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On the cover

Ty, Wayne, Tristan and Trevor Gretzky
Front Cover Photo by Kacey Luvu



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Editor's letter



As we put this issue together, it became more exciting than we had ever anticipated. It was also the issue where we realized the immense value of community support. Bill Redell, Head Coach of Oaks Christian Football and a gentleman of note, was instrumental in setting up the Gretzky Cover story. The timing was perfect: Wayne Gretzky had just returned from the distinct honor of being chosen to light the 2010 Vancouver Olympic torch. It's an experience that he describes as 'powerful, overwhelming...and the biggest secret' that he's ever had to keep. Rehearsals were held at midnight so that people in Canada wouldn't see them, and when Gretzky's dad asked him what was happening, he had to reply, 'I really don't know!' He went on to say, 'Seeing the U.S. hockey team play so well and get into the gold medal game finals was really what made the Olympic Games.' (Pg 44)

We have some very special people who make this world a better place. Jodie Nelson decided to do something positively constructive about her friend's battle with breast cancer. So she undertook a grueling 39.8-mile solo paddling marathon from Catalina Island to Dana Point. Along the way, a friendly whale named 'Larry' decided to accompany her. He blew bubbles, rolled on his back, and became the sign that Jodie recognized as something more powerful than anything man could have manufactured. Everyone who witnessed her courage became inspired and buoyed (Pg 16).

Captain Randy Pentis is the 'cop' we always hope will be out there to protect us. He founded 'Cops Running for Charity' to help kids in life-threatening situations. The team of 7 friends travel all over the world to undertake strenuous marathons. They'd love the community to support them in their upcoming Siberian Marathon in August (Pg 22).

Our Medical Editor, Dr. Ian Armstrong, returned to Haiti with TDA (Transformational Development Agency). This trip was quite different from the last trip where they had witnessed death, shock and numbness. On this trip, the grim reality of the devastation had finally set in, and there was a palpable sense of desperation as the Haitian people come to terms with missing limbs and their lives forever changed. Together with Vince Daly, they began an intensely efficient recovery effort - which is going to take time - but if anyone has the stamina, it's this group of humanitarians (Pg 82). On the same subject, Christine Seisun presents a highly-informative post earthquake summary on Haiti. As always, her research is excellent and her conclusions - always enlightening (Pg 30).

The Amgen Tour of California will take center stage in our area during May. It's quite possibly Lance Armstrong's last race so watching it will be pretty historic (Pg 10).

We travel to serenely beautiful South East Asia. Absorb its beauty and embark on an unstressed journey in more ways than one: the \$U.S. goes far in this part of the world (Pg 90).

It's almost summer vacation time. Wherever you may be, we'd like to accompany you. Happy reading.

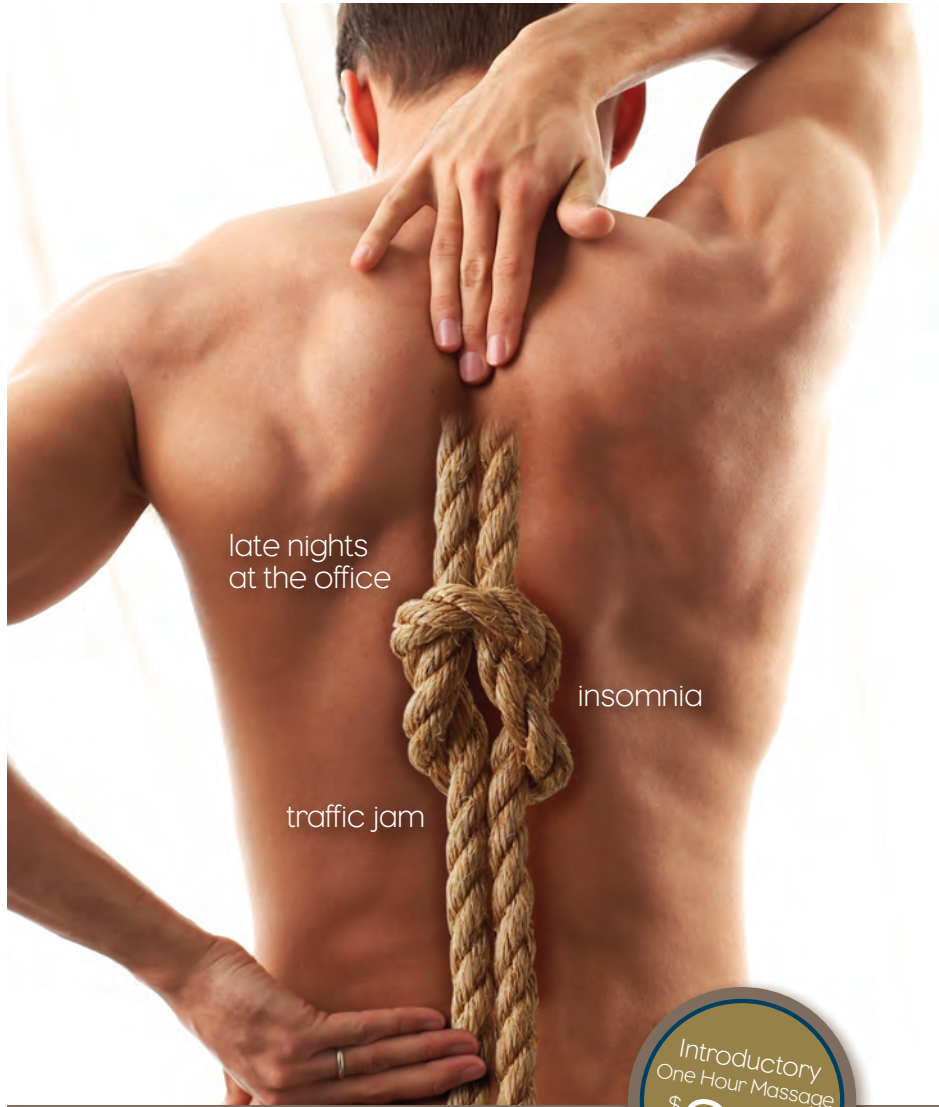
Diana Lyle



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Portraits of Success



Levi Leipheimer, 2010 Amgen Tour of California defending champion

Amgen Tour of California

Story & Photography by James Passantino

On May 23, 2010, The Amgen Tour of California will be generating the same kind of excitement as the Tour de France: Super-human athletes, including the legendary Lance Armstrong, will be pushing the frontiers of human effort as they cycle across beautiful Californian terrain in spring-perfect weather.

LANCE ARMSTRONG'S PROBABLE LAST PROFESSIONAL ROAD RACE

This is likely to be Lance Armstrong's final professional road race in

America - making it pretty special in that Westlake, Thousand Oaks and Agoura will make it into the history books.

It's a well-known fact that **Lance Armstrong** is an incredible endurance athlete. His vital statistics include a resting heart rate of 32 to 34 beats per minute; a VO2max (the standard measure of aerobic fitness based on the body's ability to take up oxygen) of 83.8ml/kg/min, and a lactate threshold heart-rate of 178 beats per minute (beyond the lactate threshold, lactic acid begins to flood the muscles and induce rapid fatigue). A handful of athletes in history have comparable fitness levels. A typical male athlete has



Lance Armstrong photographed in Solvang during the 2009 race

an average V_{O2max} of 70ml/kg/min. Besides that apparent genetic superiority, his mind is tougher and smarter than anyone in the peloton. He knows when to 'sit in' and when to attack.

THE ROUTE

The **Amgen Tour of California** will explode onto the streets of Agoura, Thousand Oaks and Westlake Village. It will be a rigorous four circuits course on the Rock Store climb on Mulholland. There are over 7,500 vertical feet of climbing and a major VIP wine-tasting area at the top of the climb. **Malibu Family Wines** is hosting a **King of the Mountain** area for spectators and VIPs.

The finish is going to be at Townsgate Rd, just off Westlake Blvd. The racers start at the Oaks Mall and make their way down to Agoura Rd., to Kanan, Cornell, Mulholland and up past Malibu Family Wines

(this is the King of the Mountain area). We expect huge, enthusiastic crowds, and spectators on Westlake Blvd. will be able to watch the cyclists four times. The climb of Rock Store done four times will be a brutal show of athletics.

AMGEN TOUR OF CALIFORNIA'S GROWTH

By far the largest spectator sporting event in California, the **Amgen Tour of California** has morphed into over a two-million-strong spectator event with international television coverage on Euro Sports as well as on Versus Network. Every year the media impressions are calculated and last year they added up to a whopping 3.5 billion impressions.

The participants are the best Professional cyclists in the world - who ride professionally all year and travel the world to the best races.

By far the largest spectator sporting event in California, the Amgen Tour of California has morphed into over a two-million-strong spectator event with international television coverage on Euro Sports as well as on Versus Network. Every year the media impressions are calculated and last year they added up to a whopping 3.5 billion impressions.



Portraits of Success

Teams are invited based on their strength and previous results.

As the Co-Founder of the race, our vision has always been to become as big as the **Tour de France**. When you put together a well-organized event and combine the essential ingredients of: 1) the **Best Talent in the World**, 2) **Spectacular Scenery**, and 3) **Physical Human Drama**, you give spectators exactly what

they want. We have the added luxury in California of incredible weather. That's one of the reasons so many cyclists look forward to coming here from Europe.

THE BETS ARE ON FOR WHO WILL WIN

Levi Leipheimer, the defending champion who has won the last

Thousands of cyclists taking part in the Amgen Tour of California, California's version of the Tour de France



three editions, is aiming for his number four win. He has made it clear that he wants to win this again. He always shows up with his A game and is one of the most talented riders in the world. His team, **RadioShack**, is exceptionally powerful...to say the least. **Lance Armstrong** is in the team and he may well take the honors.... although there are a number of guys who could take the

podium spot: **Fabian Cancellara**, **Vincenzo Nibali** and **Christin Vandeveld**.

What is undoubtedly assured is that we'll get to witness world-class performances from world-class athletes. Apart from the sheer physical fitness, these athletes have the all-important extra dimension: the mental grit to tough out a grueling race.



Portrait of a Cyclist >>> PRO CONTINENTAL CYCLIST, IVAN DOMINGUEZ, TAKING PART IN THIS YEAR'S RACE:

ON THE TIME OF YEAR:

I'm really glad that the race is now held in May. The weather in California is perfect then (not hot or cold) and there's little likelihood of rain - which makes cycling more difficult. Ideally, we like temperate weather. It helps to keep us healthy

COMMENTS ON THE RACE:

This is a particularly challenging race. We cover between 100 - 130 miles per day. There's lots of climbing; in fact every year the race becomes more challenging

A TYPICAL DAY IN A CYCLIST'S LIFE:

I train between 4 - 6 hours per day

SPRINTERS VERSUS CLIMBERS:

'Sprinters' tend to have more muscular legs while 'Climbers' generally are leaner with very little body fat

WHO WILL WIN THIS YEAR'S RACE?

I think Levi will take it

ON LANCE ARMSTRONG'S PARTICIPATION:

I am excited. The guy is a legend. We all respect him

WHY CYCLING?

It's one of the healthiest sports; I also really like the fact that it's outdoors in beautiful scenery. I feel that cyclists are all part of the GREEN movement - doing something that's environmentally friendly

THE MAKINGS OF A TRULY GREAT SPORT

Apart from the obvious environmental advantages of this clean, non-ozone-polluting sport, cyclists make up some of the super-fittest athletes in the world. Apart from Lance Armstrong, Levi Leipheimer, Robert Gesink, Fabian Cancellara, Jens Voight, Andy Schleck and Christen Vandavelde are other notable cyclists who are exceptional in their abilities.

A cyclist that races multiple day events, such as ours, is competing up to 4 - 7 hours a day for 7 straight days. There is no other sport that compares. It would be like running double marathons for 7 days straight! Cyclists also have a unique ability to endure pain.

THE CHARITIES THAT BENEFIT

This region is a particularly educated and philanthropic area, so when you have a responsible title sponsor such as AMGEN, who's using this race to benefit charities such as




James Passantino climbing Flagstaff

The Wellness Community and the Cancer Coalition, people are that much keener to support it. Although attendance is free of charge, the economy is stimulated in numerous ways by this event.

Masses of people are relaxed and enjoying themselves so they end up generating the kind of revenue that helps the state and the host cities. The economic impact can potentially be up to \$8 million per host city.

AMGEN TOUR OF CALIFORNIA'S FUTURE

We're determined to grow this race into something as famous as the Tour de France. That's our ultimate goal. 

Acknowledgments: Research on Lance Armstrong's physical fitness courtesy www.sportsinjurybulletin.com

(ABOVE) Cyclist Sac Hesink

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Portraits of Success



Jodie Nelson paddles on accompanied by 'Larry' the whale

Jodie Nelson's Catalina to Dana Point Paddle with Purpose

By Diana Lyle • Photography By Jenny Penjoyan

Jodie Nelson has set a new standard for compassion and bravery. She recently undertook a grueling 39.8-mile solo paddling marathon to raise money for 'Keep A Breast Foundation' and 'Boarding For Breast Cancer' and became the first woman ever to paddle that daunting distance from Catalina Island to Dana Point.

Cancer is a cause near and dear to Jodie's heart. Her mother is a breast cancer survivor and her aunt is an ovarian cancer survivor. Beyond that, there were two special people in Jodie's

life who inspired this journey: close friend Angela Robinson has battled breast cancer for years and Jodie wanted to do something constructive and positive for her brave friend; and Jodie's trainer, mentor and good friend, Steve Adler, died from an aneurysm 2 weeks before the paddle. She wrote the names of the significantly important people in her life - on her board - and every time the nausea and exhaustion became overwhelming, she looked down at the names on her board - and found the courage to keep going. And....a small miracle appeared by Jodie's side during her

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Jodie fully committed to completing the mission

exhausting challenge: a Minke Whale decided to accompany her on her journey and he splashed and rolled beside her for a full 2 hours. Jodie affectionately called her new companion 'Larry'.

According to Catalina Challenge organizer, Chris O'Kieffe, "There have only been three or four men to have ever tackled this feat solo. One of them was Laird Hamilton, the 'godfather' of stand-up paddling, and Jared Vargas, who paddled the race in 2009. It's very uncommon for people to tackle this race solo." Jodie has only been doing stand-up paddling for about 4 years. She began surfing at age 12 and was a professional surfer for 12 years.

Jodie's special traits and unwavering commitment were hugely evident in our interview with her. She's inspiringly unselfish and her heart is huge. Here's her account of the journey:

THE INSPIRATION

The person who really inspired me to do this was Angela Robinson - whom I've known for 13 years. She's been battling breast cancer for almost 12 years and she's an amazing person. She's a mom to five boys and one of her sons is my son's age. She's been my mentor and I have so much respect for her. Another significant inspiration to me was my friend and business partner, Steve Adler, who passed away on March 11th. He and I trained together and he was my coach on the boat last year when I did the Catalina Challenge as a relay. He was supposed to be on the boat this year. I spray-painted his name on my back and his name is written on my board. We would train together a lot

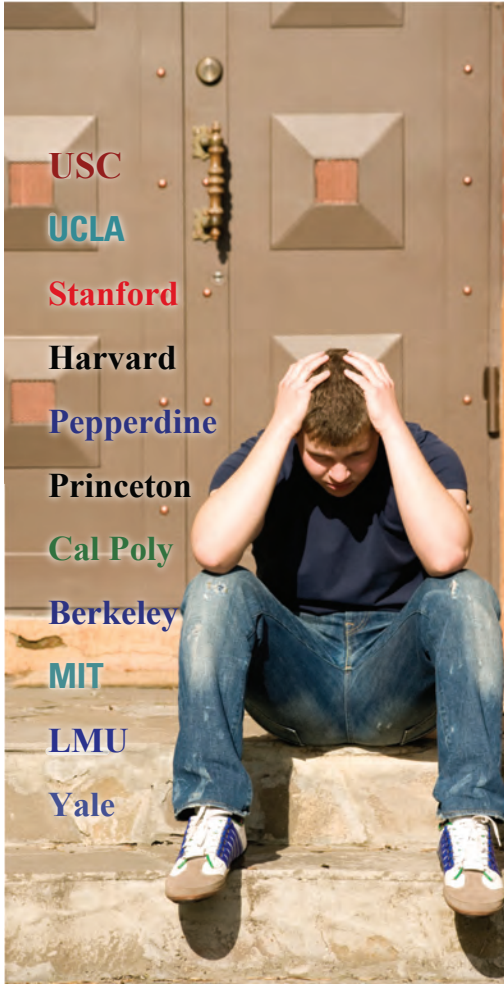
leading into this race - as well as other races.

