

A Publication for the Conscious Woman

# Focus ON Women MAGAZINE



**Cyber Criminals Target Children**

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**ADHD Scholarship Program Awards Two Maryland Students**

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**Mental Gymnastics for Seniors**



July/August 2013

# Women: Win Your Share of the Latest Government Business Contracts Being Awarded!

## Women Qualify and Compete for Multi-Year Multi-Million Dollar Contracts Set Aside for Small Business

In the last six months there have been over 5000 contracts were awarded to small businesses in Pennsylvania. Women owned small businesses have been awarded over \$4.0 Million dollars in the State of Pennsylvania alone. See for yourself. Click the link and download for free a file named

[“Pennsylvania Awards 2013.”](#)



## WOSB Federal Contracting Workshop

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October 2, 2013  
Omni Hotel - Independence Park  
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Philadelphia, PA

Expand the Scope of your marketing.  
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The President's budget only came out on April 8. Between now and Sept. 30 all that money has to be spent. Position yourself to get part of the Federal pie. **But you must act now.**

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# July/August 2013

Click to View the latest Issue  
[www.focusonwomenmagazine.com](http://www.focusonwomenmagazine.com)



Taking in the wisdom of one of the great sages of my life, my mother, she often said that problems themselves are not what hinder us, but how we react to them is of far greater importance. I particularly reflect on these words as I encounter the unpredictability of life and the baggage it brings which causes me to ponder on the idea that sometimes, these imposters are canvasses painted in multi-colored hues of life's wisdom. At

different junctures, our lives can be rife them and depending on how we react when those errant snowballs are thrown our way, indeed will determine their outcomes. In essence, problems are opportunities but as they meet us on our life-path, they can teach us how and when to discern, to be patient and to be better individuals as we interact in our places of work, our homes and in fellowship with others. Indeed problems are the threads that make up the intricately woven fabric of our lives that give us strength, test our faith and grant us fortitude. To our readers, advertisers and supporters, may you too find life's valuable instructions and wisdom inherent in the unexpected.

*"We are continually faced by great opportunities brilliantly disguised as insoluble problems."*

All the best, **Joslyn Wolfe**  
Publisher, Focus on Women Magazine

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A Habitat **CHALLENGE** to build a community of partnerships!

*You're invited to join Habitat for Humanity of the Chesapeake for the first ever HabiTown Challenge! This festival is centered on forging community partnerships through a judged team competition to construct a typical town. If you like live music, food trucks and supporting a variety of local businesses and nonprofits from the Central Maryland community, save this date in your calendar and RSVP in the links below to receive updates.*



**SAT, SEP 28, 2013**  
**11:00am - 5:00pm**

**WEST SHORE PARK**  
**401 LIGHT STREET**  
**BALTIMORE, MD 21202**

**MAKE YOUR PRESENCE AT  
EVENT AND LEARN MORE...**

## HABITAT CALANDER 2013

- JUL 20** Youth Service Saturday  
TIME: 9.30am to 12pm
- AUG 2** Women Build Construction How-To  
Clinic: Roofing, TIME: 6pm
- SEP 6** Women Build Construction How-To  
Clinic: Insulation & Drywall, TIME: 6pm
- SEP 28** HabiTown Challenge  
TIME: 11am to 5pm
- OCT 4** Women Build Construction How-To  
Clinic: Finishing, TIME: 6pm

Web URL: <http://habitatchesapeake.org/calendar/>

Habitat for Humanity of the Chesapeake  
3741 Commerce Drive Suite 309 Baltimore MD 21227 US

call : (410) 366-1250

Visit : [www.habitatchesapeake.org](http://www.habitatchesapeake.org)



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# Focus Women ON Women MAGAZINE

www.focusonwomenmagazine.com  
nicbri@focusonwomenmagazine.net

**Focus on Women Magazine** is a bi-monthly publication for women, to women, and about women which focuses on topics of interest to women and is geared towards a multi-generational audience.

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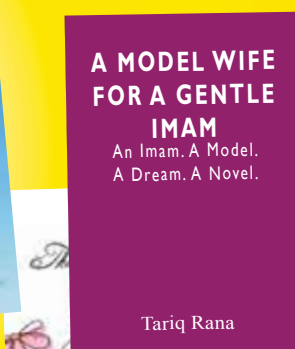
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# Insights Into Cancer: A Mother's Love for her Daughter

**K**enna Marriott and her daughter had planned to coauthor a book about the struggles of living with cancer.

Unfortunately, the two never got the chance to make this dream a reality. On May 24, 2008, Marriott's daughter, Jeannine, succumb to her illness after a courageous seven and a half year battle.

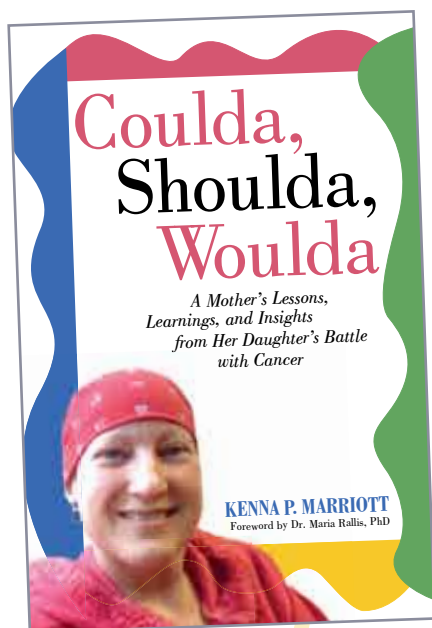
Driven by grief, recovery and a desire to help others while paying tribute her daughter, Marriott penned *Coulda, Shoulda, Woulda*; a story of the lessons learned and insights gained from her daughter's battle with cancer. It is Marriott's hope that the book will help other families struggling with life threatening illness. She is confident that her memoir about Jeannine's illness will assist patients, as well as their family and friends through the minefield of situations and emotions that come with serious illnesses.

"Jeannine's story is poignant, gripping and full of raw emotions," says Marriott. "This book brings up challenges and situations that are often not discussed. Obstacles delved into include the stress of continuous treatments and hospitalizations on the patients and family, the impact

cancer has on self-esteem, relationships with children and even the sex life of a couple impacted by cancer."

Jeannine Mongelli was forty years old when she was diagnosed with breast cancer. After a two year battle and a short remission, the cancer metastasized in her backbone. It was aggressive and incurable. The book weaves together mother's and daughter's perspectives, feelings and points of view to show the impact of cancer on the patient and the family. It reveals the progression of Jeannine's illness, the milestones that held the greatest lessons. It even covers the heartbreaking end of Jeannine's struggle and life after her death. Marriott provides readers with a courageous and inspiring memoir that honors her daughter Jeannine.

"The book reveals my daughter's battle with cancer so others understand what she endured and get a glimpse of what they might encounter. Cancer is not just one person's disease, it impacts everyone who loves and cares about them," says Marriott. "Coulda, Shoulda, Woulda is not a technical book about cancer. It's a moving story about one patient and her family."



**Coulda, Shoulda, Woulda**  
By Kenna P. Marriott  
ISBN: 978-1-4759-9360-8  
Paperback: \$27.95  
Available at [www.amazon.com](http://www.amazon.com)



## About the Author

Kenna P. Marriott is a motivational speaker born in Pittsburg and currently living in Spring Hill, Florida. She is on the Board of Directors of the National Alliance on Mental Illness and the Dawn Center for victims of domestic & sexual violence. Marriott owns her own consulting firm for businesses which specialization in organization development, management and team training. She describes herself as an empathetic person who seeks to help others.

# EEOC'S 2013 EXCEL TRAINING CONFERENCE ADDS EXCITING NEW PRIVATE SECTOR TRACK

## Habitat for Humanity DENVER, COLORADO

### SOAR to great heights with the 16th Annual EXCEL Training Conference

The Examining Conflicts in Employment Laws (EXCEL) Conference is the premier Federal training conference for EEO professionals, HR professionals, agency attorneys, complainant attorneys and representatives, ADR professionals, and Federal supervisors. Now it is also the premier training conference for HR Professionals, Managers, Supervisors and Attorneys in the private sector (Non-federal). Come hear from experts, and stay on top of the employment law information you need.

New to EXCEL 2013 is a three day track designed for HR Professionals, Managers, Supervisors and Attorneys in the Private Sector (non-federal). This special conference within a conference, offers the latest Hot EEO Topics. One of our featured speakers is Lily Ledbetter for whom the Lily Ledbetter Fair Pay Act is named. You can attend sessions on Workplace Harassment Investigations, Sex Discrimination, Social Media, Arrest & Convictions, Caregiver Discrimination, Legal Update and much, much more. Join EEOC for its first three day private sector track at the 16th Annual EXCEL Training Conference. The cost is only \$1145.00 for all three days. MCLE & HRCI credits are being sought.

Questions about the agenda or the conference, contact Michelle Crew at 216.522.4794 or [michelle.crew@eoc.gov](mailto:michelle.crew@eoc.gov) or Sandra Rhodes at 202.663.4914, [sandra.rhodes@eoc.gov](mailto:sandra.rhodes@eoc.gov)

A benefit to attending an EEOC conference is the opportunity to network with EEOC staff and your peers. There will be plenty of time and opportunity for you to visit with other professionals and with staff from the EEOC, your source on employment discrimination.



**EEOC Training Institute**  
**US Equal Employment Opportunity Commission**  
**131 M Street NE**  
**Washington, DC 20507**

**To view the agenda, hotel information and to register, click here:**  
<http://www.eetraining.eoc.gov/EXCEL2013/index.htm>





**Seeking volunteers to join the  
Family Success Committee.**

Interview existing Habitat homeowners in Baltimore City and Anne Arundel County to provide and gather information that will help support the success of the program and the homeowner. Training and ongoing support will be provided for this rewarding experience.

Please email [minje.martinez@gmail.com](mailto:minje.martinez@gmail.com) for more information.



**Families in homes: 348**  
**Last Homebuyer Academy graduating class: 15**  
**Homebuyer Academy graduates in past year: 117**  
**Families in homeownership program: 91**  
**Homes under construction: 45**  
**Homes in planning: 64**  
**Communities under construction: 8**  
**Homes built internationally through title: 300+**  
**Volunteers scheduled for June: 246**  
**Pounds of materials ReStores saved from the landfill this year: 1,934,208**



Follow us on the following social network sites:





# CORK POPS Keeps Cocktails and Wine Perfectly Chilled This Summer!

Summer Entertaining Made Easy with the New Additions to Cork Pops' Wine and Bar Accessories



**WHISKEY STONES**  
SET OF 9

Maintaining an ice cold drink could not get any easier than with Cork Pops' new line of home entertaining and bar accessories that chill beverages to the perfect temperature without watering them down. With its vast selection of bar tools and beverage accessories for opening, presenting, serving, and preserving wine and spirits, Cork Pops is continuing to revolutionize the beverage industry for professionals and novices alike.

Some must-haves for any serious bourbon enthusiast are the **Savor Stones (MSRP \$23)** and **Stainless Steel "Ice" Cubes (MSRP \$23)** by Cork Pops, which are two additional innovative ways to ensure the perfect drinking temperature of spirits, mixed drinks or any other beverage. These ice alternatives perfectly chill cocktails while preserving their great flavor in every sip by ensuring that they do not become watered-down. The Whiskey stones are made of natural material and come in a set of nine. The "Ice" Cubes are made of food safe freezer gel encased in stainless steel with softened edges in order to keep drinks ice cold while also protecting the glasses they are served in and come packaged in a set of 4.



**STAINLESS STEEL  
ICE CUBES**

A great item for cocktail parties, **Stircicles** are stirring rods that keep cocktails at an enjoyable temperature without watering them down with ice. These teardrop shaped drink stirrers are filled with food safe freezer gel and come in a set of 4 for MSRP \$23. Perfect for both indoor and outdoor entertaining, these handy, frozen stirring rods are great way to keep mixed drinks ice cold! Especially as the weather begins to heat up, Stircicles are sure to become a summer cocktail essential.



**STIRCICLES**  
FREEZER GEL FILLED-  
STAINLESS STEEL

**Arctic Chill Shot Glasses (MSRP \$23)** are stainless steel, double walled shot glasses that contain a food safe, freezer gel which freezes and provides an arctic shot of vodka, tequila...or during the craziest of flu seasons – Nyquil! Ideal for any occasion and celebration, the Arctic Chill Shot Glasses are sure to escalate the fun at any get-together and come attractively gift boxed in a set of 2.

To view the entire line of Cork Pops beverage accessories and to purchase product, please visit [www.CorkPops.com](http://www.CorkPops.com). Products are also available to purchase throughout North America at major beverage retailers, grocery stores and gift boutiques.



**ARCTIC CHILL SHOTS**  
FREEZER GEL FILLED-STAINLESS STEEL

## About Cork Pops, Inc.

A leader in the wine accessory business, Cork Pops, Inc. began with the introduction of a patented screwless wine opener that quickly became a common household utensil. The company's success hinges on its practice of continually reviewing and testing its products to ensure that the highest levels of quality, product safety and reliability are maintained. Cork Pops is committed to using materials that are ethically sourced in its manufacturing process.

[www.CorkPops.com](http://www.CorkPops.com)

2013

# HAPPENINGS

July 30, 2013

1st ANNUAL NAWBO FAMILY NIGHT OUT – O's vs. Astros  
5:00 PM BUFFET/7:05 PM GAME



REGISTER HERE!

**Cost:**

\$45 Member / \$55 Non-Member

\$55 Member / \$65 Non-Member Late Registration Fee After July 23 Surcharge of \$10 added to Late Registration Fee for Walk-ins.

