

Study: Regular exercise good for the brain

By Huffington Post

Finding time to exercise every day could be powerful tool in warding off brain shrinkage, called atrophy, that comes with aging, according to a new study.

Researchers from the Center for Development of Advanced Medicine for Dementia in Japan found that adults who moved more during the day were less likely to experience progression of frontal lobe atrophy, which is the shrinking of the frontal lobe region of the brain. That part of the brain plays a part in emotions, problem-solving, memory, judgment and personality.

“Incorporating physical activity into your daily routine can be a helpful step to prevent conditions caused by brain atrophy, such as dementia,” study researcher Atsumu Yuki, said in a statement.

The study, to be published next month in the journal *Medicine and Science in Sports and Exercise*, included 381 men and 393 women, who were followed for an average of eight years.

Researchers conducted MRI brain scans on the study participants at the beginning and end of the study period to monitor atrophy of the frontal lobe and the temporal lobe of the brain. Their daily activity levels were monitored via accelerometry sensors.

The researchers found that people who had expended the most energy from physical activity in the study, as well as people who took the most steps, had lower odds of developing frontal lobe atrophy than those who took the least steps and had the least amount of physical activity. However, they didn't find a

link between exercise and atrophy of the temporal lobe.

A similar study in the journal *Neurology*, which was published just recently, also showed an association between physical activity and decreased brain atrophy, as well as fewer white matter brain lesions, in people over age 70. However, the University of Edinburgh researchers noted that because the study was observational, it was unclear which factor caused the other.

Fake online marketing a growing trend

By Marsha Friedman

What's the fastest-growing marketing trend on the Internet?

I'm sad to say it's the "fakeosphere." Yes, fake blogs (called "flogs"), fake web news sites and fake testimonials. They look like the real thing, right down to comments posted by "bloggers" and their supposed readers. Those comments appear to be written by people discussing the pros and cons of a particular product or service, and they even include some naysayers.

"But in the end, the bloggers and their readers always win over the skeptics and persuade them to buy the product from a convenient nearby link," writes Bob Sullivan in his blog on msnbc.com.

He cites Internet marketing analyst Jay Weintraub, who believes the fakeosphere has become a \$500 million-a-year industry.

These fake sites and phony conversations are often more than simply misleading – OK, fraudulent – marketing. For consumers, they can be downright dangerous.

“The end game for most of these sites – no matter what they sell – is to persuade a consumer to sign up for a ‘free’ trial of a product, then make it incredibly difficult to cancel before the trial period ends,” Sullivan writes. “A similar technique ... is to offer a free product and charge a web user a token shipping and handling fee, just to get the consumers’ bank account information. Larger charges soon follow.”

Consumers are – and should be – increasingly wary. They’re scrutinizing websites more closely, especially if they’re considering making a purchase there. They’re avoiding social media interactions with anything that smells less than genuine, and they’re more careful about who they share information with online.

What would they say about your online presence? Do you look like the real deal, or a potential cyber threat?

Here are some ways to ensure you pass the reality test – and some missteps that will ensure you don’t.

On social media:

- Real people have real friends and family among their connections. They can’t resist sharing photos of their vacation, the newest baby in the family and their genius dog (not necessarily in that order). They have interests that may have nothing to do with what they’re trying to market, and they comment about them (“I shot a hole in one today!”) or share a photo (“Here I am buying everyone drinks after my hole in one today. That was the most expensive golf shot ever!”) They also respond to all comments, even if it’s just to say, “Thank you.”
- Fake people generate mostly sales copy – “Buy my product!

It's great!" They don't engage in conversation, they don't appear to have a personality – or friends or loved ones or hobbies, for that matter.

On your website:

- Real people have text that informs and entertains users while offering them helpful information. The copy is professionally written and provides answers to anticipated questions. It's easy to learn more about you or your business and to find your contact information. Testimonials are from real people whose existence can be verified through a simple Internet search. They write blogs that are updated regularly and/or post articles with helpful information.
- Fake people have websites with lots of pop-up advertising banners and text urging users to "Buy my product!" Testimonials are from untraceable people with vague titles or credentials. The site may be hard to navigate; contact information may be missing or difficult to find; and there's no link to media about the person or company.

In your newsletter:

- Real people share valuable information in their newsletters (which can be as minimal as a "tip of the week" email). Their newsletter (or tip) includes no overpowering sales pitch or self-promotion – or, at least, includes that only occasionally. It conveys a personality, whether warm and friendly, authoritative, or humorous.
- Fake people blast newsletters and promotional emails that may identify a problem but offer as the only solution hiring them or buying their product. They may seem unprofessionally written (errors, etc.) and lack personality. They offer nothing of value to the reader.

