



AMERICAN RIVER MESSENGER

Volume 7 • Issue 2

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

Second Edition for January 2012

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New Year, New Motor Laws

As we begin a new year, California motorists should be aware of some of the new laws going into effect this past January 1, 2012. These new traffic laws were passed by the Legislature and signed by the Governor earlier in 2011, and the California Highway Patrol (CHP) is asking the motoring public to familiarize themselves with the changes before they take effect.

“Our hope is by educating the public of these new traffic safety laws in advance, more lives will be saved in the new year,” said CHP Commissioner Joe Farrow.

The following are highlights of a few of the significant changes for the upcoming year:

- A change to California’s Child Passenger Safety Seat law will now require children to ride in either a car seat or booster seat until the age of eight, or until they reach a height of 4 feet 9 inches. This law also requires children who do not meet the age or height requirement to ride in the rear seat of a vehicle unless the vehicle has no back seats, the restraint system cannot be properly installed or the rear seats are already occupied by children under age eight. However, the law still maintains that a child may not ride in the front seat of a vehicle with an active passenger airbag if they are under one year of age, less than 20 pounds, or riding in a rear-facing child safety seat. (SB 929, Evans)

- Drivers are required to stop and submit to a sobriety checkpoint. However, peace officers will be prohibited from impounding a vehicle for 30 days out of a sobriety checkpoint if the only offense by the driver is failing to hold a valid driver license. The new law requires that the officer make a reasonable attempt to identify the registered owner in order to release the vehicle. (AB 353, Cedillo)

- Anyone who is convicted of reckless driving under Section 23103.5 of the Vehicle Code can apply for a restricted driver



Motorists need to know that many new laws came into effect January 1st in California.

license prior to the completion of their one-year suspension, provided they meet specified conditions, including the installation of an Ignition Interlock Device in their vehicle. (AB 520, Ammiano)

- Vehicles will be prohibited from crossing double parallel solid white lines except where permitted. (AB 1105, Gordon)

- Electric Vehicles (EV) must now be plugged in for refueling when occupying an EVdesignated parking space, otherwise they may be towed. In addition, the law prohibits a person from obstructing, blocking, or otherwise barring access to an EV-designated parking space. (AB 475, Butler)

- Local governments can now

regulate advertising signs on any motor vehicle parked or left standing upon a public street, except for signs painted directly upon or permanently affixed to the vehicle for permanent decoration, identification, or display that do not extend beyond the overall length, width, or height of the vehicle. (AB 1298, Blumenfeld)

A law dealing with repeat driving under the influence (DUI) offenders that was passed in 2010 also goes into effect on January 1:

- Section 23579 was added to the Vehicle Code, which authorizes courts to revoke a driver’s license for 10 years if a person is convicted of three or more DUIs. Under this law enacted in

2010, a motorist may be allowed to apply for reinstatement of his or her driver’s license with the Department of Motor Vehicles (DMV) after five years, if the person installs an Ignition Interlock Device (IID) in their vehicle. The law allows the DMV to terminate this restricted license if the IID requirements are not met. (AB 1601, Hill)

The points above are only a synopsis of the new laws listed here and only a partial list of California’s new laws adopted for 2012. For complete information on chaptered bills enacted in 2011, please refer to the Legislative Counsel website at www.LegInfo.ca.gov. Source: CHP

Metro Fire Responds to House Fire

FAIR OAKS – January 13th, 6:14am – Metro Firefighters responded to the report of a garage fire at 4232 Niblick Way. While responding to the fire call, firefighters were alerted that a man had come out of the home that was on fire, but then went back inside.

With that information, prior to firefighters arriving the Battalion Chief in charge advised responding crews this was a rescue mode fire which alerts firefighters to use a more risky rescue technique known as Vent-Enter-Search (VES) to search for potential victims.

Firefighters arrived and found a fully involved garage fire with fire extending to the attic, and kitchen area of the home. Firefighters found the male occupant outside the home. Firefighters extinguished the fire.

Fire Crews later learned a neighbor noticed the homes garage on fire. The neighbor knocked on the door alerting the homeowner of the fire who was reported as still sleeping. After seeing the fire, the homeowner returned into the home to retrieve his two dogs, then escaped uninjured.

The fire was contained with one alarm of twenty-four firefighters, and no reported injuries. Two dogs also escaped without injury. Fire Investigators could not eliminate a malfunctioning appliance in the garage as a cause. Damage is estimated to be \$110,000.

Metro Fire wants to remind citizen not to return into a structure that is on fire. Conditions change rapidly.

Source: Sac Metro Fire

Sacramento County Grand Jury Seeks Applicants

SACRAMENTO COUNTY–The Sacramento County Grand Jury is currently accepting applications for jurors for the 2012-2013 session. Applications are due no later than February 6, 2012. The upcoming term will run from July 1, 2012 to June 30, 2013.

The Grand Jury is comprised of a diverse panel of 19 citizen volunteers who provide oversight of governmental activities within Sacramento County. During the session, the jury may respond to community complaints and examine county and city governments, schools, and special districts.

Objectives of investigations include saving taxpayer dollars, eliminating waste and fraud, and verification of compliance with the law.

For applications or to learn more about the Sacramento County Grand Jury go to www.sacgrandjury.org.

For additional information, contact Rebecca Castaneda, Grand Jury Coordinator at (916) 874-7559.

Rancho Cordova Deals with California Supreme Court Decision to end Redevelopment

RANCHO CORDOVA – On December 29, 2011, the California Supreme Court ruled that the abolishment of Redevelopment Agencies is a “proper exercise of legislative power”, which effectively eliminates redevelopment in its current form. The Supreme Court decision has substantial implications for over 400 local redevelopment agencies, including the Redevelopment Agency of the City of Rancho Cordova. Redevelopment agencies throughout the state are now forced to suspend work on projects and sell properties in which they have already invested money and time.

Mayor David Sander said, “Rancho Cordova is faced with the same situation as other communities around the state. We have to set aside our immediate plans to build projects and improve properties that we

have spent years planning and purchasing.”

The Supreme Court’s decision will mean that the Rancho Cordova Redevelopment Agency (RDA) will not purchase the property near Folsom Boulevard and Mather Field Road that had been the focus of an eminent domain lawsuit and which was part of a larger plan to redevelop an entire block along Folsom Boulevard. The RDA will be forced to sell two other parcels that it had previously acquired for redevelopment on Folsom Boulevard in this block.

Although the new law and Court decision will eliminate the RDA’s ability to purchase the property, the City is still working with Los Rios to bring a community college to Rancho Cordova.

The Los Rios Community College District (CCD) still plans to build a college campus on Folsom Boulevard. The City

encourages future negotiations between the CCD and Folsom Boulevard property owners who may be interested in selling suitable parcels.

“The City Council remains committed to improving Rancho Cordova by increasing jobs, cleaning up Folsom Boulevard, and bringing educational opportunities to the city. The State Supreme Court decision eliminated a critical tool for redevelopment, but it doesn’t stop our continuing efforts to improve Rancho Cordova,” stated Mayor Sander.

Even with the end of redevelopment, the City will continue to improve Folsom Boulevard. The City has a balanced budget and the possibility of pursuing grants and other funding to improve Folsom Boulevard and other high priority projects in Rancho Cordova.

“The State Supreme Court’s

ruling is very disappointing. That ruling abolished Rancho Cordova’s Redevelopment Agency, along with all other redevelopment agencies in the state.

The Rancho Cordova Redevelopment Agency would have been able to make great improvements in our community,” said Mayor Sander.

In the wake of the Supreme Court ruling, the California Redevelopment Association and League of California Cities vowed to work with state legislators immediately to develop legislation to revive redevelopment in order to protect local communities, job creation and the economy.