THE EXPERIENCE FROM CATALINA TO DANA POINT

I got up at 4:15 am on the day of the Catalina to Dana Point challenge and my sister and friend, Angela Robinson, came to my room at 4:30 am. I asked them if we could say a prayer. We asked for God to reveal His beauty in nature and in the creatures of the ocean, and in the power of the human body. I knew that I was setting out to do something really big and that I had a huge chance of failing. I also knew that there were big creatures in the ocean. ...so, to tackle that feat and have an almost 2-hour experience with this magnificent Minke Whale was amazing.

In the same way that I used to forget about my tiredness when I was training with Steve Adler, the whale helped me to forget about 'me' and he completely distracted me from whatever pain I was in. There are only 500 - 600 of these rare whales along the west coast, so to have had that happen was mind-boggling and definitely something of God. Since then, I've been speaking to whale experts and Jon Stern, a Minke whale expert from the Bay area, says that he's genuinely jealous of my encounter! The hours blew by while 'Larry' was there even though I had so much adrenalin pumping through me and I had to concentrate on breathing and keeping my legs underneath me.

It was a genuinely breath-taking experience to have Larry there. I kept going in and out of feeling comfortable with him there and then I would stress out and imagine that there was



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“I got up at 4:15 am on the day of the Catalina to Dana Point challenge and my sister and friend, Angela Robinson, came to my room at 4:30 am. I asked them if we could say a prayer. We asked for God to reveal His beauty in nature and in the creatures of the ocean, and in the power of the human body. I knew that I was setting out to do something really big and that I had a huge chance of failing. I also knew that there were big creatures in the ocean. ...so, to tackle that feat and have an almost 2-hour experience with this magnificent Minke Whale was amazing.”



Catalina Island to Dana Point and the 39.8 miles ahead

this giant wild animal underneath my board. He could easily have knocked me off my board. At one point I kept wondering why he was acting the way he was. I have this big fear of Great White Sharks and I was afraid that there may have been one there. I spend so much time in the water that it's only a matter of time before I encounter a Great White. At times Larry's coloring would remind me of them. He'd roll over and he was lighter on his stomach. I knew what his dorsal fin looked like but at one point I saw a huge dorsal fin and I almost lost it because I didn't think it was Larry's! I'd get myself all worked up againbut then Larry would blow bubbles at me and I recall thinking that I'd seen things like this on the Discovery Channel but I couldn't quite believe that this was all happening - now - to me! In some ways it was like going on a dog walk with a giant whale!

It wasn't so much tiredness but more a stomach ache that I had. I had been consuming these endurance gels because you can't eat food - and my body eventually told me that it didn't want any more. I think your body gets angry with you when you put yourself through something as grueling as that. In fact, your mouth doesn't even want to chew when you're doing something as physical as that for 9 hours. But I knew I had a mission and a job to get done....and I wasn't going to give up. Quitting was never an option. I didn't have anybody on the boat telling me how long I had left. I just kept on track - even though there

were times when I was in pain.

*Music also helped me to keep going and focus on the task at hand. But when the weariness was increasing, I'd look at the names of the people on my board - who are my heroes and who motivated me to do this - and that gave me strength. What they've gone through and are going through is so much greater than whatever I was going through in that 9 hours. This wasn't about me. It was a pep talk for my friend, Angela, and it was about raising awareness and funds for these two wonderful foundations: **Keep a Breast Foundation** and **Boarding For Breast Cancer**. My pain was nothing compared to what people with cancer have gone through and are going through.*

Once I got near to the harbor there were boats following me and cheering me on. Perfect strangers were encouraging me and boats were honking. The last stretch was really difficult because the wind had changed and I was battling this head wind. Having to put in that extra effort right at the end was hard but I had so much adrenalin driving me and the people cheering were definitely motivating. As I turned the corner there was this huge group wearing emergency pink t-shirts. It was such a show of solidarity and then when Angela got off the boat, she was crying....and I knew how big that moment was. It was awesome.

Anybody who would like to donate can go to firstgiving.com/paddlewithpurpose. Blog: paddlewithpurpose.com 

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Portraits of Compassion

Tim Hagel & Randy Pentis at the start of Saharan race with friendly camels and local inhabitants



Cops Running for Charity

Captain Randy Pentis is the 'cop' we always hope will be out there to protect us: Far from being hardened by the tough job of chasing after 'baddies,' he's particularly sensitive to the human condition - particularly when it involves children. His own life story has involved challenges that have tested him significantly: In the '80s, his son, Anthony, underwent several surgeries at Children's Hospital L.A. The child who was in the bed next to Anthony was gravely ill, and the next day, when Randy went in to visit, he found out that his son's room-mate had died during the night. Randy says, "My son handled the situation far more bravely than I did."

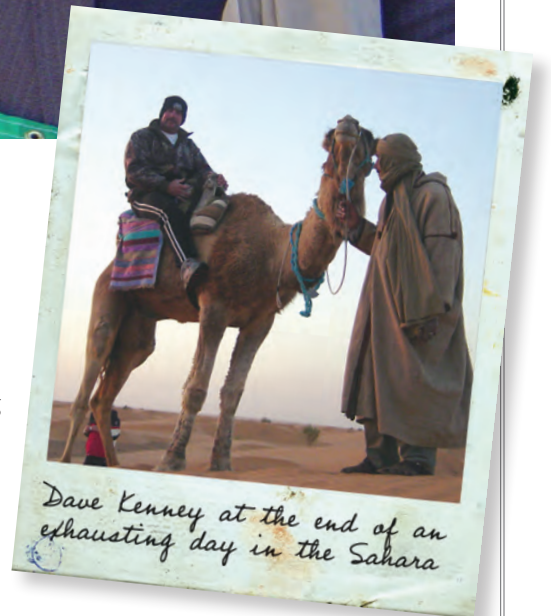
THE FOUNDING OF COPS RUNNING FOR CHARITY (CRFC)

A short while later, Captain Randy was called out to an emergency situation involving an 18-month-old child. Despite exhaustive efforts to save the child's life, he died in Captain Randy's arms.

The memory of that situation still haunts him. The third significant, life-changing event in Randy's life was the diagnosis of his son, Dominic's, Type 1 juvenile diabetes at the age of 16. He describes

his response to the news like this:

"Cops tend to be 'fixers.' As a Dad, my instinctive response is to take care of my sons. Yet, here I was, faced with my son's diabetes - which I couldn't fix. But, instead of lapsing into helplessness, I decided to do something constructive. So in 2006, we started up 'Cops Running for Charity' (CRFC) - a 501c(3) organization that benefits children's medical charities such as the **Juvenile Diabetes**



Dave Kenney at the end of an exhausting day in the Sahara



Portraits of Compassion

Research Foundation, Children's Hospital L.A., Hospice, the Make-a-Wish Foundation, and Lou Gehrig's Disease (ALS)."

THE GROUP OF 7 FRIENDS WHO UNDERTAKE GRUELING MARATHONS TO HELP KIDS

Far from being a group of serious 'cops', Captain Randy leads probably one of the most festive non-profit organizations in the world. Having fun is what this group of 7 close-knit buddies do best - even though the far-flung marathons they undertake are often grueling and punishing. What's more, they pay their own travel expenses so as to insure that 100% of the money they raise reaches the intended children's charities. With Captain Randy at the helm, the group consists of: Capt. Tim Hagel, Capt. Dave Kenney, Sgt. Frank Underlin, Sgt. Paul Higgason, Sgt. Joe Devorick and Detective Peter Frank.

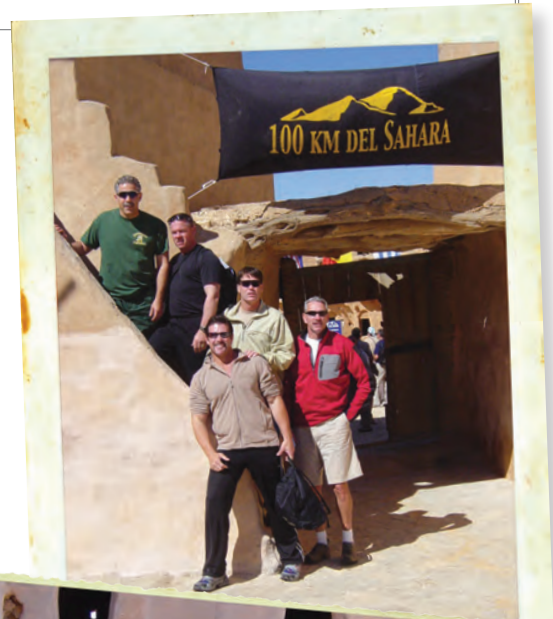
THE EXOTIC LOCATIONS THAT COPS RUNNING FOR CHARITY HAVE VISITED

In 2006, the 7 men headed for the African Sahara Desert and braved an 85-mile run in temperatures that were made for slow-moving camels. Undeterred by the dry heat and the poisonous scorpions, this tough group of men slogged through the desert and in so doing - raised a large sum of money. Since then they have conquered the Great Wall of China, completed a marathon on Easter Island (off the coast of Chile), and they braved the cold, icy conditions in a 35-mile ultramarathon in Iceland. In a typical year, the 7 men raise around \$35,000.

(RIGHT AND BELOW) Frank Underlin, Paul Higgason, Randy Pentis, Tim Hagel & Dave Kenney in the Saharan Desert

SIBERIA 2010: THE NEXT FUND-RAISING MARATHON

In August 2010, Cops Running for Charity will head to



Frank Underlin, Gary Pentis, Tim Hagel, Randy Pentis, Dave Kenney, Paul Higgason & Joe Devorick





Far from being a group of serious 'cops', Captain Randy leads probably one of the most festive non-profit organizations in the world. Having fun is what this group of 7 close-knit buddies do best - even though the far-flung marathons they undertake are often grueling and punishing. What's more, they pay their own travel expenses so as to insure that 100% of the money they raise reaches the intended children's charities.



Siberia with sponsors cheering them all the way. It's as if they purposefully pick the places that are going to really challenge their fortitude. Randy says, "the guys have such a positive attitude. We're all in this together and we're better people for it. We have so many great memories of moments that have come to define who we are."

THE MOMENTS THAT HAVE DEFINED THE GROUP

In one of many cases, a fellow marathon contestant was struggling up the Great Wall of China. Without hesitating, Randy and his friends shouldered him, and in Randy's typical 'fix it' manner, he handed over his potassium and magnesium tablets to the ailing runner. Once the man rallied, Randy commanded, "You're gonna finish this". He did just that and a few weeks later, the grateful man wrote a moving letter to Captain Randy's commanding officer - in recognition of the entire team's unselfish efforts.

THE YIN AND THE YANG

For all the good humor and memorable fun times that **Cops**

Running for Charity have had, they never forget the seriousness of their mission. Randy says, "There are times in our marathons when we feel exhausted and ready to give up. But we never do because our tiredness is nothing compared to what the children who need us - go through. What we do fulfills us in so many deep and meaningful ways. I know that I speak for the whole group when it comes to that sense of immense satisfaction. All it takes is for a grateful child to come up to you and hug your leg. That small gesture is so powerfully moving. And...with my own son coping with type 1 diabetes, I know that in some small way, I'm helping to find a cure for him and the other children who battle this disease. There is hope and we can never give up trying to make it a little easier for the kids who show us what bravery is all about." 🌱

The group of 7 friends believe that Winston Churchill summed up their intent well: "We make a living by what we get; we make a life by what we give."

If you'd like to support or learn more about Cops for Charity's Siberian Marathon in August, e-mail Captain Randy Pentis at: Randy.pentis@ventura.org

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Working College Entrance in your Favor

By Rick Singer

THE KEY FACTORS THAT GIVE YOU AN EDGE

When your son or daughter is applying to college, little things make a difference:

1. **Points on their GPA**
2. **A notably Sincere Recommendation Letter**
3. **That one additional year of an Extra-curricular Activity and a “brand” that showcases their unique abilities.**

These are the application elements that are going to set them apart. Think about this: Over 76,000 students applied to UCLA for the Fall 2010 class and just over 12,000 were admitted with the hope of yielding 4,700 students. Roughly 60% of them had a 4.0+ GPA. There's no doubt that every hundredth of a grade-point could be the essential push your son or daughter needs to get into the school of their dreams.

TURNING YOUR MINUSES INTO PLUSES

A 12th grader, Brad, is a student that we have coached since his second semester of 10th grade. He was referred to us through a friend that we helped gain acceptance to USC - despite the odds being stacked against her admission because of her GPA and SAT scores.

Our goal is to help all our students achieve their dreams and fulfill their aspirations. During our first visit to Brad's home, we looked over his transcript to figure out his current status and explain the realities of the admissions game. Initially we realized that Brad was told he should take a less strenuous science course than Biology, which is the normal course 9th graders enroll in throughout the country. Without Brad or his family realizing it, he was now already behind in taking the rigor necessary to attain admission into a Tier 1 school. Also, upon reviewing his transcript, we found 5 B+'s in his core classes over the first three semesters. Brad had a 3.4 GPA but could have achieved a 3.8 by turning his pluses into minuses.

Our philosophy is to “turn your pluses into minuses.” That means turning a C+ into a B- or a B+ into an A-. It means making sure that you have every extra bonus possible. When a college calculates a student's GPA, they count each letter grade (regardless of the plus or minus) as a certain amount of points out of four. For example, they count a B-, B and B+ as 3 grade points; an A-, A and A+ is worth four points. So if a student can manage to get an A- instead of a B+, their GPA is altered significantly.

Our next step was to create a personalized game plan for Brad to follow on his path to college admission. Working closely with Brad and his family, we reviewed what was required to ensure admittance to a Tier 1 or top Tier 2 college or university. We immediately focused on the two key aspects to winning at the college admissions game. First, we had Brad change courses and take the most rigorous courses offered at his high school. Secondly, we began creating a “Personal Brand” for Brad that would showcase his

unique skills and abilities and help him stand out amongst the sea of applicants that flood universities each year.

Tier 1 colleges (3.8 - 4.5 weighted GPA) look at your high school grades fourth behind the rigor of classes you took, extracurricular activities and class rank. So, when applying to these prestigious universities, you must get the best grades possible in the hardest classes possible followed by your standardized test scores on the SAT or ACT and the Subject Tests.

However, **Tier 2 (3.2 - 3.8 weighted GPA) and Tier 3 (2.4 - 3.1)** look at your grades differently. These schools take a more holistic approach - meaning that they evaluate your application as a whole - instead of prioritizing different elements of it. **Grades, curriculum, extracurriculars, SAT/ACT scores and your personal statement factor** - are looked at more evenly in the selection process. What appeals to these colleges is the “All-American” student. That means you have more freedom to compensate in your application. For example, if your GPA is not outstanding, strong SAT/ACT scores might act as a buoy to help your application out. That being said, never lose sight of the fact that grades are always a key element in every college’s decision-making process.

If you aspire to attend a prestigious college, you need to be willing to work hard; prioritize, and make sacrifices. There is no secret formula besides dedication and passion.

With Brad’s situation, we had to plan carefully his courses and standardized tests dates. We convinced Brad to take Chemistry over the summer so he could be in line with others who were trying to get into the same colleges. In short, we made sure that the curriculum he took gave him a fighting chance in the pool of competitors across the country.

The next step was to work on Brad’s Personal Brand which was not going to be easy because he had so many interests and was told by so many people that he had to be engaged in multiple activities: community service, athletics, student government etc... to be competitive for college. The advice he received was not far off, but the reality is Brad needed to



figure out a passion of his and then focus his attention on developing that which he wants to spend a considerable amount of time mastering.

