

Section B

Think Science

By Dr. Lara Ferry-Graham



Got allergies? Get worms???

I heard about something this week that literally grossed me out. That is pretty difficult to do. I routinely gross other people out - occupational hazard. I talk about unsavory biological subjects at the dinner table (and just recently caused an innocent 9-year-old to lose her appetite). So, if I hear something that is too much even for me, you know it has got to be truly gross. It also means the gross thing is probably about parasites, because that is just about the only thing that sends me right over the top.

NPR recently featured a story about a gentleman who had bad allergies and asthma, and intentionally infected himself with hookworms as a way to "cure" them. I have allergies and asthma, and I am absolutely unwilling to infect myself with hookworm, or any other parasitic worm. But, I was intrigued.

The basis for this man's actions was the observation that allergies and asthma are pretty rare in undeveloped countries; countries where parasite infestations are rampant. And, this is quite true. But, are parasites the reason for the low incidence of allergies? There are lots of other factors that could be at work here. For example, the first thing that springs to my mind is that we are simply too clean here in the US. Many studies have pointed out that we have sterilized our environment for our children to the point that they don't build up immunity to the world around them as well as they used to. We are too clean. And, when they encounter the routine "stuff" floating around out there in the world, it affects them more strongly than it might otherwise. Simply put, our kids need to be allowed to get dirty.

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Random Tangents

by Monica Wilmot



The Monterey Bay Area is a HUGE tourist location/trap (depending on how you see it). People come here to learn about John Steinbeck (I've only been forced to read one of his books and refuse to read any others simply because I've decided I'm so over him), visit the Aquarium, and see the first capital of California and a bunch of other stuff that goes in one ear and out the other. It's home; and for some reason I've never really been that interested it what's around me. But every now and then I am surprised by the little, or not so little, things that I see while wandering around the area.

Earlier today while heading to the foot path that connects the Warf to Cannery Row I decided to cut through the bocce ball lanes near Custom House ... have you ever noticed the drains? I'm sure you haven't because, honestly, why would you go around looking at drains? But they are rather cool. The grassy areas near the bocce ball

courts have their own drains... and they are all different. They're not different in the sense that one is square and one is round but different in that one's a snowflake, one's a tornado looking thing, the other is some odd design that I can't give a name to and so on. I have spent years visiting that part of Monterey but have not actually noticed until now. And another thing: did they recently change the area around the statue of Santa Rosalia on the foot path? People swear to me it's not new but I honestly have never noticed that statue before in my life (well, if I have I apparently forgot).

While these two things aren't really a big deal (just something random I noticed) I realized that I never really take time to pay attention to the area that I call home. I notice BIG changes, like when the skywalk came down over Del Monte Boulevard (it was either notice quickly or get hit running

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As I See It

By Renee Bailey



I was at an awards banquet a couple of weeks ago where one of the winners owned a landscape company in Hollister. Hollister is having the same sort of financial problems as every other City, and they were having to make decisions about maybe having to close a park because they couldn't afford the maintenance. The owner of this landscape company stepped up and said "I'll do it". So every week, one of his crews goes to the park and mows the grass or pulls the weeds or rakes the leaves. They do whatever needs to be done. The City pays for the water and the citizens get to enjoy the park. They gave him an award for partnering with the city to keep the park open. To hear him tell it, he really isn't doing much, he says it's an easy thing for him to do. The City calculated that he has saved them around \$6,000.00 by taking care of this one park for a year.

It got me thinking that there are probably lots of other parks, and lots of other landscape companies. It would be too much for one guy to do it all, but if each company adopted one park, they could make a major impact.

In one of the political ads on television, one of the candidates for Governor says something along the lines of figuring out how to get more done with less. Every business owner I know has had to make changes since the downturn in the economy, either by laying people off, cutting salaries, making old equipment last one more year instead of buying new...you get the picture. Well a City is just like any other business, and they are learning ways to forge new partnerships to maintain the programs and services that the citizens depend on.