“Fortunately, we are still better off than many other cities,” Mayor Sander said. “Our Growing Strong Neighborhoods initiative will allow us to continue improving our community in other ways.”

Start Off the Year With a Hero



LCDRTed Robinson

FAIR OAKS – Author Ted Robinson will be the featured speaker at the Fair Oaks Chamber of Commerce Business Luncheon, Thursday, January 19, noon at the Fair Oaks Community Clubhouse, 7997 California Avenue.

As the Radar Officer of the lead boat in the attack that involved future President John Fitzgerald Kennedy, LCDR Ted Robinson is probably the best still-living person to know what happened that fateful night of August 1-2, 1943, when JFK’s boat was rammed by a Japanese destroyer.

He was also one of 12 men who were on a boat that rescued him,

and was the first to talk to JFK and his crew about what happened during and after the ramming. A month later Robinson lost his boat and spent over a month with Kennedy in a tent while both were recovering. There Robinson learned first-hand JFK’s version of that night.

The meeting is open to the public and reservations are required. Cost of the lunch is \$17 for members w/reservations; \$20 for walk-ins, future members and guests. The entree is Roast Sirloin.

For further information call 967-2903.

Governor Announces Appointment of Denise Brown

SACRAMENTO – Governor Edmund G. Brown Jr. announced January 9th the following appointment.

Denise Brown, 60, of Fair Oaks, has been appointed director of the California Department of Consumer Affairs. Brown was an advisor to the executive officer and staff of the California Air Resources Board from 2009 to 2011. She served in the Department

of Consumer Affairs in multiple positions from 1977 to 2009, including chief deputy director.

Brown was chief deputy registrar at the Contractors State License Board from 2004 to 2009, chief deputy director at the Department of Consumer Affairs from 1999 to 2004 and a program administrator at the California Architects Board from 1998 to 1999.

She worked in multiple positions at the California State Board of Barbering and Cosmetology from 1994 to 1998 and from 1987 to 1991, including executive officer of the board. She was deputy chief of the Division of Consumer Affairs from 1981 to 1983 and a legislative aide from 1977 to 1981. This position requires Senate confirmation and the compensation is \$144,504. Brown is a Democrat.

Gaines Issues Statement On Browns Budget

SACRAMENTO – Senator Ted Gaines (R-Roseville) today issued the following statement regarding Governor Brown’s 2012-2013 state budget proposal.

“I agree with Governor Brown that steps must be taken to reduce our wall of debt. But I don’t agree that taxing the California public is the way to do it.” The tax extensions of

2009 were rejected in every single county in the state. I can’t think of a clearer message to Governor Brown that the people do not want more money taken out of their pockets to fuel overspending in Sacramento.

Taxing the job creators will just drive them out of state and make our unemployment problem even worse.

The spending reductions he has

proposed are a realistic starting point for the legislature to create a sensible budget that keeps us living within our means.”

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.

Fair Oaks Recreation and Park District Events Schedule

Flashback Cinema: 1920’s
Friday, January 27th @ the Fair Oaks Community Clubhouse
7:00p.m. - 9:30p.m.
Silent movie along with live theater organ accompaniment
Family event
Presented by Fair Oaks Recreation and Park District and the Sierra Chapter American Theatre Organ Society
\$3 per person presale/ \$5 at the door

Father Daughter Dance
Friday, February 10th & Saturday, February 11th @ the Fair Oaks Clubhouse
6:30p.m.- 8:30p.m.
Refreshments, great music, pictures, and more!
Presented by the Fair Oaks Youth Advisory Board (FOYAB)
\$20 per couple/ \$5 each additional daughter

Ladies Night Out
Saturday, March 3rd @ the Fair Oaks Community Clubhouse
6 p.m.- 9 p.m.
Entertainment, shopping, pampering, raffle, and wine tasting (presented by the Active 20/30 Club of Greater Sacramento)
\$10 presale/ \$15 at the door (cash only)
Child care (ages 5-12) available from 6p.m.- 9p.m. in the arts and crafts building. \$5 per child.

Rancho Cordova Installs Speed Feedback Signs

RANCHO CORDOVA – Two speed feedback signs were installed near Mills Middle School near the intersection of Coloma Road and Chase Road this week.

The signs alert drivers to the speed limit and speed they are traveling. City residents, staff, and the Rancho Cordova Police Department felt the signs will encourage drivers to slow down around the school.

“We strive to provide for continued safety improvements on City roadways and this is a measure we believe will improve safety around the school site,” said Cyrus Abhar, Rancho Cordova Public Works Director.

The improvement was originally proposed at a Neighborhood Traffic Management meeting. Approximately 70 residents attended the meeting to discuss safety concerns.

Since Cityhood, several pedestrian, bicycle, and traffic improvements have been made to promote safety on Coloma Road including bike lanes, sidewalks, medians, and road resurfacing and paving.

“The Growing Strong Neighborhoods initiative includes a focus on safety throughout the City,” said Rancho Cordova Mayor David Sander. “We are committed to targeting problem areas and taking action to improve safety.”

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AMERICAN RIVER MESSENGER

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Lungren Family Forges Gambian Link

New Neighborhood Outreach Program



Big day. Congressman Dan Lungren and wife Bobbi (fourth and fifth from right) join the wedding party at their daughter Kathleen's wedding. The groom is Gambian Ousman Jobe. Photo by the Lungren family.

By Susan Maxwell Skinner

Third District Congressman Dan Lungren has augmented his family from an unexpected source. Parents of three and grandparents of six, Dan and Bobbi Lungren recently gave away their youngest daughter, Kathleen (35). The bride's choice was Ousman Jobe, from the small African nation of Gambia. Over 200 family and friends came from all over the world for the Washington DC wedding. The bridal party wore tail coats and formals (emerald bridesmaids' gowns nodding to Irish Lungren roots) and jiggled till the wee

hours at the Congressional Club. An event highlight, whispered insiders, was the Congressman's dance floor gyrations to the wild beat of Gambian pop music. "Like all parents, we imagined the future paths of our children," confided the bride's papa. "They each surprised and impressed us." The patriarch never imagined a world so small that such diverse people as Kathleen and Ousman might meet. "But I'm happy (she met) this wonderful man," he said. The son of a Gambian diplomat, Ousman Jobe attended UC Berkeley and Northwestern University. The newlyweds now work in Southern California

— he for an ethics and compliance consultancy; she for a non-profit. They recently added to their family with a golden retriever. Well rested from the DC nuptials, the couple plans an even bigger bash in the Gambia this spring. So the Congressman will again be father of the bride and debut on the African dance floor with renewed vigor. "We always wanted our children to grow up and meet someone special," approved the Congressman. "I properly vetted the young man. Bobbi and I could not be happier with our daughter's decision. I can tell you, she chose a great man in Ousman."

Need Help with California Common Core Standards?

SACRAMENTO REGION – California teachers who want to make sure their lessons meet the standards can now just check their smartphones. The Sacramento County Office of Education (SCOE) announces the release of a free eStandards Web app that connects K-12 teachers and administrators to the California Common Core State Standards. With the Web app, users can quickly find California's K-12 math standards and Language Arts standards by subject, grade, and category on their smartphones and other mobile devices. This app can serve as a great reference tool for anyone who wants to read and better understand the standards. "We are always looking for new and better ways to help our teachers," said Sacramento County

Superintendent of Schools David W. Gordon. "It is our hope that this California Common Core resource will help teachers and curriculum specialists better apply the standards in their daily lessons." The California Common Core State "eStandards" Web app was designed to facilitate collaborative planning and decision making among teachers. It is streamlined and simple, yet extremely helpful for teachers and administrators to quickly reference the Common Core Standards. "Today, SCOE is placing important information about the standards right into the palm of a teacher's hand," said Sue Stickel, Deputy Superintendent of Schools. "This information will serve as a great reference tool for students, teachers and families to better understand the standards."