REGISTRATION CLOSING JULY 29 AT 3 PM

**Description:**

Bring the family and join us for a night at the yard! With a little networking, your favorite ballpark food and a seat to a great game, it's sure to be a fantastic event. Never enjoyed the all-you-can-eat buffet? Below are details to get your tummy grumbling! Fans with a Left Field Club Picnic Perch ticket should go to the specially marked booth behind Section 282 to have their ticket and hand stamped for all-you-can-eat access. Once your hand is stamped, proceed to the specially marked concession areas for all-you-can-eat hotdogs, nachos, salads, peanuts, popcorn, ice cream, soda, lemonade, and more! And don't forget to ask about our new, fresh Garden Salads available upon request. All-you-can-eat food items are available from when gates open until the conclusion of the 7th inning or 3 hours after the scheduled first pitch. Alcohol is not included, but may be purchased by those over 21. Children 3 and under are Free!



CaseyCares5K.org



**Location:**

Oriole Park at Camden Yards  
Tickets are located in Left Field Club  
Box Section 284

September 24, 2013

WELCOME BACK TO NAWBO! (11:30AM - 1:30PM)



REGISTER HERE!

Cost:

\$35 Member / \$50 Non-Member

\$45 Member / \$60 Non-Member Late Registration Fee After September 17 Surcharge of \$10 added to Late Registration Fee for Walk-ins.

\$25 Special Exhibit Table Opportunity for Members (Total Cost \$60)

REGISTRATION CLOSSES SEPTEMBER 23 AT 3 PM

Description:

Welcome back! Join us as we preview our fall speaker lineup and provide an overview of NAWBO. What's NAWBO all about? Learn more about the many benefits NAWBO membership offers including the opportunity to talk with each committee chair on how you can get more involved and increase your company's brand awareness.

Agenda:

11:30 a.m. to 12:30 p.m. - Registration, Networking, and Opportunity to talk with Committee Chairs

12:30 p.m. to 12:45 p.m. - Buffet Lunch

12:45 p.m. to 1:30 p.m. - Program

Location:

DoubleTree by Hilton – Baltimore North - Pikesville  
1726 Reisterstown Road, Pikesville, Maryland, 21208

Menu: Coming Soon!

November 20, 2013\*

TASTING WITH MITCHELL PRESSMAN – SELECTING IDEAL WINES FOR HOLIDAY GIFTS (5:30 - 7:30 pm) \*Note this is an event on Wednesday



REGISTER HERE!

Cost:

\$35 Member / \$50 Non-Member

\$45 Member / \$60 Non-Member Late Registration Fee After November 13 Surcharge of \$10 added to Late Registration Fee for Walk-ins.

REGISTRATION CLOSSES NOVEMBER 19 AT 3 PM

Description:

Join your fellow NAWBO Members for an opportunity to discuss one-on-one with Mitchell Pressman your upcoming holiday gifts and dinner needs while sampling wines perfect for those hard-to-buy-for individuals. Get to know other NAWBO Members, BUILD your network, and kick off the holiday season with a little fun!

Location:

Chesapeake Wine Company  
2400 Boston Street  
Baltimore, MD 21224  
Complimentary Parking in Lot and in Garage

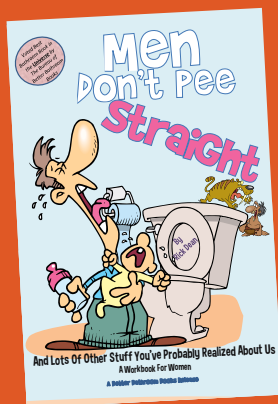
Menu: Coming Soon!

# A Café de Paris A

Presents.. Post Fourth of July Scotch Tasting and Sliders,  
**Book Signing Event for**



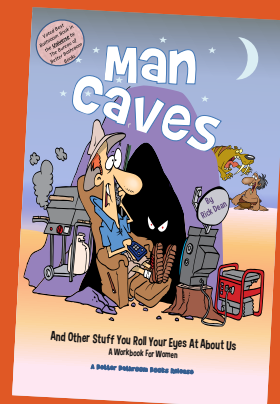
Humanitarian Relief Pilot and  
Author Rick Dean



## Men Don't Pee Straight

and

**Man Caves**  
voted as the Best  
Bathroom Read



*Haiti Earthquake Relief*



*Medical Patients in Need and Angel Flight*



**Proceeds will be applied to:**

- Afghan Women's Relief Fund
- Continued Humanitarian Flights

**DATE: FRIDAY - July 5th, TIME - 6pm**

Contact Address : 8808 Centre Park, Dr Columbia 21045, MD

Call: 410 997 3560



## Habitat for Humanity of the Chesapeake is Bringing the HabiTown Challenge to Baltimore's Inner Harbor

On Saturday, September 28, Habitat for Humanity of the Chesapeake will host its first annual HabiTown Challenge, a festival designed to build a community of partnerships in Central Maryland. The public is invited to join the fun at West Shore Park on the Inner Harbor (between the Science Center and the Visitors Center) from 11am to 5pm for a day of fun activities, food trucks, live music by local bands, cash prizes, fierce competition, community awareness and team building.

The HabiTown Challenge is a festival centered on forging community partnerships through a judged team competition.

Habitat for Humanity of the Chesapeake's CEO Mike Posko said, "What makes the HabiTown Challenge such a fun and unique event is that it's bringing two different communities together—nonprofit and for-profit organizations—for an event that will build community and change lives right here in Central Maryland. And, to be perfectly honest, I am really looking forward to hearing the band again. They played at our recent fundraising party and folks danced all night! Combine great live music with an assortment of food trucks and volunteers with hammers—it all spells fun."

In the spirit of healthy community building and team work, businesses and nonprofits are encouraged to come together to identify a cause, create a fundraising goal, and build a structure that represents your selected nonprofit's mission in order to raise awareness and financial support for the charity of choice. One hundred percent of the funds raised by each team will be applied to their selected nonprofit.

This event is open to the public. Event Sponsorships are available and include the option of joining or sponsoring a build team and community cause, along with a host of high visibility recognition opportunities.

### The Catch?

Each team must be associated with a non-profit organization of their choice and design creative ways to communicate their team's mission. Structures must be made of recycled or recyclable materials and can be auctioned off afterwards, if desired.

### The Mission?

Teams comprised of non-profits, businesses, volunteer groups and/or individuals will construct a typical town—in miniature—in four hours or less! Through participation, each team will have the opportunity to raise funds for a community cause of their choice, plus a chance to win cash prizes in a fun and friendly competitive environment.

For additional information or to sign up for participation or sponsorship, contact **Rachel Hess** at [eventsmanager@habitatcatchesapeake.org](mailto:eventsmanager@habitatcatchesapeake.org)

### About Habitat for Humanity of the Chesapeake

Each team must be associated with a nonprofit organization of their choice and design creative ways to communicate their team's mission. Structures must be made of recycled or recyclable materials and can be auctioned off afterwards, if desired.

call (410) 366-1250

Visit [www.habitatchesapeake.org](http://www.habitatchesapeake.org)

# Will I Need to Pay A Penalty If I Do Not Have Automobile Insurance Coverage?



200 St. Paul Place, Suite 2700, Baltimore, Maryland 21202  
Direct Dial: 410-468-2301 Fax: 410-468-2306  
Email: [pjohnson@mdinsurance.state.md.us](mailto:pjohnson@mdinsurance.state.md.us)  
1-800-492-6116 TTY: 1-800-735-2258  
[www.mdinsurance.state.md.us](http://www.mdinsurance.state.md.us)

## **Maryland law requires all owners of motor vehicles to purchase and maintain a minimum of:**

- \$30,000 per person and \$60,000 per accident of bodily injury liability coverage;
- \$15,000 of property liability coverage;
- identical amounts of uninsured/underinsured motorist bodily injury coverage;
- \$15,000 of uninsured motorists property damage coverage; and
- \$2,500 of Personal Injury Protection coverage.

State law also requires insurers to report to the Maryland Motor Vehicle Administration (MVA) when a policy has been cancelled or nonrenewed. Based on the information contained in its records, if it appears to the MVA that a vehicle owner did not maintain the required minimum insurance coverage for a specified period of time, the MVA will initiate an insurance compliance investigation. The MVA will notify the vehicle owner in writing and request that the owner provide a Maryland Insurance Certification Form (FR-19) that shows the required coverage was in place during the time period in question. Insurers are required to provide FR-19 forms free of charge, without question, to all policyholders. If a lapse in coverage is confirmed, the MVA will assess the vehicle owner a penalty for each day the vehicle was uninsured. For a list of all the penalties that may be imposed by the MVA, go to [www.mva.maryland.gov/Vehicle-Services/INSURANCE/uninsured.htm](http://www.mva.maryland.gov/Vehicle-Services/INSURANCE/uninsured.htm). If you wish to challenge any of the penalties imposed by the MVA, you must contact the MVA at 410-768-7000

If your vehicle is uninsured for any period of time, you also may find that your insurance premium is higher after the lapse, or that some insurers will not insure you or your vehicle. Insurers sometimes do this because they have found that those who drive without insurance present a greater risk for future losses than those drivers who maintain continuous insurance coverage.

*To find out more about automobile insurance, refer to our publication *A Consumer's Guide to Automobile Insurance*, which is available on our website at [www.mdinsurance.state.md.us](http://www.mdinsurance.state.md.us), or by calling us at 410-468-2000*



## What Warring Couples Want: Power, Not Apologies, Baylor Study Shows

**T**he most common thing that couples want from each other during a conflict is not an apology, but a willingness to relinquish power, according to a new Baylor University study.

Giving up power comes in many forms, among them giving a partner more independence, admitting faults, showing respect and being willing to compromise. The study is published in the *Journal of Social and Clinical Psychology*.

“It’s common for partners to be sensitive to how to share power and control when making decisions in their relationship,” said researcher Keith Sanford, Ph.D., an associate professor of psychology and neuroscience in Baylor University’s College of Arts & Sciences.

Following closely behind the desire for shared control was the wish for the partner to show more of an investment in the relationship through such ways as sharing intimate thoughts or feelings, listening, and sharing chores and activities, Sanford said.

The research results are based on two studies of married or cohabitating people and build upon previous research by Sanford. Earlier studies of more than 3,500 married people found that there are just two basic types of underlying concerns that couples experience during conflicts: “perceived threat,” in which a person thinks that his or her status is threatened by a critical or demanding partner; and “perceived neglect,” in which an individual sees a partner as being disloyal or inattentive and showing a lack of investment in the relationship.

In the first of the new studies, 455 married participants (ages 18 to 77, with marriages ranging from less than one year to 55 years) were asked to independently list desired resolutions to a single current or ongoing conflict -

anything from a minor disagreement or misunderstanding to a big argument. From those answers, 28 individual categories were identified, which researchers organized into six all-encompassing types of desired resolution.

After relinquished power, the desired behaviors from one’s partner - from most to least common - were:

- \* **TO SHOW INVESTMENT**
- \* **TO SHOW ADVERSARIAL BEHAVIOR**
- \* **TO COMMUNICATE MORE**
- \* **TO GIVE AFFECTION**
- \* **TO MAKE AN APOLOGY**

“We definitely respond to whether we gain or lose status,” Sanford said. “When we feel criticized, we are likely to have underlying concerns about a perceived threat to status, and when that happens, we usually want a partner simply to disengage

and back off.”

“The things couples want from each other during conflicts will depend on their underlying concerns, and to resolve conflicts, they may need to use different tactics to address different underlying concerns,” he said. “The husband might buy flowers, and that might be helpful if his partner has a concern involving perceived neglect. But if the partner has a concern involving perceived threat, then the flowers won’t do much to address the issue.”

