

Section B

Think Science

By Dr. Lara Ferry-Graham



Into the Swing of Things

A baseball is a 3-inch diameter sphere traveling at upwards of 100 miles an hour, at least in the pro leagues. It is 9 inches in circumference, and 5 ounces in weight. And, it is darn hard to make contact with it. It is in fact so hard to hit this ball that hitting it 3 out of 10 times is considered really quite good. If you were in one of my courses and got 30% correct on an exam I gave, I would ask you to seriously reconsider your career choices.

It is so hard to hit that little white ball that batting in baseball is a metaphor for life. If you push yourself to take on something really challenging you 'step up to the plate', if you are working really hard and aren't giving up you 'keep on swinging', if you failed entirely you 'struck out', and if you pulled it off beautifully you 'hit a home run'.

ball Almanac, the best batting average in a single season, ever, is by Tip O'Neil. A 0.485. He earned this in 1887 playing for the St. Louis Browns. Of course, in 1887, they counted walks towards your batting average. But, that is not the case for several other 400 hitters on the list. In the first part of the 1900's Ty Cobb made the list 10 times, and he is Number One on the list of all time leaders with a lifetime average of 0.366. It is getting harder and harder to make the list, and those 400 hitters are a thing of the past. On the list of the top 100 batting averages in a single season, there are only three who played the game during years when I was alive. Ranked number 53 is George Brett of the KC Royals with a 0.390 earned in 1980. Rod Carew of the Twins batted a 0.388 in 1977, giving him the 61st spot. And Larry Walker of the

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Random Tangents

by Monica Wilmot



Disclaimer: *I am my father's daughter in the following regards: I look like him, I have a brain and use it, I can be rather nerdy at times, and I have a profound pride in Marina, my hometown. That being said please remember that while I may have traits in common I speak for myself. I do not speak for my father nor do I speak for my family. I have my own mind, my own thoughts, my own opinions; the following article is me exercising my right to use those things.*

Last week I was invited by a friend to attend a League of Women Voters luncheon in Monterey to hear Mayor Bruce Delgado speak. This friend thought I might be interested to write about the luncheon in my column since it involved Marina (and everyone knows how pro-Marina I am). I have mulled over what I was going to write in this article for several days now and have come to the conclusion that I cannot make this article as pleasant as I had hoped before attending the

luncheon. While there are things that I do agree with Delgado on, the things on which I do not agree are not trivial.

First, let me mention the points of Mayor Delgado's talk that I agree with or don't find completely without merit. Bruce (I've known him since I was around 11 so think of him as "Bruce", no disrespect meant), as everyone knows, is big into the environment. He would like to see Marina become an environmentally sustainable, vibrant university town. That's an idea I can get behind. He would like to see The City more environmentally friendly and a host to more green jobs and green energy; again, sounds good to me. He would like The City to redevelop instead of cheery-picking former Ft. Ord lands for new developments; I think redevelopment is a good idea since it will help revitalize the town, however, I don't necessarily think

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Financially Speaking

By Renee Bailey



March Madness has a whole different meaning for Bankers! March is IRA season. As folks get their taxes done, many of them realize that they need to make a contribution to or start an IRA. An IRA (Individual Retirement Account) is a savings account that provides tax advantages to people who are saving money for retirement purposes. Sounds pretty straight forward until I tell you that there are five different types of IRAs and that your banker cannot advise you on which one you should have.

The first type is the Traditional IRA. You can contribute up to \$2,000 per year into an IRA, but the amount that is deductible depends on your Adjusted Gross Income (AGI), and whether you are covered under an employer-sponsored retirement plan (think 401k). So, depending on how you file (Single, Joint, etc), and your AGI, your contributions may be

completely deductible, or non-deductible, or somewhere in between.

Next is the Educational IRA. You can contribute up to \$500 per year into an education IRA, the interest earned is tax-free and distributions get favorable tax treatment when used for authorized educational expenses. These plans are not widely used because they are very restrictive as to who can contribute and how much can be contributed each year. There are also restrictions on what the money can be spent on to qualify as an educational expense.

Third on the list is the Simplified Employee Pension or SEP IRA. These are set up by the employer who can put up to 15% of your total pay into a special IRA account. Sole Proprietors can establish these plans for themselves.