The Web app is freely available and optimized for iOS and Android smartphone users. It can be downloaded from the following site: www.scoe.net/estandards-mobile. An enhanced, searchable version, including additional resources, will be available in the coming months in the iTunes App Store and the Android Market. The eStandards Common Core Website provides online information for traditional computer users and can be located at www.scoe.net/estandards. In September, 2010, SCOE provided the staff for the California Academic Content Standards Commission's work in developing the standards, including retired experts in the area of English Language Arts and mathematics. Deputy Superintendent Stickel served as Project Director.



Foster Care

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RANCHO CORDOVA – Nextdoor enables residents to communicate on a private, secure website The City of Rancho Cordova announces a private social computer network for residents that fosters neighbor-to-neighbor and city-wide communications. Using Nextdoor (www.nextdoor.com), residents can create private websites for their neighborhoods where they can ask questions and exchange local advice and recommendations. There is no cost to the City, the neighborhoods, or residents. Topics of discussion on Nextdoor can be as varied as local events, school activities, plumber and babysitter recommendations, disaster preparedness, upcoming garage sales, or even lost pets. Nextdoor was founded in 2010 with the first neighborhood website in Menlo Park. Seven other California cities are now participating and several more, including Rancho Cordova, are starting this month. For the program, Rancho Cordova is divided into 22 neighborhoods. Four areas – Cordova Towne, Sunridge Park, Stone Creek, and Anatolia – are up and running. Cordova Lane and Cordova Meadows will soon be in operation. In addition, the City will have a Nextdoor site to share information relevant to Rancho Cordova neighborhoods such as street closures. "Nextdoor is worth considering for anyone who is serious about improving their neighborhood," said Ryan Lundquist, the founding member of Nextdoor's Cordova Towne website. "We must talk with each other if we are going to see progress." Those interested in joining their neighborhood's Nextdoor website can visit www.nextdoor.com and enter their address. If Nextdoor is available in their area, they can immediately sign up. If a Nextdoor website has not yet been established (active neighborhoods must have at least 10 members), neighbors are invited to apply to bring the program to their neighborhood. All Nextdoor members must verify that they live within the neighborhood. Shared information is password-protected and cannot be accessed by those outside the neighborhood or found on Google or other search engines. "We are proud to be the first city in this region to offer Nextdoor to our residents," said Rancho Cordova Mayor David Sander. "A neighborhood where residents regularly interact and engage with each other is a healthy neighborhood; Nextdoor is another important tool for our Growing Strong Neighborhoods Initiative."


For more information about Nextdoor, please contact Kelsey Grady at Kelsey@nextdoor.com or at (415) 857-2999.

Would you like to save money on next summer's electricity bills?


You may be able to save if you can reduce your electricity use between 4 p.m. and 7 p.m.

SmartPricing Options are being offered to a small group of randomly selected SMUD customers for a limited time. If your home is selected to be part of this pilot, you'll be among the first to take advantage of new pricing and tools that will let you take control of next summer's electricity bills. You'll also reduce the impact of electricity use during peak hours.

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SPRING QUARTER CLASSES BEGIN MARCH 2012

Five \$1,000 Wedding Dresses up for Grabs in Wedding Gown Giveaway



SACRAMENTO REGION – Since Christmas and New Year’s are the most popular times for couples to get engaged (followed closely by Valentine’s Day), there are now thousands of new brides-to-be hot on the trail of the perfect wedding dress. And with the economy still sputtering along, most couples will likely be looking to trim their wedding costs wherever they can. Luckily for all those newly engaged brides-to-be, Sacramento Perfect Wedding Guide’s Great Gown Giveaway offers a chance to win the perfect wedding dress!

Not only is PWG’s Great Gown Giveaway unique with its large number of first place prizes (5), but it’s also a standout in the sea of wedding contests in that it is a true “creative contest”, not a sweepstakes or public voting setup. That’s important because it greatly increases one’s chance of winning.

“Creative contests are typically entered by a much smaller

number of people than a sweepstakes, because there’s effort involved”, says PWG’s publisher, Abby Schneider. “But a little effort can really pay off for that exact reason.” Creative contests are rare these days, but were very popular in the 60s and 70s, as Schneider can attest to. Her mother was a contesting fanatic back in the slogan, jingle, and 25-words-or-less heyday. She taught a course on “How to Win Contests”, and even appeared on the 70s TV game show “To Tell the Truth” as a contesting expert.

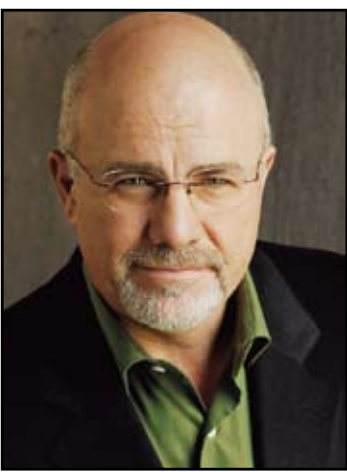
In keeping with the creative style contests of the past, the Great Gown Giveaway rules ask entrants to tell “Why they are the perfect couple” in 100 words or less, and include one photo. To help creative contest newbies get the idea, Schneider offers these suggestions: “Some favored techniques for winning creative contests include writing poems (rhyming, acrostic,

limericks, etc.), using humor, and being artistic. Since this contest requires you to include one image, that opens up a whole world of possibilities. You might write a clever mini one act play, and then take a photo of the two of you as the actors. Or you might design your entry as a scrapbook page and take a photo of that. You might even create an entry that you can also use for your save-the-dates, or to display at your wedding, making your creative time serve double duty!”

A bride’s wedding gown is of course a very important choice that only she can make, and she won’t have to sacrifice that prerogative if she wins. Prior to submitting their entries, contest entrants can visit the five local participating bridal shops to scope out their favorite Sacramento wedding dresses, and then enter to win a gown of up to \$1000 value at the shop where they know their perfect dress is calling. No worries if it turns out that dress costs more than \$1000 - the prize can be applied towards a higher value dress. The participating Sacramento bridal shops are Sparkle Bridal Couture, Enchanted Bridal Shoppe, Dreamnette Bridal, Bridal Gallery, and A Bride’s Dream Come True.

Perfect Wedding Guide is the most comprehensive source for planning Sacramento weddings, with free resources available through their web site (sacramento.pwg.com), magazine (free at local bridal and jewelry stores), and Engaged Wedding Library, their unique wedding planning boutique that offers free use of wedding books and magazines, and a large selection of local vendor portfolios.

For more information on how to enter PWG’s Great Gown Giveaway, go to www.EngagedSacramento.com. Entries must be received by March 15, 2012.



Dave Ramsey is a personal money management expert, popular national radio personality and the author of three New York Times bestsellers – *The Total Money Makeover*, *Financial Peace Revisited* and *More Than Enough*. In them, Ramsey exemplifies his life’s work of teaching others how to be financially responsible, so they can acquire enough wealth to take care of loved ones, live prosperously into old age, and give generously to others.

How Much am I Really Liable For?

Dear Dave,

I have old credit card debt that goes back a few years. The account has been sold and re-sold to several collection companies. The limit on the card was \$300, but with late charges and fees I now owe \$1,500. Am I liable for the extra \$1,200?

- Monica

Dear Monica,

You agreed to their terms, which included the right to charge fees and penalties. Legally, they can do this. The honorable thing would be to send the company you contracted with a check for the full amount.

However, that company no longer owns the debt, and they won’t get the money. They sold the debt. The present holder is

Dave Says

just hoping to get something out of it. They buy debt in volume, dirt cheap, and whatever they can collect from any creditor is profit.