All of these things will help you create an online personality that conveys your authenticity. But the No. 1 thing you can do

– what I value above everything else – is to be, actually ... genuine.

In my book, “Celebritize Yourself,” I write about identifying the passion that led you to start your business, create your product or write your book. Maybe you became a financial adviser because you found it gratifying to solve people’s money problems. Or you developed a product that you know will benefit others. Or you have expertise that can help people live longer, happier, or more productive lives.

Whatever it is that got you going, that’s what makes you genuine. Identify it and make it a part of your message, and no one will ever call you a fake.

Marsha Friedman is a 22-year veteran of the public relations industry. She is the CEO of EMSI Public Relations, a national firm that provides PR strategy and publicity services to corporations, entertainers, authors and professional firms.

Benefits of Tahoe holiday bazaar stretch to Africa

By Kathryn Reed

MEYERS – While the cha-ching of cash registers could not be heard, the swiping of credit cards across the Square was evident as people turned out en masse to buy local and think global.

Halfway into the Dec. 1 event more than 100 people had filtered through the doors of Bona Fide HQ in Meyers to peruse the 11 booths filled with items from local artisans. Books,

jewelry, pottery, glassware, hand knit hats, photography and more were filling bags as people shopped for themselves and others.

Organizers of the second annual Zawadisha Holiday Bazaar were all smiles with the turn out.

“Zawadisha has sought to develop an effective microfinance program to improve the lives of Kenyan women and their families,” Jen Gurecki, founder of Zawadisha, wrote in a column for *Lake Tahoe News* describing her global enterprise.



The second annual Zawadisha Holiday Bazaar brings out hundreds to Meyers. Photos/Kathryn Reed

Once a year she sells items she has brought back from Kenya. All the money goes to her nonprofit. (Vendors paid a fee to be at the event, which goes to Zawadisha.) Gurecki works with a wholesaler in Nairobi and also picks up things while doing work in Africa that she brings back to share with those in the United States. All are handmade and one-of-a-kind items.

Most of the items for sale on this blustery Saturday were unique.

Allie Broadhurst has been working with copper for the last seven years, but it's been just the last year that she has ventured into glasswork. All the glasses are hand etched and have a Tahoe theme.

Mostly it's middle of the night inspirations that drive her creativity. But flowers in her garden provided motivation for etchings on one pair of glasses.

While she doesn't have a storefront for Revive Tahoe, her work is sold at Gaia-Licious in South Lake Tahoe.



Allie Broadhurst creates original etchings on glasses.

Kim Wyatt, owner of Bona Fide Books in Meyers, and author Suzanne Roberts of South Lake Tahoe are doing a brisk business selling their books. People are telling them they thought about buying their works on Amazon, but decided to keep all the cash local. (Amazon takes more than 50 percent from authors/publishers.)

Wyatt would like to see pop-up stores like this in Meyers every few months.

While this was a one-day event, it is an annual one.

"I want to build a community here to build a community there," Gurecki said in regards to bringing awareness to Tahoe about the struggles of women and girls in Kenya and in turn helping them to have a better life.

TPH offering digital recording workshop

A Digital Workflow Certification Workshop is being hosted by Tahoe Production House on Dec. 6.

The six-hour workshop will provide participants with knowledge and experience in using the S.two digital recording equipment. The workshop will include expert instruction, setup information, troubleshooting and hands on experience for uncompressed recording. The workshop is for individuals breaking into the digital workflow industry and those who want to sharpen their skills.

Stephen Roach, a long-time industry professional, co-founder and vice president at S.two, will lead the class.

The workshop is from 9am-4:30pm at Tahoe Production House, 2291 Lake Tahoe Blvd., South Lake Tahoe.

The \$10 fee includes lunch.

Workshop space is limited. To register, email Nicole@DCRLimited.com or Brandi@TahoeProductionHouse.com.

Truckee 6th-graders win documentary film award

Last year's sixth-grade students in Reenie McMains's class at Sierra Expeditionary Learning School, a Tahoe Truckee Unified School District public charter school in Truckee, produced a documentary short film as part of their expedition on the study of California geology.

The film, "Geology of California, 4,500,000,000 Years in the Making," is a documentary short (25 minutes) that explores the forces that shape the state of California. It can be seen on [Vimeo here](#).

This fall that documentary was chosen as the Best Educational Film in the Yosemite International Film Festival. It was the top choice among hundreds of entries from around the globe for its "originality, imaginativeness, and professionalism."

