows was up 33% year over year in El Dorado County, 12% in Placer County, 8% in Sacramento County and 5%

in Yolo County. Average Sales Price continued to see modest month over month increases in the 4 county area and when combined, finished 5% above June 30, 2011. Shea suggests that an unrelenting supply of ready, willing and able buyers, coupled with a nominal housing inventory, should continue to drive modest appreciation across the Greater Sacramento market area for the foreseeable future.

"Appreciation produces more inventory through equity sellers and subsequently more move-up buyers for the upper end market," says Shea. "It's a long, steady climb but all the evidence shows that Sacramento, Placer, El Dorado and Yolo counties are making significant progress." Lyon Real Estate is the largest brokerage in the Greater Sacramento Valley and Foothills, serving the Greater Sacramento Area for six decades spanning a two-generation history. Lyon has nearly 900 agents in 17 offices throughout the five-county

Source: Runyon Saltzman & Einhornn

region.

Sacramento County DA Reports Recent cases of interest

CASE: Edward Bridgeman & Elsie Patty Edwards (07/20/12)

PROSECUTOR: Deputy District Attorney Nancy Cochrane, Special Assault & Child Abuse Unit District Attorney Jan Scully announced that Edward Bridgeman was convicted by jury of seven counts of child molest. Bridgeman's co-defendant, Elsie Patty Edwards, pled guilty to two counts of child molest. Bridgeman molested a young boy during a 3 month time period in 2008. He had previously suffered two prior convictions for molesting a young girl.

Bridgeman faces a possible maximum sentence of 525 years to life in prison. His sentencing is set for August 16, 2012 at 9:00 a.m. in Department 42 before the Honorable Allen Sumner. Edwards will receive a sentence of 10 years in prison.

CASE: Javionne Flenory-Davis (07/20/12)

PROSECUTOR: Deputy District Attorney Leland Washington, Gangs & Hate Crimes Unit District Attorney Jan Scully announced that Javionne Flenory-Davis was convicted by jury for the first degree murder of Lanajah Dupree and the attempted murder of Chanderea Melson. The jury also found true all firearm and gang allegations relating to both charges.

On July 11, 2010, Flenory-Davis, a validated G-Mobb/Stick-up Starz gang member, attended an under age 18 club event on Auburn Blvd. While at the club, he got into a brawl with several rival gang members believed to be connected to the Gunz-Up street gang. He ran to a nearby car, retrieved a 9mm handgun, went back to the area near the front of the club and fired six shots into the crowd of teenagers. One bullet hit 14-year-old Lanajah Dupree in the chest and exited her back. A second bullet hit 16-yearold Chanderea Melson in the elbow and abdomen. Melson survived the attack, but Dupree died at the

Sentencing is set for September 7, 2012 at 10:00 a.m. in Department 19 before the Honorable Patrick

CASE: Jewel Carbone (07/18/12)

PROSECUTOR: Assistant District Attorney Albert Locher

District Attorney Jan Scully announced yesterday that Jewel Taheerah Carbone, 34, of Citrus Heights, pled no contest to a felony violation of Penal Code section 508, embezzlement of employer's funds. In 2010-2011, Ms. Carbone was an escrow clerk at Fidelity National Title Company. As part of her duties, Ms. Carbone oversaw the collection and disbursement of monies from various escrow accounts. Ms. Carbone illegally diverted funds from twenty-two escrow accounts into her personal bank account. The total amount of Ms. Carbone's theft was \$42,950.14.

Sentencing is scheduled for August 31, 2012, before the Honorable Lloyd Connelly in Department 33. Ms. Carbone will be placed on five years of probation and ordered to serve up to one year in the county jail, of which 90 days must be served in custody and the remainder on a Sheriff's work release program. She will also be ordered to pay restitution.

This case was investigated and prosecuted by the Sacramento County District Attorney's Office Real Estate Fraud Unit.

CASE: Jessie Moore (07/16/12)

PROSECUTOR: Deputy District Attorney Jeff Harry, Domestic Violence Unit

District Attorney Jan Scully announced that Jessie Moore was convicted by jury of attempted voluntary manslaughter and the use of a firearm allegation, discharging a firearm into a vehicle and the allegations of discharging a firearm causing great bodily injury and personally inflicting great bodily injury in a domestic relationship, and being a felon in possession of a firearm.

On August 12, 2010, Moore drove his car to the victim's friend's house on Sea Forest Way to retrieve money he believed the victim stole from him. Once arriving at the house, he parked his car outside in the street. The victim and her friends exited the house, got into the friend's car, pulled the car out of the driveway, and drove down the street. Moore pulled up next to the passenger side of the vehicle and screamed at the victim to give him his money. He then immediately pulled out a large caliber revolver, aimed it at the victim's head, and fired five to six shots into the vehicle. One of the bullets struck the victim in the right rear shoulder and became lodged in her left rear shoulder. Moore then fled the scene and was arrested seven months later in Redding, California.

Moore faces a possible maximum sentence of 32 years to life in prison. Sentencing is set for August 7, 2012 at 9:00 a.m. in Department 24 before the Honorable Raoul Thorbourne.

Gem Fair Returns to Sacramento

SACRAMENTO REGION -Gem Faire returns to Sacramento on Aug. 17-19, 2012 at Scottish Rite Center. Hours are Fri. 12pm-6pm, Sat. 10am-6pm, and Sun. 10am-5pm. Admission is \$7, valid for the entire weekend.

Over 80 world renowned importers/exporters and manufacturers will be on site with the largest selection of fine jewelry, gems, beads, crystals, minerals, findings and much more at incredibly low prices. Finished and unfinished jewelry, rare gemstones, jewelry making tools, supplies and boxes will be available all under one roof. Have your jewelry repaired and cleaned while you shop. Enjoy displays & demonstrations by Sacramento Mineral Society. Plus, enter for a chance to win



Assorted gems will be on display and for sale. Photo by Yooy Nelson.

cool prizes every hour throughout the weekend.

Mark your calendar! Don't miss this opportunity. Take advantage of the lowest prices in the market for the finest quality of jewelry. For more information, visit www.gemfaire.com or contact Gem Faire, Inc. at 503-252-8300 or email:



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Paul V. Scholl



Publisher, Paul V. Scholl

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Charlie Williams Memorial Scholarship Announced



Charlie Williams

By Mary Martinez

FAIR OAKS - Family and friends are honored to announce the establishment of the "Charlie Williams Memorial Scholarship" at UC Davis School of Veterinary Medicine.

The scholarship will be awarded at the annual Scholarship Award event in May 2013, to a student pursuing a Doctor of Veterinary Medicine degree with an interest in small/companion

Charlie truly loved animals

especially his kitties. He cared so much for and about them; loving them, caring for them and looking out for them.

Since February 2010, when One Shields Avenue Charlie gave his life while serving his Country in Kandahar, Afghanistan, he has had a very special guardian angel at his graveside everyday-a beautiful, special kitty.

For those of you who attended this year's Memorial Day ceremonies at the Old Fair Oaks Cemetery, many of you may remember actually meeting Charlie's guardian angel when he gave a very personal hello to us all.

Individuals can contribute toward this annual scholarship by making donations directly to the School of Veterinary Medicine. Those wishing to make gifts

to the school may do so as Checks made payable to

UC REGENTS.

On memo line or in an attached note, please indicate "Charlie Williams Memorial Scholarship"

School of Veterinary Medicine Office of the Dean

- Development

Davis, CA 95616 Thank you to everyone sharing in Charlie's legacy by contributing to the well being of small



Charlie's very special guardian angel

Senator Gaines Reacts to Continued Access Restrictions for Off-Road Recreationalists



SACRAMENTO - Senator Ted Gaines (R-Rocklin), on July 19th, expressed disappointment in the continued reduction in access for motorized off-road recreationalists in California following the closure by the federal government of more than 800 miles of roads and trails in the Tahoe National Forest.

"This is yet another example of decisions that are not made in the best interests of the people and threaten rural economies," said Gaines. "Thousands of outdoor enthusiasts flock to these roads each year. Protecting the environment is a big concern for us all, but I am certain there are ways we can address the necessary issues without closing hundreds of miles of trails."

The Pacific Legal Foundation of Sacramento filed a lawsuit on Tuesday against the federal government on behalf of off-road organizations and individuals over the 800 mile closure, which leaves less than 50 miles of formerly accessible trails open for use. The lawsuit targets the Forest Service's 2005 Tahoe National Forest Motorized Travel Management Project claiming that it violates the National Environmental Policy Act and the Administrative Procedure Act.

This comes on the heels of the U.S. District Court's decision to close 42 off-highway-vehicle routes that cross meadows in the Eldorado National Forest to motor vehicle travel this recreation season until the Forest Service completes an environmental analysis.