The current collection company would probably be thrilled to settle for a lot less than face value. Make them an offer, but start really low. You can probably meet them somewhere in the middle and settle this for around \$500.

Do not give them any money until you have in your hand – on paper, in writing – a statement showing the amount for which they will settle, and do not give them electronic access to your bank account, either.

Once you have this in hand, send them a cashier’s check or money order, and keep a copy of that payment and the letter for the rest of your natural life!

- Dave

Going Too Far?

Dear Dave,

Your plan has been a real blessing to us. Last week, my mother-in-law told my husband they haven’t paid their property taxes yet. Three thousand dollars is due. I love my in-laws, but they’re big spenders. They’ve got plenty of money and love to take lots of trips. We make good money, too, and could help them out, but we’re afraid this may be just the tip of the iceberg. What’s your advice on handling this?

- Kelly

Dear Kelly,

This is a really touchy situation. First of all, you shouldn’t do anything. Your husband needs to handle this, because he’s their son. Even if you make

kind, polite suggestions, they’ll assume you’re the one withholding from them. You don’t want to be labeled as the evil daughter-in-law!

I understand your position and agree that you don’t want to enable their bad habits. Giving a drunk a drink is never a good idea. But this is family we’re talking about. You should try to find a way to help them if you can. If that help includes money, make certain you know exactly where it goes. When you give someone \$3,000 (the amount needed for the taxes) you earn the right to have a say in what’s happening.

Maybe your husband could go have coffee with them and just talk about things. He could explain how you guys are getting out of debt, and living on a budget to get control of your money. He could tell them how it’s been a fabulous thing for your marriage and your finances, and that he’d love to show them how you’re doing it.

I’ve got a feeling that mom and dad didn’t raise their son to have dessert first and then eat his vegetables, but that’s exactly what they are doing. They need to pay their property taxes before they go running off on a bunch of fancy trips.

From what you said, they’ve got the money to take care of what needs to be done and have some fun. But if they don’t correct their course, they’re liable to have their financial dignity stripped away.

- Dave

*For more financial help, please visit daveramsey.com.

Annual Fair Oaks Rotary Club Crab Feed

FAIR OAKS – The Fair Oaks Rotary Club will put on its 22nd annual crab feed on Saturday, February 11, 2012 at the Divine Savior Church located at 9079 Greenback Lane, Orangevale. Rotary is an international organization that has clubs around the world helping local communities. Our Club has partnered with other rotary clubs around the world to provide disaster relief, fund sewing machines in Africa, and members also contribute to the worldwide effort to eradicate polio.

The Rotary International Foundation has partnered with the Gates Foundation to eradicate polio, and our Club members

have even gone to Africa and administered polio vaccine.

Featured Club member: Alice Rowe retired from work as a nurse in 1986 to raise a family. She and husband Fred – a retired physician – have lived in Fair Oaks for 26 years are both members of the Fair Oaks Rotary Club.

Alice also helps coordinate a volunteer program at Northridge Elementary School, oversees an after-school tutoring program, and is a public library reading tutor. Alice is an enthusiastic supporter of local and international efforts including holiday baskets for the needy, dictionaries for local students, wheelchairs for

persons with disabilities in Peru, and polio eradication.

She will participate with other Rotarians in a polio National Immunization Day in India next month.

People who live or work in the Fair Oaks area can learn more about Rotary by attending one of the Club’s dinner meetings most Monday nights at 6:45 in the basement meeting room of the Fair Oaks Community Clubhouse in Fair Oaks Village. Guests will hear an interesting speaker and enjoy a free dinner.

For more information contact Alice at (916) 541-1248.

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BBB Lists Top 10 Scams and Rip-Offs of 2011

Social media users and home owners targeted

SACRAMENTO REGION – Better Business Bureau released its list of top 10 scams of 2011 today. The list cites job hunters, home owners and internet users as top targets for fraudulent activity.

“The internet is a goldmine for scammers,” said Gary Almond, president of BBB serving Northeast California. “Some of these scams are annual players, but the rise of social media has added a few new twists to our list.”

The list is compiled using data from Better Business Bureaus across the United States, documented via spikes in complaints and consumer inquiries. Following is the list, in no particular order, of scams and rip offs that took advantage of consumers across the U.S. in 2011:

Top Job Scam

BBB sees many secret shopper schemes, work-from-home offers, but this job-related scam can steal identities. The emails, websites and online applications look professional. Candidates are interviewed for the job (usually over the phone) and then receive an offer. In order to start the job, however, the candidate has to fill out a “credit report” or provide bank information for

direct deposit. The online forms are nothing more than a way to capture sensitive personal data – Social Security number or bank accounts – that can easily be used for identity theft.

Top Sweepstakes and Lottery Scam

This year’s top sweepstakes scam was an email claiming to be from Facebook founder Mark Zuckerberg announcing the recipient was the winner of \$1 million from the popular social networking site. BBB always urges consumers to never click links they are not sure about. Instead go directly to the homepage of the company mentioned. If they are really giving away \$1 million, there will be some kind of announcement on their website.

Top Social Media Scam

Viral videos claiming to show everything from grisly footage of Osama bin Laden’s death to the latest celebrity hijinks have shown up on social media sites, often looking as if they have been shared by a friend. When one clicks on the link, a prompt to “upgrade your Flash player” appears, but the file that downloads contains a worm that logs into the social media account, sends similar messages to the

recipient’s friends, and searches for personal data.

Top Home Improvement Scam

Always near the top of BBB complaint data are home improvement contractors who leave homes worse than they found them. They usually knock on the door with a story or a deal – the roofer who can spot some missing shingles or the paver with some leftover asphalt who can give a great deal on driveway resealing. Itinerant contractors move around, keeping a step ahead of the law. The worst are those who move in after a natural disaster, taking advantage of desperate homeowners who need immediate help and may not be as suspicious as they would be under normal circumstances.

Top Check Cashing Scam

They contact a seller via a craigslist.org posting and send the seller a check for more than the amount they owe. The seller is then asked to deposit it into a bank account and send them the difference via wire transfer. A deposited check takes a couple of days to clear, whereas wired money is gone instantly. When the original check bounces, the seller is out of the money wired and stuck with whatever her or she was trying to sell.

Top Phishing Scam

“Phishing” is when one receives a suspicious phone call asking for personal information or an email that installs a virus to hunt for personal data. The most pernicious phishing scam this year disguised itself as official communication from NACHA – the National Automated Clearing House Association – which facilitates the secure transfer of billions of electronic transactions every year. The email claims one of the recipients’ transactions did not go through and urges the consumer to click a link. It may take the consumer to a fake banking site to “verify” account information or it may download malware.

Top Identity Theft Scam

This scam is so prevalent that many hotels are posting warnings in their lobby. Here’s how it works: The guest receives a call via the phone in the room in the middle of the night. It’s the front desk clerk, very apologetic, saying their computer has crashed and they need to get the guest’s credit card number again, or they must have gotten the number wrong because the transaction won’t go through. Scammers are counting on the guest being too sleepy to catch on that the call isn’t from the hotel at all. By

morning, the credit card has been fraudulently charged.

Top Financial Scam

After the federal government announced or expanded several mortgage relief programs this year, many sound-alike websites popped up attempting to fool consumers into parting with their money. Some sound like a government agency, or even part of BBB or other nonprofit consumer organization. Most ask for an upfront fee to help deal with the mortgage company or government (services easily done for free), and almost all leave consumers in more debt than when they started.

Top Sales Scam

Sales scams are always popular, but the internet has introduced a whole new way to rip people off. Penny auctions are popular because it seems like one can get something useful - cameras, computers, etc. – for below retail. Consumers actually pay a small fee for each bid and if they do not win, they lose all the bid money. Winners often are not the top bidder, but the last bidder when time runs out. Although not all penny auction sites are scams, BBB recommends treating them the same way one would legal gambling

– know exactly how the bidding works, set a limit, and be prepared to walk away before exceeding that limit.

