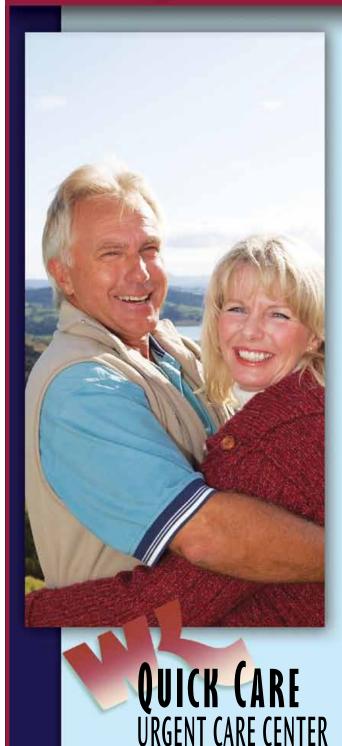


# Giving the Past a Future The Real Legacy: Values not Valuables



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# Giving the Past a Future

by Andrea Gross

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Vicki Ott, Administrator NurseCare of Shreveport 1736 Irving Place Shreveport, LA 71101

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# 

e can hardly contain our excitement about our upcom-



ing *The Best of Times* Poker Rally to be held August 5 - 23. It has shaped up to be our biggest and best event *EVER*.

Last month we announced that there would be 7 prizes, with the top prize package valued at \$500. Thanks to our featured businesses and loyal advertisers, we are now offering prizes for the **top 25** poker hands. Additionally, the person presenting the highest-ranking poker hand will win a prize package now valued at over \$1400!! See pages 8 & 9 of this issue to learn how *you* can win and visit www.TheBestOfTimesNEWS.com for full contest details and a complete list of all of the prize packages.

But that's just the beginning. We will be hosting a fun-filled event to judge and announce the winners on Wednesday, August 24th in the Red River Room at Harrah's Louisiana Downs in Bossier City beginning at 9 a.m. We promise a great time will be had by all. There will be informational booths, live entertainment, tons of free giveaways, and over 100 participants at this event will go home with a valuable door prize. Gary's even planning a few special surprises that are sure to delight. Additionally all participants in the Rally and at the Judging Event will be entered into our 10th Anniversary Mega Giveway Contest to be announced on October 27. Top prize in that contest will be 2 free airline tickets on Allegiant Air.

But it hasn't been all about fun, contests and winning around our offices. We've even found time to put together a pretty spectacular issue. You can learn how to preserve your family's story, meet an amazing group of ladies, grill some pretty tasty chicken wings, and get a peek at "Remember in Shreveport When: The Exhibit".

We hope you enjoy this issue as much as we enjoyed putting it together and we hope to see you all on August 24.

The Best Of Times



August 2011 • Vol. 20, No. 8 Founded in 1992 as *Senior Scene News* ISSN Library of Congress #1551-4366

A monthly publication from TBT Multimedia, LLC P.O. Box 19510 Shreveport, LA 71149 (318) 636-5510 www.TheBestOfTimesNews.com

For a mailed subscription, send your name & address, along with \$15 to cover postage and handling to the address above. **Publisher** 

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Do you have a question for one of our guests? Call 320-1130 during the broadcast or email Gary.Calligas@gmail.com prior to the show. AUGUST 6 "Writing Your Family Story for Future Generations" Vernon Hastings

### AUGUST 13

"It's the Law" Lee Aronson, Attorney at Law, with Legal Services of North Louisiana

### AUGUST 20

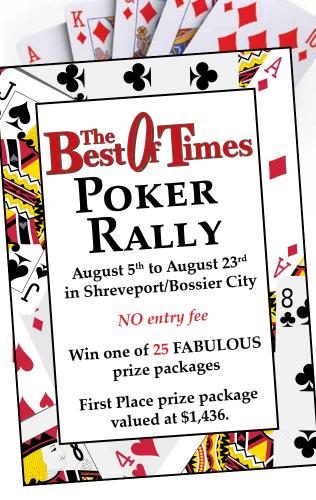
"Senior Health Concerns" Dr. David Henry, geriatric physician, Willis-Knighton Health System

#### AUGUST 27

"Publishing Manuscripts and Stories" Bill Keith, author and CEO of Stonegate Publishing

### **SEPTEMBER 3**

"Stressed? Anxiety? Your Cure is in the Mirror" Dr. Murray Grossan, Board Certified Ear, Nose and Throat physician



### The Best of Times Invites you to participate in the "TBT Poker Rally"

Simply visit 5 featured businesses located in Shreveport and Bossier City to pick up sealed envelopes containing poker cards. The prize winners will be determined by the highest ranking 5 card poker hands.