These travel prohibitions are the result of a February 2012 court order by U.S. District Court. The order said the Forest Service failed to comply with the National Forest Management Act in 2008 when it designated "open for public motor vehicle use" portions of 42 routes that cross meadows.

A final court order with further direction to the Forest Service is pending. In the interim, the court ordered the 42 routes remain closed to motorized public use.

"Closing the Eldorado National Forest trails for a solid year or more is absolutely the wrong approach," said Gaines. "Offroading is a major hobby enjoyed by people from across the country and is a contributor to our state and regional economy. I don't see why these trails, which have been used for decades, can't remain open until the environmental study is complete."

To add insult to injury, the offhighway vehicle community has been further marginalized by the Democrats recent decision

in Senate Budget Subcommittee #2 (Resources, Environmental Protection and Transportation) to strip up to \$21 million a year, for three years, from California's Off-Highway

Vehicle (OHV) Trust Fund. These funds are specifically designated for the OHV program, reflecting years of negotiated formulas and fees between lawmakers and the OHV community. But now, the Democrats are simply taking

money for other uses. In the last four budget years, a total of \$133 million has been raided from the OHV trust funds for other uses. In fact, in a 2011-12 budget trailer bill, an additional \$10 million of dedicated OHV trust funds were taken for the state's general fund.

"Enough is enough. It is time for the government to stop denying public access to public lands. Off-road recreationists have long enjoyed the forests in an environmentally responsible manner and there is no reason this long-standing tradition should be prohibited." said Gaines. "I plan to follow these issues closely and will remain working to make sure that OHV users get the access they deserve and that rural economies are protected."

Senator Ted Gaines represents the 1st Senate District, which includes all or parts of Alpine, Amador, Calaveras, El Dorado, Lassen, Modoc, Mono, Nevada, Placer, Plumas, Sacramento and Sierra counties.

A Little Dog With A Big Heart



Humiko By Kay Burton

Humiko is a four year Japanese therapy dog for a group called Lend a Hand. Gold River owners, Jody and Donald Bryan tell us that Humiko is unbelievable with children and babies.

She is a great family dog, very loyal, smart, clever, protective, active, agile & easy to care of. She does all kinds of tricks and responds well to her name. She also knows exactly where she lives and can "go home" on her

Humiko has past all her training to qualify as a therapy dog for the Lend-a-Heart Therapy Organization. She is a natural at her "job" and loves visiting all the facilities. She is taken to several Eskatons, the McClaskey School For Disabled Adults. The VA & several libraries for

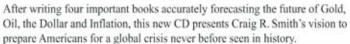
"Readings with the Dogs

There has never been a time when Humiko has had to be scolded. She's never done anything naughty. The Bryan families have had little children in in their home for a week and Humiko has been great with them.

"The best and more beautiful things in the world cannot be seen or even touched. They must be felt with the heart."

Kay Burton is a longtime columnist and supporter of the SSPCA and other rescue groups. To share your family family pet story with our readers, e-mail: Kayburton1@comcast.net

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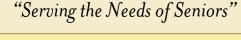
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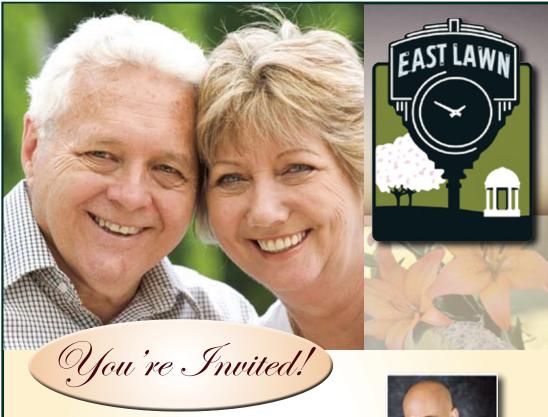
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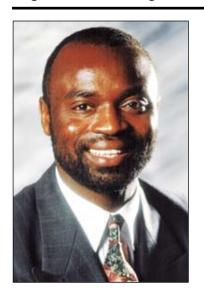
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Thursday, July 26 (11:30 a.m. to 12:30 p.m.) Thursday, August 9 (6:30 p.m. to 7:30 p.m.) Wednesday, August 29 (11:30 a.m. to 12:30 p.m.) Tuesday, September 18 (6:30 p.m. to 7:30 p.m.) Seating is limited to 30 attendees per seminar

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Reservations Required. RSVP to Lisa West @ (916) 732-2020



By Edwin Edebiri, MBA

Have you noticed that many large companies are moving away from "visit our website" to "download our app"? What exactly does this mean? Remember when email was the thing? Everyone used it. You'd get just a few a day and read every one of them. AOL "You've Got Mail!" became a familiar sound. Now we get thousands a day and most go to junk mail. Back then, email had a 90 plus percent open rate, today it is about 3 to 4 percent.

The same is happening with websites. People don't have time to" browse" anymore, and prefer using their mobile devices and social media to connect with the world. The world has gone mobile. More than half of Americans have smart phones, and of those, over 70% use them to surf the web, get information and stay connected daily. Back in the early days of the World Wide Web, having a website gave you a competitive advantage; today most small businesses have one. Mobile App is the new thing, with over 90 plus open rate. Surely having

Using Mobile Apps to Gain **Competitive Advantage**

an app gives you a competitive advantage in your market segment.

Some of the exciting features of business mobile apps include easy share or tell-a-friend; most small businesses rely on word of mouth referral for survival. Apps make it easy for those who download your app to share it with their social media friends. Apps also allow you to generate leads from those who download your app and people they forward it to. With apps, you have a direct connection with your customers and prospects as most people are within 9 feet of their mobile device at all times.

There are those who think things are going too fast, that they will just stick with their horse carriage (existing website), that is fine if you are in the tourist business in Old Sacramento and your customers are there. However, if your customers have moved on, you will have to meet them where they are. Check out the Penetration of Technology below. If you get stuck in one era too long, it becomes too expensive and inefficient to operate. In the 80s and 90s personal computing was the buzz, today it is mobile

Majority of the small business Owners I spoke with told me that apps are for big businesses, that they are mostly for games and entertainment, or they are just too expensive. The result of these misconceptions is that the first set of business owners to use it will have a competitive advantage in their industry and market. The world has gone mobile; to keep up with your customers and prospects you have to be where they are. Pinterest.com, a virtual pin board, is a great example. With only 10,000 members in the first 9 months in business, the launch of an iPhone app grew it to over 10 Million members the next 9 months. Apps don't only grow your business; they also make it more efficient. Instead of people calling to make reservation, they can do it on their apps, take a look at your menu and place the order on the way to your restaurant without taking up your employee's time. A Gym app can enable members to take a more active role in their progress and keep better record while allowing the company an easier way to communicate with members.

Edwin Edebiri is the Senior Consultant and Founder of Business Growth Experts LLC. BGE specializes in developing Mobile Apps and consulting for small to mid-size businesses. He can be reached at 530-204-3668 Edwin@BgExpertsLLC.com

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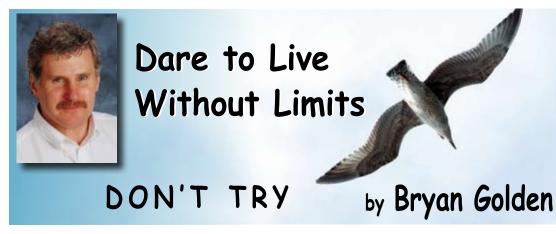
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How often have you heard someone say, "I'll give it a try?" Perhaps you've even said it yourself. We have all been told to try harder. The problem with trying is that it provides a plausible way out if you decide to give

Who can fault a person who says, "I gave it my best try but it didn't work." Well, if an individual tried, what more can be asked of them?

There is a big difference between "I'll try" and "I will." To try is to attempt. A person who will do something won't accept failure. They are determined to persist until success is realized.

The person who tries, starts out with some doubt as to the probability of success. They are not fully convinced, beyond any doubt, that what they are attempting will work. This inhibits the individual from doing whatever it takes to be successful. At the first obstacle, they are prone to declare their goal unattainable and give up.

The difference between success and failure is attitude. What appears to be only a slight difference in thought has a major impact on results. By making a minor change to your approach, you will transform your life from one of frustration to one of obtainable goals.

It all starts with a recognition from your destination.

that there is a solution for every problem and a way past every obstacle. This allows you to tap into your inner well of determination before you even start to tackle the situation you are facing

Tell yourself, "I will succeed. There is a way and I will find it." I can't emphasize enough the role your initial mental state plays in the final outcome you will experience. Before you begin, program into your mind that failure is not an option.