The photography, scripts, interview questions, artwork, graphics, and editing were done by the 24 sixth-graders, led by McMains. They formed their own production company, Blue Bear Productions, and partnered with a local film company, DougMcMains.com, for post-production assistance.

Consider a local gift or one that keeps on giving

By Mandy Kendall

We are definitely at that time of year where our thoughts turn to the giving of gifts and what to give everyone. In this era of technology it is so easy to log onto the computer, browse the Internet and buy all your gifts online. However, that might not be the best for your local economy or show that you gave much thought to the gifts you were buying.



Mandy
Kendall

How about making some of your gift purchases at your local businesses or with charitable organizations? Keeping it local gives the economy a boost and gets you and your loved ones more involved in your town.

When the New Economics Foundation, an independent economic think tank based in London, compared what happens when people buy locally to purchasing through big box stores it found that twice as much money stayed in the community when people bought from local businesses. The study also found that money circulated much faster when kept in the community, passing through many more hands and ultimately impacting multiple businesses.

So here are a few holiday *Qwik-e* tips to help your gift giving make a real difference this year:

Coupons and vouchers – Most businesses will offer a gift voucher for their goods or services but if they don't, ask them to make one up for you. Think of something the gift receiver might not necessarily treat themselves to. It could be a movie ticket, a mani/pedi, a house clean, a gym membership, a car valet, a spa treatment, a yard tidy or a visit to their favorite restaurant or salon.

Do it yourself – Time is a precious commodity for lots of people so offering to do something that will help free up some time for them might be the best gift of all, especially if you don't have much of a budget for gift buying. It is a great way for kids to give gifts that don't cost any money too. It could be anything from babysitting, dog walking, making a meal or maybe just painting that room they've been meaning to do for ages.

A new experience – Giving someone the chance to do something they would never do for themselves, and sharing it with them, makes for a great gift experience. A dance class, a sky dive, a horse riding lesson, a cooking class, an art class or offering to be the designated driver on a wine tasting tour might be just the ticket.

Donating time – There will be many organizations in your area that would really appreciate some extra hands, especially around the holiday time. Christmas tree lots, food drives, deliveries, warehouse or admin duties require lots of people power. It's a great way to give back to the community and get out and meet people too.

Donating money – I know donating money at a time when you need every penny for gifts might seem a bit counterproductive but there are many ways to divert money to great causes especially during the gift giving season. With the advent of e-cards you can send free electronic Christmas cards to all those people you know with email and then send your favorite charity the money you would have spent on cards and postage. You can go a

step further and donate the money you would have spent on some of the gifts you were going to buy and let your friends and family know that their gift has instead gone to a worthy cause this year. You could split your donations between local organizations and overseas charities if you want to spread the love. You could also soften the blow to the person you haven't given a gift to by letting them know their gift money has gone to something they are passionate about. A dog lover couldn't possibly be mad at you for sending their gift money to a dog rescue could they?

There are many other opportunities for doing good this holiday season, but far too many to list in this article so here is a link to some more ideas.

Until next time.

Mandy Kendall operates Health Connective in South Lake Tahoe, which aligns wellness seekers with their ideal wellness provider. If you have questions, would like some advice, or would like to request some Qwik-e tips on any health and well-being topic, drop her an email at connect@healthconnective.com or keep an eye out on Lake Tahoe News for regular Qwik-e tips on how to make healthy changes one Quick and Easy step at a time.

Renowned guitarist to play in South Lake Tahoe

Marten Falk, one of Sweden's most internationally active guitarists, will be in South Lake Tahoe on Nov. 30.

His three solo recordings on the dB Productions label have been met with fantastic reviews around the world.

Falk will be at Hope Lutheran Church of the Sierra (930 Julie Lane, South Lake Tahoe) at 7pm Friday.

Tickets are \$15 at the door.

Survey: Americans not using vacation time, airline food getting healthier

By Hugo Martín, Los Angeles Times

As an information technology supervisor at Pitzer College in Claremont, Dennis Crowley had so much work to do last year that he finished 2011 without using nearly five days of paid vacation.

“And to be frank, I was too busy to even realize I was losing time,” he said.

Crowley’s situation is not unusual. A survey by Harris Interactive Inc. found that by the end of 2012, Americans will leave an average of 9.2 days of vacation unused, up from the average of 6.2 days in 2011.

Nearly 90 percent of those questioned said they would take more leisure trips on their vacation if they had the time and money to do so, according to the survey of more than 2,000 U.S. adults that was commissioned by travel website Hotwire.