***\*Sanford has developed a free interactive internet program for couples titled the "Couple Conflict Consultant" at [www.pairbuilder.com](http://www.pairbuilder.com). The program provides a personalized assessment of 14 areas of conflict resolution and a large resource bank of information and recommendations for couples.***

***To learn more about Sanford and his work, visit <http://www.baylor.edu/psychologyneuroscience/index.php?id=72589>***

### **ABOUT BAYLOR COLLEGE OF ARTS & SCIENCES**

*The College of Arts & Sciences is Baylor University’s oldest and largest academic division, consisting of 26 academic departments and 13 academic centers and institutes. The more than 5,000 courses taught in the College span topics from art and theatre to religion, philosophy, sociology and the natural sciences. Faculty conduct research around the world, and research on the undergraduate and graduate level is prevalent throughout all disciplines. Visit [www.baylor.edu/artsandsciences](http://www.baylor.edu/artsandsciences).*

### **ABOUT BAYLOR UNIVERSITY**

*Baylor University is a private Christian university and a nationally ranked research institution, characterized as having “high research activity” by the Carnegie Foundation for the Advancement of Teaching. The university provides a vibrant campus community for approximately 15,000 students by blending interdisciplinary research with an international reputation for educational excellence and a faculty commitment to teaching and scholarship. Chartered in 1845 by the Republic of Texas through the efforts of Baptist pioneers, Baylor is the oldest continually operating university in Texas. Located in Waco, Baylor welcomes students from all 50 states and more than 80 countries to study a broad range of degrees among its 11 nationally recognized academic divisions. Baylor sponsors 19 varsity athletic teams and is a founding member of the Big 12 Conference.*

# Rose Petal Jam

## Recipes & Stories from a Summer in Poland - By Beata Zatorska and Simon Target



*"It was my job at age five to gather fresh rose petals from my grandmother's garden. Those silky soft petals, sparkling with dew, came away easily in my hand, and landed gently in my wicker basket. Their rosy fragrance lingered on my fingers for the rest of day. My grandmother Józefa put those petals in a large stone mortar, covered them with lots of sugar, and blended them into a thick, magenta-colored paste. Rose Petal Jam was her most precious preserve – a dollop of summer to be released during the long winter months."*

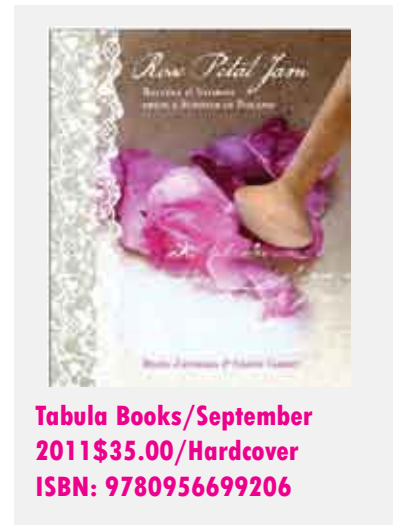
- Beata Zatorska, from *Rose Petal Jam*

### Recipes from the book

- Apple pancakes (Placuszki z Jablkami)
- Pork and Cabbage "Hunter's Stew" (Bigos)
- Pierogi with Cheese and Potato ("Russian") Pierogi

Beata Zatorska learned to make rose petal jam, pierogi, and other Polish recipes in the kitchen of her grandmother's farmhouse in a remote village in the foothills of the Karkonosze Mountains where she grew up. When she returned 20 years later her grandmother, a professional chef, was gone but she found her handwritten recipes for preparing traditional Polish dishes and preserves. These recipes, along with Beata's memories and stories of growing up Poland in the 1960's and 70's are part of one of the most beautiful and unique books to come out this holiday season. *Rose Petal Jam* (Tabula Books; September 2011; \$35.00/Hardcover; ISBN 9780956699206) is a delightful collection of recipes, memories, and locations that celebrates the best of Poland.

Accompanied by her English husband Simon, Beata spent a summer exploring her home country, travelling tiny roads lined with wild rose bushes, finding castles and palaces among meadows and forests. This culinary journey became the basis for *Rose Petal Jam*, beautifully illustrated with hundreds of full color photographs of the recipes, the countryside, and the main cities of Poland including Warsaw, Gdańsk and Kraków, as well as many family pictures. This visually stunning book has other unique touches too, including favorite poems, and paintings from the nation's galleries, providing readers with a wonderful introduction to the food, culture, people and places of Poland.



Tabula Books/September  
2011 \$35.00/Hardcover  
ISBN: 9780956699206

*Rose Petal Jam* features over 50 recipes that reveal Polish cuisine to be both subtle and varied. Some of Beata's cherished recipes include:

- Beetroot-shoot soup,
- delicate Pierogi (Polish ravioli)
- traditional Herrings in Sour Cream
  - Cabbage Rolls
- Pork with Caraway and onion
- Beef Goulash
  - Hunter's Stew
- Strawberry Roulade
- Apple Pancakes
  - Chocolate Waffles
- Carpathian Vanilla Torte
- and of course, *Rose Petal Jam*.

These enchanting recipes are interwoven with stories of Beata's childhood growing up in communist Poland. This holiday season take a delightful and delicious trip to Poland without leaving your kitchen and discover the culinary heritage of this unique country.

### ABOUT THE AUTHORS



For More Information,  
electronic materials, and  
to Request a review copy  
of the book, Contact:

Contact: Trina Kaye,  
310-915-0970  
TrinaKaye@tkopr.com



## Recognized Among the Nation's Best Pediatric Hospitals



Mattel Children's Hospital UCLA has been recognized among the nation's best pediatric hospitals and ranked in all ten specialties reviewed in U.S. News & World Report's 2013-14 Best Children's Hospitals rankings.

"These rankings acknowledge our dedicated doctors, nurses and staff, who proudly deliver great care and compassion to the children and families at Mattel Children's Hospital," said Dr. Sherin Devaskar, the hospital's physician-in-chief and UCLA's assistant vice chancellor for children's health, who holds the Mattel Executive Endowed Chair in the UCLA Department of Pediatrics.

Nationally, the hospital was recognized for excellence in the following categories:

- ★ Nephrology
- ★ Gastroenterology and gastrointestinal surgery
- ★ Diabetes and endocrinology
- ★ Orthopedics
- ★ Neurology and neurosurgery
- ★ Heart and heart surgery
- ★ Neonatology
- ★ Cancer
- ★ Urology
- ★ Pulmonology

The rankings highlight the top 50 U.S. hospitals in each of the 10 specialty areas. Eighty-seven hospitals were ranked in at least one specialty. In California, Mattel Children's Hospital UCLA was one of only three hospitals ranked in all 10 categories.

visit the website <http://www.uclahealth.org/>



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Events of the month

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## **TREASURY ANNOUNCES \$337.7 MILLION INCREASE IN SMALL BUSINESS LENDING BY MARYLAND PARTICIPANTS IN THE SMALL BUSINESS LENDING FUND**

### ***Business Lending is Up 41.5 Percent for SBLF Banks Nationwide***

The U.S. Department of the Treasury today released a new report showing that, nationwide, participants receiving capital through the Small Business Lending Fund (SBLF) boosted small business lending by \$9.0 billion over baseline levels since the depths of the recession. Maryland-based SBLF participants have increased their small business lending by nearly \$337.7 million, also over baseline levels, including a \$50.7 million increase in the first quarter of 2013. Last month, Treasury released the First Annual SBLF Lending Survey, which estimated that SBLF participants have increased small business lending by an estimated 38,000 additional loans through the end of 2012, across all industries and in every region of the country.

“The Obama Administration’s Small Business Lending Fund is supporting credit to tens of thousands of American small businesses as they invest, expand and hire in every region of the country,” said Deputy Secretary of the Treasury Neal Wolin.

“The program has supported increases in small business lending by Main Street banks to Main Street small businesses, helping to power the economic recovery in communities across America.”

Community banks participating in SBLF have increased total business lending by 41.5 percent, versus a 5.5 percent median increase for a representative peer group of similar banks across median measures of size, geography, loan type, and financial condition. Increases in small business lending have also been widespread across SBLF participants, with 91 percent having increased their small business lending over baseline levels. In the first quarter of 2013, SBLF participants increased their lending by \$206 million nationwide.

Small businesses play a critical role in the U.S. economy and are central to growth and job creation. In the aftermath of the recession and credit crisis, small business owners faced disproportionate challenges, including difficulty accessing capital.

The SBLF program, established as part of the Small Business Jobs Act that President Obama signed into law in 2010, encourages community banks to increase their lending to small businesses, helping those companies expand their operations and create new jobs. Treasury invested more than \$4 billion in 332 institutions through the SBLF. Collectively, these institutions operate in more than 3,000 locations across 48 states. This report includes information on the 317 institutions that continued to participate in the program as of April 30, 2013, including 267 community banks and 50 community development loan funds.

SBLF encourages lending to small businesses by providing capital to community banks and CDLFs with less than \$10 billion in assets. The dividend or interest rate a community bank pays on SBLF funding is reduced as the bank increases its lending to small businesses – providing a strong incentive for new lending to small businesses so that these firms can expand and create jobs.

Individual community banks can reduce the rate they pay to one percent if they increase qualified small business lending by 10 percent over their baseline.

To view the report, including a list of the change in lending at banks receiving SBLF capital, please click here.

The SBLF program is one part of the Obama Administration’s comprehensive agenda to help small businesses access the capital they need to invest and hire. Treasury also administers the State Small Business Credit Initiative (SSBCI), which allocates \$1.5 billion to state programs designed to leverage private financing to spur \$15 billion in new lending to small businesses and small manufacturers.

**For more information on the Obama Administration’s small business initiatives, please visit [www.sba.gov](http://www.sba.gov). For more information on SBLF,**

**please visit [www.treasury.gov/sblf](http://www.treasury.gov/sblf).**

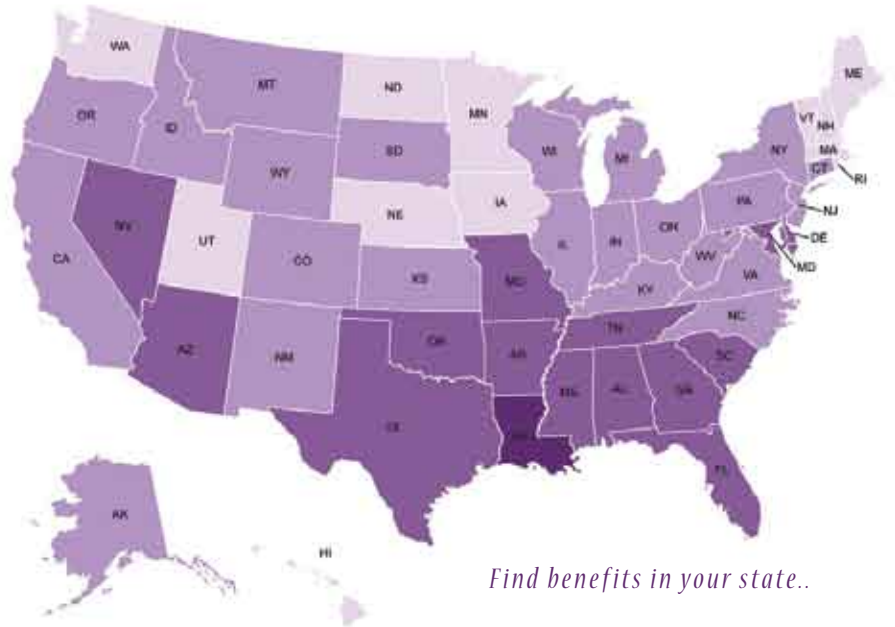
# State by State Data: How the Health Care Law Benefits You

**B**ecause of the Affordable Care Act, the 85 percent of Americans who have insurance have more choices and stronger coverage than ever before. And for the 15 percent of Americans who don't have insurance, or families and small businesses who buy their coverage but aren't happy with it, a new day is just around the corner.

Soon, we take a critical step forward when a new online Health Insurance Marketplace will provide millions of families and small businesses who currently don't have insurance, or are looking for a better deal, a new way to find health coverage that fits their needs and their budgets.

Open enrollment in the Marketplace starts October 1, with coverage starting as soon as January 1, 2014. But families and small business can visit [HealthCare.gov](http://HealthCare.gov) right now to find the information they need prepare for open enrollment.

As the law's implementation continues, we're ensuring that all Americans have access to affordable, quality health coverage that leads to better value, better health, and better choices.



*Find benefits in your state..*

## Better Value

- Health insurance companies now have to spend at least 80 cents of your premium dollar on health care or improvements to care, or provide you a refund. In 2012, **8.5 million** consumers received half a billion dollars in refunds – with the average consumer receiving a refund of around \$100 per family. Moreover, 77.8 million consumers saved \$3.4 billion up front on their premiums as insurance companies operated more efficiently as compared to 2011.
- For the first time ever, insurance companies in every state must publicly justify any rate increase of 10 percent or more. Since implementing the law, the fraction of requests for insurance premium increases of 10 percent or more has dropped dramatically, **from 75 percent to 14 percent**. To date, the rate review program has helped save Americans an estimated \$1 billion.
- Insurance companies can no longer rescind your coverage because you get sick or because you made a mistake on an application. And they can no longer limit lifetime coverage to a fixed dollar amount. Already **105 million** Americans no longer have a lifetime limit on essential health benefits, thanks to the law.
- **129 million** non-elderly Americans have some type of pre-existing health condition, including 17.6 million children. Today, insurers can no longer deny coverage to children because of a pre-existing condition, like asthma or diabetes, under the health care law. And beginning in 2014, health insurers will no longer be able to charge more or deny coverage to anyone because of a pre-existing condition. The health care law also established a temporary health insurance program for individuals who were denied health insurance coverage because of a pre-existing condition. **Over 110,000 Americans** with pre-existing conditions have gained coverage through the Pre-Existing Condition Insurance Plan since the program's inception.
- The health care law has allowed **3.1 million** young adults who would otherwise have been uninsured to stay on their parents' health insurance plans until age 26.

## Better Health

- The health care law requires most insurance plans to cover **recommended preventive care** without cost-sharing. Already, **71 million** Americans with private health insurance have gained preventive service coverage without cost-sharing, including nearly 27 million women. In 2012 alone, an estimated **34 million** people with Medicare received one or more preventive services with no cost-sharing, including those who took advantage of the new Annual Wellness Visit.
- Beginning in 2014, the Affordable Care Act requires all new insurers in the individual and small group markets to cover ten essential health benefit categories, to include hospitalization, prescription drugs, maternity and newborn care, and mental health and substance use disorder services. In the individual market alone, **8.7 million** Americans will gain maternity coverage because of the health care law. And the Affordable Care Act expands mental health and substance use disorder benefits and federal parity protections for **62 million** Americans.
- The health care law invests in training and support for thousands of new **primary care** doctors and nurses by providing bonus payments, scholarships and loan repayment, and new training opportunities. The number of primary care providers in the National Health Service Corps are at all-time highs, and have more than doubled since 2008.
- The Affordable Care Act makes an unprecedented investment in promoting wellness, preventing disease, and protecting against public health emergencies. Prevention and **Public Health Fund** initiatives like the Center for Disease Control and Prevention's

Community Transformation Grants advance health and wellness and empower communities to design and implement strategies to prevent chronic diseases.

- The Affordable Care Act dramatically increased funding for the operation, expansion and construction of **health centers** nationwide. Today, 1,200 health centers operate nearly 9,000 service delivery sites that provide primary care to more than 21 million patients annually.