Understand it's normal to experience challenges, obstacles, or adversities. This way, you won't be dismayed when they occur. As you encounter these bumps in the road, always keep focused on your destination.

Other people will encourage you to give up at the first sign of trouble. Although their input is very discouraging, you must not allow them to dissuade you. From these people you will hear every reason imaginable as to why it's OK to abandon your pursuit. The naysayers will always conclude with, "but you gave it your best try."

Nothing was ever accomplished by someone who tried but ultimately gave up. You won't find one person who is remembered for what they attempted. You have to disregard anything that tries to pull you

You also need to fend off your own negative thoughts. It's only human for doubt to creep in when the going gets tough. You will get tired, frustrated and irritated. Your enthusiasm will become depleted. Just as you ignore negative comments from others, disregard your internal sentiments as well.

The bottom line is that you only fail when you give up. When you are faced with challenges, bailing out may appear to be the easy route. But abandoning your goals means you won't be living the life you want. Instead, you will then be settling for something less desirable.

If you are not really prepared to go the distance, to do whatever it takes, to overcome all obstacles, don't waste your time by giving something a try. Life is not a lottery where your success is based on luck.

The success you experience is based on your efforts. Be the person who succeeded rather than one who tried.

NOW AVAILABLE: "Dare to Live Without Limits." the book. Visit www.BryanGolden.com or your bookstore. Bryan is a management consultant, motivational speaker, author, and adjunct professor. E-mail Bryan at bryan@columnist.com or write him c/o this paper. © 2007 Bryan Golden.

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Second Edition for July 2012 The Messenger Page 5

Where Is The Line For Revolution?

Commentary by Brandon Smith Whiskey & Gunpowder Reprinted by permission

The subject of revolution is a touchy one. It's not a word that should be thrown around lightly, and when it is uttered at all, it elicits a chaotic jumble of opinions and debates from knowit-alls the world over. The "R" word has been persona non grata for quite some time in America, and until recently, was met with jeers and knee-jerk belligerence.

However, let's face it; today, the idea is not so far fetched. We have a global banking system that is feeding like a tapeworm in the stagnant guts of our economy. We suffer an election system so fraudulent BOTH sides of the political spectrum now represent a hyper-rich minority while the rest of us are simply expected to play along and enjoy the illusion of choice. We have a judicial body that has gone out of its way to whittle down our civil liberties and to marginalize our Constitution as some kind of "outdated relic".

We have an executive branch that issues special orders like monarchical edicts every month, each new order even more invasive and oppressive than the last. And, we have an establishment system that now believes it has the right to surveil the citizenry en masse and on the slightest whim without any consideration for 4th Amendment protections.

There are plenty of pessimists out there who would assert that Americans are totally oblivious to these developments. I have not found that to be true at all. Millions of people are awake to such issues, and millions more are, at the very least, angry at the state of things, though they may not fully understand the source of their distress.

Only a fool would deny that a fight is in the air...

Though the atmosphere of conflict is present, we are indeed experiencing a pause, a breath, a quiet moment before the breach, and this is a confusing time for

We human beings have a very odd tendency to view our own species as inherently and irrevocably violent, or at the very least terribly flawed. However, for all the negative press mankind gets for being "warlike", if we look back at history it is much more customary to find people desperately trying to avoid conflict, not provoke it, especially if there is an element of tangible risk. Wars are usually not fought by the general citizenry, or the men who promote the pursuit of hostilities. They pay other people to fight for them. If they were ever expected to actually participate in the same battles they lust after, they would probably change their minds about the whole idea rather quickly.

Most often the only instances in which common people take up arms and charge towards combat based on principle have been revolutions. Some revolutions are based on lies, and some are based on inspiration, but all of them require men to conquer their own apathy and fear of confrontation. This is no easy task, and it sometimes takes years or decades of social adaptation and organization.

The elements of a revolution are synchronous. They are like the ingredients of a boiling tropical storm. Each vital aspect of the event must be in place, or there can be no energy or direction. That said, if an environment is left sweltering and volatile, and this electric stew is maintained long enough, eventually, a tem-

pest will rise. The real question is; where is the tipping point? What causes a population to tolerate or ignore certain crimes by governments, but not others? Where is the line in the sand that if crossed, turns an apprehensively meek citizen into an "enemy of the state" ready to lay down his life against the very system he was born into? The answer is an intuitive and psychological one, rather than mathematical.

Colonial Americans suffered through numerous and mounting indignities over the course

of many years before taking up arms. They attempted nearly every method imaginable to counter or reason with British oppression without turning to violent means. They exhausted every avenue, legal, political, and social. They held rousing protests. They decentralized economically and countered British trade controls. They constructed brilliant legal arguments appealing to the monarchy to embrace logic. They attempted diplomatic redress after redress. It was abundantly clear that they did not want a war. When average Americans consider the revolution that gave birth to our free republic, they tend to forget the long struggle that was necessary to rally support for a declaration of liberties. No society, no matter how right in their position, and no matter how heinous the tyranny, jumps directly behind the muzzle of a gun to solve the problem. Revolution takes time...

As difficult as it is to rationally gauge the exact moment or circumstance that triggers revolt, the intensity or build up to conflict can certainly be felt. That pressure is tactile in America today, and is becoming difficult to ignore. The reasons are obvious. In the past 10 years alone elements of our government have cemented into place the "legal" framework to:

1) Detain U.S. citizens indefinitely without trial under the guise of enemy combatant status.

2) Assassinate U.S. citizens without trial and without due process under the law, including the very clear requirements of the treason clause.

3) Confiscate resources, including your private property, in the name of national security and preparedness.

4) Take control of or eliminate all communications networks including phone, radio, television, cell, internet, etc. in the name of national security.

5) Unleash a swarm of unmanned Predator Drones over our homes and towns to make mass surveillance of the public easier. All without probable cause or the protections of the 4th Amendment.

6) Capture, collate, and monitor the communications of millions of citizens without probable cause or a warrant under the FISA domestic spy bill.

7) Declare martial law without congressional oversight and embed active serving military amongst the populace in a law enforcement capacity. This includes the institution of Northcom, which is a standing military presence in the U.S. whose primary mission is to quell domestic dissent.

Most of the laws and executive orders that qualify this behavior from our government have been tested, at least in a limited capacity. These abuses of power have already galvanized a groundswell of activists across the country, and I believe that if implemented in a broader manner, will instigate revolution. Where is the line? I believe the line will be drawn with these trespasses:

1) Any action that involves the standardization of indefinite detainment or rendition against American citizens will result in rebellion. The second due process is thrown out the window and the right to a trial by jury is revoked, there is not much left for a population to do but fight back. This includes pre-emptive assassination as well. The more often enemy combatant status is applied to get around Constitutional protections, the more exponential public anger and fury will be. Black bagging

people will lead to war. 2) Economic mismanagement or deliberate derailment by banks has been accomplished with the aid and collusion of government. This has been made abundantly clear by numerous instances of exposed fraud, including the Libor Scandal, in which the private Federal Reserve and agencies within our own system have openly admitted to hiding the precarious nature of our financial situation. Any further implosion of the overall economy will be blamed on this fraud by a considerable portion of the

public. When people's wallets and bellies become empty, it's amazing how quickly they will get off their couches to solve a crisis. If they can't find justice within the system, history has shown that they will look for justice outside of it.

3) The institution of checkpoints, invasive technology like naked body scanners, and exaggerated law enforcement presence on a wide scale, will invariably lead to revolt. Dealing with TSA thugs in an airport is one thing; people fly voluntarily, and when they do it often involves a particular level of fear and anxiety, which can be used as rationalization for extreme security measures. Dealing with blue-shirts on the streets near your home, at the bus stop, or on the highway, on the other hand, is not going to go over too well. These tactics have already been experimented with on a small scale. I don't care how sheepish the American people appear to be in this era; start invading their personal space on a regular basis and many will eventually respond with fists instead of shrugged shoulders.

4) Predator drone fleets hovering over every square mile of the U.S. is not only completely unacceptable, it is going to escalate dissent into the realm of revolution. Any society that harbors even the slightest morsel of individualism is going to think "expedient regime change" when flying surveillance cameras are buzzing over their shoulders 24 hours a day. Set aside the fact that many of these drones will be launched weapons capable. No government has the right to categorize the whole of a citizenry as potential criminals. "When innocent until proven guilty" becomes "guilty until proven innocent", revolutions become inevitable.