I spent last Saturday working on one of those

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Primeris

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by Francine Rodd Directora Ejecutiva



La Semana del Niño Pequeño Destaca la Importancia de los Primeros Años

La primavera es una época de emocionantes comienzos. Es la temporada cuando cada día parece estar lleno de posibilidades y potencial. Las temperaturas más cálidas y los días más largos significan mayores oportunidades para que los niños y las familias sean activos. El "tiempo en familia" crea relaciones sólidas y recuerdos duraderos tanto para padres como para hijos.

Una de las mejores maneras de crear "tiempo en familia" con los niños pequeños es por medio del juego. Estudios de investigación demuestran que los niños aprenden a través del juego. El juego ayuda a desarrollar las habilidades necesarias para el pensamiento crítico y la interacción social. Por medio del juego, los niños también aprenden a resolver problemas

y a fortalecer la autoconfianza.

Para ayudar a destacar la importancia del juego, Primeros 5 del Condado de Monterey se ha asociado con MY Museum para traer a Wheelie Mobilee del Museo a localidades a lo largo y ancho del Condado de Monterey. Este museo interactivo sobre ruedas estará abierto al público de forma gratuita para celebrar el Mes del Niño Pequeño, en abril del 2010.

El Wheelie Mobilee está diseñado específicamente para niños pequeños. El mismo ofrece una variedad de actividades interactivas donde la curiosidad y la creatividad florecen. Con Wheelie, tanto los niños como los adultos aprenderán juntos por medio del juego usando artes y

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Health and Harmony

by Christina Grant, Ph.D.



Earth Day: Just Lip Service?

Ten years ago I lived temporarily in a suburb of Boston that didn't recycle its trash. Coming from coastal California, my mind could not comprehend that everyone in the community threw noxious junk into a pile without attempting to recycle it. This was 30 years after the advent of Earth Day when we all began learning about the detrimental effects of pollution on our planet.

Now 40 years have passed since April 22, 1970, the first Earth Day. Since then, air, water, and land pollution has steadily increased. New illnesses have cropped up in our bodies.

This week the Marine Mammal Center in Marin County reported that many more mammals than usual are turning up sick. Twice as many sea lions, elephant seals, and

harbor seals are being treated for illness than last year. Officials tell us that sea lions are indicators of the health of the ocean. They don't know why so many sea lions are found without their mothers, malnourished, tangled in fishing lines, or affected in some way by marine trash. But the situation has worsened.

In a separate report this week researchers warned of "the great Atlantic garbage patch," made of harmful swirling plastic debris in the ocean. It is a global problem as our throw-away culture continues to use products that don't break down and end up in waterways. It is estimated over 100,000 marine mammals could die trash-related deaths each year.

For 40 years, millions of people and school children

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Rock Star Marketing

by Jennifer Filzen

Blogging & Website Organizing



I admit, I'm not being as orderly as I prefer. It's just that I find new platforms to blog on and I keep creating new blog domains. After a while, I've taken inventory on what I've done. The result? I have a bunch of uncoordinated, stale, blog droppings everywhere!

It's so sad! In my attempts to check out new places and keep current, I've become disorganized with my marketing messages. I've been blogging on jenniferfilzen.com, Blogspot, Wordpress, Facebook and Twitter (though they're microblogs), YouTube (vblogs), and now that I have a new iMac, iWeb! Argghh! What's a marketer to do?

Chris Brogan, social media marketing guru and blogger, wrote a similar post about his blogging dilemma. In short, he summarized that it's important for marketers

to focus on their goal, and select the one niche they want to do really, really well.

So, from the hearts and minds of your favorite Social Media Marketing experts, here are some tips on how you can stay focused in your marketing message.

DO keep your blogs fresh and current. It is recommended to update your blog either daily or weekly to keep your audience and your website current.

DO keep current on what blogging and website tools are out there, and try them out.

DON'T publish everything you're testing out or you may find that keeping up with them all is unmanageable.

DO keep a focus on the topic theme in your blog. If your blog topics are in-

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