PERSONAL BRANDING

Although it can be hard to believe — in the midst of academics and athletics — nobody can be a super hero. It really is impossible to enroll and succeed in everything. Your plate will be too full and you won’t have the time to focus at excelling in anything. Unfortunately, I’ve found that many college applicants try this kind of shotgun approach to building a unique college application. The key to getting into a top-tier school is a passion for self-fulfillment.


The first step was to come up with a product or service that Brad could sell. Brad decided to create a Backpack business for all the student athletes at his high school and middle school. Brad went out and bought a name-brand backpack and provided it to us. We then sent it to our Country Director, Prab Singh, in India. Prab took the \$85.00 backpack to several manufacturers who provided a bid to make 1,000 - utilizing a black background and the school’s logo with the sport printed just below for \$13.00 per backpack. Brad had a prototype created, crafted a website, a marketing piece, and set up presentations to the coaches of each

sport to sell his backpacks to the students who played each sport on every level of his high and middle school. Brad’s development helped create a great story about his passion for business and sports while helping others in the community with his efforts through his donations to local sports clubs and charities for those underserved.

Ultimately the planning, dedication, creativity and hard work paid off for Brad. He was accepted at two of his top choice universities, and is now well on the way to becoming the businessman he has always dreamed of being.

TAKE CONTROL AND CHOOSE WISELY

Picking the right classes, challenging your son or daughter academically, managing their time and energy — it can be overwhelming. Let proper planning and mapping out their academic course act like a compass. Consulting with experts who can help you create a winning game plan - no matter what your son or daughter’s grades - is wise. The main key to success is taking initiative; take control of their academic

and extracurricular road map and they’ll have what it takes to succeed. 

Rick Singer is CEO of ‘The Key’ For more information, contact Marlo at 818.424.3306.






Scenearound

Casa Pacifica's Angels Ball

Phase 4 Photography

Hosted by the Cassar Family, the 21st annual Angels Ball, benefitting Casa Pacifica Centers for Children and Families, was held at Sherwood Country Club. The Angels Ball has been raising money to support the community agency that cares for abused, neglected, or at-risk children and youth since before Casa Pacifica opened its doors in 1994. 



Miss California Nicole Johnson & Miss Teen California International Dedria Brunett



Kym Douglas & Kim Fardad



Hugh & Keets Cassar, hosts of Angels Ball



Kirsten Selleck & Kim Fardad



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David Wood & Elizabeth Rice



Terry Goodrich (Co-chair Angels Ball) & Dick Goodrich



Sheila & Robert Rakestraw



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Portraits of Recovery



A hospital in downtown Port-au-Prince collapsed during the 7.0-magnitude earthquake

Haiti, Democracy and Disaster Relief

By Christine Seisun

The 8.8 magnitude earthquake that hit Chile in the early morning hours of February 27 measured over 500 times stronger than the 7.0 Haitian quake of January 12th. Over 80% of Chile's population directly felt the quake and seismologists estimate that the power of the earthquake was so strong that it knocked the Earth off its axis and shortened the length of the day. Yet, the difference in after-effects between the two countries of Haiti and Chile could not be more staggering. The current death toll for Chile stands at 452. Haiti's? Over 220,000. Even prior to the earthquake, Haiti was the Western Hemisphere's most poverty-stricken country. Immediately after the earthquake hit, the world knew it was going to be bad. Exactly how bad would remain to be seen in the following weeks as international disaster relief efforts got underway.

"HAITIAN UP"

Tragically, both the physical and the emotional functions of the Haitian government and the large UN presence on the island were nearly completely wiped out. Alex Altman, a TIME magazine correspondent acknowledged that it was an "apocalyptic blow to the government." Thankfully, Haitians are well-known not only for their street smarts but resiliency in the face of extreme hardships. They've had to be. As a nation battered by two centuries of misrule, separated

by a breathtaking gap between rich and poor, depleted of their natural resources and situated on a favored route for cocaine traffickers, the country of Haiti has some serious hurdles to overcome. Additionally, Cité Soleil, Haiti's largest slum in the capital of Port-au-Prince has been called "the most dangerous place on Earth" by the United Nations. Appropriately, medics currently on the ground have coined the term "**Haitian up**" – meaning toughen up – to demonstrate the resolve of the Haitian people. Although under international law



Haitian Red Cross volunteer Sheila Gabriel visits with Neley Forestal. The injured children suffer from emotional as well as physical trauma

and a pressing need for constant supplies, coordination and control were of the utmost importance. In short, international disaster relief needs the skill set of someone along the lines of the CEO of FedEx or UPS to effectively synchronize and direct incoming flights, ships and supplies.

THE CLUSTER APPROACH

The logistics of an international disaster relief operation of this scale is hard to fathom. There is no official hierarchy between relief organizations (e.g. Red Cross, United Nations, Oxfam, Doctors Without Borders, Habitat for Humanity, etc.) as they are all separate, sovereign entities with different norms of functioning and unique ways of respecting their donor dollars. However, the 2004 Indian Ocean tsunami pushed forward a fundamentally new method to

the task of providing relief and law and order to the hundreds of thousands of displaced and injured should fall under the responsibility of the affected government, in the case of Haiti it was diverted to international forces. Due to its close proximity, the United States subsequently launched a full-scale civilian and military response.

Following the request of Haitian president Rene Prével, the US Air Force (USAF) took temporary control of the Port-au-Prince airport and the US Coast Guard directed incoming ships. At the height of the American military presence in Haiti during February of 2010, there were approximately 20,000 American boots on the ground and floating offshore. TIME magazine dubbed it a “compassionate invasion” yet the troubling history of the US military in Haiti reminded many of the two-decade American occupation of the island from 1915 – 1934. And when renowned NGO ‘Doctors Without Borders’ started making very public claims that the US Air Force was diverting aid supplies to make way for US military planes, the grumblings became louder.

However, it must not be forgotten that military troops are not only trained to be fighters, but are likewise trained in the skill of security and peacekeeping. U.S. warships stationed outside of the capital’s port had the capability of generating up to 400,000 gallons of fresh water a day from seawater. U.S. military spy drones were sent from California to fly lazy orbits over Port-au-Prince - snapping close to 1,000 pictures per day. When compared to previous pictures of the capital, this created a fairly precise map of the hardest-hit areas – valuable information to field workers on the ground. The Port-au-Prince airport is normally capable of handling 30-40 aircraft a day, but due to the necessity of the situation, the USAF upped the arrival of airplanes to around 130 per day. With the airport operating at a near overload capacity, physical locations for hospitals dangerously low,

disaster relief: the **Cluster Approach**. Under the Cluster Approach, there are nine Global Clusters (Shelter, Protection, Water/Sanitation, Health, Logistics, etc.) under which every organization working in disaster relief can tap into a pre-existing network. In the case of Haiti for the shelter cluster, there is a Google Groups homepage and a bi-weekly meeting for representatives of all organizations working to establish shelters for the over 1.3 million Haitians displaced and in need of shelter. Again, there is no official hierarchy - even with the cluster approach - and partaking in this network is completely voluntary on the part of the member organizations.

Nevertheless, there are a few visible pitfalls to the Cluster Approach; most notably the Cluster Approach is only as good as those who know about it. Which, for the small organizations on their first deployment, is a hit-or-miss chance that they hear of these invaluable networking opportunities between like-minded agencies. Additionally, having access to Google Groups signifies a constant



An American Red Cross volunteer carries a weary child to a first aid post in Croix Desprez.



Eleanore Rose of the Canadian Red Cross holds six-month-old Sebastian Joseph at Hospital General in Haiti. Sebastian's mother was killed in the earthquake

and stable access to a computer with internet connection which is certainly not a given. Lastly, bi-weekly meetings are nothing if not time-consuming and many field staff would find themselves hard pressed to attend on a regular basis.

It was this puzzling lack of a network between disaster relief agencies that mystified Scott Denton, co-founder of uPlay, the San Diego based golf GPS company. His sister, Amy, had recently returned from a two-week deployment to Haiti - helping to set up a clinic with other coworkers from the medical field and nearly a week into their deployment to the island, her group discovered that another agency was likewise operating a clinic a few blocks down the road. Scott envisioned a satellite device that could operate as a GPS, allowing users to connect to a network updated in real-time with maps showing locations of clinics/shelters/etc.; help coordinate supply levels, and lastly, be used to send out e-mails. These devices do exist. Global Relief Technologies currently manufactures one to the tune of up to \$11,000; not exactly sustainable for small organizations on a low budget.

A POSSIBLE SILVER LINING?

It is one of the tragic ironies of this catastrophe that in the year preceding the earthquake, Haiti had made considerable progress. President Préval was elected in 2006 with popular support and had made notable strides in reforming both the police forces and judicial system. Before the earthquake, polls showed that nearly 60 percent of Haitians approved of police performance - a far cry from Haiti's security forces of a few years ago. More importantly, following last year's hurricane, Préval's government forged a national consensus on a recovery plan which emphasized the rapid creation of jobs in industries benefiting from special U.S. trade offers and tourism, primary education and rural development. This plan was endorsed by the national community which, over 2009, largely forgave Haiti's debt in recognition of who they are and what they were trying to do. At the time, the capacity for Haiti's government to enforce these ambitious plans was weak at best. Following the earthquake? It's virtually gone.

Humanitarian aid unfortunately, is oftentimes a band-aid effect in a country. The United Nations can provide temporary food, security

and medical care to those affected by the earthquake, but it doesn't change the fact that food, security and medical care were barely available on a regular basis in Haiti when things were "normal" prior to the earthquake. Compounding the loss is a quickening brain drain. Much of it was instantaneous as it was Haiti's best and brightest in its young professional workforce who found themselves still in the office shortly before 5 p.m. when the earthquake struck. Also, those with the means and ability to leave behind their ravaged country have since done so. Haiti was a difficult place to live in prior to the earthquake, but now it has become nothing short of impossible. Yet, as the world now shifts their focus from rescue to reconstruction, a possible silver lining emerges. Investment in the development of rural Haitian economies has been sorely lacking and this type of international focus, coupled with financial backing, might be able to change the landscape of Haiti's future.

Over the last few decades there has been a tremendous migration from the countryside to Port-au-Prince, with about 75,000 people arriving in the destitute capital city ill-equipped to handle the influx. While it is impossible to change tectonic plates, it is very possible to create a more sustainable population spread across the island. After Nicaragua's ruinous earthquake of 1972, the old part of the capital city was reduced to rubble. Decisions were then made to not rebuild but to rather use the earthquake as an opportunity to essentially decentralize. This example could be well applied in the case of Haiti.

The World Bank likewise affirms the possible silver lining in the deep dark cloud that is the Haitian earthquake: "Looking back over history, great natural disasters are often a catalyst for deep, positive change." The great London fire of 1666 heralded a massive rebuilding effort that ultimately left the city safer and cleaner. The impact of the 1775 earthquake in Lisbon led to the creation of a new metropolis with earthquake-proof buildings, wide thoroughfares and a sewer system. More recent natural disasters in Bangladesh and Pakistan respectively spurred more effective early warning systems and investments in enforcements of building systems. As a final point, while every disaster is markedly unique, it remains to be seen if a phoenix can rise from the ashes of Haiti's earthquake. 🌱

EARTHQUAKE SAFETY TIPS FROM YOUR LOCAL AMERICAN RED CROSS:

1. Once the shaking starts, get under a sturdy table or put your back against a wall that is not next to any furniture, paintings, hanging light installations or windows. DO NOT stand in a doorway! Doorways have doors that will open and close on your head or fingers during an earthquake.
2. Try to keep a pair of rubber-soled shoes near your bed. The most common injury after an earthquake are lacerations to the bottom of the feet as people run barefoot out of their house over shattered glass and other sharp objects.
3. Make sure to have a basic disaster kit available that at least includes: water, non-perishable food, an extra pair of eyeglasses, medicine and your important documents. Make photocopies or scan and e-mail them to yourself. For more information on how to get prepared, please visit your local American Red Cross chapter at www.redcross.org

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My office is pioneering an approach that allows you to see the smile of your dreams before it is created. Would you build your house without a plan? Then why would you fashion a new smile without first seeing a blueprint?

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THE STEPS TOWARDS YOUR BEAUTIFUL, NATURAL SMILE

With photo and model in hand, I create your temporary veneers. You have yet another chance to see your smile and make changes before proceeding. Once you approve the photo, model and temporary veneers, I go ahead with the actual veneers. The artist's studio is next to **Opus One** – which is one of the best laboratories in the country. **Opus One**, the photographer and I work together to ensure that the results reflect the smile you have envisioned. The brand new technology called **HILLA** phase one has successfully created the characteristics that make the veneers so natural looking.

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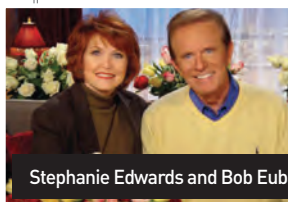
Short Stories About Big People

By Bob Eubanks

Hi and welcome to more Short Stories about Big People. In the past we have talked about famous music acts, but for this issue of this wonderful magazine, I thought we would have some fun with the world of Television. So hang on, here we go, with Short Stories about Big People.

As you probably know, I have done the television commentary for the Rose Parade on channel 5 for the past thirty some years. Each year I have the pleasure of sitting beside my friend, Stephanie Edwards. My favorite Stephanie Edwards story is when a lady walked up to her in a super market and said "I really liked your coverage on the Rose Parade. I watched the original and the re-run and I thought you were better on the re-run."

As long as we are taking about



Stephanie Edwards and Bob Eubanks



parades... I was doing the Hollywood Christmas parade with former Miss America, Lee Meriwether. The famous Orange County church, The Crystal Cathedral, always had a float in the parade to publicize its annual Christmas program, "The Glory of Christmas". It

My favorite Stephanie Edwards story is when a lady walked up to her in a super market and said "I really liked your coverage on the Rose Parade. I watched the original and the re-run and I thought you were better on the re-run."

was always a beautiful float and was well received by the audience. One year they decided to do something special. They strung a cable across Sunset Blvd. and as the Crystal Cathedral float



Jamie Farr on the set of MASH

went by, an angel on the cable above was supposed to magically float across the blvd. I heard the director in my ear say "Que the angel" and something went wrong; the Crystal Cathedral Angel went sailing across Sunset Blvd., upside down, showing the audience much more than an angel was supposed to show.

My friend Jamie Farr told me an interesting story about the filming of the T.V. show MASH. If you walk onto a Television or Motion Picture set today you will notice that one of the most important elements is Craft Services. There is food and drink for everyone's palate at no charge. Not so when they first started shooting MASH. The cast had to pay \$.50 for a cup of coffee and the only food available was Ritz Crackers and peanut butter at 3 o'clock in the afternoon. The staff ate so much peanut butter the studio decided to discontinue it to cut costs. The cast on the #1 show in the world went on strike until they got their peanut butter back. They got their peanut butter back: ASAPeanut butter!

Well there you have it; more Short Stories about Big People.

I will leave you with a very famous cowboy thought for the day. "Never Squat with your spurs on".

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Scenearound




Organizers of the Limoncello evening, Manuela Carling, Sasha King, James Carling



Ventura Cellotini's specialty Martini

Tuscany Restaurant Presents Limoncello Tasting Dinner

Featuring Ventura Limoncello Company

Westlake's Tuscany Restaurant recently presented a Limoncello Tasting Dinner - featuring Ventura Limoncello Company, which produces award-winning, all-natural, handcrafted Limoncello lemon liqueur using their 3-generational-old Italian family recipe. The evening highlighted the many delicious, lemon-flavored creations that can be made. 