5) Martial Law is an impractical solution to any national crisis. The Founding Fathers understood this well, which is why they specifically opposed the use of standing armies, especially in peace time. Under the Constitution, the private citizenry was supposed to be the disaster reaction force, not government paid centurions. There were multiple reasons behind this position. First, military troops are not trained for and do not have the capacity to police a domestic population (especially their own) in a practical manner. They are trained to do one thing; dominate an enemy. Second, the citizens within a particular state or county would have a much better understanding of that region's needs and complexities. A military composed of mostly unfamiliar outsiders would not know or care about how a local system operates, and would instead try to impose its own one-size-fits-all methodology. Finally, as apathetic as many people seem, they still do not l ike to feel bullied or subjugated. Being surrounded by armed troops at every turn with the executive granted legal authority to detain or kill without verifiable cause would make any man a little perturbed. I do not believe many in the U.S. will quietly accept a martial law scenario, regardless of the excuse given by government (terrorism, economic disaster, foreign war, etc.). A move towards military administration of domestic affairs

will lead to revolution. The internal strife of a nation is not predicated on the transitory moods of its people but the attitude of its government. Revolutions are not waged by happy men in an honorable land. True revolutions are a product of generations of discontent stemming from dishonest and vicious bureaucracy. An establishment government facing a wave of discord from the masses has, in most cases, done something to deserve it. I, like many, do not relish the idea of a new American revolt, but if I am to be honest in the face of the facts, I have to acknowledge that the potential for one within my lifetime is significant. I also can't say that it is not necessary. Unless tomorrow brings a miraculous shift in current totalitarian trends, revolution may be all we have left...

Don't Let Big Government **Choose Your News**

Continued from Page 1

The majority vote of three commissioners appointed by the president would make a final determination of news acceptability, overriding the news judgments of thousands of independent, local TV reporters and editors. The stations would be threatened with loss of their licenses to broadcast if found to be non-compliant.

In addition, a local control board would be appointed for each television station to monitor its programming, including news, and recommend against license renewal if board members concluded the station is not complying with the FCC policy. This would impose a new

blanket of government control over news. Much of the proposed new rule has not been made public including, for example, who would appoint the members of the local boards.

Requiring journalists to comply with a central government agency's policy on how to report the news and what the news should be means those journalists would no longer be free and independent of government. If the broadcast press is not free and independent, it cannot act as a watchdog for the public, which is its constitutional role.

News gathering is not just taking government handouts; it's probing sources for what is really going on. It's important that the TV and radio press continue to be able to do that so the public will be informed. FCC history shows government regulation of news content deters and prevents effective news-gathering.

Corydon B. Dunham is a Harvard Law School graduate. His new book, Government Control of News: A Constitutional Challenge, (http://freespeech. authorsxpress.com), details the study tracing the history of the FCC's Fairness Doctrine and development of the Localism, Balance and Diversity Doctrine. As an NBC executive for 25 years, Dunham oversaw legal and government matters and Broadcast Standards. He served on the board of directors of the National Television Academy of Arts and Sciences and American Corporate Counsel Association.

US Telecom Fake Bills Fool Businesses

BBB warns businesses to double check invoices before paying

SACRAMENTO REGION Better Business Bureau is warning of misleading advertisements being mailed to businesses across the Sacramento region by US Telecom.

The advertisements resemble an invoice or bill, complete with a description of services, rate, and total balance. The invoices received by BBB do not have any statements that the information is a solicitation.

U.S. Postal Service regulations require all mailings resembling bills or invoices include a disclaimer which states, in part, "THIS IS NOT A BILL. THIS IS A SOLICITATION. YOU ARE UNDER NO OBLIGATION TO PAY THE AMOUNT STATED ABOVE UNLESS YOU ACCEPT THIS OFFER." This statement must be in at least 30-point font in boldface capital letters.

North Dakota Attorney General's office filed a cease and desist order against the company



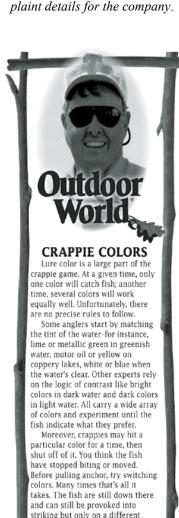
and its principal, David Bell, on Feb. 17, 2012. The order, in part, prohibits the defendants from advertising, soliciting or selling to North Dakota consumers through use of mailings that could be reasonably interpreted to be a bill or invoice. U S Telecom currently has an

'F' rating with Better Business Bureau after collecting over 450 complaints in the last year, some of which remain unanswered. BBB in Los Angeles contacted the company in September 2011 requesting US Telecom include a

disclosure statement to let businesses know the mailer is an invoice. To date, BBB has not received a response.

BBB advises the following to avoid invoice scams:

- Alert accounts payable to be on the lookout for phony invoices. • Carefully review invoices from
- businesses you do not typically do business with.
- If an invoice is questionable, contact the company and request proof of services rendered.
- Check out the business at necal.bbb.org to review complaint details for the company.



color, often something substantially unlike the color that worked well

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By Ronnie McBrayer

A man was going from Indianapolis, Indiana, to Louisville, Kentucky, when along the way he had a flat tire. Stranded on the side of the road, he was robbed, his car was stripped, he was shot, and left for dead.

A Baptist pastor, on his way home from the annual meeting of his denomination, saw the man. But he had a report to deliver to his congregation about the virtuous resolutions passed at the meeting he had just attended and an important sermon to preach about our culture's deteriorating family values. Besides that, his children were in the car, and he refused to traumatize them with this carnage. So he never took his foot off the accelerator.

A few minutes later, a Bishop of the Methodist church came driving by. A successful woman, she sat on the board of Focus on the Family, the National Association of Evangelicals, and Concerned Women for America. Considering the scene before her, she concluded that her work in these organizations must

It was the only way to stop such meaningless acts of violence; violence most likely perpetrated by dangerous gangs of teenagers who were the products of broken homes and without the proper Judeo-Christian guidance. She was a

Like a Good Neighbor

before she called 911.

Then a third traveler came upon the victim: A cocaine dealer and cartel member. A man who was in the country illegally, who had booze on his breath and marijuana in his bloodstream, and who hadn't been to Mass since he was a child.

He saw the shooting victim and somehow his heart was broken with compassion. He steered his car to the side of the road and jumped out with a first aid kit and a bottle of water. He triaged the wounded man the best he could, loaded him into the back seat of his car, and drove him to the hospital.

There, this good neighbor checked his rescued friend into the Emergency Room. He arranged for the transport of what was left of the victim's car, and he then went to the hospital administrator with a pile of cash, saying "I don't know if this man has health insurance, but I will stand good for the bill regardless."

Now I ask you, "Which of these three do you think was a neighbor to the man who fell into the hands of robbers?" Of course this question is not mine and neither is the story. It is a question and story that belongs to Jesus. It is a retelling of the parable of the Good Samaritan.

Jesus framed as radical a possibility conceivable by the community of his day – far more drastic than anything I have said here. He took a known pariah, a well-established outcast and

mile past the scene of the crime no-gooder, and turned him into a moral and spiritual hero – all at the expense of the upright church-goers.

> Jesus told such a story, not to define the boundaries of neighborly behavior, but to define what it means to love. Graphically, he showed his listeners that those who do not fit into our religious boxes, our precise doctrinal categories of right and wrong, and our church systems are sometimes more capable of acting like God than we professionals who pride ourselves in saying we know who God is.

> After all, to act like God is simply to love. And to love, it is not necessary to have perfect doctrinal integrity, to get the details of church "right," or to be as religiously and moralistically pure as possible. No, to love like God is to dirty our hands by helping our neighbors - "to do to others what we would have done" for ourselves.

Clucking our tongues, shedding a few tears, and simply observing the pain of our world while keeping a religious and respectable distance from the suffering is no substitute for binding wounds, wiping tears, and embracing those in need. We might just need such an embrace ourselves one day - even if that embrace comes from the most unlikely of neighbors.

Ronnie McBrayer is a syndicated columnist, speaker, and author of multiple books. You can read more and receive regular e-columns in your inbox at www.ronniemcbrayer.net.

Whatever Happened to Old-fashioned Spankings?

By Rev. James L. Snyder

Sometimes watching the news on television gets rather disparaging. Now that we have 24/7 news, not only can we see the news any time we want to, but we can see it over and over and over again. It is particularly disheartening when there is a "slow" news day. I think all of us can remember O.J. Simpson's mad race down a Los Angeles highway.

I can remember the good old days when Uncle Walter brought us up to speed on the day's news inside of a 30-minute program. Oh, for those good old days.

Never has an American generation been exposed to so much and knows so little for so short

This all came to me recently when the Gracious Mistress of the Parsonage and I were watching the news after our evening repast. I think it was the 9,999 times this particular news story had been played. Of course, we do not watch television that often and so we may only have seen a very short portion. The short portion that we saw was just about enough and my wife

It was the news story, if you remember, of the bus lady who was bullied by children.