## A Stronger Medicare Program

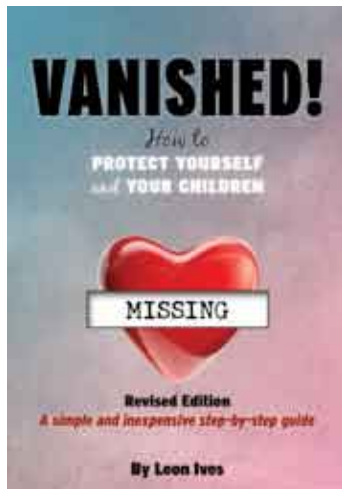
- The Affordable Care Act is closing the gap in drug coverage known as the “donut hole.” Since the enactment of the law, **6.3 million Americans** with Medicare who reached the donut hole have saved a total of over \$6.1 billion on prescription drugs, or an average of \$706 per person. The average person with Medicare will save approximately **\$5,000** from 2010 to 2022, while those with high prescription drug costs will save much more – as much as \$18,000 over the same period.
- The health care law helps stop fraud with tougher screening procedures, stronger penalties, and new technology. Over the last four years, the administration’s fraud enforcement efforts have recovered **\$14.9 billion** from fraudsters. For every dollar spent on health care-related fraud and abuse activities in the last three years the administration has returned \$7.90.
- The health care law extends the life of the Medicare Trust Fund by ten years. From 2010 to 2012, Medicare spending per beneficiary grew at **1.7 percent** annually, substantially more slowly than the per capita rate of growth in the economy.
- Every year, about 2.6 million seniors – or nearly one in five hospitalized Medicare enrollees – are readmitted within 30 days of discharge, at a cost of more than \$26 billion to the Medicare program. The health care law ties Medicare reimbursement for hospitals to their readmission rates. In 2012, an estimated **70,000 readmissions** were avoided.
- The health care law focuses on driving a smarter health care system focused on the quality, not quantity of care. Already, more than **250 organizations** are participating in one of Medicare’s Accountable Care Organization programs, which encourage quality and care coordination through the use of health information technology. Together, these initiatives are improving primary care for nearly 4 million people with Medicare and are expected to save up to \$940 million in the first four years.

## Better Options

- Beginning in 2014, **41.3 million** uninsured Americans will have new opportunities for coverage through the Health Insurance Marketplace. The Marketplace will make it easy for you to compare qualified health plans, get answers to questions, find out if you are eligible for lower costs for private insurance or health programs like Medicaid and the Children’s Health Insurance Program (CHIP), and enroll in health coverage that meets your needs.
- In 2014, 49 states, the District of Columbia, and four territories will have received a total of nearly **\$4.2 billion** in grants to establish their marketplaces. 17 states (including the District of Columbia), will fully run their own Marketplace. The Department of Health and Human Services (HHS) will fully run a Marketplace in 19 states. In 15 states, HHS will work with the state to run a Marketplace. But no matter what state a consumer lives in, he or she will be able to shop seamlessly for coverage through the Marketplace.
- To date, more than **120 issuers** have applied to offer qualified health plans in the HHS-run Marketplace. In the states with early data, an estimated 80 percent of the people who are expected to enroll in a health plan through the Marketplace will be able to choose from five or more insurance companies. Today, they can generally choose from only one or two. On average, issuers plan to offer more than 15 qualified health plans per state.
- Small employers will be able to choose from a range of coverage options for their employees through the **Small Business Health Options Program**, or SHOP. Eligible employers may qualify for a tax credit worth up to 50 percent of the employer’s premium contribution to a SHOP plan. In 2014, SHOPS will have the flexibility to decide whether employers can let their employees choose from a number of plans, or can offer their employees one plan that the employer chooses.
- New member-run, non-profit health insurers, called **Consumer Operated and Oriented Plans** (CO-OPs) will offer coverage inside and outside the Marketplace. To date, 24 non-profits that plan to offer coverage in 24 states have been awarded nearly \$2 billion to set up CO-OPs.
- States have new opportunities to expand Medicaid coverage to individuals with family incomes at or below 133 percent of the federal poverty level (generally \$31,322 for a family of four in 2013). This expansion includes non-elderly adults without dependent children, who have not previously been eligible in most states.
- Consumers will be able to fill out **one application** to see if they qualify for a range of health coverage options - including plans in the Marketplace, Medicaid and CHIP - or lower costs on monthly premiums based on their income. For many, the three-page application for individual market Marketplace coverage can be completed, on average, in just 10 minutes, which is much shorter than the industry standard today. You can fill out the application online, in person, over the phone or via mail. The SHOP employee and employer paper applications are two and three pages, respectively.
- Consumers will have access to a number of resources to learn about the Marketplace and navigate their coverage options. They can get **in-person assistance** from Navigators, non-Navigator assistance personnel, certified application counselors, and/or agents and brokers. Community Health Centers **in all 50 states** have also received a total of \$150 million in federal grants to help enroll uninsured Americans.
- The newly remodeled **HealthCare.gov** is the destination for consumers to prepare for open enrollment and ultimately sign up for health coverage. It includes a 24/7 live chat function, and the newly launched Marketplace call center is open 24 hours a day, seven days a week (1-800-318-2596 toll free, or 1-855-889-4325 for the hearing impaired). Spanish-speaking consumers can go to **CuidadoDeSalud.gov**.

**Learn More** *Learn more about how the Affordable Care Act is improving health care where you live:*  
***Interactive Map: The Affordable Care Act in Your State***

*Visit **HealthCare.gov** to get ready for open enrollment in the Health Insurance Marketplace*



## Protecting Your Children from Internet Threats and Cybercrimes

By Leon Ives, the author of *Vanished! How to Protect Yourself and Your Children*

**W**e all seem to think, at various points in life, we are invincible. Even as educated and mature adults we prefer to believe nothing bad will ever happen to us...or our children. Sometimes it is simply easier not to think about unpleasant matters such as criminal assaults and family tragedies. Why contemplate and prepare for something that is not going to happen?

Because we choose to ignore very real safety and security concerns, we tend to overlook what should be obvious threats and precautions in our day-to-day activities...and that of our children. As responsible parents we must face and accept reality. There are literally millions of violent and criminally disturbed people in our society. Any one of these predators may very well target your child. As parents, we must learn more about them. We must take every possible step towards learning how to protect our children, both younger and older, and then properly educate them. That education may require actual training as well. Simple warnings are not enough.

One threat, or vehicle, to learn more about is the Internet. We are hearing more and more about online sexual predators, but we are not necessarily learning enough about the various threats and methods associated with the Internet and these Cyber Predators. We are not necessarily taking the right precautions for our children. That includes not only education and training, but making rules and monitoring their activities.

There are numerous reasons and answers for these sex crimes. However, one is that parents are not doing "enough" to protect their children against today's increasing and sophisticated threats. Sexual deviants and human traffickers have learned how to use this global communication network to their advantage. Traditional stalking now includes cyber stalking. These criminals can now electronically invade our homes, our minds, and our lives-if we let them.

Many children are easily manipulated and tempted by the overwhelming amounts of sexual content on the Internet, which makes them even more vulnerable. Social media, such as chat rooms and Facebook, allow predators to create false personas and identities they use to entice, seduce, and then attack our children. These online predators are no longer strangers. They become a new intriguing friend; someone who excites them or professes to care about them. Up until they meet.

Individual sex crimes and Human Trafficking (commercial exploitation) are two very serious threats we must learn to recognize and combat. The real and practical solution to combating these threats is "awareness and prevention". This includes having a "family security plan" in place. There are simple security measures we can take to prevent our children from being targeted by sexual predators over the Internet. This includes the Internet computers they use at home and away from home. Even their cellular smart phones (iPhone). First, we must educate our children. Second, we must establish rules. Last, we must scrutinize their activities when they go online.



Leon Ives

To learn more, and be better prepared, it is suggested that you research GetNetWise.org and the National Center for Missing and Exploited Children ([missingkids.com](http://missingkids.com)). These two resources are just a start. Both provide valuable security advice and educational material. GetNetWise will give you specific information and security measures you can take as it relates to your children accessing and using the Internet on computers, notebooks (iPad), cellular phones, etc. This information pertains to the proper use of security features, logins, passwords, content restrictions, social media, personal information, browsing, etc. See the tab on, Keeping Children Safe Online. You can also learn about software programs and devices that allow you to monitor your children's activities on computers and cell phones. Start by educating yourself. Then teach your children and establish firm rules. It is for their safety and it may very well save their life.

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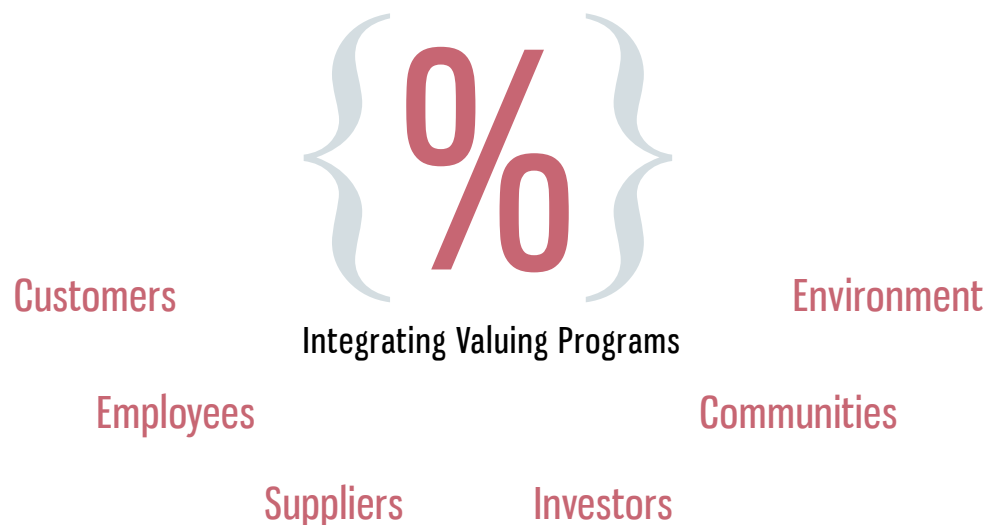
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# What is a Spiritual Entrepreneur and Conscious Capitalism?

*What is “Conscious Capitalism” and why are many firms large and small embracing its concepts?*

Simply said, it makes good business sense and it works successfully for companies for a variety of reasons. Spiritual entrepreneurs around the globe are embracing its concepts which involve integrating valuing programs for customers, employees, suppliers, investors, communities and the environment - not as a substitute for profits but for the sake of profits. Maybe it is best described as “Purpose Then Profits” - understanding that profits over the long run can best be achieved by doing what is right for every business constituency.



John Mackey, CEO of Whole Foods, does a magnificent job of describing Conscious Capitalism in his book of the same name and in an essay he wrote in 2006 entitled “Conscious Capitalism: Creating a New Paradigm for Business.”

I have borrowed liberally from his article as well as the websites of companies like Southwest Airlines, Nordstrom, Apple, the Container Store, Grameen Bank, and Patagonia, many of which have been started by the driving force of one single spiritual entrepreneur who attracted through the advancement of this kind of culture, a dedicated group of same-minded executives. Some include Herb Kelleher of Southwest Airlines, Kip Tindell of the Container Store, Steve Jobs at Apple, Yvon Chouinard of Patagonia, and John Mackey of Whole Foods.

Unfortunately, capitalism has produced some very bad eggs since Adam Smith in his “Wealth of Nations” first introduced it in 1776. There has been a long and sorrowful history of paying

less than subsistence wages, avoiding regulations and taxes, horribly degrading the environment, and ignoring their responsibility to their communities -- not to mention taking advantage of vendors and generally taking customers for granted. Not a good track record that has created some huge hurdles for all of us more enlightened capitalists.

Fortunately, the sun is arising on a new way of doing business... Conscious Capitalism and those who embrace it are beginning to turn the tide of old entrepreneurial ways and a whole new breed of Spiritual Entrepreneurs are making progress in valuing all their constituent groups and partners. Consciousness means being aware... in fact, it is self-awareness!! It acknowledges our weaknesses and frailties and the necessity to take responsibility for our actions. It forces us to look inside and see what is in there. And it is confronting our fears while it offers us the opportunity to be real, vulnerable, and committed to new frontiers. Lastly and most profoundly, consciousness is most



*John Koeberer  
co-founder, CEO, and President of...  
The California Parks Co.,*

appropriately linked to doing good.

It is not necessary to choose sides between consciousness and capitalism and between purely self-interest and what is doing right and fair. What we find when we start practicing valuing our

*A highly successful businessman and spiritual entrepreneur, John Koeberer is co-founder, CEO, and President of The California Parks Co., a company serving the hospitality needs of visitors to state and national parks. A graduate in business administration from San Jose State University, Koeberer has also had successful careers as a real estate broker, hospitality consultant, and co-founder and CEO of a local community bank that eventually grew to become a billion-dollar institution. He also served as Chairman of the Board of Directors of the California Chamber of Commerce in 2004 as well as received the "Tourism Entrepreneur of the Year" award for California in 2000.*

*For almost twenty years, Koeberer served as Chairman of the Lassen National Park Foundation, an organization committed to helping challenged and disadvantaged youth to learn about and enjoy camping and outdoor activities. A wine aficionado, Koeberer is also passionate about playing golf and fly-fishing.*



**Website:**

[www.Greenlightfuture.com](http://www.Greenlightfuture.com)

customers, our employees, our vendors, our communities, and our planet before profits is that they are all magnificently linked and end up serving each other. The commitment needs to be deep, aggressive and focused or it won't work. You really do need to put your money where your mouth is. The firms that are able to do this are characterized by Raj Sisodia (who co-authored "Conscious Capitalism with John Mackey") as "firms of endearment".

