

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'.

According to the Baseball 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 Rockies batted a 0.379 in

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Random Tangents

by Monica Wilmot



Ugh. Being an adult blows.

I'm not even that much of an adult: I'm not married, I don't have kids, own a house, have a car payment, keep my place clean, or any other things that signify being an actual adult. I do however live on my own, have a full time job that helps pay the rent and all the trappings that come with no longer being a dependent (or a full-time student). My current gripes with being an adult is figuring out all the stuff involved with medical payments...

My medical insurance is paid for mainly by the company I work for. And, for the first time in my life, I decided to do that whole cafeteria plan thing (where they take tax free money out of your paycheck and put it on a credit card that you can use for medical expenses). At the time I thought it would be great... little did I realize just how big of a pain in the butt it would be. Don't get me wrong, it's

great knowing that I have money already put aside for dentist visits and to get new contacts but the paperwork portion of it sucks.... mainly because it's paperwork. I don't do paper work. I'm not really a big fan of paper when it comes to keeping track of important documents; it's one of the many things that keep me from fully embracing the whole "adult" lifestyle.

I don't keep paper records. Okay, that's not true. I do keep paper records I just have no idea where I put them. Even while doing taxes all my necessary information is online. My employer gives us paper paystubs every paycheck... I don't even open mine or know where half of them are; I can get all that information online. If I need to access past years' W-2s I can either access them on my computer (I have saved copies) or online, same goes for my past tax

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As I See It

By Renee Bailey



For those of you who do not know this, I have a white board behind my desk that I update with quotes that I think are interesting, inspirational or appropriate. I came across a quote from William James that I posted this morning. William James (1/11/1842-8/26/1910) was a pioneering American psychologist and philosopher. He wrote "the greatest discovery of any generation is that a human being can alter his life by altering his attitude." I have found this to be profoundly true in my own life. My good friend Cambrel Marshall calls it "an attitude of gratitude". I choose to be truly thankful for all that I have and to be truly grateful for all of the people in my life.

When presented with a half-full glass, some see it as half-empty and whine about not having more. I make a conscious choice to see it as half full. My better half says that I am the eternal optimist; that

I can find a silver lining in any cloud. He says that my favorite song of all time proves his point-it's "Here Comes The Sun" by the Beatles. I can find something to smile or laugh about in any situation, and can usually make others laugh right along with me (ask me about when my sister died sometime). My Mom says I was blessed with a highly developed sense of the ridiculous. I have friends who call me when they are at their lowest because they know I can almost always get them to laugh. I don't make the problem go away, or try to make less of it, I just give them a different perspective and ease the stress a little. I have reached the conclusion that it is time to apply this gift to myself.

I have made the decision to get off my behind and lose the extra weight I have been carrying around. Now I have made this decision many times, the difference is

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First 5

by Francine Rodd

First 5 Monterey County

Encourage Young Children to Develop Healthy Eating Habits



Summer is just around the corner. School breaks and warmer temperatures mean more time to enjoy the beauty of our beaches, hiking trails, and parks. Although young children seem to have boundless energy for these activities, healthy meals and snacks provide the "fuel" they need throughout the day. Serving healthy food can often be frustrating if young children won't eat. Although this is normal, First 5 Monterey County offers the following tips to help parents and young children make healthy food choices.

Be realistic. Children's stomachs are about the size of their fist. So, serving sizes should be roughly one to two tablespoons. When introducing a new food, remember that your child may need to see the food on her plate at least 10 to

15 times before trying it. Provide healthy snacks. Most young children need three meals and two small snacks a day. Snacks help provide your child with energy and nutrients. Some examples of healthy snacks include whole grain crackers, vegetables with dip, fruit, string cheese, yogurt, and peanut butter.

Model healthy eating habits. Your child learns about healthy eating by watching you. When you buy, prepare, and eat healthy foods, he takes notice. By enjoying food and mealtimes, you will help encourage him to try something new.

Let your child help. Your child likes to be involved in meal planning, food shopping, and cooking. It increases her interest in different

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Health and Harmony

by Christina Grant, Ph.D.

Obesity in Children: Desperation for Substance



The problems associated with child obesity are vast. There is an enormous strain on the healthcare industry while retired military leaders have warned of a serious threat to national security because many young people are unfit to enlist.

There are many suggestions on what to do. We all know them by heart. Eat right. Exercise. What else is there? The military folks propose a revised school lunch, citing that kids who have junk food at school put on the pounds. I agree that nutritious, healthy food is best.

The revised school lunch plan seems like good sense, but can the cause of obesity be addressed through school lunches? When I went through grade school in the 1970's, our 40-cent

lunches consisted of Sloppy Joes, pizza, spaghetti, fried fish sticks, or cheeseburgers with French fries and not much else that could be called healthy. Most of us dumped the soggy side vegetables and went outside to the ice cream window to get our 10-cent ice cream sandwich or fudge bar. We were not obese. None of us.

What is different from then to now? For starters, we didn't have vending machines offering us junk food in school. We were physically active, required to run, jump, skip, hop, and climb on a regular basis through daily Physical Education and recess. After school many of us walked or rode our bikes home. Then, we played outside. We ran around, jumped rope, created things, rode

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Rock Star Marketing

by Jennifer Filzen

Foursquare What Is It?



I'm always trying to keep up with the latest marketing trends, so I attended a Monterey Peninsula Chamber of Commerce Business Accelerator Workshop on April 22. Terry Low, President of Byte Technology, gave a terrific talk about the 2010 Social Media Marketing Landscape.

I knew about most of the things Terry expanded upon, but there was one platform I'm still unsure about. The platform I'm speaking of is foursquare.com. In order to learn more, here's what their website says about Foursquare and how it's used by businesses.

"Foursquare aims to encourage people to explore their neighborhoods and then reward people for doing so. We do this by combining our friend-finder and social city guide elements with game me-

chanics — our users earn points, win Mayorships and unlock badges for trying new places and revisiting old favorites.'

'As a business owner, you can use foursquare to engage your increasingly mobile customers with foursquare "Specials," which are discounts and prizes you can offer your loyal customers when they check in on foursquare at your venue. Don't forget to show extra love to your venue's Mayor! Additionally, if you offer foursquare Specials to your customers, you will be able to track how your venue is performing over time thanks to our robust set of venue analytics — for free!"

I had heard about Foursquare 2 years ago, and though I'd created a

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