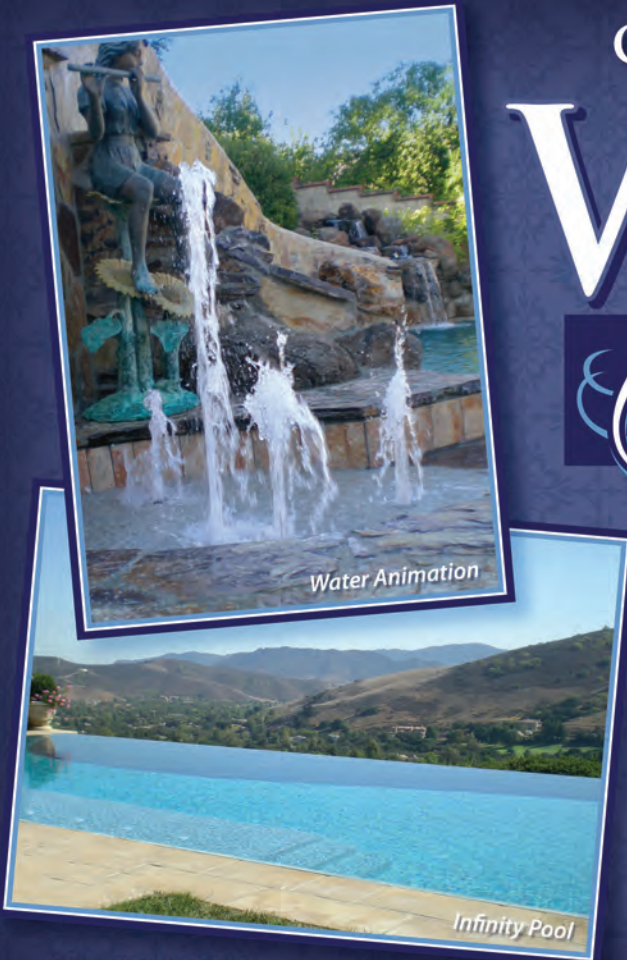
Steamed Asparagus and Dungeness Crab Salad, Lemony Hollandaise



Tuscany's Alfredo Conda & Javier Macias



Limoncello Marinated Scottish Salmon Paillard topped with shaved Fennel-orange Salad



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Chatroom

Inspired Design

By Roxanne Hughes Packham & Hannah Packham



Do not underestimate the power of your home, nor its ability to change lives," writes designer extraordinaire Roxanne Hughes Packham. "A cup of hot tea and an hour in a cozy nook spent listening to a friend can be life-altering. Sending well-loved, cared-for children into the world to contribute to our society in positive, meaningful ways is one of, if not the most significant contributions you will ever make, and your home is a significant part of this endeavor."

Now, drawing from the highly-published designs she's created for hundreds of clients, Packham will inspire you to create a home that touches the soul of those within, as well as all who walk through its doors. Amid stunning photography, stories of treasured family traditions



and poignant observations by her daughter Hannah, she shares ideas that will help you create beauty, warmth and passion in your home, and make it . . . an inspired design.

100% of the proceeds from the sale of the book, 'Inspired Design' will go to charity. Those charities include 'Heart of Hope' and a local Camarillo Food pantry.

Visit Roxanne and Hannah at the **Kitchens and Cooks Tour** on **May 16th** to purchase



one of these exquisite books (\$40) and meet them for signing. You'll find them at the Caitlyn Circle, Westlake Village home.

For book purchases go to: www.inspireddesignpublications.com



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May 16, 2010 Kitchens & Cooks Tour

A tour of fine homes in Westlake Village featuring distinctively designed kitchens and dining areas, delectable tastes of cuisine from restaurant chefs and caterers, cookbook authors, premier designers, specialty boutiques and a lavish optional wine-tasting event. For tickets go to www.alcv.net or call (805) 379-5686

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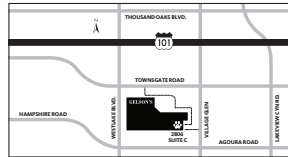
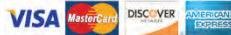
From left: Dr. Steve Rosenstein, Disco and Dr. Daniel Slaton



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2806 Townsgate Road, Suite C, Westlake Village
 www.westlakevet.com E-mail: BestPetCare@westlakevet.com
 Hours: Mon-Fri, 8am until 6pm, Saturdays - 8am until 4pm

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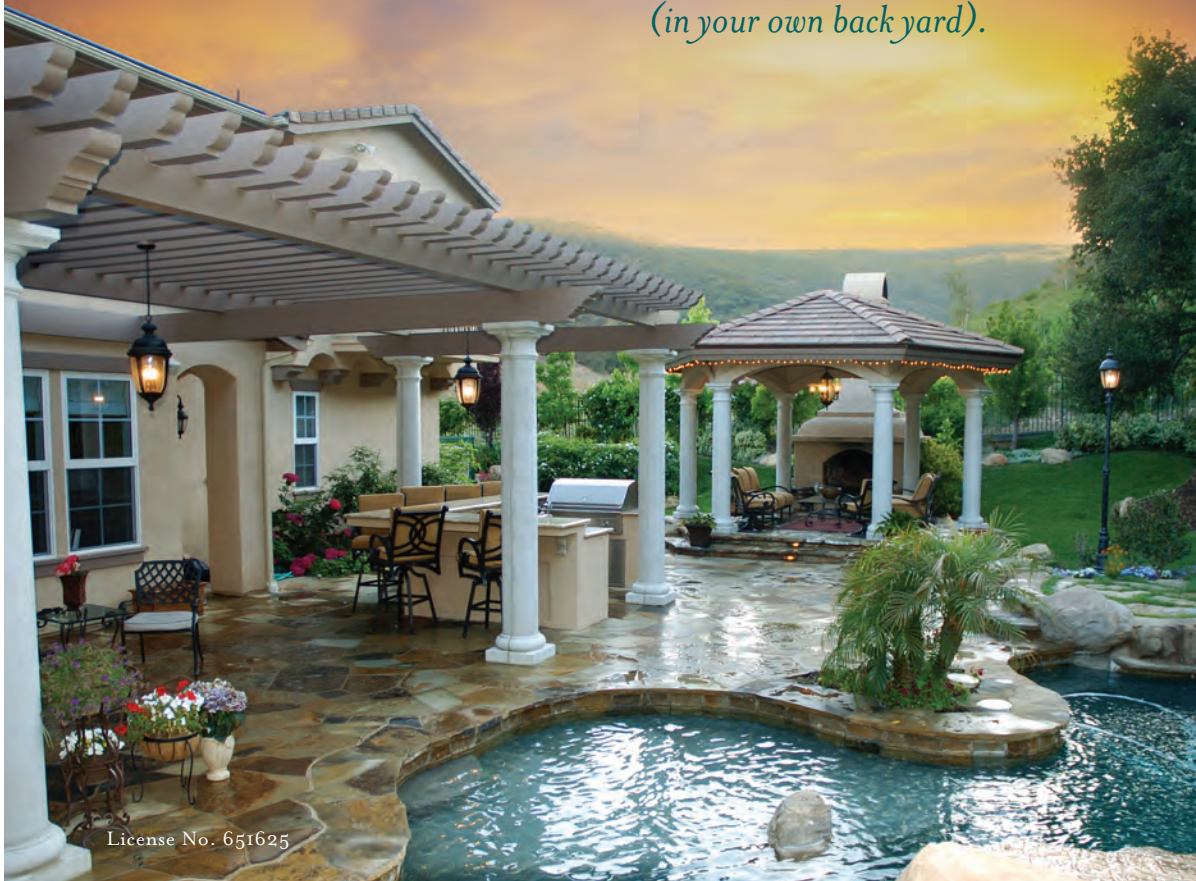


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What's new in town

The Schroeder Center for Healthy Living

Living in Alignment

Dr. Terry Schroeder, former Olympic Water Polo player and now head coach of the USA Water Polo team, has run a thriving chiropractic practice with his wife, Dr. Lori Schroeder, in Westlake Village for the past 23 years. Time and experience has given them critical insight into how to maximize their patients' chances of leading healthy lives, and with that has come the expansion of **The Schroeder Center for Healthy Living**.

Dr. Terry Schroeder explains, "Living in Alignment is an important concept that we're really trying to help people understand. Of course, keeping the spine in alignment is what chiropractic care is all about, but truly living in alignment is so much more. Living in alignment means that a person has harmony in their relationships; they are eating and exercising well, getting enough rest and dealing with stress in their life properly. Most of our patients have imbalance in some area of their life and many times this has manifested into spinal problems."



Drs. Lori and Terry Schroeder

Dr. Lori adds "We're here to help individuals restore alignment to all areas of their life". In addition to chiropractic care, their office offers Pilates (a safe and gentle form of exercise that helps to strengthen and balance the core), massage (to reduce stress), nutritional counseling, and physical therapy. They are proud that **Core Physical Therapy**, under the direction of Dan Kinney P.T. is now under the same roof, making it one more synergistic approach that they can offer their patients. The Schroeder Center for Healthy Living is very much a lifestyle-centered chiropractic care practice. Balancing your whole body and spirit is critical

to good health. Dr. Terry adds, "Lori and I have definitely recognized the importance of balance in our own lives. If one component is out of alignment, the body suffers. Our objective is to inspire our patients to live a more balanced and healthier life."

Tel: 818 889 5572
31225 La Baya Dve., Suite 206 Westlake Village
www.schroederhealthyliving.com

Blue Table opens in Agoura Hills – Little Blue opens in Calabasas



Blue Table

The popular family-owned Calabasas dining hot spot BlueTable, has recently opened a second location in Agoura Hills. This European-style cafe has side-walk seating and communal tables. The atmosphere is complete with imported French doors, industrial lighting and works by local artists. Blue Table brings to Agoura Hills a gourmet twist to popular Italian

deli - Try the Ellen's Special - fig jam, goat cheese and roasted garlic aioli smothered on toasted ciabatta with Italian ham and turkey breast.

28912 Roadside Drive, Whizin Center, Agoura Hills 818 597 BLUE (2583)
www.bluetable.net

Next to Blue Table Calabasas opened Little Blue. Here the atmosphere is like 'I Love Lucy Meets Little House on the Prairie'. Young and old alike will find an eclectic mix of food-related items from the kitschy Mr. Bacon's Big Adventure Game to the Fine-Bone China Banana Leaf Serving Platter.

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Scenearound

Lionel Richie Brings Down the House at Oaks Christian School

Photography: www.christopherglenn.com

Multi-Grammy award-winning songwriter, producer and singer Lionel Richie entertained over 900 people on March 20th at Oaks Christian School's annual dinner auction. Richie performed 5 of his signature hits to the sold-out crowd. The event earned over \$700,000 for the financial aid program which provides assistance to almost 40% of the students at the school. The financial aid program is based on the belief that all students willing to meet the challenges of a college-prep education should be given the opportunity regardless of their financial means.

Lionel Richie delights the Oaks Christian audience



Associate Headmaster Tom Konjoyan, Kelly Konjoyan, Bridgett Groller & Seth Groller



John Morgan, Sherry Morgan, Norine Suderman, Allen Suderman



Russ & Dawn Nelson, Ron & Christina La Forgia, Gigi & David Nelson



Sara Weinstock, Roma Downey-Burnett



Jason Latimer, World Champion of Magic



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Michael Farwell '10, Courtney Germann '10, Max Napolitano '10 (students of OCS)



Cindy Huffman & Chet Huffman



Kim Fardad, Kym Douglas, Tiffani Fardad



Ken Rozanski, Kimberly Rozanski, Janet Fredrickson, Brad Fredrickson



Lionel Richie, Jackie Brody '11, Paul Butcher '12 and Courtney Germann '10

BACK: Paulina, Wayne, Trevor, Janet, Ty
FRONT: Tristan, Emma



THE GREAT WAYNE GRETZKY AND HIS FAMILY



He was The Great Gretzky as a kid. He was The Great Gretzky as a teenager. He went on to become The Great Gretzky in the NHL (National Hockey League) and the greatest player of all time in the sport. And in the history books, he's gone down as one of the top 5 athletes of the 20th Century. Gretzky's intelligent reading of the game of ice hockey was unrivaled. He anticipated where the other 11 players were going to be on the ice and in so doing - he'd already visualized what the next move was going to be. It was an uncanny ability. When few players were scoring 100 points in a season, Gretzky was surpassing 200 (and this feat he accomplished four times). And in the 'sunbelt' - particularly Los Angeles - hockey was never a big deal until Gretzky's arrival. When Gretzky was traded to L.A., the seats at game time were packed. Hollywood stars suddenly took an interest in hockey and President Ronald Reagan was a keen spectator. The NHL took on a whole new life force and hockey became a hot-ticket item in the 'sunbelt' states.

STORY BY DIANA LYLE • PHOTOGRAPHY BY KACEY LUVI: WWW.KACEYLUVI.COM

Wayne lighting the torch at the 2010 Winter Olympics



IN THE FINAL GAME OF GRETZKY'S CAREER - 1999 in Madison Square Gardens - the Canadian and American national anthems were adjusted to pay tribute to Gretzky's departure from a game he took to another level. In place of the lyrics 'O Canada we stand on guard for thee,' Bryan Adams sang, 'We're going to miss you, Wayne Gretzky'. That was followed by The Star-Spangled Banner's inclusion of the words 'In the land of Wayne Gretzky'. Gretzky said afterwards, 'My last game in New York was my greatest day in hockey....Everything you enjoy about the sport as a kid.....came together in that last game in New York.' Gretzky's jersey number, 99, has been retired for all time. The good memories he has of it have been translated into his Number 99 Wayne Gretzky Estate Wines.

Gretzky's skills were developed on a backyard rink at his childhood home in Ontario, Canada. He says, "All I wanted to do in the winters was to be on the ice. I'd get up in the morning, skate from 7:00 to 8:30, go to school, come home at 3:30, stay on the ice until my mom insisted I come in for dinner where I'd eat in my skates. On Saturdays and Sundays we'd have huge games, but nighttime became my time. It was a sort of unwritten rule around the neighborhood that I was to be out there by myself or with my dad." A hard work ethic has been a major component of Gretzky's successes in life. That value is so strong that he has said, "The highest compliment that you can pay me is to say that I work hard every day."

Gretzky's country of birth, Canada, paid him a significant honor recently by inviting him to light the Olympic flame at the 2010 Vancouver Winter Olympics. Gretzky's storied career, which included an Executive Director role for the gold medal winning Canadian team at the 2002 Winter Olympics, was given the respect it deserves.

Here in our area, Wayne and Janet Gretzky are successfully raising five talented children. Their 22-year marriage has born Paulina (21), Ty (19), Trevor (17), Tristan (9) and Emma (7). Paulina is a launched, successful adult; Ty is a freshman at Arizona State University where he excels in golf; Trevor is a star baseball and football player at Oaks Christian. No doubt all eyes will be on him this year as the choices for college scholarships are made. Tristan's talents range from acting to baseball, and Emma is the family's adorable little girl.

In 2002, the Wayne Gretzky Foundation was formed. Its mission is to provide less fortunate youth with the opportunity to experience the sport of hockey. To date, it has raised over \$1-million in support of youth in hockey.

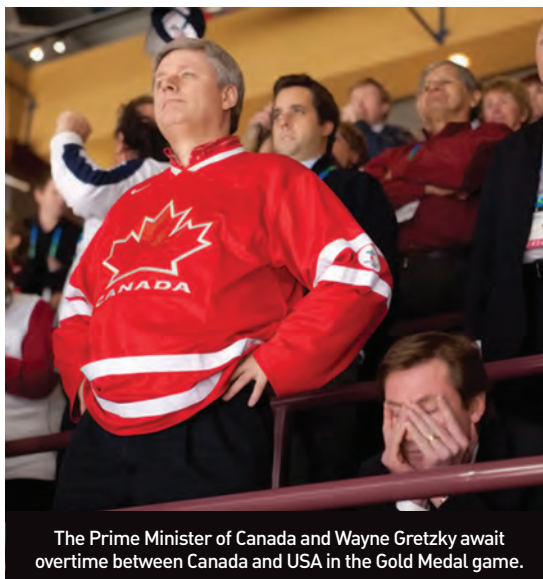
We interviewed Wayne Gretzky hot off his 2010 Vancouver Olympic experience.

DESCRIBE THE OLYMPIC TORCH-LIGHTING EXPERIENCE

It was overwhelming - to say the least. They called me on October 1 while I was having lunch in Santa Monica. We had been involved in trying to get the Olympics to Vancouver while we were in Prague. John Furlong, the Olympic Administrator, called and asked me to light the torch. It was the hardest secret that my wife and I have ever had to keep. It was just so exciting. Then, once we got there, the Olympics got off to a bumpy start; the Luge athlete

was accidentally killed on the day of the opening ceremonies; the weather was not ideal, and then one of the cauldrons didn't come up properly as it was supposed to - so it was a tough couple of days for everyone. Thankfully, though, everything turned around and it became probably one of the best Olympic Games ever. Being a part of it was powerful; it made me proud to be a Canadian and be part of the festivities. Words cannot describe how exciting it really was.