Scam of the Year

The BBB phishing scam – Hundreds of thousands, perhaps millions, of people received emails imitating an official notice from BBB. The subject line says something like “Complaint Against Your Business.” The instructions tell the recipient to either click on a link or open an attachment to get the details. If the recipient does either, a malicious virus launches. The virus can steal banking information, passwords and other critical pieces of information needed for cyber-theft. BBB is working with security consultants and federal law enforcement to track down the source of these emails, and has already shut down dozens of hijacked websites. Anyone who has opened an attachment or clicked on a link should run a complete system scan using reputable anti-virus software. If a computer is networked with others, all machines on the network should be scanned.

For more information on these and other scams, go to BBB Scam Source (www.bbb.org/scam).

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Brain Injury Study

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Our previous experience suggests that this medicine can reduce injury to the brain if given quickly. Because head injury is a life threatening condition requiring immediate treatment, some subjects will be enrolled without consent until a family member can be located. Every attempt will be made to locate family to review the study.

The research medicine has few risks. They include:

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Before the study starts, we will hold meetings with the community to review the study, hear your feedback and answer questions. For more information or to decline participation in this study, please visit **www.intrepid-2566.com** or contact our study staff at (916) 734-6514.



A Film Review by Tim Riley

The month of January is, for the most part, a dead zone as far as new movies are concerned. One major studio is releasing “The Devil Inside” without benefit of any advance screenings, likely for fear of bad press. So now is the time to catch up, if possible, with the independent films, which may be a challenge given the limited release options.

CARNAGE (Rated R)
At the risk of sounding like a cultural snob, I had the pleasure of seeing the original Broadway production of “God of Carnage,” in which James Gandolfini (of “The Sopranos” fame) delivered a tour-de-force performance.

The Yasmina Reza play has now been adapted for the screen in “Carnage,” directed by Roman Polanski and starring a capable, talented cast different than the one that appeared on stage.

The basic elements of a four-character play remain essentially in place. The story is simply about two couples locked in a showdown after their adolescent sons are involved in a playground squabble that results in one boy being wounded.

The parents of the injured child, Penelope and Michael Longstreet (Jodie Foster and John C. Reilly), invite the parent’s of the other child, Nancy and Alan Cowan (Kate Winslet and Christoph Waltz), into their Brooklyn home.

The purpose of the meeting is an attempt by the four adults to settle the dispute, and while the

Riley Reviews

TENSE, FUNNY
“CARNAGE;” ARTFUL,
UNIQUE “THE ARTIST”

conversation is initially courteous, lingering resentments and strife escalate into full-blown incivility.

Retaining its fundamentally theatrical nature, “Carnage” is so constrained by the setting of the Longstreet apartment that the characters are inevitably drawn into protracted discord.

Nancy and Alan are seemingly oblivious or indifferent to the moral dilemma posed by the misbehavior of their son. For his part, Alan spends much of his time on his cell phone in crisis management mode for a high-powered client.

Meanwhile, Penelope is overly sensitive and easily agitated by the lack of concern evidenced by the Cowans. At first, Michael strikes a conciliatory tone, but gives in to more savage impulses when libations are enjoyed.

“Carnage” revels in the thin veneer of gracious behavior disintegrating with great haste. Even the spouses turn on each other in sharp, bitter exchanges of hostile recriminations.

Though often dramatic, “Carnage” is caustically funny as the result of the scathing, acerbic wordplay on display in this very talkative film.

THE ARTIST (Rated PG-13)
One of the best movies of the past year is the most unlikely candidate for mass appeal. Demand for black-and-white silent films has been on the wane since Herbert Hoover was in office.

I must admit to being initially skeptical about the unique throwback to an era before the talkies that is realized with a truly masterful independent film called “The Artist.”

Amazingly, the simple technique of a silent film is magically developed by the deft direction of French filmmaker Michel Hazanavicius, whose last name would stump a spelling bee champion.

Jean Dujardin, not a household name even after his “OSS 117” films, is perfect for the prominent role of silent screen star George Valentin, a matinee idol of his time in 1927 Hollywood.

Like many others of that era, Valentin is unable to make the transition when talking pictures become the rage, and studio executives determine he’s no longer the right fit.

Near the end of his silent career, Valentin discovers a great film ingénue and dancer, Peppy Miller (Berenice Bejo), who goes on to great acclaim in the new medium.

While Valentin sadly scrounges for relevance in the changing film world, his life turns to shambles on a personal and professional level.

As his loveless marriage disintegrates, he moves out of his stately mansion and ends up sharing a grungy apartment with his faithful dog, Uggie, who also performed in many of his master’s silent films.

Meanwhile, Peppy remains faithful to her mentor Valentin when his career crumbles. Of course, there’s a romantic spark between the dashing Valentin and the pretty dancer with the notable beauty mark.

“The Artist” is a work of art, for it captures the feel of an old-fashioned entertainment but with the style, grace and energy of all that modern technology offers.

Save for one surprise, there is no spoken dialogue, but the musical score is so outstanding that the film’s soundtrack should garner its own commendation.

I believe the last silent film to receive an Academy Award dates back to 1929. “The Artist” is such a great film that it would be a shame if it is not considered a top-tier candidate for the ultimate award.

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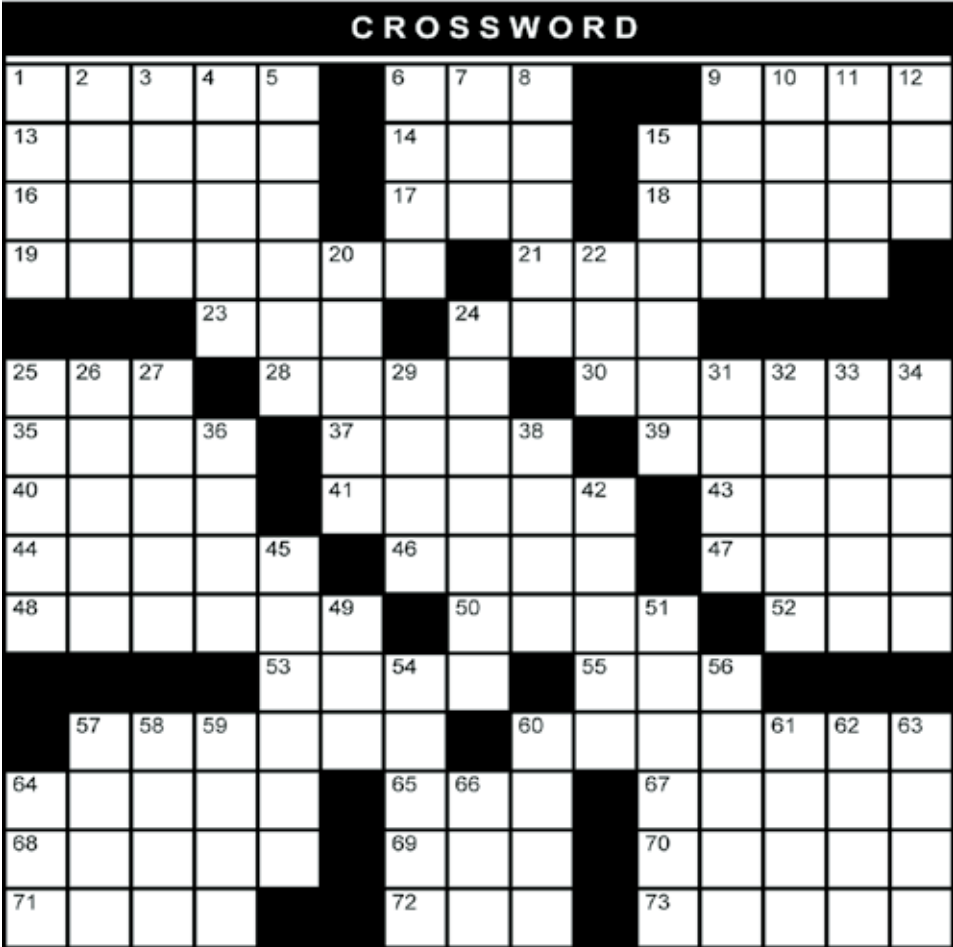
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CLUES