"I think those children," my wife said and then paused while she grit her teeth violently, "need a good old-fashioned spanking." And with that, she crossed her arms and set her face in a defiant manner. Luckily, I was not one of those children or I would have received the intentions of her mind at that point.

Her comment got me to thinking. There was a time, back in "the day," when spankings were rather normal. Someone once said that if you saw a young boy on the street you should stop what you're doing and give him a good spanking because he was either coming from trouble or headed for trouble. Raising children then was a community

affair. I am not sure that ever took place, but it does have an authentic ring to it.

I semi-fondly remember when was a youngster I had the heebie-jeebies whaled out of me by my father on a regular basis. And I can testify that I have not missed those heebie-jeebies. My life is better for not having

Watching the video about the kids bullying that bus lady, I could not help but think that they were a rather spoiled bunch of little brats. Pardon my French. I think I would have taken it one step further than my wife. Not only do those youngsters need a good old-fashioned spanking but I think their parents do as well. Kids today are only a mirror of what they see and hear at home.

When I was young, the only spoiled brats around were the children of the rich folk. They could afford to be spoiled brats because their parents with their money bought their way into society. The only thing those kids ever earned was a bad reputation and disdain from the rest of us. The rest of us, having gone through the spanking rituals, could not afford to be spoiled brats. Good parents made sure of that.

I think of what my father use to say. "Son, I'm going to take this Board of Education and apply it to the seat of your learning." I can testify that he was very enthusiastic about his job. With all that education, I have had multiple degrees on my posterior. Even to this day, every time I sit down I am reminded of that education.

This "Board of Education" that my father was superintendent of, always hung by the door. Being the religious person that my father was, he had printed on this "Board of Education" the phrase from a favorite hymn, "I Need Thee Every Hour." It was a motto he lived up to all the years of my boyhood.

I often prayed my father would get weary of exercising that "Board," but I must confess that my naughtiness wearied long before he did. Looking back, I

am grateful. I will not go as far as to say that I am a good person, only that I am not a spoiled brat. I have learned through the years, thanks to the energy of my father,

to extend courtesy to everybody

around me and be respectful. Respecting other people is not something that comes naturally. Everybody needs to be taught that everybody deserves respect. Some people have earned more respect than others, I grant you. However, nobody deserves deliberate disrespect like those kids gave that bus lady.

With all the studies are being done through our governmental grant programs, I wonder why nobody has ever, at least to my knowledge, done a study on the importance of discipline in the home

It is at this point I must agree most heartily with the scriptural injunction on this subject. Solomon, the wisest man in the world, had much to say about disciplining children. And if anybody should know about disciplining children, it was Solomon.

"Foolishness is bound in the heart of a child; but the rod of correction shall drive it far from him" (Proverbs 22:15 KJV).

"He that spareth his rod hateth his son: but he that loveth him chasteneth him betimes" (Proverbs 13:24 KJV).

Disciplining children to ensure they grow up to be proper adults demands a whole lot of energy especially from parents. Love sometimes carries a large stick.

The Rev. James L. Snyder is pastor of the Family of God Fellowship, PO Box 831313, Ocala, FL 34483. He lives with his wife, Martha, in Silver Springs Shores. Call him at (352) 687-4240 or e-mail jamessnyder2@att.net. The church web site is www.whatafellowship.com.



By Marlys Norris, **Christian Author**

not have meaning to them. Their idea of love might be totally different from our concept of love. Possibly we can help them understand what we mean by those words. For those who have grown up in the church and understand the depth of its "agape" (all encompassing) meaning, it is a magnificent emotion and expression described in I Corinthians 13 of the Bible. Read it in several versions to fully understand love.

New King James Version reads: "Though I speak with tongues of men and of angels,

Limitless Love of God

but have not love I have become sounding brass or a clanging cymbal. Though I have the gift of prophecy, and understand all mysteries and all knowledge, and through I have all faith, so that I could remove mountains, but have not love, I am nothing. And though I bestow all my goods to feed the poor, and through I give my body to be burned, but have not love. it profits me nothing" Listen to When we say to someone these words! "Love suffers long God Loves You" it may or may and is kind, love does not envy: love does not parade itself, is not puffed up; does not behave rudely, does not seek its own, is not provoked, thinks no evil; does not rejoice in iniquity, but rejoices in the truth; bears all things, believes all things, hopes all things, endures all things".

It continues: "Love never fails, but whether there are prophecies, they will fail, whether there are tongues, they will cease; whether there is knowledge, it will vanish away. For we know in part and prophecy in part. But when that which is perfect has come, then that which is in

part, will be done away. When I was a child, I spoke like a child, I thought as a child; but when I became a man, I put away childish things. For now we see in a mirror dimly, but then face to face. Now I know in part, but then shall know just as I also am known. And now abide, faith, hope, love, these three but the greatest of these is love"

You are the apple of God's eyes and your name is written on His hand. The Bible is His book of love to all of us. The ageless. meaningful, abundant, abiding, limitless, endless, merciful, forgiving, unconditional and magnificent love of God wants you to know — He loves You and has a beautiful plan for your life! Submit and Commit your life into His hands and begin your lifetime adventure that will bring meaning and purpose into it.

Marlys Johnsen Norris God Moves Mountains, It was a Miracle (True story about my brother's kidnapping) Marlysjn@gmail.com

By Pastor Ray Dare

King Solomon wrote about it. The Rolling Stones sang about it. People everywhere are seeking it, but "Can't get no satisfaction!" What's the secret to happiness? That question was asked to thousands of Americans in a national poll, "What would it take to make you happy?" Their answer was: money, sex, things, friendships, being in love, getting married, having kids, finding a better job, retiring, graduating, success, power, recognition.

Now is there anything wrong with any of those things? No. The problem is they don't ultimately satisfy you. We all know people that have those things... possessions, power, pleasure, prestige, popularity, but are they ultimately satisfied? No.

By popular opinion, happiness is based on having the right circumstances. It's what I call "when & then thinking". When I make more money... When I get out of debt... When I get the new job, or new house, or new car...

How to Find Happiness When I get married, when I get no person, no circumstance, no when my kids leave home... that spiritual hunger. Money

unmarried! When I have kids... and then thinking—circumstantial happiness. It's no wonder there are so many stress-out, overworked and dissatisfied people in society. God says, "You're looking for happiness in all the wrong places!'

In the Bible God says, "Why spend your money on something that is not real food? Why work for something that doesn't really satisfy you? Listen closely to me, and you will eat what is good; your soul will enjoy the rich food that satisfies." Isaiah 55:2 The first step is to realize what you're really hungry for. Most people really don't understand what's missing. The Bible says that we were created spiritual beings. God made you to love you and for you love Him back and nothing will ever take the place of that. Nothing.

When you were born, God created you with a physical appetite to keep you alive. If you didn't have an appetite, you would just waste away because you'd never know your need for food. Also when you were born, God also gave you a spiritual appetite. He's given you a spiritual appetite so you would get to know Him. Nothing else will truly satisfy that hunger. No situation,

event. Nothing else will satisfy Then I'll be happy! This is when can't, fame can't, prestige can't, possessions can i, power can i drugs or alcohol can't. None of those things will ultimately satisfy you. They can't! What's missing is spiritual.

You will never be happy in life living for yourself. You can't, because you were made by God and for a relationship with God and until you understand that life isn't going to make sense to you. Get to know God, if you do not know him. Get to know Him better by going to church, prayer and reading the Bible. Only a relationship with God through Jesus Christ can ultimately fill that void, because that's why you were created in the first place. That's why Jesus said, "I am the bread of life. No one who comes to me will ever be hungry again." John 6:35a (NLT)

I'm NOT talking about religion. God couldn't care less about your religion. He wants a relationship with you.

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Crossword Puzzle on Page 8

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Sudoku Puzzle on Page 9

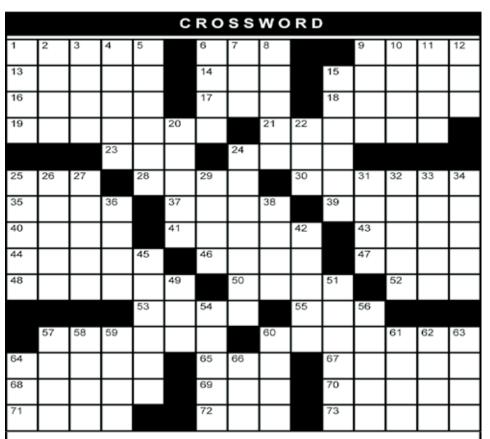
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43. Dante's Beatrice, e.g.