Hotwire has a selfish reason for pointing out the survey

results: The travel website says vacationers can save lots of money by traveling between Thanksgiving and Christmas. During the holiday gap, hotel rates drop 33 percent in Boston, 28 percent in San Francisco and 26 percent in Seattle, compared with the peak summer travel season, according to the website.

Crowley has learned his lesson. He said he is keeping closer tabs on his vacation time this year. But instead of using his accrued vacation time to travel, he said is spending more time with his children.

Airline food getting more healthful

On the nation's airlines, the days of free lunch are long over. That also goes for breakfast, dinner and snacks. Once complimentary, most airline food now comes with a price tag.

But there is some good news about what you get to eat on commercial airlines: It is getting more healthful.

That's the assessment of Charles Platkin, a professor of nutrition at the City University of New York's Hunter College who has tested and ranked airline foods off and on since 2000. With few exceptions, Platkin said most airlines now offer at least one healthful meal alternative on their menu.

"It's actually moving in a good direction," he said. "It's been an ebb and flow, but the overall trend is positive."

Platkin gave the top ranking this year to Virgin America, noting that the airline based in California offers low-calorie options such as roasted pear and arugula salad, a "protein plate" with hummus and whole wheat pita bread, plus oatmeal for breakfast. He gave the airline 4 1/4 stars out of a maximum of five stars.

At the bottom of the list was Allegiant Air, with a rating of only one and a half stars. Platkin said the Las Vegas airline "made it clear that their foods were not healthy. It shows."

The airline's snacks include M&Ms, Oreo Brownies and Pringles chips

Air Canada and Alaska Airlines came in second and third, respectively, in Platkin's ranking. The other big airlines – including United, American, Delta and US Airways – ranked in the middle of the list.

Platkin does not eat the food on every airline. "I don't have that kind of time," he said. "I have classes to teach."

Instead, he collects and reviews lists of food items, including the ingredients and calorie numbers, from the airlines.

TSA defends stopping traveler over watch

A traveler was stopped by federal security officers at the Oakland International Airport this month because of an unusual wristwatch he was wearing.

When word got out about the incident, critics of the Transportation Security Administration blasted the agency, saying it was another example of the TSA overreacting.

In hopes of stifling the uproar, the TSA released a photo of the watch last week. This is no ordinary timepiece. It includes a toggle switch, wires and what look like tiny fuses attached to the wristband.

A TSA explosives detection team determined that the watch was not an explosive device. Still, the Alameda County sheriff's deputies, who were called by the TSA to investigate, arrested the watch owner, Geoffrey McGann, a teacher and artist from Rancho Palos Verdes. He was jailed on suspicion of possession of components to make a destructive device, according to news reports.

The Alameda County district attorney's office declined last week to file charges against McGann.

McGann's attorney accused the TSA of being "hyper-vigilant."

The TSA responded in its blog last week, saying, "Terrorists take everyday items and attempt to manipulate them to make improvised explosive devices. Our officers are trained to look for anomalies such as this one."

Array of lights, decorations bring holidays to life

Updated Nov. 28 4pm: Rebecca Wass' tree was named "best in show" by judges.

By Kathryn Reed

STATELINE — Barren open space at dawn became a bevy of activity by noon and when the lights went out Tuesday night the room embodied the essence of the holidays.

Barton Health Foundation's 4th annual Festival of Trees and Lights begins this week. All the trees and other decorations went up Nov. 27.

Judges will be roaming the MontBleu convention center this morning to pick the best of the 12 large, designer trees, along with best school tree, and best Barton wreath and trees. During the festival the public will be able to weigh in by casting a vote in the "people's choice" award. At the Dec. 1 gala the bidding begins for those who want to take a tree and trimmings home.



Laurie Brazil strings lights on one of the designer trees. Photos/Kathryn Reed

Having won “best in show” the last two years, Terri Tepper is hoping to make it three consecutive years with her Adventurous Arch. Instead of a traditional tree she has created an arch out of the faux greenery and added a hanging Advent with table and chairs below it. Each of the candles represents faith, hope, joy and peace.

“I like to think outside the box. I’m not crazy about artificial trees,” Tepper, who owns Flowers by Terri, said as she was setting up her station Tuesday afternoon.

Though the Barton Foundation festival is not religious, Tepper turns to prayer to find her inspiration each year. She wanted to represent a deeper meaning of Christmas with her creation. But, she added, she didn’t want it to be “in your face”. “People who don’t know the Advent will think it’s a hanging candelabra,” Tepper said.