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1. "We Are the ____"

6. Madonna's cone-shaped garment

9. Clarified butter

13. Farewell in France

14. "Barbara ____," sung by The Beach Boys

15. Private university in Des Moines, IA

16. Times New ____

17. "Papa's got a brand new one

18. Oil tanker

19. "A rockabilly original

21. Ran away to marry

23. Open box attached to long pole handle

24. Scratch or scrape

25. Programmer's bane

28. Pocket bread

30. Chew the fat or chat

35. It will

37. Literary "through"

39. Peter in Russian

40. "In ____ of"

41. "Behind Wilson sisters, this group rose to prominence in 1970s

43. Japanese soup

44. Treeless plain

46. Affirm
47. A bunch, often followed by "of"

48. Inhabitant of republic on southwestern shores of Arabian Peninsula

50. "Heat of the Moment" band

52. ____ Luis Obispo

53. Similar in quality

55. Some pop-up online

57. "Founding" member of legendary British band

60. "____" Rock and Roll"

64. "Rock and Roll, e.g.

65. Not divisible by two

67. "New ____," formerly Joy Division

68. Sometimes precedes "nonsense"

69. Motion of assent

70. Period from Dec. 24 to Jan. 6, pl.

71. Cook slowly

72. "Owner of a Lonely Heart" band

73. Farley's side-kick in "Tommy Boy"
- DOWN

1. "Let's do the time ____ again"

2. Detected by olfactory organ

3. Ice crystals or frost

4. Some keep others on a short one of these

5. Tire brand

6. "The Beach Boys" "Don't Worry ____"

7. DNA transmitter

8. "Aerosmith song with one-word title

9. "Get a ____!"

10. Exhibiting vigorous good health

11. Added to, commonly followed by "out"

12. Poetic "ever"

15. "Popular R&B style of 1950s and 1960s

20. Archie Bunker's wife

22. French lake

24. Single-file procession

25. "It's still Rock and Roll" to him

26. Being of service

27. Flash of light

29. Titaness who was mother of Helios, Selene, and Eos in Greek mythology

31. Jodie Foster's "____ Island"

32. Laertes and Fortinbras to Hamlet, e.g.

33. Like ship away from harbor

34. "Mr. Dynamite

36. Anything half-moon shaped

38. Mine deposits

42. "Chuck Berry went to prison after one

45. Medieval siege weapon

49. "____ & Tina Turner

51. Software plug-ins

54. Literary technique

56. Razor sharpener

57. "I Love Rock 'n' Roll" singer

58. Initial stake

59. What Jack's beanstalk did

60. Made in Vegas

61. It turns on a light bulb?

62. Mix together

63. Gaelic

64. "Hop on the bus, ____"

66. John or Jane ____

For Solution
See Page 7

Sacramento County DA Reports
Recent cases of interest

CASE: Nicholas Larson (01/11/12)
PROSECUTOR: Deputy District Attorney Susan Nelsen
District Attorney Jan Scully announced that 21 year-old Nicholas Larson pled no contest to five counts of vandalism for graffiti tags in downtown and midtown Sacramento. From May to July 2011, Larson vandalized downtown and midtown walls, signs, sidewalks, poles, dumpsters and other property with graffiti tags under the moniker "Reid" and "Reidel." An investigation by Sacramento Code Enforcement, the Sacramento Police Department and the District Attorney's Office led to a search warrant on Larson's home. During the search, officers found a variety of graffiti tools and controlled substances. This case was prosecuted by District Attorney Community Prosecutor Susan Nelsen, who prosecutes quality of life crimes that occur in the downtown Sacramento area. This position is funded by the Downtown Partnership, the City of Sacramento and Regional Transit. Under the plea agreement, Larson was sentenced to 60 days county jail (a court recommendation of work project was given), 3 years probation, and restitution to the City of Sacramento for clean-up costs. He is also subject to search and seizure, prohibited from possessing markers, spray paint and other implements that can be used to deface or graffiti property, and his California Driver's License will be suspended for one year. Deputy District Attorney Susan Nelsen states, "Graffiti prosecution remains a priority, and those that engage in this destructive criminal behavior will suffer consequences."

CASE: Nashwan Batta (01/10/12)
PROSECUTOR: Deputy District Attorney Nancy Cochrane
District Attorney Jan Scully announced that Nashwan Batta was convicted by jury on multiple counts of child molestation. Batta molested three young girls over several years, beginning in 2005. Two of the victims were 11 years old when the assaults began. The third victim was 12 years old. Batta is scheduled to be sentenced on February 10, 2012 at 1:45 p.m. in Department 10 in front of the Honorable Judge Greta Fall.

CASE: Gregory Atkins (01/06/12)
PROSECUTOR: Deputy District Attorney Shelly McGill
District Attorney Jan Scully announced today that the Honorable David De Alba sentenced Gregory Atkins to 64 years to life in prison. Last month, Atkins was convicted by jury on eight counts of child sexual assault charges. The two victims were siblings. Atkins was a lifelong friend of their father. The female victim was assaulted from age five to 11 years old. The male victim was assaulted when he was nine years old. Both victims contracted a sexually transmitted disease from Atkins. Deputy District Attorney Shelly McGill stated, "Today's sentencing gives the victims and their family a sense of relief. Now that justice has been served, they look forward to leaving this behind them."

CASE: Matthew David Riley (01/06/12)
PROSECUTOR: Deputy District Attorney Chris Ore
District Attorney Jan Scully announced today that Matthew Riley was sentenced by the Honorable Judge Gary Mullen to 2 terms of life in prison without the possibility of parole plus 2 years for the first degree murder of his parents Steve and Linda Riley. On December 9, 2008, Riley went to his parent's South Natomas home and stabbed them to death.

CASE: TARGET (Targeting Armed Recidivist Gangsters Enforcement) Team (01/06/12)
District Attorney Jan Scully announced today the successful prosecution of two recent cases by the District Attorney's TARGET (Targeting Armed Recidivist Gangsters Enforcement) Team. This specialized team focuses on violent armed recidivists and gang members who present the highest level of threat to the community. These individuals have a demonstrated history of criminal and gang related violence. TARGET's goal is to successfully prosecute these cases and attain the highest potential sentences.

TARGET takes a proactive approach in seeking out individuals that fit the team's criteria. By collaborating with law enforcement to develop cases from the ground level, TARGET works to intercept and convict these individuals before they injure or kill another citizen.

Lloyd Bell, Charles Corbett and Troy Daniels – On March 15, 2011, the defendants held four people hostage at the Global Entertainment Recording studio in South Sacramento. A rap album was recorded during the armed take-over. At the time, all three were active members of the Oak Park Bloods criminal street gang. Bell was also charged with returning to the business and threatening witnesses, a shooting involving an unrelated victim, and for unlawful possession of a firearm. The prosecution alleged all crimes were committed to benefit a criminal street gang. Corbett and Daniels pled guilty to false imprisonment charges. Bell was convicted by jury on multiple counts of false imprisonment, possession of a firearm by a convicted felon, assault with a semiautomatic firearm, and attempting to prevent a witness from testifying. The jury also found true that the crimes were committed to benefit a street gang.

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END of the BENCH

by **Gerry Scholl**

It's Crying Time Again

There's no crying in baseball! But there is in football.