I was sitting next to the Prime Minister of Canada and we were all on the edge of our seats. Afterwards I went down to the locker-room to see the Canadian guys and they were very proud of what they had accomplished. I've played a lot of hockey and been in sports a long time and I was really crushed for the American boys. They played so well.



The Prime Minister of Canada and Wayne Gretzky await overtime between Canada and USA in the Gold Medal game.

SPEAKING OF CANADIAN, WHAT WAS IT LIKE TO SIT THROUGH THAT FINAL GOLD MEDAL ICE HOCKEY GAME BETWEEN CANADA AND THE U.S.?

I was sitting there as a fan and really enjoying the entire experience. I actually thought that one of the things that was going to make the Olympic Games great was if the U.S. and Canada were in the finals for the gold medal. Of course I knew how big hockey was in Canada, but I also knew that having the U.S. in the championship game was going to give it so much exposure in the United States - and the great hockey coverage that we needed. Seeing the American team play so well and get



Paulina Gretzky

into the finals was really what made the Olympic Games. People who weren't really hockey fans watched the game. It turned out to be such an overwhelming game and when the U.S. scored to tie it - it was gripping. I was sitting next to the Prime Minister of Canada and we were all on the edge of our seats. Afterwards I went down to the locker-room to see the Canadian guys and they were very proud of what they had accomplished. I've played a lot of hockey and been in sports a long time and I was really crushed for the American boys. They played so well. I went down to say hello to them and to congratulate them. My kids are all American so I took them down to meet the team. I think they had as much fun doing that as they had watching me light the torch.

WHAT ACTUALLY HAPPENED WITH THE TORCH NOT COMING UP AT THE OPENING CEREMONIES?

We were rehearsing at 1:00 in the morning because obviously we had to keep the biggest secret in Canadian history (me lighting the torch). My dad kept asking me what was going on, and I had to keep saying, 'I really don't know.' So, around midnight we'd get picked up to go to dress rehearsals. We rehearsed four times and there was never an issue with the cauldron, but then when we did the actual lighting of the cauldron at the ceremonies - we were all stuck. However, we did have ear plugs in and the Producer of the Games (who's highly experienced) just reassured us and told us to hang on. So we carried on smiling, and then I heard him say, "Can we hand crank the cauldron?" That didn't work. It didn't come up at all. At that point, because I knew I had to go and light the outside torch, I figured that if I switched places with Catriona Le May Doan, then she could light the cauldron, and I could go outside. But I didn't want to move because there was



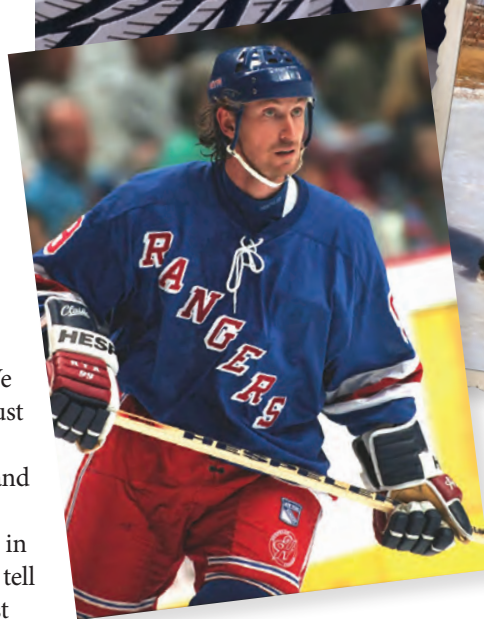
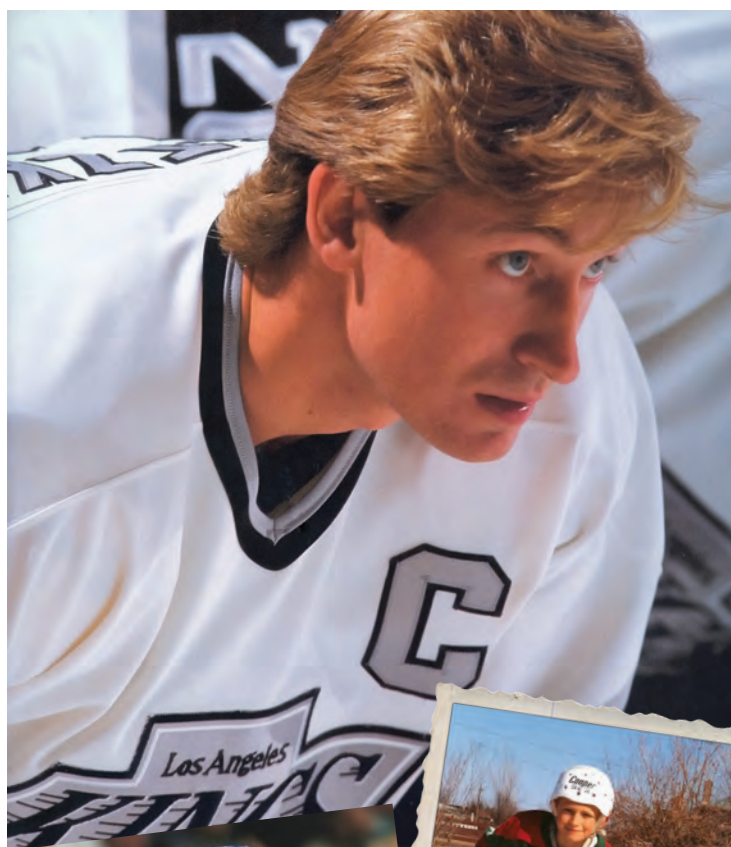
so much speculation in the media that there might be something that we didn't even know - so we all just stood there. But in the end it turned out well. The weather turned around and the Games were just this incredibly overwhelming experience that I'll never forget. There were 200,000 people a day walking around and enjoying it because the weather was so great. Then, at the Closing Ceremonies, Catriona got the opportunity to light the cauldron, which I was really happy about. When you think about it, your family and friends feel really proud for you when you're invited to do that honor, and then when you don't get to light it, it's such an anti-climax. So I was really happy that Catriona got to do that in the end.

FATHERHOOD: WHAT'S IT DONE FOR YOU IN TERMS OF ENRICHING YOUR LIFE - OR PERHAPS CHALLENGING YOU? WHAT ARE YOUR HOPES - AS A DAD - FOR YOUR CHILDREN?

I'm like any other father. We have our ups and downs - just like all dads. We're here to love and support our kids, and even when they're 18 or 19, you still have to guide them in the right direction. I always tell my kids that one of the most important things in life is to have a strong work ethic. Your education; your commitment to what you want to be as a professional, all of that is important. We've also taught our kids that it doesn't matter who you are or what you do - but it's always important to say 'please', 'thank you' and 'excuse me'. Our kids are humble and I'm proud of that.

THE MAJOR HIGHLIGHTS OF YOUR LIFE: YOU'RE NOT YET 50 YEARS OLD, YET YOU'VE HAD A SPECTACULARLY AMAZING LIFE. WHAT ARE THE STAND-OUT MOMENTS? YOUR LAST 1999 GAME AT MADISON SQUARE GARDENS MUST HAVE BEEN AMAZING....

It's all relative to what you're doing. I've always been very close to my parents. I'm fortunate to have had great parents who raised



CLOCKWISE: Wayne as a Los Angeles King in 1989, Wayne on his backyard ice rink as a child in Brantford, Ontario. The last stop as an NHL player with the New York Rangers in 1999.

me the right way. Unfortunately my mom passed away 4 years ago, but she was a great lady and the staple of our family. My dad is still a wonderful man and very renowned in Canada. He does a lot of great things - including for charities. In my case I've been lucky enough to be a professional hockey player and win a championship. Hockey is a big part of my life but the game is always bigger than the individual. But I was fortunate to play a sport that I loved. Then raising kids and supporting them through their trials and tribulations..... We have a 21-one-year-old daughter - who's our eldest - and our youngest daughter is 7. So the age range is vast and it's pretty exciting. We're about to go off to a baseball game now where my son is playing (Trevor is a star baseball and football player at Oaks Christian) and our eldest son is at Arizona State University. Parenting is exciting - even though some days it has its trials, but it's all worth it.

WHAT DOES A TYPICAL GRETZKY RELAXATION DAY LOOK LIKE?

We're so busy with so many different functions - whether it's a charity event or something special. But once a month our entire family has a special turkey dinner, so whether it's Easter or Christmas or Thanksgiving, we try and have at least one special turkey dinner a month so that we can enjoy each other and just chatter.

YOUR CURRENT BUSINESS INTERESTS: THE PGA NATIONWIDE TOUR EVENT, THE FORD WAYNE GRETZKY CLASSIC FROM JULY 5 - 11, 2010; THE RESTAURANT, THE RADIO SHOW, WAYNE GRETZKY ESTATES WINERY; YOU'RE A REALLY BUSY MAN.

I'm lucky to have great people around me. My love and my passion is always going to be hockey. I owe everything in my life to what the NHL gave me. I've had my restaurant for 17 years and I'm having a great time. Life has been very good to me. 💧

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6. **T is for Toffee.** A delicious gourmet treat. 10% of proceeds go to Casa Pacifica. \$12 - \$20. **805.279.5391. Susanne.**

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9


Thingswelove

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 Ilene's silver liquid bracelet: \$40
**Ilene's Boutique 1145 Lindero
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Talia EmeryMD

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Signed original by Johann Tapp

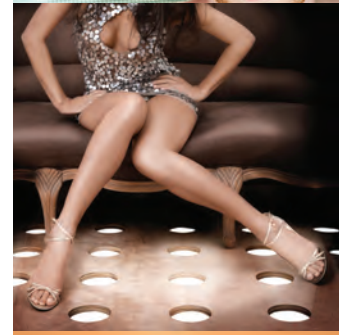
THE SHOWROOM recently opened at the Via Colinas Design Center in Westlake. It's a contemporary and immaculate showroom full of beautiful Designer Furniture and custom window treatments at prices that are a fraction of retail.

The owner, Jane Schimmel, is meeting a critical need in the marketplace - people who are redecorating, creating more space, or relocating often have beautiful pieces they need to move out in order to accommodate these changes. Those people (consignors) now have an easy answer to selling their high-quality pieces rather than having to store them, give them away or deal with the hassles of selling them on their own. Best of all, is the complimentary pick up service.

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Photo by Alvaro Puentes



Of Angels (The Fallen Kind)

By Magda Pescariu

Unsettled for the last few weeks, I swiftly decide to blame it on spring. How would I forget that spring could cause such confusion and fuss? Everywhere I turn, I see the same uncertain eyes and slouchy postures; the same air of middle-age disappointment and numb defeat. Is depression taking us over so badly? Or is it something else, a sign that we reached a threshold and we can't pull ourselves over it to move on? Is it a realization of our limits, the fatigue of having – for too long – to choose between two imperfect options? Or is it merely a pause, a temporary loss of drive we are about to conquer soon?



Fashion this page by Bigfatfanny

In Europe they even have a name for this modern malaise: *spring asthenia*, and wrapped under its mysterious medical connotations are precisely those moments of weakness and stupor we go through in the disquieting passage between seasons. Done with the winter's glacial purity and sang-froid germination, we regard our need for zest and direction like the demise of magic. That's how the fallen angels must feel when they realize they have become mortals - all dressed up with nowhere yet to go, ready to take the first step into the quicksand of the unknown - brave but wingless. Every spring reenacts this first step, invading our life with puzzlement and chaos - changing it irrevocably, as only a birth or a revolution does.

In fashion, the perplexity of the times we live in is multiplied by endless mirrors of creativity, insecurity and ego. **The international fashion shows that started**

in New York in mid-February have run their course all over the world and **introduced to the public the new styles for fall-winter 2010-2011.** The general idea? Well, it's that there is *no* general idea, no clear direction or obvious lines. The trends come across as eclectic, mobile and spiritual, something *to listen to* within a world which is lately - particularly if we speak about the fashion world - painfully

saturated and deaf.

The freshly-launched styles and lines, the new brands, the emerging designers (I'm thinking briefly of Lorenzo Bechi for Bigfatfanny, but he is not the only one) - they all try more to open a conversation about the fate of contemporary art (in all its manifestations, including fashion), than to force onto us yet another set of given rules and obsessions everyone is so tired of.

They reinvent the eternal values of classicism - proportion, soul and harmony - with an

adoring eye turned to freedom, love, beauty, abundance and tranquility. They redraw the map of our ability to survive (while doing mainly what is best for us), making it illustrative and helpful at the same time. As we cross through the desert of our daily trials seeking for some kind of guiding reference, the new fashion manifesto delivers a few answers with power and urge.

The new ladies' collections for fall/winter oscillate significantly between the safety of the '60s –as maybe the last decade when women felt secure, loved, protected and somewhat carefree, enjoying their femininity or tom-boyishness without the feminism-strings attached, **and the frightening cyber-future** – dry and cold and androgynous, a time of decisions based upon the absence of choice, when “girls will be boys” in carrying the burden of responsibility, and coping with senselessness will be the name of the game.

Men's runway collections portray the working guy, seriously preoccupied with the survival of the fittest. The styles reflect a grim world, full of worries and pressures. **The '60s are present in men's fashion trends as well, but here they stand for scaling-down, self-consciousness, seriousness and grasp.** The extravagant metro-sexual look of yesteryear is gone, replaced by a **sobriety of lines: flat-front pants with narrowed legs, tapered shirts made-to-measure and two-button suits with side vents, narrower at the waist and through the limbs.** The tailoring is trimmer and

body-conscious, a reverence to the man of our times – who works hard and plays hard, even though **very few styles suggest vacation time, sunny days or worryless adventures.**

What we experience through men's fashion now is getting to know better the countless faces of the present-day man. Like shuffling slowly through a deck of cards, we line up randomly: the commute guy (riding the train to work every morning in quiet resolution), the space-cadet lab scientist, the young computer geek, the anxious unemployed, the eco-conscious guy, the frustrated underemployed, the worried husband, the weighed-down father. We get to know how they usually look, and what would be the best look for the fittest one - the one who survives with guts, while dealing evenly with almost-seismic economical and social shifts.

He's easy to spot: calm and on the ball, with his **all-purpose cotton shirt, soft and relaxed**, the long sleeves sometimes rolled-up, **button-down collar**, trying to keep unwrinkled the **fitted pants**; his leather loafers always shiny, sporting maybe a **blazer or a light-weight**

V-neck sweater in cotton or lamb-wool, wrapped casually-stylish around his shoulders.

When it shows (rarely), **the playfulness in men's fashion comes from using plaids (in browns or blues), white denim, slimmer-legged cargo pants, straight-leg jeans, slip-on shoes or boat shoes.** Through **Bermuda or board shorts - paired with striped pique-knit Polo-shirts in bright colors** - designers dare to speak of serene and comfy summer afternoons or lazy-by-the-pool hot evenings, which only try to compensate for the daily doze of dreary reality. Go figure!

Weeks ago, when I started to think about this article, my ideas floated around the upcoming Mother's Day and Father's Day, with their traditional implications. Besides the news from the Fashion Shows, I was planning along the lines of a story about all the famous fashion designers – men and women - and their prodigious off-springs, faithfully following into the steps of their parents and continuing to enhance their already established fame.