48. *Most-decorated gold

50. Thick, messy substances

46. *Sprinting and long jumping

44. A mood disorder

39. Not a soul

40. Hipbones

great

41. On a cruise

47. Spawned

52. Wilbur's home

55. -been

53. Connecting point

57. *Ancient Olympia site

64. One of Indian languages

60. *Decathlon event

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ACROSS 1. Like smell of burning rubber,

- 6. Known for its brown trucks 9. *Given name of Russian Gymnast who competed in
- 13. "The Red Badge of Courage" author
- 14. Cul de 15. Landowner 16. It fits into a mortise
- 17. Ostrich-like bird
- 18. "Or else" in music _, Higher, Stronger"
- 21. *Boxing weight class 23. A great distance
- 24. Suite cleaner
- 28. Italian currency, pl.
- 30. Type of deodorant
- 35. William Simmons was a founder of this infamous group
- 37. Piece of metal covered by leather and used for hitting

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- 25. Comes from pine tree
- 67. Fully informed 68. "Dressed to the 69. Pooh's wise friend

65. Pigeon call

- 70. *Medal holders 71. Short for engineer
- 72. Soak a fiber, e.g.
- 73. Rendezvous

- **CLUES DOWN**
- 1. Parts of play
- 2. *a.k.a. rowing 3. Hindu princess
- 4. and out: on and
- Relating to teeth 6. Substance abuser
- 7. * ___ Shriver, gold medalist
- tennis star 8. Aqua-lung
- 9. Kiln for drying hops 10. *Gold medalist and WNBA
- Leslie 11. Sinister
- 12. Dental group 15. *2012 Olympics site
- 20. "Fear of Flying" author
- 22. On 24. Stuffed in a bottle?
- 25. Pinch to save
- 26. Muslim God
- 27. Founding Father Thomas
- 29. Officer training program 31. Bausch's partner

32. Glowers or frowns 33. Beginning of illness

esurance

- 34. Always demanding
- 36. Victim of nervous biting
- 38. Villain's rival
- 42. Central Pacific greeting
- 45. Pause in breathing, pl.
- 49. Socialist, abbr.
- 54. Interior designer's concern 56. Waste water pipe
- 57. Smiley face 58. *It represents a continent
- 59. Looker or ogler
- 60. Sudden impact
- 61. Like a tatting product 62. Irritates
- 63. No kids or empty 64. *Bermuda and Iraq each previously won this many Olympic medals
- For Solution See Page 7

66. Be in debt

Kathy Jones Announces Fundraisers for Her Honorary Mayor of Fair Oaks Campaign

a candidate for honorary mayor of Fair Oaks. In this campaign, the candidate who raises the most money for their announced cause wins the election. The campaign motto is \$\$\$ Vote Early.....\$\$\$Vote Often. Kathy is raising funds to extend the walking paths in Phoenix Park. To this end, she has announced the following events:

On July 21st, Guided Interpretative Nature Walk in Phoenix Park - 9:30am and 10am-\$5 donation includes a bottle of water and an energy bar. On July 27th, A Wine and hors d'oeuvres party and Raffle



at a private residence 6:30pm - 9:30pm \$25 per person or \$40 for two. On August 11th, Sidewalk Dog Wash at 10351 "A" Fair Oaks Blvd 11am-3pm \$5 for small dogs \$10 for large. On August 25th, Ole Mexican residence 5:30pm - 9:00pm \$25 per person or \$40 for two. On September 8th, Ice Cream social with Interactive Silent Movies and Raffle - St. Francis Episcopal Church Hall 1:30pm-4:30pm \$10 per adult \$5 per

For more information please call the Fair Oaks Chamber at 967-2903. Tickets can be purchased on www.kathyjoneshonorarymayor.us

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Second Edition for July 2012 The Messenger Page 9



Simply Amazing

The Oakland Athletics passed their mid-term exams with green and gold colors flying by coming out of the All-Star break to win eight of nine games, including five of six against a pair of powerful division-leading teams.

The A's won four straight onerun games over the Beasts from the East, the New York Yankees, who have the best record in the majors. That followed a twogame split with West leader Texas and now the A's and Angels are both within striking distance of the Rangers and/or playoff spots.

Sunday's 5-4,12-inning victory was the A's' 11th walk-off win of the season. Their exciting resurgence calls for a rebirth of their long-lost nametag, The Amazin' A's.

When over 30,000 fans were going cuckoo for Coco Crisp when he singled in the gamewinner Sunday, one couldn't help but notice a new dynamic. A's fans had regained "ownership" of their home park. In the past, New York fans (and Boston Red Sox fans) would routinely overrun the Coliseum to the point it seemed the visitors held the home-field advantage.

But three rookie starters, part of a seven-rookie staff currently,

6

4

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and a bullpen which has leagueleading 2.71 ERA, limited the Yanks to ten runs in the series. The A's' lineups of young unproven players and fringecaliber players had just enough each day to take down Yankees lineups laden with big-money free agents. Two New York players, Alex Rodriguez and pitcher C.C. Sabathia, are paid more than the Athletics' entire 25-man roster. Go figure.

Over 100,000 fans attended the New York series, partly because it was the Yankees, but also because the Oakland BART train (Baseball Again Really Thriving) is really rumbling to the sound of a 14-2 record in July. Winning can produce amazing results.

You have to wonder if Oakland co-owner Lew Wolff might be a little upset with general manager Billy Beane. Could Beane's surprisingly successful personnel moves and manager Bob Melvin's guidance have temporarily derailed Wolff's ambitions of eventually moving the team? We'll see... He better get it done before another movie comes out!

Meanwhile, things are going pretty well across the bay. The San Francisco Giants returned

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from a 4-2 eastern road trip still in first place for a 10-game home-stand. Tim Lincecum seems to be returning to form, joining the party with the rest of the dominating starting staff. Despite a few hiccups, the bull pen is still one of the best around.

The offense averaged better than six runs per game on the trip. All-Star MVP Melky Cabrera is still milking his season-long hot streak, leading the majors in hits. All Star catcher Buster Posey is busy validating the votes with a hot streak that has vaulted him into the top ten in hitting in the National League. All Star Pablo Sandoval has been a little off his game since his decisive three-run triple in the Mid-Season Classic, but his track record shows he should be productive.

Ryan Theriot has saved the day at second base, relatively nullifying the disappointing loss of injured Freddy Sanchez. Mildly disgruntled Nate Schierholtz gave the outfield a boost with strong play in Philadelphia. Angel Pagan and Gregor Blanco have been slumping. A threeman rotation providing plenty of playing time and rest, and energy off the bench could be a good solution.

The biggest issue is fewer baby giraffe hats in the stands and anemic production from first base. You may as well ask Abbott and Costello who's on first, because they could give as good an answer as anybody. The answer does not appear to be Brandon Belt, mired in a long, deep slump and looking much more like Lance Niekro or Damon Minor than Will Clark or J.T. Snow.







by David Dickstein

Family Films

The Amazing Spider-Man Opens July 3, rated PG-13 theamazingspiderman.com

Following in the same footsteps, webbed or not, of Peter Parker's parents, Sony Pictures has abandoned its child. After three successful action movies, the studio deserted Tobey Maguire and replaced him with Andrew Garfield ("The Social Network"). The new Peter will take a bite out of crime after getting bitten by a laboratory spider. The science experiment gone wrong puts a damper on his search for his true self and a budding relationship with high school crush (Emma Stone), all while being raised by his Uncle Ben (Martin Sheen)



Ice Age: Continental Drift Opens July 13, rated PG

iceagemovie.com Manfred, Sid and Diego saved a baby boy in the 2002 hit original, and since then they've survived melting ice and dinosaurs. In No.4, the die-hard woolly mammoth, sloth and saber-toothed tiger are forced to explore a new world by floating iceberg after their continent is set adrift. Sea creatures and pirates prove that getting there - wherever "there" is - isn't half the fun. Well, except maybe, hopefully, for the audience. Ray Romano, John Leguizamo and Denis Leary lend their voice again, as does a returning Queen Latifah as fem-mammoth Ellie.

Films and DVDs for the Whole Family



The Dark Knight Rises Opens July 20, rated PG-13 thedarkknightrises.com

Intense action and violence aren't the makings of a family film, but just try to keep your pre-teen from pleading to see this superhero flick. It's gonna be huge. The volatile, yet talented Christian Bale and brilliant director Christopher Nolan reteam for a brooding story set 8 years after the events of "The Dark Night." In this episode, reportedly the last spin in the Batmobile for Bale, the Caped Crusader faces off with the brutal Bane ("Warrior's" Tom Hardy) and the stealthy Catwoman (Anne Hathaway).