Exhibit A: Vernon Davis of the Forty Niners as he went to the sideline in tears Saturday after catching the winning touchdown pass in San Francisco's 36-32 NFC Divisional Playoff victory over the New Orleans Saints at Candlestick Park.

NOBODY cries better than that! Tears of joy are the best.

The best. Few experts or fans thought the 49ers would be the best team on the field Saturday. The Saints, Super Bowl winners behind prolific quarterback Drew Brees two years ago, were 3 ½ point favorites on the road going in — the only road favorite in the four weekend playoff games. That continued two trends: the lack of respect for the 49ers' way over the last several seasons; and a certain disbelief that they could continue to be successful throughout this season and into the playoffs.

But there are plenty of gamblers, fantasy freaks and prognosticators crying in their beers now.

Their doubts about the team's capabilities, of course, were not unfounded. The Niners had not reached the playoffs since 2002 and will be appearing in their first NFC title game since losing in 1997 to the Green Bay Packers. This year's team is led by a rookie coach, Jim Harbaugh and a much-maligned quarterback, Alex Smith. Questionable credentials, to say the least.

But these are not your run-of-the-mill-Mike's (Nolan, Singletary) unimaginative 49ers. For years San Francisco fans have been crying out, complaining about their boring, losing team. Harbaugh and his assembled staff of top-flight coaches have inspired the players to greater success and turned the fans' cries to cheers, resulting in a sea of red at sold out Candlestick Saturday and a true home-field advantage.

In turn, that fan support spurred the 49ers offensive unit down the stretch against the Saints. In a game in which the lead changed hands four times in the closing minutes, they needed all the help they could get. It was said the 49ers were "winning ugly" all year, and this was shaping up as a who-ever-has-the-ball-last-wins type game — which should favor the Saints.

After building an early 17-0 lead with the help of Saints turnovers (five in the game), the 49ers eventually trailed, 24-23, with four minutes left. But the reborn QB Smith marched his offense 80 yards on six plays, finishing the drive with his own 28-yard surprise TD run down the left sideline for a 29-24 SF lead.

But, the record-setting Brees matched that with a 66-yard TD pass to Pro Bowl tight end Jimmy Graham to retake the advantage, 32-29, with just 1:37 to go.

That's when Smith and Davis teamed up to complete what has been called for each of them, "the game of his life."

Smith and Davis hooked up on a 47-yard pass and run to the Saints' 20-yard line before connecting on the winning play from 14 yards out with nine seconds remaining. Davis finished with seven catches for 180 yards, a record for tight ends in the playoffs, while Smith completed 24 of 42 passes for 299 yards and three touchdowns with no interceptions.

Smith, drafted No. 1 overall in 2005, and Davis, picked No. 6 in 2006, have been seemingly joined at the hip for years, viewed by most as notorious twin underachievers. Throughout unsettling circumstances surrounding the team, the two players have consistently supported one another.

"Never doubt Alex Smith again!" shouted 49ers radio man Ted Robinson after the winning score. At the same time Coach Harbaugh was giving the tearful Davis a big hug on the sideline, telling him, "You're a great player!"

The 49ers have been celebrating the 30th anniversary of "The Catch" this season — the Joe Montana-to-Dwight Clark touchdown in the NFC Championship against Dallas on their way to their first Super Bowl victory. Now, with this new catch by Davis, just about everyone wants to put a nametag on it. Davis himself suggested "The Grab."

Considering the circumstances and the two players involved, I have a nomination. How about "The Redemption Reception?" Like it or not, come up with your own.

Regardless of how that turns out, the 49ers will host the New York Giants, who ousted defending champion Green Bay, in the NFC title game Sunday. A win sends them off to Super Bowl XLVI, Feb. 5. Hopefully for the 49ers and their fans the next three weeks will produce plenty of happy tears.



DON'T GIVE UP

Have you broken your resolution already? You know what I mean, especially the one that said you will go for a new lifestyle 2012? Well, don't despair. **Dr. Don Erwin** is here. He sees folks like you and me in his NUCCA practice. Remember I told you a couple of years back about this gentle style of adjustment. It stands for National Upper Cervical Chiropractic Association. **Dr D** works only with the atlas (brain stem) which supports that ten to fourteen pound bowling ball we call our head on a very small tee. When it slips from trauma, stress etc, the entire spine naturally shifts to adjust under the head. That's a no-no. I know. I have herniated discs from a rear end car accident (not my fault by the way) and was tired of docs telling me I needed surgery and the traditional Chiropractors popping and cracking at least twice a month. No offense. They did the best they could.

So I was ready to try just about anything as the headaches and neck pain was getting worse. I heard about this type of Chiropractic, but was very skeptical. After I tripped over my dog and went splat, I figured what did I have to lose? He took X-rays when I got to his office, but they were very different from previous ones I had. Then came the first

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with Mary Jane Popp

adjustment. I felt a teeny pressure and then he said I could sit up. I told him go ahead. I was ready when, to my amazement, he told me I was done. No way I said, and yet, I felt much better. Guess what. It's been about five years now that I go in about every eight to twelve weeks. No more twice a month and certainly no surgery. No force is needed. **Dr D** saw my exact misalignment and made the very gentle adjustment to my atlas. The bottom line is so goes the atlas...so goes the spine...and so goes the pain for many parts of the body. What a relief.

Here's what I found magical. It works for a variety of problems from migranes to sciatica, fibromyalgia, stress, and many injuries...any trauma. You can even throw in relief from depression, fatigue and allergies.

Now let's get to keeping that body of yours happy. **Dr Erwin** told me three things to remember...E.N.S.

EXERCISE: Lots of varieties and intensities from yoga to aerobics.

Pick what works for you based on your own goals and limitations. Always check with you own doc to be sure you are healthy enough to begin a program. Variety is key. Include strength training, flexibility training, and aerobic training. Change your routine periodically to keep it fun. Lots of benefits not only looking better, but reducing cholesterol, weight loss, and even less anxiety, better sleep, and stress reduction.

NUTRITION: Lots of options on this one from high protein and low carbs to lots of carbs and low protein. From fats to veggies to even eating for your blood type. Do what makes sense for you. Do you want to lose weight, gain

muscle, or manage diabetes? But experts do agree on a few things like your body needs protein. It's a body building block like meat, beans, dairy, and nuts. Most of your diet should consist of fresh and preferably organic fruits and veggies. These are complex carbs which provide energy and are your primary source of vitamins. Then there are fats. Go for the omega 3 fatty acids to help heart health and overall inflammatory response throughout you body. Sources like fish oil, flax, and chia seeds will do it.

SLEEP: We need a good night's rest. It helps with memory and learning, inflammation in the body is reduced, better athletic enhancement, weight loss, stress and depression reduction to name just a few. Some tips for good sleep include eliminating coffee after 2 PM, a bath or shower before bed, stretching and yoga, and no TV or computer exposure before bed. Don't forget exercise during the day will help you relax and able to sleep.

If you have any questions about some of these tips or if you want to know more about NUCCA, the good doc gave me permission to give you his number to call him personally at (916) 973-0623 to talk about your concerns. We've got enough pains in our lives...especially the two-legged kind, so make a new resolution to make life better in 2012. It's not that complicated. Remember, if at first you don't succeed, try try again! Just do something!