I say "before profits" with tongue in cheek. Sisodia looked at 28 socially conscious companies and 18 of them outperformed the S&P 500 Index by a factor of 10.5 over the years 1996-2011. When you think about this it should not be a surprise -- why wouldn't a company do better when suppliers are motivated to do their best for you, when employees can hardly wait to get to work and feel well compensated, when the communities you operate in cherish your presence, when the rapidly growing, environmentally focused, younger generations appreciate you and when your customers are waiting in line at your doors at opening because they know they can trust you in many different ways.

We at The California Parks Company have for long time been embracing some of the principles discussed above; however, upon a closer view after reading what John Mackey has had to say, I find ourselves lacking in some categories and missing all together some of them. We do a lot of talking about our social responsibilities and our somewhat inflated goals but our focus and commitment is not what it should be if we expect to reap the great rewards psychologically, morally, and financially. We would be recommitting ourselves to the principles above and diligently so.

My parting message to all entrepreneurs... get on the Conscious Capitalism bus ... soon it may be only one left running. The public is taking notice and there is strong evidence that given the choice of patronizing a socially conscious company or another... they will choose the full flavored version.

***Green-Lighting Your Future is now available on Amazon and Barnes and Noble, and is sold in bookstores throughout the world. E-books are also available on Kindle.***



# New UNICEF report on female cutting not up to the challenge

**Hodžić** responds to this week's new UNICEF report on female genital cutting:

**Saida Hodžić** is an assistant professor of Anthropology and Feminist, Gender and Sexuality Studies at Cornell University. Her forthcoming book, "Of Rebels, Spirits, and Social Engineers: The Awkward Endings of Female Genital Cutting," examines the logics and effects of surprisingly successful Ghanaian NGO interventions against cutting. She has also written an article in Cultural Anthropology about the making of global data on cutting.

- *The new UNICEF report on female genital cutting has numerous problems. For one thing, the report admits that educational level and wealth are strongly associated with lack of support for cutting (in most but not all countries studied). But rather than promoting formal education and opportunities for ending poverty, the report obfuscates the implications of this finding and claims that the only relevant education is about the harmful consequences of cutting and levels of social support for it.*


## The Data in the report also has issues:

- *The report admits that it cannot evaluate the efforts that have taken place in the last decade.*
- *The authors assume that surveys yield 'real' truths about women's and men's deepest and most 'hidden' beliefs and values – that they don't share with each other. They do not. Other kinds of research are necessary for this – for instance, ethnographic research, and even that has its limits.*
- *And finally, since the data aimed at national representation, it is stronger for countries in which cutting is practiced evenly throughout the country than for those where cutting has been practiced only in some pockets of the country. The report considers the importance of disaggregated data one of its largest findings, but does not take the next step – which would be to say that it needs thicker data from the pockets where cutting is practiced, rather than thinner nationwide data."*

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# Children's Healthcare of Atlanta Announces Summer Safety Tips

[www.choa.org](http://www.choa.org)



## Five part initiative on summer safety for kids

Children's Healthcare of Atlanta has released its 2013 Summer Safety Tips, which focuses on five aspects of summer safety that parents and children can put into play to ensure that more time is spent poolside than bedside. The list includes helpful advice to promote water, play, sun and skin, heat and fireworks safety.

"Unintentional Injuries are the leading cause of death in children ages 1 to 14," said James Fortenberry, M.D., Pediatrician-in-Chief, Children's Healthcare of Atlanta. "Kids can't wait for summer. However, along with school vacation, warm weather and outdoor sports comes an extra dose of responsibility for parents."

Children's has created a special section of their website dedicated to summer safety awareness. Parents can visit [choa.org/summersafety](http://choa.org/summersafety) to educate themselves and their children on ways to have a safe and healthy summer. The tips include:



### Heat Safety

*Each year, young athletes and children die from heat-related illness, which is completely preventable. Learn ways to prevent heat illness, keep kids hydrated on and off the field, and understand how to protect babies and young children from the heat.*



### Play Safety

*The season for extended daylight and outdoor activity is also the season for broken bones and accidental injuries. Being aware of playground, ATV, helmet, bike and summer equipment safety can prevent injuries.*



### Sun and Skin Safety

*Melanoma, the most dangerous form of skin cancer that can spread rapidly to different parts of the body, accounts for up to three percent of pediatric cancer. Protect your kids by taking measures to prevent sunburn, and know the effects of excessive sun exposure.*



### Water Safety

*Drowning takes the lives of nearly 900 kids each year. Practicing water safety including boat, pool, swimming, life jacket and general water safety can help prevent this*



### Fireworks Safety

*When it comes to fireworks safety, stick to the professionals and keep kids away. Doing so can prevent burns, the most common fireworks injury.*

"Summer shouldn't be a scary time, but it also shouldn't be spent in the hospital," said Dr. Fortenberry. "By taking a few extra measures, parents can make sure that their kids have a healthy and safe summer."

For more detailed information about Children's summer safety tips, please click on the links above. These tips are intended for media use. Please credit Children's Healthcare of Atlanta.

## Children's Healthcare of Atlanta

Children's Healthcare of Atlanta, a not-for-profit organization, is dedicated to making kids better today and healthier tomorrow. Our specialized care helps children get better faster and live healthier lives. Managing more than half a million patient visits annually at three hospitals and 17 neighborhood locations, Children's is the largest healthcare provider for children in Georgia and one of the largest pediatric clinical care providers in the country. Children's offers access to more than 60 pediatric specialties and programs and is ranked among the top children's hospitals in the country by U.S. News & World Report. With generous philanthropic and volunteer support, Children's has made an impact in the lives of children in Georgia, the United States and throughout the world.





# American College of Foot and Ankle Surgeons™

## Sunscreen on Your Feet?

### *Doctors Urge Sunscreen Use and Exams to Prevent Skin Cancer on Feet*

**M**any people do not think about their feet when applying sunscreen, but did you know that the skin on your feet is highly susceptible to melanoma and other forms of skin cancer? The American College of Foot and Ankle Surgeons (ACFAS) warns that skin cancer of the foot is prevalent and can even be fatal if not caught early.

While all types of skin cancer, including squamous cell and basal cell carcinoma, can be found on the foot, the most common is the most serious form, melanoma. Symptoms can be as subtle as an abnormal-looking mole or freckle found anywhere on the foot, and often go unnoticed without routine foot exams.

The foot and ankle surgeons of ACFAS offer these tips to keep your feet safe this summer:

Lather up with sunscreen from head to toe—literally—when at the pool or beach to protect your skin from the harmful rays of the sun.

Check your feet and toes regularly for symptoms such as an abnormal-looking mole or freckle anywhere on the foot - even under toenails and on your soles.

Look for moles or freckles that change in size or shape. If you notice anything suspicious, promptly schedule an appointment with your foot and ankle specialist to have the mark examined.

Schedule routine exams with your foot and ankle specialist so he or she can keep track of suspicious, changing marks.

According to Boston foot and ankle surgeon Thanh Dinh, DPM, FACFAS, early diagnosis is key to effective treatment for the condition. But because people aren't looking for the early warning signs or taking the same precautions they do for other areas of the body, often times skin cancer in this region is not diagnosed until later stages.

For more information on skin cancer of the foot or other foot and ankle health information, visit the American College of Foot and Ankle Surgeon's patient education

Website - [www.FootHealthFacts.org](http://www.FootHealthFacts.org)

# Flu vaccines aimed at younger populations could break annual transmission cycle

*email: [jan.medlock@oregonstate.edu](mailto:jan.medlock@oregonstate.edu)*

The huge value of vaccinating more children and young adults for influenza is being seriously underestimated, experts say in a new report, while conventional wisdom and historic vaccine programs have concentrated on the elderly and those at higher risk of death and serious complications.

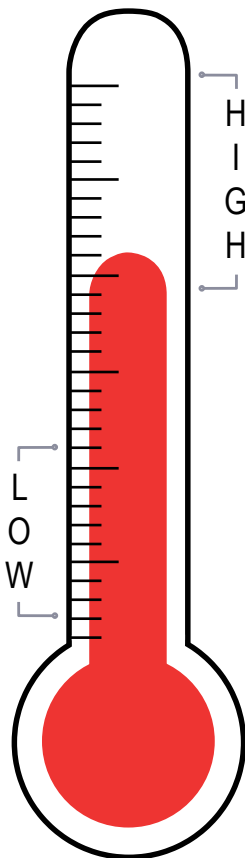
A computer modeling analysis was just published in the journal *Vaccine*, in work supported by the National Institutes of Health. The study suggests that children in school and young adults at work do the vast majority of flu transmission. Programs that effectively increase vaccination in those groups would have the best payoff, the research concluded.

The key point: If you don't catch the flu, you can't die from it. Breaking the cycle of transmission benefits everyone from infants to the elderly, the researchers said. And at stake are thousands of lives and billions of dollars a year.

"In most cases, the available flu vaccine could be used more effectively and save more lives by increasing the number of vaccinated children and young adults," said Jan Medlock, a co-author of the study and researcher with the Department of Biomedical Sciences in Oregon State University's College of Veterinary Medicine. "That approach could really limit the cycle of transmission, preventing a great deal of illness while also reducing the number of deaths among high risk groups," he said. "Approaches similar to this were used in Japan several decades ago, and they accomplished just that. Our new analysis suggests we should reconsider our priorities for vaccination."

In a perfect world and in accord with recommendations from the Centers for Disease Control and Prevention, researchers agree that almost everyone over the age of six months should get the flu vaccine, unless they were allergic to the shot or had other reasons not to take it. But in the United States, only about one-third of the population actually gets a flu vaccine each year. Historic efforts have been focused on people at higher risk of death and severe disease – often the elderly, and those with chronic illness, weakened immune systems, health care workers or others.

With existing patterns of vaccine usage, the problem is enormous. Seasonal influenza in the U.S. results each year in an average of 36,000 deaths, more than 200,000 hospitalizations, an \$87 billion economic bur-



den, and millions of hours of lost time at school and work – not to mention feeling sick and miserable.

The flu vaccine up until 2000 was only recommended for people over 65, Medlock said, and other age groups were added in the past decade as it became clear they also were at high risk of death or complications – children from age six months to five years, and adults over 50. Just recently, age was taken completely out of the equation.

"Clearly we would want people at high medical risk to get a flu vaccine as long as it is abundant," Medlock said. "But what we're losing in our current approach is the understanding that most flu is transmitted by children and young adults. They don't as often die from it, but they are the ones who spread it to everyone else." The population and disease transmission modeling done in the new study outlines this, and concluded that a 25-100 percent reduction in deaths from flu or its complications could be achieved if current flu vaccine usage were shifted to much more heavily include children and young adults, as well as those at high risk.

One obstacle, experts say, is the historic reluctance to add even more vaccines to those already received and often mandated for school-age children.

*"A simple program we could consider in our K-12 schools would be to have the school nurse, or other local professional, give every child an annual flu shot, with the parents being informed about it in advance and having the option to decline," - Medlock said.*

"Vaccinating children could prevent a great deal of illness and save many lives at all ages, not just the children," he said. "More aggressive educational campaigns to reach young adults would also be helpful." Collaborators on this research included scientists from Yale University and the University of Texas. It was supported by the National Institute of General Medical Sciences.

#### About the OSU College of Veterinary Medicine:

The primary mission of the college is to serve the people of Oregon and various livestock and companion animal industries by furthering understanding of animal medical practices and procedures. Through research, clinical practice and extension efforts, the college provides Oregon's future veterinarians with one of the most comprehensive educations available.



## Health centers to help uninsured Americans gain affordable health coverage

“ Obama administration awards \$150 million to provide enrollment assistance ”



**H**ealth and Human Services (HHS) Secretary Kathleen Sebelius today announced \$150 million in grant awards to 1,159 health centers across the nation to enroll uninsured Americans in new health coverage options made available by the Affordable Care Act. Speaking at the Mountain Park Health Center in Phoenix, Ariz., later today, the Secretary will highlight that, with these funds, health centers are expected to hire an additional 2,900 outreach and eligibility assistance workers to assist millions of people nationwide with enrollment into affordable health coverage.

HHS Secretary Sebelius said, “Investing in health centers means that people in neighborhoods and towns across the country have one more resource to help them understand their insurance options and enroll in affordable coverage.”

Health centers have a long history of providing eligibility assistance to patients along with delivering high-quality, primary health care services in communities across the nation. Today, health centers serve more than 21 million patients annually.

With these awards, which health centers in all 50 states have received, consumers will get help understanding their coverage options through the new Health Insurance Marketplace, Medicaid and the Children’s Health Insurance Program; determine their eligibility and what financial help they can get; and enroll in new affordable health coverage options.

These awards, issued by the Health Resources and Services Administration (HRSA), complement and align with other federal efforts, such as the Centers for Medicare & Medicaid Services-funded Navigator program.

Today’s announcement is part of the administration’s broader

effort to make applying for health coverage as easy as possible. The new, consumer-focused [HealthCare.gov](http://www.healthcare.gov) website

and the 24-hour-a-day consumer call center help Americans prepare for open enrollment and ultimately sign up for health coverage. These new tools will help Americans understand their coverage options and select the plan that best suits their needs when open enrollment in the new Health Insurance Marketplace begins Oct. 1, 2013.