Family DVDs

"Fat Albert and the Cosby Kids: The Complete Series" (ages 4-10, released July 31, not rated): Hey, hey, hey – it's Bill Cosby and the classic animated series he created, produced and hosted from 1972 to 1984. The urban-set, racial barrier-breaking original was followed up by two similar shows for a total of 110 episodes. At \$120 retail they don't come cheap, these 2,340 minutes of life lessons and kidfriendly rock music. But as far as vintage Saturday morning TV goes, it's hard to beat the educational goodness found on these 16 discs. Grade: A

"The Magic School Bus: The Complete Series" (ages 5-10, released July 31, not rated). All 54 animated episodes from the Emmy-winning, mid-1990s TV series are included, and each is a fantastic voyage from the smallest cell to the largest galaxy. Lily Tomlin is a delight as Miss

Frizzle, an eccentric elementary school teacher who takes her students for the 23-minute-long rides of their lives. Grade: A

"Scooby-Doo! Laff-A-Lympics: Spooky Games" (ages 5-10, released July 17, not rated). No doubt trying to cash in on the Summer Olympics, this two-disc set features a dozen episodes and an all-new Scooby-Doo episode threaded by a sporting event theme. The title doesn't take the gold with middling production quality, but it's worthy of a generous silver. Grade: B-



"Sesame Street: Elmo's Magic Numbers" (ages 2-6, released July 10, not rated): This DVD mixing old with new zeroes in early math skills. Comic actor Will Arnett plays Max the Magician, whose skills in matching concepts amazes Elmo, Big Bird, Zoe and the gang. The title includes two new full-length episodes and several favorites for over 2 hours of edutainment. Grade: A-

PREVENT AND **REVERSE HEART** DISEASE

There's a killer on the loose. Heart disease is the number one killer in the U.S. But what if I told you it doesn't have to be that way, and it's not so scary either? Joseph Piscatella, President of the Institutes for Fitness Health, and Dr Barry Franklin, say 80% of us can prevent heart disease by making some simple lifestyle changes. They have some 109 things you can do in "Prevent, Halt and Reverse Heart Disease." We let it sneak up on us, Piscatella told me on my POPPOFF Radio Show, but that can change right now. First of all, there are ten critical cardiac markers to assess your risk.

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- 3) Blood Clotting 4) Weight
- 5) Blood Pressure
- *6) Diabetes*
- 7) Metabolic Syndrome 8) Aerobic Activity
- 9) Smoking 10) Personality
- There's a whole cardiac marker profile you can assess after you look

POPPOFF!

with Mary Jane Popp

at the above markers in the book. So how about a few of those simple lifestyle changes that can really make a difference. I can't get all 109 in this one column, but here are some helpful tips to get you started.

1) Take a vacation! People who don't take an annual vacation are 32% more likely to die of coronary heart disease that those who take time off each year.

2) Disguise your exercise. Get off the bus or subway a stop early and walk the rest of the way. Take the long way back from the restroom to your desk. Unload one grocery bag at a time from your car.

3) To make sure you start your exercise program off on the right foot, wait until the end of the day (when your feet are the largest) to shop for athletic shoes.

4) Floss! Flossing your teeth may help prevent inflammation and bacteria, which can cause injury to coronary artery walls.

5) Meditate. Studies at UCLA and Harvard show when you are asleep, you're oxygen level is decreased by 8%. With meditation, it's 12%, an indication that your body is equally if not even more deeply relaxed.

6) Turn off the TV. America is perhaps the most informed nation on earth. Unfortunately, what is presented on TV is often unbalanced, not necessarily in the "left or right" sense, but because TV news presents hypedup versions of today's headlines that are invariably sensationalized and negative. Instead of producing clarity, it increases anxiety.

- 7) Rough up your diet. We should all be eating 20 to 35 grams of fiber a day, with at least 3 grams of soluble fiber.
- 8) Get your antioxidants from food. According to the American Heart Association, "It is preferable to get vitamins and minerals such as betacarotene, vitamin C and vitamin E in a nutritious diet rather than through supplements.
- 9) Limit your caffeine. Americans consume about 33 million gallons of coffee a day, equal to 30 seconds of full flow at Niagara Falls. Too much caffeine has a negative impact on cardiac health.

10) Visit the mall. Exercise indoors when the temps are extreme like blistering heat, or simply anytime the weather is simply unpleasant. If you don't belong to a gym, walk at your local shopping mall. Many malls open their doors early just for this purpose.

That's just a small sampling of the 109 things to do. They go into much detail and they talk about testing and what to ask for and look for. It doesn't hurt that you can understand what your doctor is telling you either. You can also check out Joe's website at www.joepiscatella. com. It's called "Prevent, Halt and Reverse Heart Disease." Now the ball is in your court! Stay well!!!

Join Mary Jane for the KAHI Noon News Monday-Friday and then again for POPOFF 10 PM – Midnight.

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A Film Review by Tim Riley

THE DARK KNIGHT **RISES** (Rated PG-13)

Starting with "Batman Begins" in 2005, writer and director Christopher Nolan envisioned an epic trilogy for the story of Gotham's Caped Crusader, a superhero without any real superpowers.

The conclusion arrives in spectacular fashion with "The Dark Knight Rises," which begins at a point eight years after "The Dark Knight," notwithstanding the fact that the second film was released in 2008.

A lengthier passage of time allows for the consequences of actions taken by Batman and others, including Commissioner Gordon and D.A. Harvey Dent, to have percolated into a state of palpable anxiety.

Action begins with a daring opening sequence that would be the envy of any James Bond film. An incredible skyjacking of another aircraft gives us our first chilling glimpse of the evil embodied by terrorist Bane (Tom Hardy).

Meanwhile, Bruce Wayne (Christian Bale), having retired the Batman cape and cowl in his subterranean hideaway, has turned into a Howard Hughes-like recluse at Wayne Manor, absent the neurosis of keeping a germ-free environment.

To allow Gotham the veneer of law-and-order serenity on the surface, Batman slinked away into oblivion, taking the blame for the demise of Harvey Dent, whose martyrdom brought an end to crime in the metropolis.

The sensitive and sensible Commissioner Gordon (Gary Oldman), his conscience wracked by the truth, knows only too well that the crime-free status of Gotham is predicated upon lies. Soon enough, he will need Batman's return.

Riley Reviews

BATMAN'S "DARK KNIGHT" TRILOGY "RISES" TO GRAND OCCASION

Trouble is quickly brewing from multiple sources. Corruption is evident below the surface. A slimy businessman is taking a run at a hostile takeover of Wayne Enterprises.

True malevolence arrives with thuggish terrorist Bane hatching a plan to undermine the institutions of the city, beginning with a violent assault upon the Stock Exchange.

A terrifying figure, Bane has his face covered in a strange mask that serves not to conceal his identity, but to regulate the transmission of painkilling medication. Bane resembles Darth Vader, but without the charm.

Notwithstanding Bane's unvarnished villainy, the first bad guy to seize Bruce Wayne's attention is Selina Kyle (Anne Hathaway), a cat burglar he catches in the act of lifting family jewels from the Wayne Manor safe.

Of course, Selina represents Catwoman, but oddly enough she is never called Catwoman. For his part, Bruce is intrigued by the cunning sexy vamp's facile ease of delivering witty quips and sharp barbs.

Selina brings welcome humor to a film that is heavy on a dark, gloomy mood. She also helps get Bruce's Batman back into the game, considering that he's out of shape and still healing from old physical wounds.

In a way, Selina helps Batman to focus his attention on the bigger problem posed by Bane's terrorist plot to destroy Gotham with nuclear weapons, but not before bringing down the city's financial empire.

As if inspired by the French Revolution and the attack on the Bastille, Bane and his thugs launch an assault on the local prison to free those incarcerated by the Harvey Dent law that brought an end to

Having rigged bombs in the city's sewer system, Bane figures a way to trap most of Gotham's police force below ground in subway

tunnels and other passageways.

Few people outside of Batman and Commissioner Gordon grasp the immediate gravity of the situation, though rookie cop John Blake (Joseph Gordon-Levitt) displays earnest integrity and courage with great conviction, earning himself a leading role in the fight for

Other key players are Wayne Enterprises CEO Lucius Fox (Morgan Freeman), the steady hand on the weapons programs needed to fight crime, and new Board member Miranda Tate (Marion Cotillard), a wealthy philanthropist interested in an environmental project.

During much of the early going, the angst-ridden Bruce Wayne is attended by his faithful butler Alfred (Michael Caine), who grows increasingly frustrated that his boss has retreated so fully from engagement with the outside world.