Contestants will be able to mail in their entry or submit their five card poker hand for validation and ranking at the *"Judging Event and Business*"

**Expo**" on Wednesday, August 24 between 9:00 a.m. and 11:30 a.m. in the Red River Room at Harrah's Louisiana Downs located at 8000 East Texas Street in Bossier City.

### **Featured Businesses**

Alzheimer's Agency of Shreveport/Bossier (Sponsored by Dr. Gary Booker) 851 Olive Street, Shreveport Mon. – Fri. (9 am to 5 pm)

Azalea Estates 516 Flournoy Lucas Road, Shreveport Mon. – Fri. (9:30 am - 4:30 pm)

Bossier Council on Aging 706 Bearkat Drive, Bossier City Mon. - Fri. (8 am to 4:30 pm)

Caddo Council on Aging 1700 Buckner Street, Suite 150, Shreveport Mon. – Fri. (9 am to 4 pm)

Cornerstone Financial Services 910 Pierremont Road, Suite 410, Shreveport Mon. – Fri. (9 am to noon, 1 to 4 pm)

**Ethan Allen** 8824 Youree Drive, Shreveport Mon. – Sat. (10 am to 6 pm)

Food Bank of Northwest Louisiana 2307 Texas Avenue, Shreveport Mon. – Fri. (9 am to 4 pm)

#### Gullo's Fresh Produce and Bake Shop 724 Flournoy Lucas Road,

Shreveport Mon. – Sat. (9 am to 5:00 pm)

Harrah's Louisiana Downs Total Rewards Desk 8000 Texas Street, Bossier City Mon. - Sat. (9 am to 6 pm)

Hebert's Town and Country – Dodge Chrysler Jeep 1155 E. Bert Kouns Industrial Loop, Shreveport Mon. - Sat. (10 am to 6 pm) Horseshoe Casino and Hotel (Total Rewards Desk) 711 Horseshoe Blvd, Bossier City Mon. - Sat. (9 am to 6 pm)

### Louisiana State Exhibit Museum

3015 Greenwood Road, Shreveport Mon. – Fri (9 am to 4 pm); Sat. -(12 noon to 4 pm)

### New Horizons Independent Living Center

8508 Line Avenue, Suite D, Shreveport Mon. – Fri. (8 am to 4:30 pm)

NurseCare of Shreveport 1736 Irving Place, Shreveport Mon. - Sun. (9 am to 5 pm)

Optical Zone 7607 Youree Drive, Shreveport Mon - Fri. (8:30 am to 5 pm)

Smith Mason Legacies 189 East Kings Highway, Shreveport Tues. – Sat. (11 am to 5 pm)

Snell's Orthotics and Prosthetics 8730 Youree Drive, Building A, Shreveport Mon. – Fri. (9:00 am to 4 pm)

Summerfield Estates 9133 Baird Road, Shreveport Mon. – Sat. (7 am to 12 noon, 1 pm to 7 pm)

The Center for Families (sponsored by Dr. Gary Booker) 864 Olive Street, Shreveport Mon. - Thur. (8:30 am to 8 pm); Fri. (8:30 am to noon)

Vantage Health Plan 855 Pierremont Road, Suite 109, Shreveport Mon. - Fri. (9 am to 4 pm)

Willis Knighton Hospice 616 Flournoy Lucas Road, Shreveport Mon. – Fri. (8 am to 4:30 pm)

### THANK YOU to contest sponsors Horseshoe Casino and Hotel & Harrah's Louisiana Downs

### 2011 TBT Poker Rally Official Rules

### 1. Eligibility:

a. The contest is open to any resident of the ArkLaTex who is 35 years of age or older. No person under the age of 21 may assist a contestant in this contest or attend the judging event to be held on August 24<sup>th</sup> at Harrah's Louisiana Downs.