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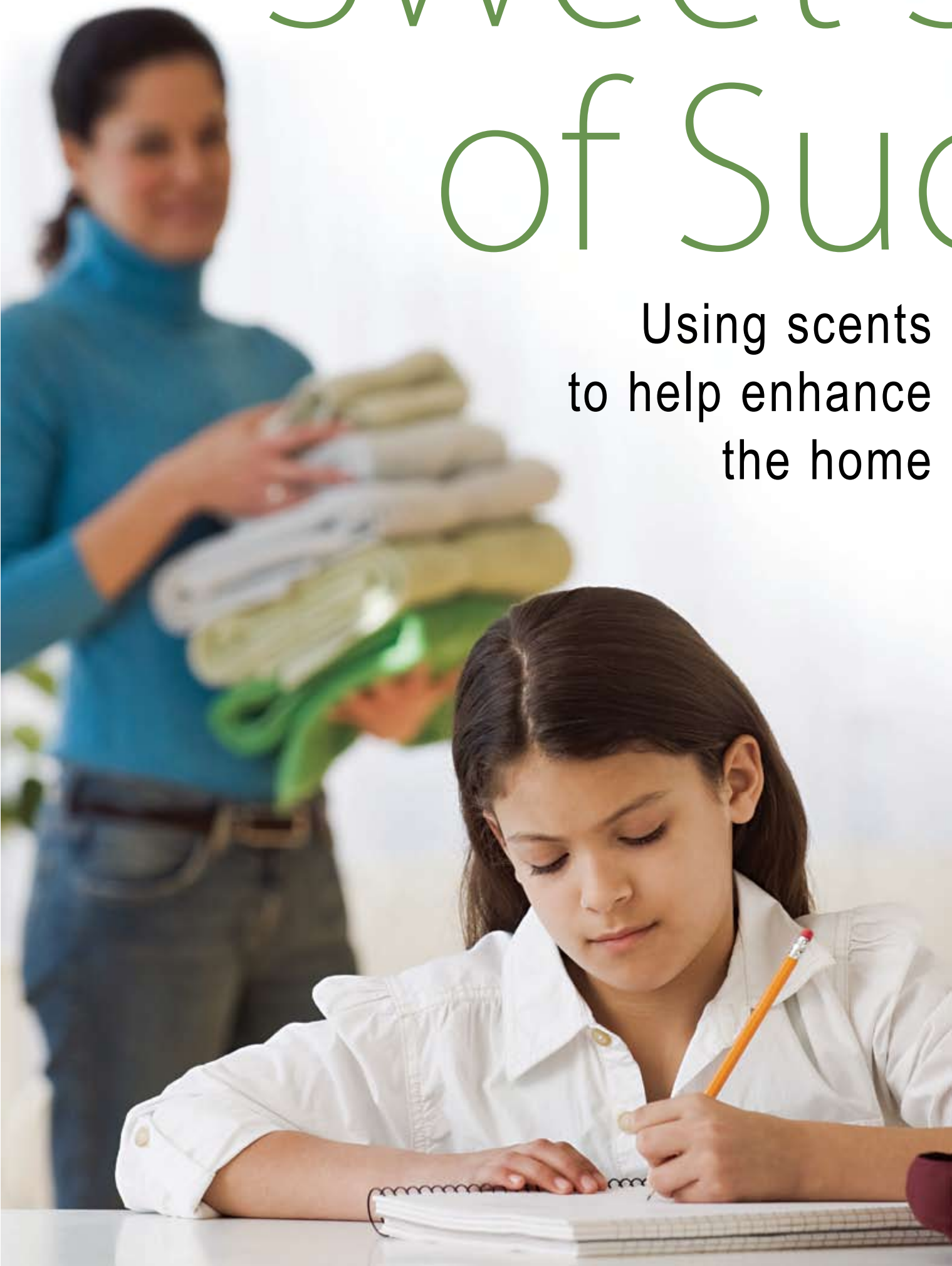
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Using scents to help enhance the home

FAMILY FEATURES

Did you know the average human can recognize 10,000 scents? Have you ever considered how directly your sense of smell is connected to cueing your emotions? It’s for this reason, technically coined “associative learning,” that the fragrances around us can impact our mood and performance.

Consider the feelings that just thinking about freshly-laundered towels, pumpkin pie, a crackling campfire, the salty ocean or baby powder evoke in you. For many people these strong scents trigger distinct memories or evoke a sentiment that can linger for hours. The same is true for the strong scent of a clean home.

Smell is different from other senses because it is connected to the olfactory cortex, the part of the brain responsible for emotions and memory. In patients with dementia, schizophrenia or Alzheimer’s, medical experts can measure their sense of smell as one of the earliest indicators of change. As humans we tend to think of smell as one of our weaker senses, but the fact is it is far more connected to our performance than we might imagine.

Boosting Study Time with a Clean Home

A study shows that children who perform better at school almost always identify their homes with scents associated with clean. What is a “clean home” smell? That depends on what era you grew up in. During the 50s most people associated a clean home with a strong bleach scent. In the decades since then there has been a plethora of citrus and floral scented room freshening cleaners on the market. Generally speaking, when many people think of a clean smell, they think of Pine-Sol® cleaner.

The study of nearly 5,000 high school students, conducted by Dr. Alan Hirsch and the Smell & Taste Treatment and Research Foundation, found top performing students (those with grade averages of A and B) overwhelmingly — 84 percent — used words like “lemony, minty or clean” to describe the smell of their childhood homes. More than one-third (34 percent) of lower performing students (average of C or below) associated negative smells — urine, fecal matter or mold — with their homes.

“A clean smelling home is just one component to the overall picture of how parents can provide a healthy and stimulating family environment, and help their children improve self-esteem and have a more positive learning experience,” said Charmaine Hussain, marketing manager for Pine-Sol® brand cleaners. “We are excited by this research, as it really shows that there is a higher order need for cleaning. It’s not just about a clean house — it’s about the powerful difference parents can make in the lives of their children.”

“What this study tells me is that there is a strong correlation between the memory of a clean-smelling home and academic success,” added Dr. Hirsch. “If you are in a home that has clean, pleasant aromas, it will promote success by enhancing harmony in the household.” According to Hirsch, the brain makes similar associations about the “smell” of other situations and experiences from your past, and the effect plays out in your mood in the present.

Using Scents in Your Favor

Scents can influence your weight, sleep patterns and more. When we understand the memories we associate with certain scents we can learn how to use them in our favor to change our mindset and improve the quality of our daily lives. For instance, researchers have found the following to be true for many people:

Scent	Benefit and Suggested Use
Peppermint	Energy; invigorates before a workout
Jasmine	Calming; bedtime
Floral/Roses	Lifts spirits; morning mood enhancer
Lemon/Citrus	Clear thinking; positive outlook; for home and surroundings
Grapefruit	Concentration booster and appetite suppressant
Coconut	Happiness; relaxed summer parties and social gatherings

Spend a few minutes making a list of your favorite smells. You may surprise yourself with what you remember about what is most pleasing to you. Just creating a “happy smells” list is enough to elevate positive feelings for some people. And, when you know what aromatic triggers most relax and restore you, you’ll be equipped to “set the mood” in all the spaces where you spend your time.



Photos courtesy of Getty Images

Rekindling a Positive Experience

“If you need a shift in your mood, consider shifting the aroma to something that reminds you of a past success,” said Hirsch. “The old adage ‘the sweet smell of success’ is actually quite poignant from a scientific standpoint.” For some it might be the smell of a clean home, for others it might be the aroma of freshly-brewed coffee, and for others still it might be the refreshing smells of the early morning dew that trigger confidence and feelings of productivity.

For parents who want their children to have lasting, warm memories of home, consider the aromas that greet your children after a long day of school, sports or after-school activities. The mood you set in your home now is creating a lifetime of positive associations. Getting that freshly-baked pumpkin bread in the oven can seem like much less of a sacrifice of time from this viewpoint. When seen from this larger perspective, activities like baking, cleaning and even tending the garden become generous acts that do much more for the family than perhaps we’ve considered in recent years. The aroma of a well-cared for home has much to do with feelings of success, harmony and happiness. To learn more, visit www.facebook.com/pinesol.

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