But right at the time of my first draft,



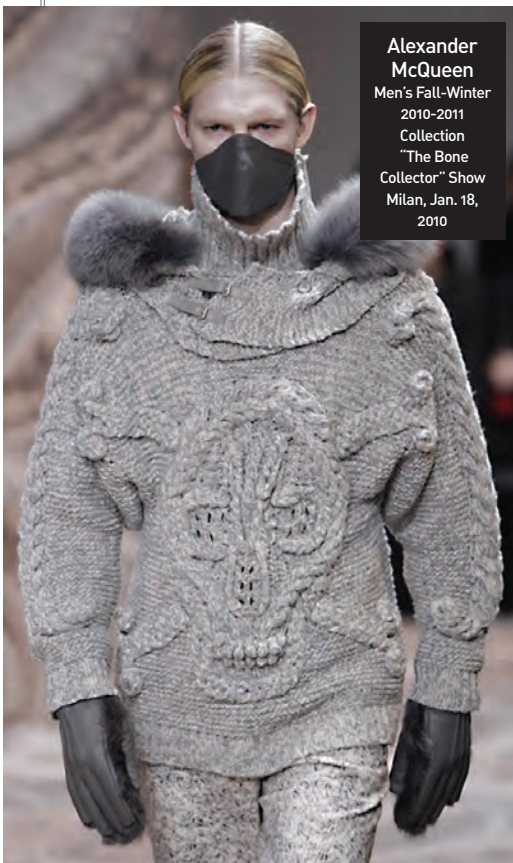
Michael Kors



Roberto Cavalli



Prada



Alexander McQueen
 Men's Fall-Winter
 2010-2011
 Collection
 "The Bone
 Collector" Show
 Milan, Jan. 18,
 2010



British Designer Alexander McQueen
 1969-2010
 He knew how to put on a show like nobody else...
 Who would have guessed this was his farewell?



Prada

something tragically incomprehensible happened in the fashion world, and blew away my conventional intentions with the force that only reality can bring into the ivory-tower of fiction: **the Dark Knight of the British fashion** – designer of genius and L'Enfant terrible **Alexander McQueen** – took his own life on the eve of his beloved mother's funeral.

The fact shocked a world much too used to tragedies and tears. In the last couple of years, we've said *farewell* cruelly too often and *hello* – so scarcely and unsubstantially. Name after name of artists – mostly awfully young and unexpectedly vulnerable – joined the list of what turned into a daily obituary. We learned to dread opening Google's homepage every morning, fearing what the breaking news would drop into our already burdened lives.

With Alexander McQueen's untimely act of disappearance, a few things have been put once again into a different perspective. His unique life, and particularly the way he decided to end it, reminded the world of the other face of fame - the unbearable pressure for continuous iconoclastic creations; the raw

price of loneliness and hidden hurt paid for a lifetime of aesthetic fearlessness; the inability to overcome losses otherwise common for the ordinary people, while mastering like nobody else the demons of beauty and inspiration.


Oftentimes, on his perpetual quest for eternal magic and beauty, trying always to keep the spectacular show going on, the artist finds himself lost in loveless territories - a candle burnt at both ends, at the mercy of others. Some will be grateful for the angelic splendor of the flickering twin light; some will just sneer at such impractical and naïve consumption.

I know there are people who say the rich and famous of the world are nothing but an empty, enviable while worthless elite, who take everything for granted and behave with outrageous entitlement; who forget, ungratefully, where they've come from, and – if they are artists – create their masterpieces with reprehensible ease, modeling for us the absurd possibility of "having it all" without putting any effort or heart into it.

I've heard this theory many times and I don't think much of it. I don't know if *you* believe it (of course, you

may - if you want to). Rather I say that the human race, when you take a close look at it - rich and famous or amazingly unique anonyms - takes very few things for granted. It keeps a father's warm embrace and a mother's blessed kiss as heart-embedded treasures and beacons of love. It behaves with faith in a wise and forgiving God, and creates its masterpieces in pain and sufferance, turning the wounds and tears into enlightening art – the one meant to heal our history of fears and failures.

I do believe that we can love our beloved ones so wholly, that life without them may seem unimaginable, pointless. I say that what we carry deepest in our hearts, shaped by our family's genetic patterns, is the master-key to understanding life and to leaving our modest mark into eternity.

As I said, you can trust whoever you want to or speak most convincingly to your heart. But I plead with you: don't trust what those other people say. Trust me. Just because - as another fallen angel so vulnerably said once - "whoever you are, we've always depended on the kindness of strangers". 

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Tuscany

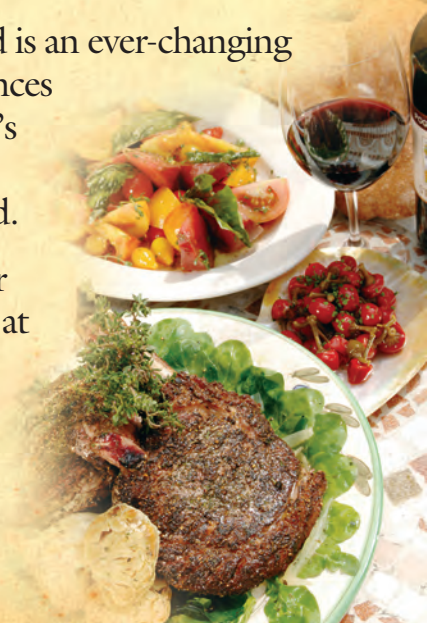
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Enviroconscious



Going Solar

By Melissa Freeman

With summer fast approaching, it's easy to remember the reasons we have chosen to live in southern California: warm days on the beach, cool breezy nights, and all the ways we can save money. I know what you're thinking – huh? Well, here in southern California we have the unique opportunity to harness the energy of the sun and funnel it to our dishwashers, laundry machines, televisions, and everything else that runs on electricity. With the state and federal rebates available at the moment, for some of us, it would be crazy not to.

One of those people was Mitch Katz, owner of Solar Universe in Westlake Village. After receiving a power bill for \$1,500, Mitch decided it was time to go solar. He explains, "I don't understand

why anybody with a power bill of \$150 or more does not go solar with all the options available these days. Why rent your power when you can own it?" Included in these options is a 50% reduced cost of installation for homes in California.

As part of the California Solar Initiative (CSI), Governor Schwarzenegger announced in 2004 the 3.3 billion dollar Million Solar Roofs Program through which 20% of the total cost of installation is refunded by the state. In addition, the federal government is offering a 30% uncapped tax credit for both residential and commercial solar panel systems. Companies like Solar Universe will even include the state rebate in your cost and file all the necessary paperwork on their own. For times when the sun is not at our service, a system called "net metering" has been established in which any excess energy your solar panels produce is used to credit your energy costs at a later time.

In the Westlake-Malibu area, the aver-

age cost of installation will go from about \$50,000 dollars to \$25,000 dollars. For a household with an average monthly energy bill of \$500, it would take a little over four years to make up the cost of installation and live with energy potentially cost-free. With energy costs historically increasing at a faster rate than inflation, many financing options can provide a fiscally responsible way to invest in solar energy for almost any home.

Though affordability is the most important determining factor for the decision to go solar, the fact is that solar energy provides clean energy for our country. With a projected life span of at least a few million more years, the sun is one of Earth's most sustainable energy sources, and least polluting. With the many benefits of a southern California summer (and winter, spring, and fall), wouldn't it be nice to know we're using our location to its greatest advantage? For more information on the California Solar Initiative visit www.gosolarcalifornia.org.

For more information on Solar Power, go to www.solaruniverse.com

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Step into 'A La Maison' and you feel as if you could move right in. This specialty store in Westlake Village offers pure elegance for the kitchen, bed, and bath. Owner/Designer Mary Radenbaugh uses the back drop of her custom-designed kitchens and baths to display a full array of table top, bedding, linens and antique accessories. She has been turning houses into homes throughout the Conejo Valley and Malibu for the past 15 years.





'La Maisonette'

This Country French home makes use of the strong Provençal colors of Southern France. Red, green and gold are the pallet used throughout the home. Antique furniture and artwork give the feeling of an authentic French cottage. Hand-worn antiques fill every room as well as hand-distressed walnut flooring and hand-hewn beam ceilings.

LIVING ROOM - This cozy room with a cast stone fireplace and antiques set the mood any day of the week. A flat-screen TV is hidden behind the mirror over the fireplace.



'La Maisonette'

KITCHEN - Hand-carved elements embellish the custom-crafted cabinetry in this true "Country French" Kitchen. The custom-designed hood takes its inspiration from the La Cornue French range.

GUEST BEDROOM - Provençal gold warms the walls of this guest suite. Hand-distressed and custom finished ceilings are a signature detail that Mary uses to give age and character to a home.

GUEST BATH - Vintage-inspired bath tub is draped with an antique bed crown fit for a true princess. Ceramic tile bead board wainscoting is decorative as well as functional.





'A La Campagne'

This once Cape Cod Modern was transformed into a warm and inviting New England Farmhouse.

ENTRY - Large chunky spindles and handrails complement the staircase in this two-story entry. Walls are paneled and heavily distressed and the floors throughout are wide-planked, hand-distressed hickory.



'A La Campagne'

(ABOVE) KITCHEN - This farm-house kitchen has 2 1/2 inch distressed walnut counters. The huge red family-friendly island is the hub of the kitchen where homemade cookies are served daily! All the cabinetry has been heavily distressed with finishes that have the look of a well-worn antique. The appliances are all state-of-the-art Wolfe and Subzero.

(LEFT) DINING ROOM - Reclaimed brick was used to veneer the walls. The ceilings were vaulted to accommodate a distressed truss beam ceiling, giving the room an historic farm house feel.

'Maison Italienne'



'Maison Italienne'

KITCHEN - Country Italian influences are apparent in this kitchen with the cast stone hood and distressed wood cabinetry.

WINE BAR - The original bar was removed and a wine room was built in, flanked by antique iron gates. A tasting table complements the setting.

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Master bedroom





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(Below) Master bathroom





Moneysmart



Investing in the New World of Change

By Doug De Groot

ENTREPRENEURSHIP

I've come to the permanent conviction that if you take a big economic risk and it fails, you need to be held accountable. Our American Dream has always been one that rewards those that take risks and succeed. Yet today, I find myself surrounded by the noise of everyday life and a society divided by choices or possibly the fear of having to choose the direction that they should go - especially when it comes to investing in their future. Nearly 70% of Americans work for small businesses. The people who start small businesses are the 'risk takers' - willing to lay it on the line to start their small business. For those who are willing to forge the path of entrepreneurship, the amount of conflicting information they are receiving is daunting and overwhelming.

After years of debate and hours of talk-show rhetoric, the small business owner and investor - the essence of the American Dream - has another decision to

make. Just as Wall Street lays its best bets on the industries and companies that will benefit from over 2,409 pages of the "Patient Protection and Affordability Care Act", small business owners and everyday investors are faced with new regulations and major worries.

Today, roughly 70% of employers forge the path of entrepreneurship. They go to bed at night worrying about their future; whether their dream of one day being financially independent will melt into fantasy.

HEALTH CARE REFORM - WHAT DOES THIS MEAN FOR YOU?

While the debate has raged on in every living room and at every dinner table, we must first recognize it is critical to leave politics and emotion to the side and deal with the hard facts as investors. While this bill offers coverage for some Americans that did not

have healthcare coverage before, the cost will be felt across our whole economy. For many, that means higher taxes.

TAXES

Capital gains and qualified dividends: The current budget proposes that the existing 15 percent tax rate on dividends and capital gains will go to 20 percent in 2011. The health care bill will also layer an additional 3.8 percent Medicare tax on top of the 20 percent rate for all income earners who earn more than \$250,000 per year. In 2013 this 3.8 percent tax would also include income and interest from municipal bonds, rents and royalties, and realized capital gains.

Medicare Tax: Currently, every tax payer in America is subject to a Medicare tax of 1.45 percent. In the new bill, individuals with income between \$200,000 and \$250,000 will see the Medicare tax rise to 2.35 percent from 1.45 percent.

Deductions for Medical Expenses: In 2013, Americans under 65 will no longer be able to deduct medical expenses until they reach 10 percent of income, up from 7.5 percent. For instance if you are married with a family and are younger than 65 with an income of \$125,000 and medical bills of \$9,500, today you could deduct \$2,000 from your adjusted gross income. In 2013, you will lose that \$2,000 deduction.

FSA or Employer-sponsored Flexible Spending Accounts: Currently, employers set their own limits, typically between \$3,000 and \$5,000 per year. In 2011, employees will only be able to contribute \$2,500 to FSA - reducing the employees' ability to take a larger pre-tax deduction.

Employers: Employers with 50 or more employees will pay \$2,000 per employee if they do not offer health insurance. The legislation does offer a small tax credit to help small businesses pay for health care.

Health Savings Accounts: Penalties will go from 10% to 20% if not used for qualified medical expenses.

Medical Device and Pharmaceutical Fees: Companies that supply medical devices and branded pharmaceuticals will pay fees to the government in relation to their total sales.

Health Insurance Providers: A tax for all insurance providers based on amount of premiums will be instated.

Income earners: If you make over \$200,000 you will pay an additional tax of 0.5 percent.

Cosmetic Surgery: Botox and a nip here and a tuck there is going to be taxed at 5 percent.

The Uninsured: A 2.5% income tax on individuals who do not have health care coverage, limited to a cost less than the average national health care premium.

Interfering with the law of gravity: Buyers will seek out what they want and suppliers will seek to supply the needs and wants of buyers.

In his book *The Ascent of Money*, economic historian, Niall Ferguson, proves over and over that the biggest culprits in economic disaster in the Western world over the past 500 years have always been political rulers. It is often said the trail blazer has the arrows in the back to prove it.

Will Health Care be any different? Put simply, our current economic downturn stems from the fact that governments around the world guaranteed banks that if they took outrageous risks with the public's money, there would be no penalty. It was not only private sector greed that caused the meltdown, but government interference in the natural rules of reward and loss that govern the marketplace.

History is littered with government intervention and the unintended consequences that stem from those decisions. In his book *The Ascent of Money*, economic historian, Niall Ferguson, proves over and over that the biggest culprits in economic disaster in the Western world over the past 500 years have always been political rulers. It is often said the trail blazer has the arrows in the back to prove it. Today, it is most likely

the small business owner feeling the same pain in his back.

While neither party is immune from criticism, it is politicians in the U.S. - thinking they were smarter than the marketplace - that have inadvertently caused the major downturn. Their aim was to expand the percentage of home ownership by giving mortgages to people who could not afford them and to eliminate the restrictions on leverage for highly-bonused bankers, who were both colossally greedy and incompetent—but who gave large contributions to politicians' re-election campaigns.

We are always going to have under-qualified mortgage seekers and greedy bankers. But the first step in the chain of events that led to this global economic disaster was the government loosening up the restrictions on lending practices. Unfortunately some financial institutions took advantage of this.

Now that banks are "too big to fail"; we will most likely be faced with a private health care system that is too large to fail. Many analysts expect that there will be fewer insurance providers left to serve the public and spread the risk or cost of insurance, leaving the government to distribute health care. While the benefits of a healthy society are immeasurable, investors will be forced to weigh the opportunity costs associated with investing in new medical technologies.

EDUCATION

Patient Protection and Affordability Care Act also redefines how we fund the education of our future generations. The Federal Government will now provide funding and loans for education - not the private sector. While the system we have used in the past was never perfect and often left the deserving without the funding needed, it also created one of the best university systems in the world. We attract students from across the globe to learn at our most prestigious universities in every state. It could be said that our best export is our intellectual property and the college and university education system we have built is the engine driving the world's greatest new talent to our shores.

While we change the way we invest in our future generations, it is important to

remember that interfering with the laws of supply and demand may circumvent the weeding-out process and slow the economic engine that drives the American Dream. While education is the path to financial freedom for every American and every entrepreneur, we must also recognize the importance of competition that distinguishes the best and the brightest. Great education and good health care play a significant part in improving all parts of society. Yet, I think Peter Drucker said it best when he wrote, “*America is the only country where people don’t start their education until after they leave school.*” Drucker saw the workplace as the real “school,” where individuals learn their greatest knowledge, attitudes, skills, and habits. Within every one of us there just might be the entrepreneur seeking opportunity to escape the 9 to 5 habit and risk it all for financial freedom.

Business is where individuals grow, achieve, and create—all within an economy and a society that is continually transforming itself into something new, better, and different. It is particularly seen at the university level where universities compete regularly to attract the top high school graduates from around the world. It is also in business that we define our work ethic and the productivity that leads the world in innovation. It is the American business man and woman that constantly innovates and redefines their space.