“Health centers are excited to help individuals in their communities take advantage of the benefits of new health insurance coverage options that start January 2014,” said HRSA Administrator Mary Wakefield, Ph.D, R.N. “Having trained, face-to-face assistance in enrollment from trusted resources at local health centers means that more people will get the help they need.”

For a list of health centers receiving this funding, visit:

<http://www.hrsa.gov/about/news/2013tables/outreachandenrollment/>

To learn more about the Affordable Care Act, visit:

[www.HealthCare.gov](http://www.healthcare.gov)

To learn more about HRSA’s Health Center Program, visit:

<http://bphc.hrsa.gov/about/index.html>

# Shire Announces Award Recipients for 2013 US ADHD Scholarship Program

Scholarship Program designed for individuals with Attention-Deficit/Hyperactivity Disorder (ADHD) going on to higher education

Shire, a global specialty biopharmaceutical company, has named the recipients of its 2013 US ADHD Scholarship Program. The program is for individuals in the United States diagnosed with Attention-Deficit/Hyperactivity Disorder (ADHD) who are pursuing higher education at a college, vocational school, or technical school. Fifty award recipients have been selected from 2030 applicants across the United States. The recipients were selected on the basis of an essay explaining how ADHD has impacted their lives, letters of recommendation, community service, and volunteer and extracurricular activities.

In 2011, Shire introduced the ADHD Scholarship Program and awarded 25 scholarships. Due to the tremendous response, Shire doubled the number of scholarships to 50 in 2012. Shire will offer 50 scholarships in 2013. The scholarship program is part of Shire's patient-centric approach that offers support to patients with ADHD and their caregivers.

The Shire ADHD Scholarship includes a \$2,000 monetary award and a prepaid year of ADHD coaching services. The coaching services are intended to assist the recipients in their pursuit of higher education and are provided by the Edge Foundation. For more information on the program, please visit [www.ShireADHDScholarship.com](http://www.ShireADHDScholarship.com).

**THE 2013 WINNERS are:** Bates, Meagan, Delaware; Bowman,

## 2013 Shire ADHD Scholarship Recipients

Christian, Maryland; Butler, Ena-marie, Maryland; Carray, Mariah, California; Copeland, Lewis, Virginia; Craft, Joshua, Mississippi; Erwin, Emily, Nebraska; French, Gabriel, Kentucky; Gilliam, Zachary, Texas; Hansen, Mallory, New Jersey; Jirsa, Jessica, Missouri; Kriz, Connor, Kentucky; Kuebbing, Joseph, Kentucky; Larkin, Zachary, California; Lewis, Austin, Georgia; Luberd, Joshua, Virginia; Lukas, Christopher, Mississippi; Martin, Jacqueline, Alabama; Meek, Lauren, Washington, DC; Moses, Kristen, Illinois; Peterson, Ryan, New Hampshire; Ruiz, Jessica, California; Sanders, Jordan, Florida; Scalisi, David, California; Shelton, Stuart, Tennessee; Silva, Ryan, Louisiana; Stickney, Haley, Florida; VandeLune, Christopher, Illinois; Wesler, Katherine, Alabama.

The remainder of the 2013 recipients requested that their names not be publicized.

"I am proud to recognize the award recipients of the ADHD Scholarship Program," said Scott Applebaum, Senior Vice President of Shire's Neuroscience Business Unit. "The program received thousands of applications from individuals with ADHD who are pursuing higher



education. The Shire team is thrilled to be able to help these individuals with both tuition assistance and ADHD coaching services."

Award recipients will be offered ADHD coaching from the Edge Foundation, which includes weekly sessions with trained ADHD coaches. The students set weekly goals and action plans to meet those goals and have e-mail and phone support from their coaches to help keep them on track.

"This program is in its third year and has now gone international to include students in Canada. Shire has consistently supported post-secondary students with ADHD, and has encouraged the growth of this program, which is now double in size to where we were when it started," said Robert Tudisco, Executive Director of the Edge Foundation. "We applaud Shire's continued and increased support for students with ADHD."

The Edge Foundation is a Seattle-based non-profit organization that offers support for students with ADHD. The Edge Foundation's primary mission is to provide access to qualified, professional coaches for students with ADHD as part of their multimodal treatment program.

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[www.shireadhd scholarship.com](http://www.shireadhd scholarship.com)



# Casey Cares Foundation

## What's New



Don't miss the first-ever 5K Run/1-Mile Walk at Oriole Park at Camden Yards!! Sign up today for this once-in-a-lifetime event to help critically ill children.

**REGISTER  
HERE !**

The chip-timed 5K course and 1-mile Family Fun Walk will kick off at Oriole Park at Camden Yards. Don't miss your chance for a "Home Plate Finish" photo after the 5K on the O's field. Companies, teams and individuals are encouraged to register, raise pledges and run! Sponsorship opportunities are still available, [Jamie@CaseyCaresFoundation.org](mailto:Jamie@CaseyCaresFoundation.org)

## Events

**July 13, 2013**  
Sergio Flores Soccer  
Camp for Kids



**August 3, 2013**  
5K and One Mile Walk

**September 21, 2013**  
Rock 'N' Roll Bash



Casey Cares kids enjoy a tour of WPVI-TV Channel 6 ABC in Philadelphia



Casey Cares Pirate and Sailing Caring Connections Party as covered by WMAR



Casey Cares 5K commercial featuring Baltimore Oriole Outfielder Nick Markakis



Julia makes the hang with the Harlem Globetrotters thanks to the Baltimore Sun Insider's ticket donation

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Casey Care Online



# Posit Science Supplies Brain Fitness Exercises for New AARP Service

**Posit Science**, the brain fitness company, announced it is supplying online exercises through its BrainHQ platform to AARP for a new AARP service called “AARP Brain Fitness powered by BrainHQ.” The service is now live at [brain.aarp.org](http://brain.aarp.org).

“While many people want to take steps to stay sharp, they don’t know what they can do that actually works,” said Dr. Henry Mahncke, CEO of Posit Science. “We are very excited that AARP is offering these exercises, which have been vetted in many clinical trials, to millions of AARP members.”

Posit Science, the brain fitness company, announced it is supplying online exercises through its BrainHQ platform to AARP for a new AARP service called “AARP Brain Fitness powered by BrainHQ.” The service is now live at [brain.aarp.org](http://brain.aarp.org).

“Staying mentally sharp is important to AARP members,” said Deb Abernathy, Director of AARP Brain Health. “The launch of AARP Brain Fitness powered by BrainHQ is a first step in expanding our work on brain health.”

The exercises on AARP Brain Fitness powered by BrainHQ were developed by a global consortium of scientists and have been shown effective in multiple NIH-funded university-based trials, resulting in some 70 peer-reviewed articles in science and medical journals on user benefits. Those benefits for healthy aging include gains in memory, attention and processing speed, as well as in multiple standard measures of quality of life.

A study published earlier this month by researchers at the University of Iowa pitted one of these brain exercises against crosswords. Researchers found participants who did just 10 hours of the exercise, with no further training, had gains of 1.5 to 6.6 years across several standard measures of cognition that persisted even a year later. No

gains were seen from doing crosswords.

“It’s the ‘use it or lose it’ phenomenon, with a twist” said the study’s lead researcher Dr. Fredric Wolinsky. “We learned that what you are using matters. Here, the exercise designed by neuroscientists delivered significant gains that generalized to daily life, and the crosswords, which a lot of people have placed their faith in, showed no measurable benefits.”

The study also showed that participants aged 50-64 had gains just as large



## AARP Brain Fitness

[ HOME > LOGIN ]

## AARP Brain Fitness

[ ATTENTION >  
DOUBLE DECISION  
> TRAIN ]



send feedback | AARP Brain Fitness powered by brainHQ | marghi.mahnicki@positivescience.com | help | my profile | log out

Home → People Skills → Face to Face → train

15 | GOAL | WOW!

200 ms | 116 ms | 79 ms

Face to Face : People Skills  
Match faces to become an expert at reading facial expressions and understanding the emotions they signify. [Learn More](#)

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[Terms and Conditions](#) | [Privacy Policy](#) (updated 9/24/12)

powered by brainHQ

## AARP Brain Fitness

[ HQ - DEVELOPED BY A GLOBAL CONSORTIUM OF SCIENTISTS ]

as those 65 and older. “This suggests that as with physical exercise, anyone can improve at any age,” said Dr. Wolinsky. “And, as with physical exercise, why would you wait until you are old to get into better shape?”

The BrainHQ platform currently offers 20 exercises. Each exercise continuously adjusts and customizes to each user to optimize benefits. Users can play for as little as a minute at a time or for much longer periods. While based on serious science, the exercises are configured in a game-like format, and users can invite friends and family into the offering to share the experience of sharpening one’s brain.

AARP Brain Fitness powered by BrainHQ is available to anyone; participants can access four of the exercises for free. In addition, AARP members currently get a one-week free trial of all 20 exercises and a special discounted price on a full subscription, with pricing that works out to as low as \$5 per month for those who buy the annual \$60 subscription, or \$9 for those who subscribe month-to-month. Non-members of AARP can also use AARP Brain Fitness powered by BrainHQ, but without the discount.

## About Posit Science

*Posit Science is the leading provider of clinically proven brain fitness training. BrainHQ provides exercises that have been shown to significantly improve brain speed, attention, memory and numerous standard measures of quality of life in multiple studies published in some 70 peer-reviewed articles in leading science and medical journals. Three public television documentaries as well as numerous stories on news programs, in national magazines, and in major newspapers have featured Posit Science’s work.*

Dr. Henry Mahncke; [henry.mahncke@positivescience.com](mailto:henry.mahncke@positivescience.com), skype - 415-672-0582 FREE

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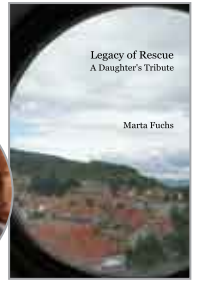
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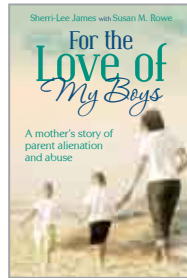
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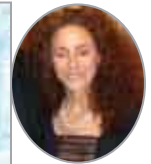
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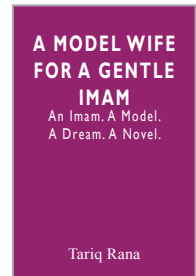
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In the article, *Cold Preparation Use in Young Children After FDA Warnings: Do Concerns Still Exist?*, which will publish this June in *Clinical Pediatrics*, a study shows that a significant portion of caregivers remain unaware of FDA warnings and potential side effects related to common cough medicine, which has led caregivers to inadvertently give improper doses of medicine to their young children. The data was collected from patient families at *Children's Healthcare of Atlanta* by Sarah G. Lazarus, DO, a Children's urgent care pediatrician and a pediatric emergency medicine fellow at Emory University.



## Study Finds Caregivers Unaware of Warnings and Side Effects in Delivering Cold Medicine to Young Children

The purpose of the study was to characterize the use and delivery of over-the-counter cough and cold medicines to children younger than age six. Despite the 2008 FDA regulation that children under four years old should not consume this type of medication, or the label warning on medications that parents should "ask a doctor" before administering the drugs to children under age six, the study showed that 82 percent of participating caregivers would opt to give their children improper medicine. A significant portion of caregivers reported that they were unaware of these public warnings and potential side effects.

Caregivers were presented with six commonly used cough medicines and asked to demonstrate if and how they would administer these to their children under six years old. The study revealed that 53 out of 65 participating families (82 percent) would give their children younger than six years old cough or cold medicines to treat the common cold. Of that percentage, 72 percent (38 out of 53) misinterpreted the directions on the label, leading to an improper dosage of medicine administered.

Cough medicines are commonly defined as any medication containing a combination of more than one antihistamine, decongestant, expectorant or antitussive. The research study used medicines with ingredients including pseudoephedrine, diphenhydramine,

doxylamine and phenylephrine. All of these medicines become more dangerous when used in combination with other medicines.

Honey and saline were included in the study, which may be useful and safe to give to children with cough and cold symptoms. Saline nose drops may be beneficial for congestion and can be used in children as young as a few weeks. Honey has been found to be just as beneficial as over-the-counter cough medications and can be used in children older than 12 months, but is not recommended for children under 12 months.

### MISSION <> VISION <> VALUES

In October 2007, after a citizen-led petition about the safety of cough medications in children younger than six years old, the Consumer Healthcare Products Association announced a voluntary withdrawal of infant cough and cold preparations targeted at children younger than 2 years of age. In October 2008, the FDA's Nonprescription Drugs and Pediatric Advisory committees voted against the marketing of over-the-counter cough and cold medications intended for children younger than six years of age. Despite the FDA's recommendations, manufacturers have continued to market these products to children younger than 6 years of age. These medications are usually given by caregivers for perceived symptomatic relief of coughs, colds, and allergies in their children.

### Children's Healthcare of Atlanta

Children's Healthcare of Atlanta, a not-for-profit organization, is dedicated to making kids better today and healthier tomorrow. Our specialized care helps children get better faster and live healthier lives. Managing more than half a million patient visits annually at three hospitals and 17 neighborhood locations, Children's is the largest healthcare provider for children in Georgia and one of the largest pediatric clinical care providers in the country. Children's offers access to more than 60 pediatric specialties and programs and is ranked among the top children's hospitals in the country by U.S. News & World Report. With generous philanthropic and volunteer support, Children's has made an impact in the lives of children in Georgia, the United States and throughout the world.