Egged on by the wisecracks of Selina and the dastardly acts of Bane, Bruce Wayne undergoes training to bring himself into fighting shape, as the inevitable showdown with the masked villain is a real doozy.

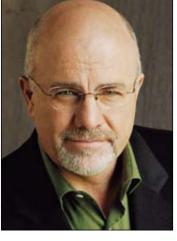
'The Dark Knight Rises" delves into social-political issues of the day, though one could reasonably come away with differing opinions or interpretations.

Corruption and treachery are not limited to the establishment. Bane's thugs run a kangaroo court where the death penalty is imposed freely and without due process by Scarecrow (Cillian Murphy).

One could ask if the violent attack on the Stock Exchange is an expression of discontent with income inequality or does it represent the Occupy Wall Street movement taken to the reprehensible violent extreme of mob rule anarchy?

Pondering the philosophical implications of perhaps conflicting points of view is a mental exercise soon overcome by brutish, sustained violence. To be sure, Bane is clearly a nihilist committed to destroying many innocents.

What does not appear so debatable is that "The Dark Knight Rises," with exciting chases, superior effects and spectacular stunts, is not far removed from the comicbook underpinnings created by Bob Kane and published by DC Comics.



Dave Ramsey is America's most trusted voice on money and business. He's authored four New York Times best-selling books: Financial Peace, More Than Enough, The Total Money Makeover and EntreLeadership. The Dave Ramsey Show is heard by more than 5,000,000 listeners each week on more than 500 radio stations. Follow Dave on Twitter at @DaveRamsey and on the web at daveramsey.com.

Just Another Form of

My son is 22 and about to enter the Navy as an officer. He's been offered a Career Starter Loan. His plan is to invest the money and let it grow while he's in the service. I'm not sure this is a good idea. What do you think about it? - Mary

Dear Mary,

The Career Starter Loan is just another form of debt, so it's something I can't recommend. Basically, it's the military trying to do a nice thing for its men and women. The problem is that it's still a loan that has to be repaid. It's not a signing bonus. In my mind, if you want to help me start my career, kick things off by giving me a job and a

Dave Says Do you know what the num-

ber-one cause of security clearance problems is in the military? It's debt. And financial irresponsibility is the third most prevalent reason for dishonorable discharge from the armed forces. And yet, with this kind of program, they're shoving debt into young people's faces right off the bat.

I appreciate the fact that he's trying to use an academic approach. I'm sure he sees a scenario where he can borrow money with low payments and a really low interest rate, invest it and make a ton of money. The problem is he's leaving risk out of the equation. What happens if the investments don't pan out? He could lose the money and still have to repay the loan.

Being older, and having a bit more wisdom, you and I realize things don't always work out the way they're planned. In other words, life happens. But don't be too hard on him. He's trying to use his intellect, and that's a good thing. Still, wisdom always trumps academia. And that whisper of wisdom is telling us this situation could be a mess waiting to happen!

- Dave

To Catch A Thief

Dear Dave,

My stepson is about to turn 18. I have reason to believe that his biological father has used his son's name to open credit accounts. I've been told that you can't do a credit check on a minor, so what's the easiest way

to go about checking this out? -Tom

Dear Tom,

I'm not sure who told you that you can't do a credit check on a minor. I did it on all my kids when they were younger. There are three national credit reporting bureaus: Experian, Equifax and TransUnion. Just go online to each one, and pull his credit reports to see if anything is

If you find anything, you'll need to file a police report in the locale where the offense occurred. After you file the report, get a copy and approach the business in question, explaining what happened. You'll have to make sure they understand this guy is not the kid's legal, parental guardian, and that he stole his son's identity to open the account. Then, provide them with a copy of the police report and make sure they take his name off the account.

Checking a credit report is pretty easy, and it will give you a wealth of information. The biggest hassle is making the contacts and explaining things to creditors and the reporting bureaus. But it's a lot bigger hassle for the identity thief once the companies that have been duped and the authorities know what's going on!

- Dave

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Second Edition for July 2012 The Messenger Page 11



Photo courtesy of Getty Images

ENDTHE CHURWAR

FAMILY FEATURES

When it comes to household chores, men and women don't always see eye to eye.

In fact, the second annual Scrubbing Bubbles Dirty Work Index survey found that 58 percent of women say it's their job to clean, and a quarter (25 percent) of all women feel as if they are the cleaning leader in their homes.

In addition, more than half of women confided that they want more help around the house from their partner or spouse, but 38 percent don't trust them to meet their standards of cleanliness.

Today's families often have hectic schedules, making it even more important to approach household chores as a team. That's why Scrubbing Bubbles has partnered with John Gray, best-selling author of "Men are from Mars, Women are from Venus." Together, they will help couples engage in a healthy discussion to help resolve the age-old household chore debate.

How couples deal with household chores either strengthens the partnership or creates a divide. Gray offers this advice for creating the best atmosphere at home:

■ Define the roles.

It's important to identify all the household chores and discuss who will have ownership of each.

■ Discuss expectations.

Since the survey showed that women don't trust men to meet their standards of clean, Gray recommends that women actually show men how they want the house cleaned and that couples discuss what clean means to each of them.

■ Look for time-saving cleaning tools.

Stock your home with cleaning products that are easy to use and efficient. For example, use Scrubbing Bubbles Automatic Shower Cleaner and Scrubbing Bubbles One Step Toilet Bowl Cleaner. These products make the tough tasks easier so anyone in the family can help clean.

■ Remember to say thank you.

Whether or not the bathroom shines the way you want, don't forget to say thank you for the effort.

One simple tool you can use to minimize friction over chores? A checklist. For each room of the house, write down what tasks need to be completed and review it with your clean team so everyone knows exactly what's expected. These sample checklists for bathroom chores can help you get started.

Join in the chore wars conversation, get more cleaning tips from John Gray, and take a cleaning personality quiz at www.facebook.com/scrubbingbubbles.

She Says/He Says

The second annual Dirty Work Index survey found that when it comes to cleaning, women think they play the primary role. In fact:

- Nearly 60 percent of women say "it's my job" to clean.
- 57 percent of women say they want help more frequently from their partner or spouse.
- 75 percent say they are a better household cleaner.

Men have a different take on things:

- Nearly half of all men surveyed (45 percent) consider it their job to clean.
- 49 percent position their role as being "a member of the cleaning team" versus the one in charge.
- 34 percent of men say they are a better household cleaner than their partner/spouse.

A His and Her Cleaning Toolbox

Having the right tools for the job makes any chore more efficient and more effective. When it's chore time, make sure you have a cleaning caddy stocked up with these supplies:

- Microfiber cloths
 They won't leave lint
 behind on clean mirrors
 and windows.
- Rubber gloves

 To protect your hands while you clean.
- Antibacterial products
 Clean and disinfect at the same time with products such as Scrubbing
 Bubbles Antibacterial wipes.

HEAVY-DUTY CHECKLIST

- Clean bathtub and shower. Scrubbing Bubbles Automatic Shower Cleaner focuses on parts of the shower where dirt and grime tend to build up most. The sprayer spins 360-degrees to cover the entire shower and cleans where soap scum, mold and mildew stains collect. Start with a clean shower and the Automatic Shower Cleaner cleans your shower in just days, keeping it clean for up to 30 days.
- Clean and disinfect the sink. Wipe the sink, faucets and vanity top with biodegradable antibacterial bathroom wipes. Scrub the drain with a toothbrush. Scrape any buildup between the sink and the counter with the edge of an old credit card.
- Make mirrors and windows sparkle. Spray with cleaner and buff surface with a soft cloth.
- Clean and disinfect toilet. Wipe down outside of toilet and scrub the inside with Scrubbing Bubbles Fresh Brush 2-in-1 Toilet Cleaner maintain a clean toilet by using the Scrubbing Bubbles One-Step toilet bowl cleaner daily.
- Empty the waste basket. Dispose of all trash. Before replacing the trash bag, wipe it out with antibacterial wipes.
- Clean the floors. Sweep or vacuum the floors to get rid of all large particles and

LIGHT-DUTY CHECKLIST

- Let in some fresh air. Open the door or a window to air out the room and reduce humidity.
- Check the toilet paper supply. Don't get caught with an empty roll.
- Feed the hamper. Toss dirty clothes and towels into a hamper and hang fresh towels.
- Clean the soft goods. Launder curtains, rugs and cloth shower curtains according to the care instructions. After washing a cloth shower curtain, hang it immediately and let it air-dry to prevent wrinkles.
- Restock supplies. In addition to refilling your cleaning supplies, check your stash of light bulbs, cotton balls and guest towels. Organize and store these items in sturdy containers.

Page 12 The Messenger **Second Edition for July 2012**

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