It’s up to the designers how they want to transform their trees. Up early were the Gingerbread Man and Snowsports trees.

Working on her inaugural tree was Rebecca Wass. She took time off from her job to be able to transform the somewhat pliable branches into Santa’s Workshop.

“I want it to be an attention grabber for kids. I believe

Christmas is for the kids," Wass said.

Whimsical and fun is how she described her tree.

Designers who have participated every year include: Barbara Anderson, Barbara Page Interiors; Après Wine Co.; Katie Long, Thran's; Keri Lanier Smith, Lake Tahoe Holidays; Terri Tepper, Flowers by Terri; and Tina Hoy-Barnwell, Lavish Floral.

New designers this year are: Elizabeth Leonard, Celadon Events; Cynthia Ferris-Bennett, Events Ink; Interior Motives; Kim Warlow, Cork & More; and Rebecca Wass.

Besides looking at all the brightly decorated trees, there is the Teddy Bear Hospital to visit, letters to Santa to be written, crafts to create, gift buying at Mrs. Claus' Shop, and photos with Santa. Plus, there is entertainment most days.

The first three years of the festival the proceeds went to Barton Health's Community Clinic expansion and renovation. This year the money will be used to turn Barton into a level 3-trauma center. The cost of staff training, equipment and remodel of the emergency room is more than \$200,000.

Paul Fry will be honored Dec. 1 with the spirit of philanthropy award.

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Event schedule:

- **Nov. 29:** Senior Stroll and entertainment: 10-11am (Free for seniors 55-plus)

Designer tree public viewing and entertainment: 10am-2pm

- **Nov. 30:** Designer tree public viewing entertainment: 10am-2pm

Family Night: 5-9pm

- **Dec. 1:** Teddy Bear Breakfast: 8:30-9:30am

Designer tree public viewing entertainment: 10am-2pm

The Gala: 5:30pm-midnight

- **Dec. 2:** Designer tree public viewing and entertainment: 10am-2pm

Family movie showing, "The Polar Express": 3pm

Public viewing (\$5 for adults; \$3 for senior citizens (55-plus); \$3 for children (ages 3-12); children 2 and under are free) and Family Night tickets (\$35 for a family of six).

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Tahoe ski, tennis legend George Galante died

By Harry Spencer, Sparks Tribune

Long-time North Lake Tahoe resident George Galante, 69, passed away at Renown Medical Center in Reno on Nov. 21. He was born to Florence and George Galante in 1943 in Newark, N.J. He was the oldest of four children.

He arrived at Incline Village in 1968, after spending time as the coach of the U.S. Ski Team in Jackson Hole, Wyo. It was

his intention to try the skiing the Sierra offered at that time and then move on to other locales. But like most people, he fell victim to the scenic wonder of Lake Tahoe and spent the remainder of his life there. During the winter months, he skied and taught skiing every day the mountains had snow.

Early that first year, in addition to hiking and biking, he sought out other physical activities and discovered the sport of tennis. At that time, Incline Village was a hotbed for the racket sport. Galante soon was taken under the wing of legendary tennis pro Fred Earl, who worked with him until Galante was able to take his turn as a teaching pro on the courts. A natural athlete, in his early years back East he excelled at ice hockey and race car driving. Of medium height and a sturdy physique, he gained the highest ranking in karate and was a daily presence at the local gym.

He had a brilliant tennis career competing with many of the most famous names in the sport at that time. He enjoyed one of his most successful tennis seasons this year at the Tahoe Vista area, where his students nicknamed it "Camp George" in his honor. As a teaching pro, during his 44-year career he taught at all of the tennis facilities on the North Shore and served as a pro bono tennis coach at Incline High.

George is best remembered for his wit and humor, which led him to emcee gatherings large and small. Relying on previous experience from back East, he once did a stint as a standup comic at the Tahoe Biltmore where he was also the marketing director. Another facet of his personality led him to a job as maitre'd during the Cal-Neva Lodge's heyday.

One of his favorite haunts at Incline was the Village Ski Loft, where he acted as a rep for manufacturers and participated as a ski expert during annual sales events. He also donated his time as a mentor to members of the Incline High ski team, where he developed many outstanding young skiers.

He had a legion of friends, whom he could call upon to assist him in his special event promotions that he did both locally and regionally. Two major events of which he was most proud of were the Long Beach Grand Prix and the Oakland Raiders "Snow Wars" celebrity ski event.

He is a legend at the Mt. Rose Ski Tahoe Resort, where he is remembered on its Facebook page. A celebration of life is pending and will be announced at a later date.