# Knowbe4 Warns Parents About Digital Crime:

## Cybercriminals Target Children;

### Identities at Risk

**Internet security awareness training firm KnowBe4 educates consumers how to protect children against online criminals amidst social media craze.**

*information on their profiles that thieves crave, such as full name, address, parents' names (in particular your mother's maiden name), telephone numbers, place of birth, hobbies, club memberships, etc.*

*Scammers also often send phony emails (known as "phishing") that appear to be from the social media provider, asking for additional personal information—the information is then used to assume your identity. (1)*

### Best Social Media Practices for pre-teens and Teens:

**Don't be so eager to share everything about you or your family online.** By doing so, you give cybercriminals the ammo needed to assume your identity. Set your privacy settings to only allow personal information to be shared with family or close friends.

**Know your friends.** Befriending strangers makes it easy for them to access personal information and assume your identity, unbeknownst to you.

**Don't store financial information on your laptop unless absolutely necessary.** If you must, use a strong password with a combination of letters, numbers and symbols. Always remember to log off when you're finished—if your laptop is



**D**igital crime is on the rise - a type of crime in which your credit, financial security and good name are at risk. Identity theft is now considered to be one of the fastest-growing crimes in America, made worse by the fact that criminals do not discriminate—cybercriminals are now targeting children. As cybercriminals begin focusing their efforts on 6 to 16 year-olds, Internet security awareness training firm KnowBe4 ([www.knowbe4.com](http://www.knowbe4.com)) advises parents to take the threat seriously and to quickly enact safety measures to limit risk for their children.

KnowBe4 CEO, Stu Sjouwerman, says hackers could obtain a child's personal information in a variety of ways, but the most common method is by using personal information shared online

via social media sites. Because most children have some kind of online presence, they present an easy target for identity thieves and predators—and becoming a victim of identity theft is common.

### Social Media Gone Wrong

Children often underestimate the potential danger of sharing seemingly unimportant information online. Sjouwerman insists that personal information should always be kept private, or at least tightly controlled, lest children run the risk of compromising their identity or become the victim of an online predator:

*Studies show that many social media users include common personal*

stolen, it presents another hurdle for the thief.

**Update your Browser.** Be sure your browser is updated to the most recent version, which has all known bugs fixed.

**Do not download files or open hyperlinks sent by strangers.** This could potentially expose your system to a malware program, trojan or virus.

**Do not open emails from unknown sources.** Cybercriminals often use this route to carry out “phishing attacks,” or the act of attempting to acquire information such as usernames, passwords, credit card details and sometimes money, by masquerading as a trustworthy entity.

In addition to the above tactics, Sjouwerman insists that **Internet security training** (<http://www.knowbe4.com/>) is beneficial in teaching children how to protect their own information online. Kids are vulnerable because they’re often unsuspecting, and they need to be educated in cybercriminal techniques. Knowledge is power, especially for those who are growing up in a digital age.

“The ease with which criminals can access personal information is astounding, and parents would do well to invest in some protection for their children,” said Sjouwerman. “Children often think they’re safe online, but they’re constantly being exposed to threats over the Internet.”

To help combat children becoming the victim of an online criminal, KnowBe4 now offers a family-friendly **Home Internet Security Course** (<http://home.knowbe4.com/>) especially designed for non-tech-savvy consumers. KnowBe4 has primarily been in the business-to-business **security awareness training** ([http://www.knowbe4.com/products/kevin-mitnick-security-awareness-](http://www.knowbe4.com/products/kevin-mitnick-security-awareness-training/)

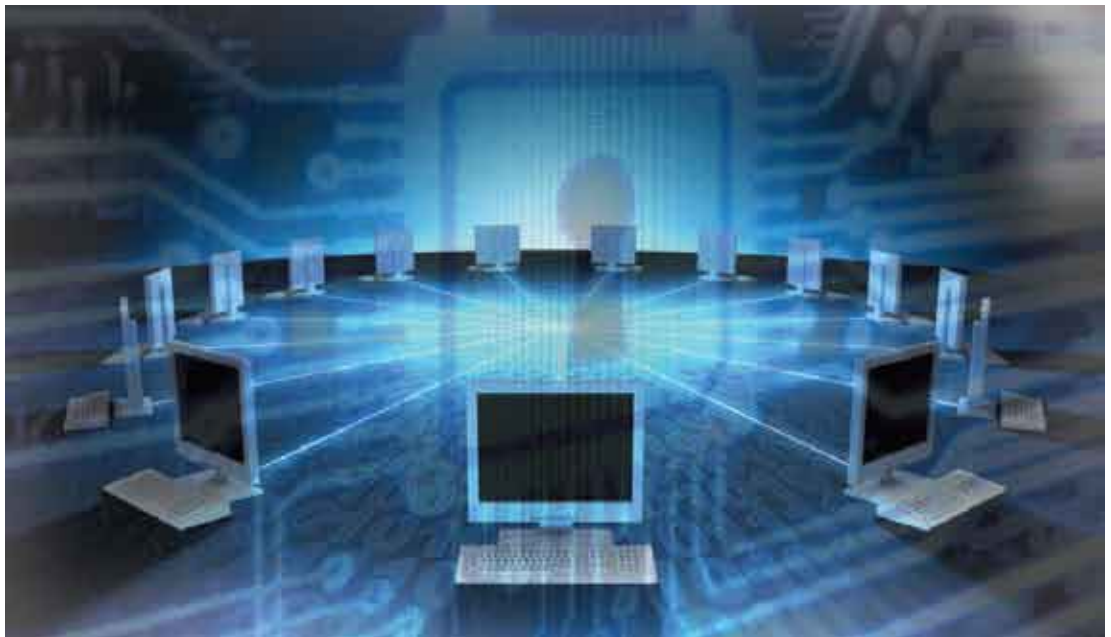
**training/**) market, but observed that American families were also becoming targets in cyberattacks. To better provide at-home security to individuals, KnowBe4 developed the **Kevin Mitnick Home Internet Security Course** (<http://home.knowbe4.com/>). Once the world’s most wanted hacker, Mitnick now applies his expertise to help organizations and individuals defend against security breaches.

Sjouwerman says that many cyber-theft cases go unreported due to embarrassment or lack of ability for cases to be properly investigated by police. More-

over, he believes that without proper security training, the volume of teen identity theft cases will increase.

“Not only has [security training] been proven in business, but the proper safety measures translate over to personal security, as well,” said Sjouwerman. “Security training gives families, and especially children, the tools needed to become proactive in their protection.”

For more information on how KnowBe4 can protect against cybercrime, visit <http://www.knowbe4.com/products/kevin-mitnick-security-awareness-training/>.



## About Stu Sjouwerman and KnowBe4

*Stu Sjouwerman (<http://www.knowbe4.com/about-us/>) is the founder and CEO of KnowBe4, LLC, which provides web-based Internet Security Awareness Training (ISAT) to small and medium-sized enterprises. A data security expert with more than 30 years in the IT industry, Sjouwerman was the co-founder of Inc. 500 company Sunbelt Software, an award-winning anti-malware software company that he and his partner sold to GFI Software in 2010. Realizing that the human element of security was being seriously neglected, Sjouwerman decided to help entrepreneurs tackle cybercrime tactics through advanced security awareness training. He and his team in KNowBe4 work with companies in many different industries, including highly-regulated fields such as healthcare, finance and insurance. Sjouwerman is the author of four books, with his latest being *Cyberheist: The Biggest Financial Threat Facing American Businesses Since the Meltdown of 2008*.*

Visit [www.knowbe4.com](http://www.knowbe4.com) or [www.knowbe4.com/cyberheist-the-book](http://www.knowbe4.com/cyberheist-the-book)

Dear Potential Exhibitor:

The National Association of Social Workers, Maryland Chapter (NASW-MD) wants to inform you of a number of marketing opportunities for your organization to promote your program and products:

**1) Exhibit Areas and Sponsorship Opportunities Now Available at the 2013 Fall Clinical Conference**

Join other exhibitors and sponsors at NASW-MD's statewide Clinical Conference, on Thursday through Friday, Sept. 26-27<sup>th</sup>, 2013. This year's program includes an exhibit area for up to 40 booths to promote products and services of interest to social workers. First come first served. We expect over 250 mental health professionals throughout the state to attend this event which includes workshops, luncheons and a keynote address. Details regarding the conference will be available on our website at: [www.nasw-md.org](http://www.nasw-md.org). We must have your sponsorship and/or exhibit reservations by September 13, 2013. Sponsorship of special receptions or your logo on our conference tote bags are other advertising possibilities.

**2) Ad Placement in NASW-MD Chapter's quarterly newspaper, *The Maryland Social Worker* and on the Chapter Web Site.**

You can reach over 12,000 social workers and over 300 organizations statewide through these advertising opportunities. NASW accepts advertisements for job vacancy notices, continuing education programs and other products and services.

In addition, organizations may place classified advertisements on NASW- MD's web site, [www.nasw-md.org](http://www.nasw-md.org), on a short- or long-term basis. A special advertisement ad placement rate is also available: a 30-word ad for 30 days costs \$40.00. Additional words are one dollar each.

Don't miss this great opportunity to showcase your programs and services to our members! For further information on exhibiting and advertisement opportunities within the chapter, contact John Costa, Deputy Director at the Maryland Chapter, NASW office at (410) 788-1066, ext. 11, or (800) 867-6776, ext.11 (MD Only)

Sincerely,

*Daphne McClellan*

Daphne McClellan, Ph.D., MSW  
Executive Director, NASW-MD Chapter





**The National Association of Social Workers - Maryland Chapter's**

# **2013 Eighth Annual Fall Clinical Conference**

## **EXHIBITOR PROSPECTUS**

**Thursday and Friday, September 26-27, 2013**

**8:00 a.m. - 5:00 p.m.**

**The Maritime Institute of Technology**

**692 Maritime Boulevard, Linthicum Heights, MD 21090**

### **ABOUT THE MARYLAND CHAPTER, NASW**

The Maryland Chapter, NASW is the largest professional social work association in Maryland with over 4,200 members statewide. The MD Chapter produces a quarterly newspaper, *The Maryland Social Worker*, and posts upcoming events on its chapter website, [www.nasw-md.org](http://www.nasw-md.org). This will be our eighth annual statewide clinical conference. The majority of individuals who attend the conference are licensed, DSW or MSW level Social Workers. We are limiting the event to 300 participants. We invite you to take advantage of this opportunity to share information with our members about your services or products.

### **Events:**

This conference includes a Thursday morning keynote address and morning and afternoon breakout workshops on both Thursday and Friday. The exhibit area will be open during the entire conference. You have an opportunity to interact with conference participants during registration, breaks, and lunch.

### **Exhibitor Hours:**

Thursday: 8:00 am – 5:00 pm


Friday: 8:30 am – 4:15 pm

Vendor set up time from 6:30 am to 8:00 am.

You may not disassemble your exhibit until after the afternoon break.

**The complete conference program will be available on**

**NASW-MD's website at: [www.nasw-md.org](http://www.nasw-md.org)**



*(Please see reverse side)*

## Exhibit Space Costs:

\$200 table for one day or \$300 for both days

*(Includes breakfast and lunch for one sponsor representative.*

*Additional representatives are invited to lunch at a cost of \$20.00 per guest.)*

## Advertising Opportunities:

Exhibitors and conference sponsors will be listed in the program folder that is given to all conference attendees. If you would like to have a more complete description of your products or services, you may purchase ad space at the rate below.

Friday, September 13, 2013 is the deadline for receipt of the Application Form and full payment along with the artwork in digital form. Please e-mail ads to [johnnasw.md@verizon.net](mailto:johnnasw.md@verizon.net)

Full Page.....8.5 wide x 11 high costs \$125.00 (black and white)

## Program Sponsorship Opportunities:

### Platinum Sponsor: \$2,000.00



- Full page advertisement in conference program folder
- Exhibit table at conference for both days
- Quarter page advertisement in the next four issues of the Chapter newspaper, "The Maryland Social Worker"
- Six month classified ad (up to 60 words) on Chapter webpage
- One time rental of Chapter mailing list (4,200 members)
- Conference registration for up to three participants

### Gold Sponsor: \$1,000.00



- Full page advertisement in conference program folder
- Exhibit table at conference for both days
- Quarter page advertisement in the next two issues of the Chapter newspaper, "The Maryland Social Worker"
- Four month classified ad (up to 60 words) on Chapter webpage
- Conference registration for two participants

### Silver Sponsor: \$500.00



- Full page advertisement in conference program folder
- Exhibit table at conference for one day
- Quarter page advertisement in the next two issues of the Chapter newspaper, "The Maryland Social Worker"
- Two month classified ad (up to 60 words) on Chapter webpage

**Other opportunities such as providing tote bags for conferees with your logo on one side or sponsoring a breakfast or dessert reception are available.**

**For additional information please contact John Costa at: (410) 788-1066, ext.11**



# 2013 FALL CLINICAL CONFERENCE

The Maritime Institute of Technology, 692 Maritime Boulevard, Linthicum Heights, MD 21090

## September 26-27, 2013

### EXHIBITOR/SPONSOR/ADVERTISER APPLICATION

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Mission of organization: \_\_\_\_\_  
\_\_\_\_\_

If exhibiting or advertising, please describe the product (s) or program (s) that your organization wishes to promote  
(Please attach written materials as sample.)