In Alexis de Tocqueville’s book *Democracy in America*, he wrote about America’s, “*extraordinary love of work.*” While historians and economists have studied and pondered this question for the last hundred plus years, it is the entrepreneur that understands the power of a dream and holds he or she tends to hold a higher accountability level than the employee who spends the day filled with the dread of making it through. A singularly advantageous characteristic in our culture has been this love of work—not just to survive, eat, or become wealthy. Americans have loved work for its own sake. The fear of failing and the idea of being accountable for your actions to the ones you love and the customers you serve - hold the true rewards of investing in oneself through education, time and the needed experience that

leads to the joy of knowing that your life’s experiences fueled the passion that drives your success in business and life.

INVESTING IN THE NEW DECADE AND BEYOND?

For most, it means do not leave home without your map. The noise is daunting and often distracting from what really matters to you and your family and what you can control. Your financial plan should be a road map of how to get you and your family to where you aspire to be in the future. Having a plan gives you control. It provides you the guard rails to protect yourself from the emotions of the markets and decisions often made emotionally instead of having an understanding of the consequences. Life happens, and ultimately a well-thought-out plan that is flexible should provide you the confidence you need to allow you to focus on what you can control. Every financial decision should be made in the context of your values, containing specific and measurable milestones to keep you on the right course. In our day-to-day world, we assist families in articulating their core values. Know that your goals and objectives change during your lifetime. Yet, your fundamental values rarely change. In today’s challenging world it is more important than ever to work in an environment that is designed to provide you with a sounding board against which all future challenges and opportunities arise. So no matter what surprises life may offer, your plan keeps you pointing towards your “True North.”

If you have not done so, reach out to your advisor, have an honest conversation about your fears, opportunities and the strengths you can capitalize on. Have confidence. You are special and unique. You live in a great country and a wonderful community surrounded by entrepreneurs willing to share their secrets to success. Understand your strengths and seek to capitalize.

The best news of all is that **investing has not changed**. Markets will tend to return to the mean over time. When they go too far in one direction, they inevitably come back. This also means that if we see extremes to one direction up or down, the exact opposite will most likely occur.

“**This time it’s different**”: I think Bob Farrell said it best, “Fear and greed are stronger than long-term resolve.” Interestingly, investing is often much like life. Gains in the market make us feel good, enhance our well-being, and promote a sense of optimism that seems eternal. And just when you think you have won, the world turns nasty and the decisions you made are now fogged by ill-feelings of losing. Losses mount and your emotions are fed by sadness and regret fueled by fear and the sense of increased risk.

Investing is often filled with the emotions of our most recent experience. Having a plan that provides the guard rails to self preservation in times of abundance - preventing us from gorging our selves on the hottest sector - will also protect us from throwing in the towel when that moment looks to be the most difficult and scariest. 💧

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Moneysmart



You, Mom & Advisor Makes Three!

By Robert Katch

Some conversations with your parents are more difficult to have than others. Admitting minor transgressions from high school over a glass of wine is now amusing, but discussing parental finances may be met with stiff resistance. Even though mixing family and finances can be a recipe for serious heartburn, it may avoid much heartache later on. A study by the National Institutes of Health estimates that 14 percent of people over age 70 have some form of dementia, meaning that more than 11 million baby boomers, controlling more than \$19 trillion in assets, will be increasingly at risk of unwittingly destroying the family's nest egg.

A year ago we received a call from a client that he was worried about his 80-year-old mother. She had lost some money in the 2008 downturn and was still losing more

in 2009. It turns out that she was accumulating quite a sizeable portfolio of 30-year muni-bonds. These bonds were volatile and dropping in value with rising interest rates and downgrades due to deteriorating state and municipal budget conditions. A very charming broker was calling her frequently extolling the nice yields on the "safe" bonds and she enjoyed the attention and liked the yields he promised.

RULE OF 100

With almost 8,000 people turning 60 each day, inter-generational financial discussions are more important than ever but still remain difficult to initiate. Often, the topic does not come up until a crisis arrives, or it's too late. A better course is to plan ahead and use my rule of 100. I know all you procrastinators are hoping I'll say when your parents have their 100th birth-

day it's finally time. But, no...when your age, plus your oldest parent's age equals 100, it's time to have "the talk." Hopefully, they had "the talk" with you when you were a child, and now it's your turn to return the favor. Instead of the birds and the bees, it's now the banks and the brokers. As the saying goes...the more things change, the more they stay the same!

We forget how fast our society has evolved. Only a few generations ago, long retirements or amassed savings were a rarity because people worked more years and died younger. Our parents and grandparents likely did not have this talk with their parents – it wasn't necessary. Unfortunately, societal norms have not kept pace with the need. Thus, it is likely that your parents will resist at first because it is uncomfortable. They've spent their whole life building independence, so

it is hard to begin relying on others.

Almost 20 years ago, I was visiting with an elderly widow who had ceased all her usual social activities. In talking with her at her home, she mentioned that she hadn't even seen her friends in months and then sheepishly explained that she was embarrassed and afraid of running out of money by year end. With some gentle conversation, I realized she was confusing her income with her worth. She thought the \$50,000 check she received each month was all she had (like it was a statement being sent each month), instead of merely the 4% interest on the \$15,000,000 in muni-bonds she owned. She began weeping as I explained her true situation.

THE TALK

Given the discomfort, it is best to plan a few weeks ahead and consider the following:

1. Privacy – Create a relaxing time and place where you are alone with your parent(s) in person. Avoid stressful times of year and busy locations, and *do not bring your spouse* to the initial conversation. If done correctly, this won't be a one-time event, but the start of a positive, ongoing dialogue.

2. Pride – Respect their right to make their own decisions. Early on you should clearly state that your only goal is to make sure they are well taken care of. You need to understand what they desire before you can begin to help. To be successful there needs to be honesty and transparency from all. Please consider in advance how they will likely handle these three concerns:

- A. **Control** – They may fear losing control of their personal and financial independence.
- B. **Choices** – They may fear making these tough decisions when faced with their own mortality.
- C. **Conflicts** – They may fear creating or reigniting family conflicts.

3. Professional – Don't try to do this all by yourself. It is best to recognize that you and your parents, individually and jointly, have baggage. Extricating yourself from the burden of the process will likely accelerate and assure its

completion. Get an independent advisor involved so they can initiate the tough conversations and do the heavy lifting.

GET A TEAM

All too often these discussions center on estate planning and other end-of-life issues. Unfortunately, much of the financial damage occurs well before that, when late in life competency wanes, dementia sets in, and vulnerability to scams and bad advice increases. During these later years, a diligent Financial Advisor watching the accounts for unusual activity and serving as a buffer to bad advice is so valuable. Financial Advisors come in two main types. First, Registered Investment Advisors (RIAs) are "fiduciaries" and legally must put their client's financial interests above their own. The second type, Registered Representatives (Brokers), are not fiduciaries, and are held to a lower legal standard that the investment, or advice, is merely "suitable," but it does not have to be in their client's best interest. Also, beware of advisors with both licenses as you often can't tell which hat they are wearing. In addition to an experienced RIA, it is also important to have a CPA and an Estate Planning Attorney on the team. The good news is they are also held to a high legal standard.

Last year we had a long-time client come to us with some concerns about her widowed sister's diminishing mental health and financial wellbeing. Her sister had always lived quite frugally and she didn't know much about her situation. She came in with a shoebox full of papers, and with our help, quickly learned it was quite a mess, but a surprisingly good one. Un-cashed dividend checks dating back years were soon found stuffed around the house and stock certificates were as common as magazines. After many months of meetings, accounting and legal work, the sister is now well taken care of with an estate in the multi-millions.

THE "MONEY SPOUSE"

In most relationships, due to interests and efficiency, responsibilities are divided and one person tends to take care of the money. This "money spouse" is frequently the husband, who is often older, and has a shorter life expectancy

to begin with. Thus, it is often the widow left holding the financial bag. While the money spouse has often done a fabulous job of managing their financial affairs, the surviving spouse may not have the desire, or ability, to continue. The survivor is then vulnerable to undoing all of the deceased spouse's work. I've seen detailed notes left by the money spouse instructing the survivor on how to continue their investment system. Even the best laid plans are destroyed by inattention, inability, or an unscrupulous advisor that gains the surviving spouse's confidence.

Almost 15 years ago a recently retired couple came in to meet with me. He had a very nice portfolio that he had set up and managed himself for several years. I told him I liked what he had done and we discussed his strategy and our services. He told me that he liked our approach and would come back in 10 years or so and let us begin managing once he felt he could no longer do it adequately. He wanted to save our fee in the meantime. Unfortunately, he passed away before making the transition and his spouse soon made some big mistakes.

CONCLUSION

The sad thing about competency is that you don't know you don't have it until it's too late to know. If you are the adult-child of an elderly parent, there is no time like the present to begin working with your parent to make sure they are well taken care of. If you are that parent, and still feel fully capable of managing your affairs, maybe now is the time to begin working with a professional advisory team of your choosing to make sure your well laid plans will continue to provide for those you love.

How will your family's story be told? 

This material provided for general and educational purposes only, and is not legal, tax or investment advice. For each strategy or option mentioned, there are detailed tax rules that must be followed.



Robert J. Katch is the founder of Manchester Financial, an Investment Counsel/Wealth Management firm located in Westlake Village. For more information call 805 495 4405

2010

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Dr. Ian Armstrong
+ Rikki Alakija
Arriving in Haiti

The Hands that are Helping Haiti

Dr. Ian Armstrong returned to Haiti this month with Transformational Development Agency on a Reconnaissance, Logistics and Information-gathering Trip

Children are happy to see volunteers willing to help



In the March issue of the magazine, we covered our Medical Editor's immediate response to go into Haiti with Transformational Development Agency, shortly after the devastating earthquake that killed well over 220,000 people in January. During that time, Dr. Ian Armstrong, members of Calvary Community Church Relief Team, and TDA (Transformational Development Agency) had walked into a shock-phased country where the smell of death was overpowering and chaos reigned as people struggled to come to terms with the devastation of the 7.0 earthquake.

THE TRANSITION FROM IMMEDIATE EMERGENCY TO LONG-TERM RECOVERY

On this trip back to Haiti, Dr. Ian's and TDA's objective was entirely different. Dr. Ian quotes the founder and CEO of TDA, Dr. Ayoade Alakija, who says emphatically: 'We must work BOTH from the top-down as well as from the bottom-up if sustainable change is to be achieved'. TDA organized this return trip. The goals were multi-functional but the main objectives involved the logistics of reconstruction, and for this, the group was led by Vince Daly, a well-known local developer and business man. Vince had meaningful business connections in the Dominican Republic - which due to proximity and complexity - would prove useful in long-term projects in Haiti.

- 1) **Entrepreneurially:** to Connect with Successful Local Business People who understand how to mobilize resources efficiently.
- 2) **Medically:** to Check on the Maintenance of the Hospital at New Life Orphanage outside Port-Au-Prince

UPON LANDING IN THE DOMINICAN REPUBLIC AND THEN HAITI, DR. IAN ARMSTRONG REPORTED BACK ON THE NEW REALITY THAT FACES THE HAITIAN PEOPLE:

This trip back was entirely different from our first trip where we witnessed shock and numbness - immediately after the earthquake. What's replaced it now is a sense of palpable desperation. Reality has sunk in and people now understand their circumstances dreadfully well. They're dealing with every-day survival and the trauma of missing arms and legs. It's the rainy season and sewerage has washed out into the streets into stagnant water ponds where mosquitoes are breeding. There is no meaningful organization at the grass roots level yet in Haiti. That's where the focus of our energies are now.

SUSTAINABLE ECONOMIC RECOVERY PROGRAMS

Successful local Conejo Valley Developer, Vince Daly, was an invaluable person to have on this return trip. He jumped right in with us and it was inspiring to see his level of expertise go into motion. We landed in neighboring Dominican



Vince Daly



A child at New Life Orphanage Haiti



One of the many children at New Life Orphanage in Haiti

Republic and from there, went over to Haiti. Vince knew how to join together all the dots and we were in awe of his ability to rally the right people and the right resources. He put us in contact with John Moller, a successful businessman in both the U.S. and the Dominican Republic. Moller has multiple business interests: one is high-tech drip farming and collectively, we realized that a critical aspect of Haiti's recovery is going to depend on the supply of food. From there, having access to a transportation system is vital, not only for the ferrying of food, but also for medical supplies. Moller helped us access truck and shipping organizations that could carry food and medicine into Haiti. What we quickly understood is that it's a lot easier to work from the Dominican Republic and from there, work our way to Port-Au-Prince. The United Nations does exactly that. We encountered UN planes arriving in the Dominican Republic's capital, Santa Domingo.

SUSTAINABLE MEDICAL RECOVERY PROGRAMS

We are extremely grateful to 'Nuvasive' in La Jolla. They're a progressive, innovative spine technology company whose contributions are critical to those who've been crushed by the earthquake. They have also given financial support directly to rebuilding the orphanage. New Life Orphanage requires so much attention. Robert Shaw, CEO of Thousand Oaks Surgical Hospital (TOSH), has also offered support of the medical relief efforts in Haiti. The new normal for many Haitians is the specter of beginning their journey as amputees. There is long-term physical therapy and care needed for these amputees. But beyond just the medical needs at the orphanage, it has structural problems which we are attending to with the help of Vince Daly. In other words, we're way beyond the ether. Walls, roofs and doors need fixing. And of course, human bodies have to be put back together again. The wounds left behind from the earthquake are painfully physical and emotional.

Dr. Ian Armstrong caring for injured children at New Life Orphanage



JOINING FORCES WITH SEAN PENN'S GROUP (JENKINS-PENN HAITIAN RELIEF ORGANIZATION)

I have much admiration for the work that Sean Penn and his HRO group is doing (www.jphro.org). He has the courage of his convictions and is providing genuine humanitarian relief. They contacted us on the day of our departure in order to supply and deliver much-needed computer equipment to help further their efforts. Getting Haiti back on its feet requires a collective human effort.

THE COLLECTIVE HUMAN EFFORT

What's proving to be invaluable in terms of organizational relief is the pooling of all our expertise. Together, we can help Haiti substantially and I'm excited to witness the generosity of companies and individuals - who really are stepping up to the plate.

For more information on how you can help, go to <http://www.tdafrica.com/donate.htm> or call 818 292 8842



Top Ten Tips for Becoming and **STAYING** Motivated for Exercise

By Colin Armstrong, Ph.D.

How many times have you started a new exercise program only to drop out after a few days or weeks? Don't feel bad, you're in very good company. Luckily some very simple principles and strategies can help us stick with exercise long-term. Alongside are 10 of my favorites.

ONE: Don't think "no pain, no gain".

As a species, we're pretty good at avoiding pain, and yet we often think we'll somehow stick with exercise 'this time', even if we make it just as painful as can be. If you have a natural affinity for high-intensity exercise – great! However, exercise does not have to be high intensity or painful in order to provide amazing benefits. Do higher intensity workouts provide additional health benefits? Sure. However, keep in mind that an adequate exercise routine you stick with is far better than the 'perfect' routine that you soon quit.

TWO: Choose activities that you enjoy.

Being physically active was fun back when we were kids, but as adults we often view those very same activities as a chore. Do you recall the fun you had as a child going for a walk or riding a bike? Did you enjoy dancing when you were younger? Well, obviously, all of those count as exercise. If you haven't enjoyed the types of exercise you've tried lately, ask your friends and co-workers about what they've enjoyed. Obviously, fitness professionals can also offer up some great ideas.

THREE: Use distraction techniques to boost your enjoyment.

Some individuals like to talk to a friend while they exercise. Others prefer to watch TV or to listen to music, books on tape, and podcasts. Some of my clients have boosted their enjoyment by listening to their favorite books on tape ONLY during exercise. That is, they wrap-up a chapter as they wrap-up their workout and then don't listen to the next chapter until they exercise again. Not only does this make each session more enjoyable, it gives them an added reason to do their next workout. Of course, when using distraction techniques, one must remain aware of traffic and other potential sources of danger.

FOUR: Set appropriate goals.