The newest IRA is the Simple IRA. These are

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Primeris

5 by Francine Rodd, Directora Ejecutiva



Cómo Leer las Etiquetas de los Alimentos para Tomar Decisiones Sanas para los Niños Pequeños

Uno de cada tres niños en California sufre de sobrepeso o está en riesgo de sufrir de sobrepeso. Sin embargo, un simple paso para ayudar a prevenir la obesidad infantil es leer las etiquetas de los alimentos. Ya que las mismas a menudo pueden ser confusas, Primeros 5 del Condado de Monterey le ofrece las siguientes sugerencias para entender mejor las etiquetas de los alimentos.

Los ingredientes a continuación son importantes para el desarrollo saludable de su hijo.

Proteínas: Los niños necesitan proteínas para desarrollar músculos. Los alimentos con mayor contenido de proteínas son las carnes magras, las aves, los pescados y los alimentos lácteos.

alecer los huesos, le dan energía a su hijo, y pueden ayudar a prevenir enfermedades. Cinco porciones diarias de frutas y vegetales ayudan a que los niños obtengan estos importantes nutrientes.

• Fibra (o Fibra Alimentaria): Los alimentos de alto contenido en fibra ayudan a los niños a sentirse llenos por más tiempo para poder concentrarse mejor. Algunas de las mejores fuentes de fibra son los panes y cereales de grano entero, las frutas, los vegetales, los frijoles, y los frutos secos (nueces).

Limite los siguientes ingredientes para los niños pequeños.

• Calorías: Para los niños pequeños, los alimentos deben tener una cantidad

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Health and Harmony

by Christina Grant, Ph.D.



Becoming Whole Again

A holistic approach to healing is becoming better known as people increasingly take responsibility for their own health and wellbeing. Some folks are disappointed by the limitations of surgery and medication or just weary of living in pain, either emotional, physical, or spiritual. I wouldn't knock surgery and medication, as they can save lives, help us through intense pain or the surgeries themselves, and bring us out of acute trauma. But they are overused and abused when they are bandages for deeper issues. Then they become part of the problem.

Last week an acquaintance had knee surgery. I asked if she had seen any holistic practitioners before deciding on surgery. Yes, she had seen four doctors. I replied, "I mean holistic practition-

ers, an acupuncturist, any type of natural healer..." Her brow furrowed and she looked puzzled. I decided to write about it.

A couple of days later I was asked to write articles on holistic healing but not include "spiritualism" and instead stick with scientific studies. I declined the request, indicating that holistic healing includes an integrative approach to the wellness. That means the body, mind, emotions, spirit, subtle energies. It also means the heart is involved, something incongruent with modern science unless we are talking about the individual, fist-sized human heart. There are excellent scientific studies on the effectiveness of acupuncture, homeopathy, meditation and other holistic modalities, all of which deal with subtle energies

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Rock Star Marketing

by Jennifer Filzen
Are You Performing Well?



I often teach Social Media Marketing classes for Baby-Boomers interested in learning more about marketing their businesses online. Often-times, I'll get people asking me what's the difference between Twitter and Facebook. Even more often, I have to answer their questions of "Why should I care?"

Unless you're constantly studying up on the social phenomena and industry of Social Media Marketing, it is easy to feel overwhelmed by it all. The playing field is changing and shifting rapidly and it's difficult for many to feel like they are on top of the major platforms, how they're used, and how using them benefits their business.

With a little help from a document that I received from a student...Thank you, Galen Call of Treehouse Mortgage!...here is a guide to the Social Landscape. To find

this nifty little document online, Google search "CMO Social Landscape R5" and you'll find it. But for those of you who aren't interested in going online, here's a summary.

Chief Marketing Officers are heavily investing in social media marketing, and they are using the major social media sites to promote their business. These major social media sites can allow businesses to interact with their customers (in varying degrees of depth), provide brand exposure, direct traffic to their websites, and improve their Search Engine Optimization (SEO).

The major websites are:

Twitter --A microblogging site that enables users to send "tweets" or messages of 140 characters or less.

Facebook --A social networking site where users

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