\_\_\_\_\_  
\_\_\_\_\_

**Our organization wishes to:**

(1)  **Exhibit at the conference:** \$200.00 per table for Thursday  \$200.00 per table for Friday   
\$300.00 per table for both days  Number of tables  We will need an electrical outlet for our booth

(2)  **Place an advertisement in the conference packet:**  Full page ad \$125.00 (black and white)

(3)  **Be a NASW Sponsor of this conference**  **Platinum (\$2,000.00)**  **Gold (\$1,000.00)**  **Silver (\$500.00)**

(4)  **Additional Exhibitor Lunch Attendees:** \$20.00 per additional guest (lunch for one exhibitor is included)

**Total \$** \_\_\_\_\_ **Check Amount (payable to "NASW- MD")**

**Credit Card Payment:** Please charge my credit card: MasterCard  Visa  American Express

Name on card: \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

*Decisions regarding the acceptability of exhibits, advertisements and sponsorships will be made by the National Association of Social Workers-Maryland Chapter. In addition, NASW-MD reserves the right to decline exhibit/advertisement/sponsorship requests. Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval.*

**Please return by Sept. 13, 2013 to:**

**National Association of Social Workers-MD Chapter, 5750 Executive Drive, # 100, Baltimore, MD 21228**

**For questions, contact: John Costa, Deputy Director: (410) 788-1066, ext. 11**

# Parents of Howard County Middle and High School Students TEST FEST

# SAT<sup>®</sup>

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## Parents, how will your child score on an SAT test?

Have your child take a full-length practice SAT under actual testing conditions and find out. It's a great way for your child to test using the type of questions on the SAT exam, build confidence and get comfortable with the exams' formats. Then attend a Scored Back Strategy Session and receive personal scores report and learn more about the results.

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is donated to AAUW scholarship fund

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For questions about the test, call 800-2Review (800-273-8439)

*Test names are the trademarks of their respective owners who are not affiliated with The Princeton Review. The Princeton Review is not affiliated with Princeton University.*

**SAT Practice Test — bring #2 pencils and calculator**

Date: July 20, 2013

Time: 10:30AM – 3:30PM

**Scores Back Session**

Date: August 10, 2013

Time: 2:30PM - 4:00PM

Location: Vantage House Auditorium  
5400 Vantage Point Rd.,  
Columbia, MD 21044

Sponsored by:



Remit \$15 cash or check made out to AAUW Howard County and send to:  
Amy Robinson, 5563 Nettlebed Ct., Columbia, MD 21045  
Questions about donations, email [aauwhocomembers@gmail.com](mailto:aauwhocomembers@gmail.com)



# GIFT



# GALLERY

## 3 Tiered Fruit and Cheese Serving Set from Home Wet Bar

For any Fall and Holiday entertaining stories you may be working on, please consider this 3 Tiered Fruit and Cheese Serving Set from Home Wet Bar. The fall is right around the corner and as the harvest air gets cooler wine and cheese become a staple for entertaining nights in the house. Traditional pieces with a whirl of refinement, these swivel, tiered, wooden serving trays offer an imaginative but practical approach to home entertaining. Ideal for serving a variety of hard and soft cheeses, crackers, and fruits, the three, 360° swivel cheese boards allow you to create your own unique appetizer display for wine and cheese parties or cocktail hour. Carved moat borders (to collect cheese brine or fruit juice) surrounds each cutting board, and the pull-out cheese knife tray lets you keep your serving-ware accessible for guests and store easily when not in use. Three handsome utensils included, a fork-tipped cheese knife, hard cheese knife, and cheese spreader, combine polished stainless steel blades with parawood handles. Perfect for home entertaining.



Available for MSRP \$37.99 at ([www.HomeWetBar.com](http://www.HomeWetBar.com))

## Bambooe Reusable Bambooe Towels

The Holidays are around the corner and with that comes parties, family gatherings and feasts! There is a lot to keep clean and now there is an easy and organic way to do! So, I wanted to be sure you knew about the newly introduced reusable bamboo towel, Bambooe that may be a fit for your readers this holiday season. Bambooe is earth friendly, sustainable and an extremely versatile product for any kitchen or household cleaning and can be reused and washed up to 25 times! One roll of Bambooe is equivalent to 60 standard paper towel rolls. They are a great way to bring a little "green" into your kitchen or to the table this fall, winter and New Year!

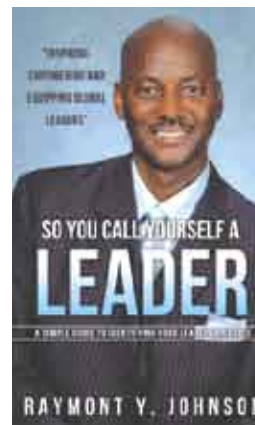


Available for \$9.95 per roll at ([www.Bambooe.com](http://www.Bambooe.com))

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# GIFT



# GALLERY

## For the Traveler and Beauty Maven: TRAVALO

The maker of the must-have beauty accessory for men and women is proud to launch its newest atomizer, Travalo Touch.

Made of durable aluminum, the Travalo Touch is a 5 mL refillable fragrance wand with rollerball technology and can hold up to 50 applications so your favorite cologne or perfume is always available. TSA-approved, Travalo Touch is a portable fragrance wand designed to internally refill in seconds. Its spill-free patented Genie-S pump system allows you to easily transport your favorite scent anywhere you go whether it's in your carry-on, luggage, purse, gym bag, car or desk drawer. Refilling Travalo is as simple as removing the nozzle from your perfume, placing the Travalo on bottle pump stick and filling as much as you need.



(<http://www.us.travalo.com>)

## For the Wine and Beverage Enthusiast: soiree home

soireehome is innovating tradition once again with high quality, yet flavorless stainless steel with its newest product. tilt (MSRP \$34.99 for a set of 2) is an iceless and flavorless chilling sphere that keeps drinks chilled longer without diluting or interfering with the flavor. tilt's easy to use design allows users to simply store the stainless steel sphere in the freezer and in a matter of 4-6 hours, it's ready to be inserted into any beverage, wine glass or even party dip to keep chilled for at least 30 minutes. tilt's surface area/volume ratio allows for a better, more even chill, and the food grade stainless steel shell ensures purity of any taste from whiskey to lemonade.



(<http://www.soirehome.com>)

## SHAVETECH

This new standard in shaving offers a sleek, lightweight design that gives users a convenient USB charging option that will save them not only space but also the aggravation of finding a free electrical outlet. The premium power source USB shaver, ShaveTech can be powered up by plugging it directly into any USB port. A single full charge holds for 30 minutes of shaving.



Available for \$39.99 at (<http://www.shavetech.com>)

## For Baby:

Comotomo's newest product has kept babies in mind with a non-toxic and finger-like feel. Once babies begin teething, they usually head straight to their fingers, if nothing else is available. Comotomo has reinvented the wheel with a choke-proof design that is the ideal bite-size and will even help prevent finger sucking



MSRP \$6.99

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*A story that will repair, not despair.*

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*The women in Afghanistan face the unthinkable:*

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*Mutilated for leaving abusive spouses*

*In some cases set afire and abused by family or community members*

*Marginalized from the marketplace*

*Psychologically scarred from centuries of war  
and being persecuted over centuries.*

*Be part of the story — to help these women  
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*Support the Focus on Women Magazine Afghan Women's Craft Project.  
Purchase their goods.*

*This is a Fair Trade Project*



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Her Demise gives readers an inside look into an abusive relationship, the signs at the beginning, and how both parties are affected by domestic violence. Being a first time writer, I never expected to reach such a broad audience, and feel honored to have Her Demise placed in Focus on Women Magazine's La Femme De Prose Bookstore. It was surprising and exciting to have readers take such an interest and to have received a royalty check within 45 days.



**Aliah Uddin**  
Author - Her Demise

I am so happy of the amount of copies of my e book that was sold by Focus on Women Magazine within 40 days of it becoming available on their website. Every book sold represents a contribution towards women who have been raped, mutilated and set on fire.

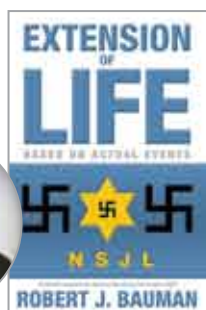


**Consolee Nishimwe**  
Author - Tested to the Limit  
Torture, Rape and Genocide Survivor

Memories of My Parents was networked to La Femme De Prose eBookstore. With the help of Focus on Women Magazine. As a result, I saw sales increase in the first week, I am and will be forever grateful to Joslyn, her magazine and La Femme De Prose Bookstore for helping me get my book and its message out to the world.



**Amy Madge**  
Author - Memories of My Parents



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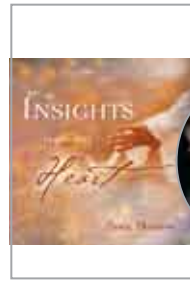
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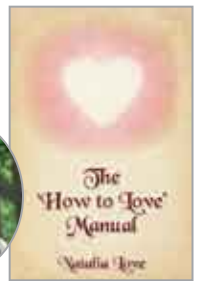
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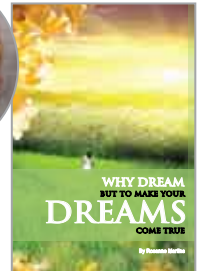
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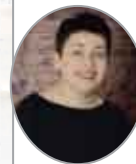
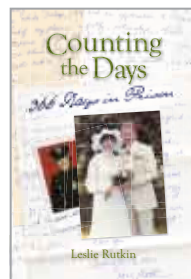
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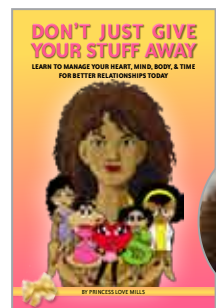
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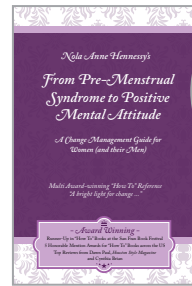
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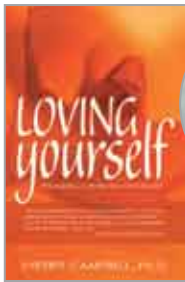
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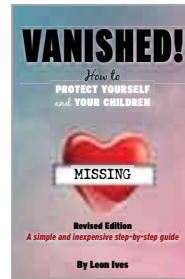
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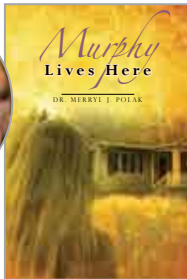
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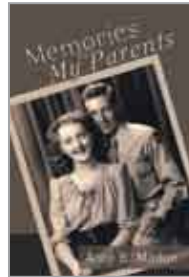
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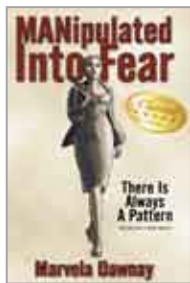


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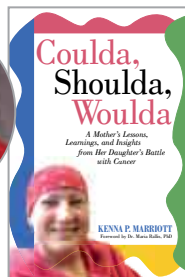
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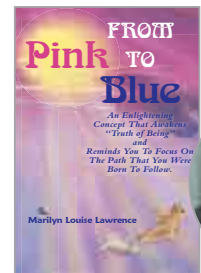
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# SECRET MILLIONAIRE

## What's New

We have fantastic news!! Casey Cares will be featured nationally on this season's premiere episode of "Secret Millionaire" Sunday, **August 4th at 8pm ET on ABC!**

We need your help! The publicity from the show will substantially increase the number of family applications Casey Cares receives. Parents of newly diagnosed critically ill children, after seeing the show, will apply for our programs in droves. We know that we will need your support to fulfill the requests of the new families!

Before the show airs, help us spread the word about the show to your friends and family via email, phone, social media, or in person. **Send out our facebook event link to spread the news here.** Host a viewing party - invite your friends, family, and neighbors to join you as an advocate for Casey Cares and watch the show together.

For those that can't organize a viewing party, we encourage you to join our Virtual Viewing Party - click here for details - follow the Casey Cares Facebook and Twitter feeds as we watch the show together! Update your status, post comments and tag pictures on your Facebook and Twitter pages. Help us spread the news to the rest the of the social media world! Don't forget to tag Casey Cares in your **posts @CaseyCares.**

We hope that you know how important you are to Casey Cares! Please realize, Casey Cares' programs would have never been featured on this show had it not been for the hard work of our supporters and volunteers over the past 13 years. We cannot thank you enough for all you have done, and will continue to do for Casey Cares and our special families.

Thank you, and enjoy the show!  
Sincerely,



## Events

### August 3, 2013 5K and One Mile Walk

Hosted in partnership with Orioles Reach, this year's race will be held at Oriole Park at Camden Yards. Join race ambassadors Nick and Christina Markakis and sign up for your team to run or walk! **MORE**

### September 21, 2013 Rock 'N' Roll Bash

Moving to its new location, at Maryland Live! Casino, this year's Rock 'N' Roll Bash will be a night of fantastic music, awesome performances, great food and drink, all for a spectacular cause! **MORE**

Follow Us!



Help Now!

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Volunteer

Visit Us Online!

Get even more news, read more about our mission, view photos, videos, and more by visiting our website.

Casey Care Online

# ROCK 'N' ROLL



**Sept. 21, 2013**

**Rams Head Center Stage  
at Maryland Live! Casino**

7002 Arundel Mills Cir #7777  
Hanover, Md 21076

6:30 pm to 12 am

**11TH ANNUAL BASH**

To benefit the Casey Cares Foundation

Casey Cares 11<sup>th</sup> Anniversary Bash features a special lineup of classic rock entertainment highlighting music from the 70's and 80's.

For music lovers, it's a night not to be missed!

For tickets call 443-568-0064 or visit [www.CaseyCares.org](http://www.CaseyCares.org)



Proceeds benefit the Casey Cares Foundation, a 501 (c) 3 charity that provides uplifting programs *with a special touch* to critically ill children and their families.