If you had a large multi-year project at work, chances are you'd break it down into a

series of tangible and achievable steps and goals. A common mistake with goal-setting for exercise occurs when an individual sets only long-term 'outcome goals' such as "I want to lose 40 pounds by summer". Then, a couple of weeks before summer, they realize they aren't even close. If you were planning the construction of a high-rise building, would you plan out only the completion date? Outcome goals can be useful, but remember that you don't have

REMINDER ABOUT EXERCISE SAFETY

- Exercise is akin to a miracle drug – it's a virtual fountain of youth. However, those who suffer from certain health conditions and symptoms should check with a qualified health-care provider about getting started and exercising within safe limits. Examples would include those who suffer from heart conditions, high blood pressure, diabetes, bone or joint problems, episodes of dizziness or loss of consciousness, or pain or pressure in their chest or back when they exert themselves.
- If you're new to exercise, start off slowly with light to moderate intensity exercise. A good rule of thumb for the beginner is to follow the "talk test": if you're so out of breath that you can't carry on a conversation, then slow it down just a bit. Those who wish to engage in higher-intensity exercise (like jogging) and/or in strength training should consider getting instruction in proper technique and progression from a qualified trainer.

direct control over those outcomes. You can't, for example, control exactly how much weight you lose on a weekly basis. However, you DO have direct control over 'exercise goals'. Think about specific and achievable exercise goals that will lead to your desired outcomes (e.g., "I will walk for 30 minutes each evening this week").

And please remember to be realistic -- if you've put on extra weight over a period of years, why should you expect to take it off within just a few weeks?

FIVE: Use "self-reward" strategies.

Self-reward strategies involve selecting activities or items that you then 'earn' by exercising. Rewards can be monetary - such as putting \$5.00 in a jar each time you exercise and then spending it on yourself or on your family. The list of items you can earn with a self-reward system is nearly endless - new clothes, massages, manicures; you could even set up a self-reward system that sets money aside for a vacation. Rewards can also be free, such as taking a relaxing hot bath or shower right after your workout. If weight loss is one of your goals, be cautious about rewarding yourself with food, as the calories in a dietary 'treat' can undo those you just burned off in your workout.

SIX: Anticipate and plan for obstacles to exercise.

Poor weather, time demands, travel, holidays and social events are just some of the things that may get in the way of your exercise program. Try to anticipate and plan for such obstacles so they don't undermine your efforts. When traveling, for example, stay in hotels with fitness rooms or make sure to bring your walking shoes. When obstacles DO prevent you from exercising for a few days, remember that sometimes 'life happens' and just get back to it.

SEVEN: Increase your social support for exercise.

Family, friends and coworkers may be able to help you stay active by offering encouragement, offering to exercise with you, and helping you to find time for exercise (or at least respecting your time for exercise). Consider joining an exercise class or walking group. Social networking sites, such as Facebook, MySpace or Twitter, can also be used to enlist the support of others and to celebrate your successes.

Exercise doesn't have to be the high point of your day, but neither does it have to be something you dread. If you turn exercise into an activity you absolutely hate, what are the chances you're going to stick with it long-term?



EIGHT: Cut back on sedentary activities.

Most people have a few favorite TV shows and the rest are basically ‘fillers’ – shows they’ll watch, but don’t really look forward to. Could you limit your TV viewing to only those shows you truly enjoy? Could you cut back on time spent poking around on the internet? Cutting back on TV and internet use can help you find more time for activities that not only are better for your health, but that typically bring greater meaning and purpose to your life – such as gardening, walking with a friend, or playing with your kids.

NINE: Regularly fuel the fire of your motivation.

What happens if you don’t regularly add fuel to a fire? Unfortunately, motivation often fades because we focus on only one or two reasons to exercise and overlook all the many ways that exercise can improve our health and quality of life. For example, when life is hectic, the fact that regular exercise will help you manage your weight may not be a strong-enough motivator. Think of your motivation for exercise as a fire and your reasons to exercise as your fuel – the more fuel you add the better. You can regularly fuel your fire by reminding yourself that exercise will help you manage your weight AND help you to feel more confident, be more productive, sleep

better, manage your stress, increase your energy, improve your heart health, strengthen your bones, prevent cancer, etc. etc. By repeatedly reminding yourself of ALL the benefits you gain from exercise, you can keep your motivation from sputtering out.

TEN: Identify deeply personal

motivators. What is extremely important in your life? Is it your kids or grandkids, your career, your social life? Are you passionate about travel or your hobbies? Is it involvement in your church or charity work that adds great meaning to your life? Once you’ve identified a vital part of your life, think about how exercise could help you in that area. By doing this, you can take a potential obstacle to exercise and transform it into a powerful motivator. For example, I could tell myself that my busy career leaves no time for exercise OR I can think about how exercise will very much help my career (e.g., “I’ll be more alert and productive and feel more confident while in my meetings”). A busy mother could feel guilty that exercise takes time away from her kids OR she could identify the many ways her children would benefit if she were to make exercise a regular part of her life. **Remember, the root of the word “Motivation” is Motive. With a strong motive, there is much we can achieve!**

The Chinese philosopher Lau-Tzu taught us that “a journey of a thousand miles begins with a single step.” Living a healthier life can be viewed either as a chore OR as a very rewarding journey. My hope is that you will take that first step and that these strategies will help you stay on your path. You will experience roadblocks along the way, but simply because you get tripped up and stop walking for a few days is no reason to give up on your journey altogether. Just get up again and keep pressing forward. This journey is definitely worth it.

Best of health! 



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Colin’s work focuses on mind-body wellness. He has a particular interest in how our thoughts can sabotage our motivation, undermine our confidence, contribute to unhealthy eating, increase our stress, and harm our health. He is published in a number of scientific journals and frequently provides seminars for national and international corporations.

Feel free to contact him at Colin@MotivationForExercise.com or colin.armstrong@vanderbilt.edu.

Culturalpursuits



Stern Fellow Rachel Wood in a French master class performing Messaien's *Répétition planétaire*

PHOTO BY RON HALL

Breaking the Song Barrier:

SongFest at Pepperdine 2010 **By Alex Biston**

An international roster of singers, pianists and world-renowned faculty will gather this June on the beautiful Malibu campus of Pepperdine University to study, perform and grow as artists at the annual tradition known as SongFest.

“What sets SongFest apart from other well-known summer festivals is a winning combination: the most dynamic, distinguished faculty you’ll

find anywhere; a diverse group of singers and pianists from all over the world with all levels of ability and experience,” says artistic director Rosemary Hyler Ritter. “It’s a highly-organized schedule of classes and concerts put on by the Pepperdine faculty and staff who have welcomed us with open arms—and put the emphasis on ‘Art Song.’”

This summer marks SongFest’s 15th year. Founded in 1995 by Ritter and former UCLA opera director John Hall,

the extensive, summer performing workshop is designed to give singers and pianists, teachers and coaches the opportunity for in-depth study and networking with world-renowned faculty. The diverse event includes programming for professionals, undergraduate and high school students, and educators seeking to learn new teaching techniques.

“Most singing festivals concentrate on opera,” says Ritter, “but SongFest’s focus

“What sets SongFest apart from other well-known summer festivals is a winning combination: the most dynamic, distinguished faculty you’ll find anywhere; a diverse group of singers and pianists from all over the world with all levels of ability and experience,” — Artistic director Rosemary Hyler Ritter



The American SongBook Concert - Musical theater favorites with faculty John Musto, piano and the Stern Fellows in a final bow

PHOTO BY RON HALL

is Art Song and the spiritual cantatas of Bach.” SongFest faculty member John Harbison adds, “This often neglected genre of voice and piano song will provide the singers and pianists with a rich view of this world which will nourish them for their entire lives.”

Uniquely for professionals, the Marc and Eva Stern Fellowship Program awards a selected number of outstanding singers and pianists a full merit-based tuition, including room and board, each summer. Past winners have attended Julliard, Guildhall School of Music in London, the Curtis Institute, and many other prestigious institutions around the world.

“SongFest gives singers a safe but challenging place to explore who we

are,” says Emily Albrink, a three-time SongFest Fellow and now a young artist at Washington Opera’s Domingo Young Artist Program. “With their emphasis on communication and a deeper understanding of the words, you have the freedom and pressure to go out there and deliver a song without costumes and sets to help you—as in opera. It’s just you and a piano on stage with your feelings.”

Unlike other music programs that run for seven to eight weeks, SongFest runs for just three weeks, so the participants’ schedules are intense. A typical day is filled with master classes, vocal coaching, and rehearsals. In addition, six to eight concerts are held throughout the program.

But SongFest attendees can handle

the rigor, having passed through a challenging audition process. Singers must prepare four different pieces of work, sung in either Italian, German, Spanish or French. Pianists must also prepare four pieces of work, usually two in contrasting styles and two of their own choice. The auditions are held in 6 cities throughout the United States and Canada, as well as Taiwan.

What makes the SongFest program thrive is the impressive level of talent among instructors, “all passionate and bursting with pride about the music that is their life’s work,” says Ritter. Esteemed faculty members include Graham Johnson, Martin Katz, Margo Garrett, John Musto, Tom Cipullo, John Harbison, Jake Heggie, Lori Laitman and Ben Moore.

Today Ritter marvels at the scope and success of the SongFest program. “It started out very small and John and I managed every aspect of the program. It has now grown to be one of the most well-respected song festivals in the world.”

“With their emphasis on communication and a deeper understanding of the words, you have the freedom and pressure to go out there and deliver a song without costumes and sets to help you—as in opera. It’s just you and a piano on stage with your feelings.” — Emily Albrink

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SOUTH EAST ASIA

EXPERIENCE THE BEAUTY OF ITS SOOTHING CALMNESS • STORY & PHOTOGRAPHY BY SCOTT BLATT

When you travel to South East Asia, one of the many things you will notice is that there is a unique calmness and peace to the place. The people in this region are gentle, unstressed and unhurried. The stressors that you deal with every day on the western roller-coaster will vanish as you step into this soothing land of immense natural beauty. An added advantage of visiting SE Asia is the value of the US dollar against the Thai Baht—the local currency. \$US1 is worth 32 Thai Baht which will make this a very affordable travel destination.






South East Asia is one of the most diverse regions I have ever traveled to. If you're planning to experience another fascinating culture, and perhaps embark on a spiritual journey, it's steeped in cultural and spiritual depth; or if you'd like to relax on beautiful white, sandy beaches and take in the beauty; you can. Alternatively, if a vibrant night life atmosphere is what draws you, there's plenty of activity, great Thai restaurants, and inexpensive shopping.

THAILAND

The south of Thailand is paved with soft white sand beaches, palm trees and warm turquoise waters. If you're in the mood for physical exercise, you have the option of plenty of action-packed water sports, including sports diving and rock climbing.

Phuket (pronounced pu-ket) is one of the southern provinces of Thailand. It is Thailand's largest island that offers the ultimate play ground. Looking out toward the coastline you have beautiful white sandy beaches with scattered palm trees meandering along warm turquoise waters. One of Phuket's most famous beaches is **Patong Beach**. For \$US2, I was served a delicious Thai meal while I lay out on the beach with my feet in the white sand. In contrast, when you turn around, the streets are lined with restaurants, shops and nightclubs. If you've come to party, this is definitely the spot.

A one-hour boat ride from Phuket will take you to the smaller **Ko Phi Phi Islands** - either for a day or for the night. The movie, "**The Beach**" was filmed at **Maya Bay** on Ko Phi Phi Island. I did this trip and would definitely recommend it.

A photograph of Angkor Wat in Cambodia at sunrise. The sky is a gradient of orange and pink. The silhouettes of the temple's towers and palm trees are reflected in the water in the foreground. The text is overlaid in the upper right corner.

SUNRISE AT ANGKOR WAT, CAMBODIA
Imagine going somewhere with the history of Rome; then go back a hundred years before the crowds, and place it in a jungle with orange-robed monks, ride-able elephants and exotic monkeys. That's what you will find here.

Central Thailand boasts the largest city - **Bangkok**. Bangkok is alive 24-7 and is a collage of urban elements with plenty of shopping opportunities and great restaurants. It's exotic because of the fusion of the urban elements with traditional, ancient Thai culture. You can spend the mornings visiting **Damnoen Saduak**, the floating market, and see the traditional ways of selling and buying fruits and veggies from small boats.

In the north of Thailand, **Chaing Mai** and **Chaing Rai** lie in the cooler mountainous areas and this is the most spiritual part of the country. Outside of the traditional temples, you can do elephant treks through the jungles and hike to see the hill-tribe villages (the 'Karen Long Neck' people). Some of these people are there because they had to flee from Burma (which is now Myanmar) to neighboring Thailand.

If you are embarking on a **spiritual journey**, you can visit the temples ('wat' means 'temple' in Thai) which are not only a tourist attraction, but they are also important parts of Buddhist traditions where monks live in the temple complexes and attend prayers - after which they perform their duties. Many people journey to Chaing Mai to spend time with the monks and learn about their way of life, which is very peaceful and spiritual. **Wat Doi Suthep** is one of the beautiful temples that overlooks the city of **Chaing Mai**.

South, Central and North Thailand are so diverse that it's like visiting three different countries. The south is beautiful beach territory where you can relax or party till you drop. The north is a cooler temperature region with gorgeous mountains. What all three regions of Thailand share in common are warm, gentle, friendly people who will welcome you with open arms.



Thailand's Gold

Woman of Damnoen Saduak selling fruits and vegetables from her boat





Buddhist monk in Angkor Wat, Cambodia

CAMBODIA

A short flight from any major city in Thailand to **Angkor**, Cambodia, will bring you to one of humanity's most incredible architectural achievements. **Angkor Wat** is a large temple complex comprised of over 100 temples. It was built in the Khmer civilization between 802- 1,220 AD. Imagine going somewhere with the history of Rome; then go back a hundred years before the crowds, and place it in a jungle with orange-robed monks, ride-able elephants and exotic monkeys. That's what you will find here. You can ride an elephant through much of the complex, or just sit and talk about life with some of the monks who are there to meditate. It's the closest experience to being in an Indiana Jones movie. In fact, **Indian Jones and the Tomb Raider** was filmed here.

The dark side of Cambodian history is also spread throughout the country. The killing fields are evident at a number of sites where the Cambodians were killed by the Khmer Rouge in 1975 through 1979.

THE WEATHER

The weather in South East Asia, much less Thailand, varies from region to region. It is best to avoid the rainy season, which is July to October. The best time is their cooler/ dryer season from November to February.

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THAILAND, MYA BAY OFF KO PHI PHI

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Karen Long Necks outside Chaing Mai



Scott Blatt, the author, in Angkor Wat, Cambodia




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ties to immerse oneself in the local culture, while respecting the history, culture, beliefs and customs of the area. The itineraries include hotel accommodations, transfers, and tours with a local English-speaking guide so that you will not miss anything along the way. The prices are all inclusive of these services.

Most importantly, Red Lantern Journeys believes in responsible tourism from all sides, including the tourists and the companies, hotels, and local communities who service them. 

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Surfsmart

An easy-to-use iPhone Application Written by World Champion Surfer Shaun Tomson



Shaun Tomson

Choosing the correct surfboard and equipment can be challenging, whether you are just starting out or have been surfing for many years.

This application will help make sense of the shape and design features that make up a surfboard – from rocker to roll, rails to tails, fins to foils – and assist in making the best, most informed choice from a multitude of possibilities. It also gives an overview and explanation of the best equipment to go along with a surfboard to make the most of the surfing experience.

Shaun started surfing in 1965 and over the years has taught hundreds of people how to surf. He has worked with over 40 of the world's greatest surfboard

“An excellent overview of surfboards and surfboard design.” Al Merrick, Channel Islands Surfboards

shapers and has a broad knowledge of surfboard design and equipment, which he outlines in clear, simple terminology. You can buy the “Surfing” application at the Apple iTunes store for \$1.99

“When I am out in the line up I often see people struggling on unsuitable equipment, teeny submarine-like boards that might be great for an expert surfer but are inappropriate for a beginning or intermediate surfer. When a person starts out on the surfing journey, the trip can be made infinitely easier if one starts out with the right equipment. This little application is designed to do just that – help understand and select which board and equipment will be the most suitable to maximize the fun factor and make learning and improving as quick and as painless as possible.”

Shaun Tomson, Santa Barbara, California, USA—shauntomson@yahoo.com 

FEATURES

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