### 2. How to play:

a. A contestant must visit five (5) of the featured businesses listed on page 8 of this issue between Friday, August 5 and Tuesday, August 23, 2011 on their regular business days during regular business hours to obtain a TBT Poker Rally sealed envelope with the official "The Best of Times" label on the outside of the envelope containing one poker card. (Limit **one** TBT Poker Rally sealed envelope per contestant per business.)

b. Opening any of the received sealed envelopes containing the poker card by a person other than the official contest judges, will disqualify the contestant from winning any prizes of this contest.

c. Each contestant may complete a "TBT door prize entry form" when visiting a featured business to be eligible to win one of the door prizes to be drawn at the August 24<sup>th</sup> event. You must be present to win a door prize.

d. There is no registration or entry fee to participate in the TBT Poker Rally, but the contestant is asked to bring canned good(s) to the participating businesses and/or to the judging event to be donated to the Food Bank of NWLA.

e. After a contestant has visited featured businesses and received five sealed envelopes containing poker cards, the contestant has a valid entry of a five card poker hand for the judging event. Limit one entry per contestant.

### 3. How to enter:

a. On Wednesday, August 24<sup>th</sup> from 9:00 am to 11:30 am bring the five unopened and sealed contest envelopes to the Red River Room at Harrah's Louisiana Downs, 8000 Texas Street in Bossier City to be officially opened by the contest judges to determine each contestant's five card poker hand for entry into the contest. Any contestant not in line by 11:30 am on August 24<sup>th</sup> will be ineligible to win any of the prizes.

b. Contestants unable to attend the judging event on August 24<sup>th</sup> may package the five unopened and sealed contest envelopes and mail, along with the contestant's name, address, phone, and email address to: TBT Poker Rally, P. O. Box 19510, Shreveport, LA 71149-0510. Entries must be received no later than 12:00 noon on August 23, 2011. Entries received after the deadline date/time will be deemed ineligible.

#### 4. Determining the winners:

a. The prize winner will be determined by picking the person who presents the highest ranking 5 card hand from all mailed and "in person" entries received by the deadlines.

b. Regular poker playing cards will be used. Winning hands will be ranked in order from highest to lowest.

 Hands are ranked as follows from high to low: Five of a kind, Straight Flush, Four of a kind, Full-house, Flush, Straight, Three of a kind, Two pair, Pair, High card.

• Playing cards are ranked from high to low: Ace, King, Queen, Jack, 10, 9, 8, 7, 6, 5, 4, 3, 2, Ace. (Ace can be high or low).

• Suits are ranked from high to low: Spades, Hearts, Diamonds, Clubs.

c. In the event of a tie, the names of the holders of the tied hands will be placed into a random drawing. The first name drawn will win the appropriate prize. The next name drawn will win the next available prize.

d. The determination by the TBT Poker Rally judges is final. Winners will be announced between 1:00 and 2:00 pm on Wednesday, August 24<sup>th</sup> at Harrah's Louisiana Downs.

#### 5. Prizes:

a. The highest ranking poker hands will win one of 25 prize packages. b. All contest participants will be entered into TBT's Mega Giveaway Contest to take place on October 27<sup>th</sup>.

### **Prize Packages**

1<sup>st</sup> Place (Total Value = \$1,436): Dinner for 2 at "Jack Binion's Steak House" at Horseshoe Casino and Hotel (\$150 value), 2 tickets to *Whoopi Goldberg Live* in the Riverdome at Horseshoe Casino and Hotel on September 3, 2011 (\$120 value), Complimentary one night stay in Horseshoe Bossier City Tower Hotel (\$200 value), \$100 VISA Card donated by Dr. Gary Booker, 2 Season Memberships to Shreveport Little Theatre's 2011 to 2012 season(\$160 value), Family membership to Sci-Port Discovery Center (\$238 value), Free Assessment by LearningRx of Shreveport and Bossier (\$248 value), Bowling for 2 hours for up to 6 people at Holiday Lanes in Bossier City (\$120 value), Gift Basket donated by NurseCare of Shreveport (\$100 value)

2<sup>nd</sup> Place (Total Value = \$818): Dinner for 2 at "Jack Binion's Steak House" at Horseshoe Casino and Hotel (\$150 value), 2 Season Memberships to Shreveport Little Theatre's 2011 to 2012 season(\$160 value), Family membership to Sci-Port Discovery Center (\$238 value), Gift Basket donated by NurseCare of Shreveport (\$100 value), Bowling for 2 hours for up to 6 people at Holiday Lanes in Bossier City (\$120 value), \$50 Starbucks Gift Card donated by the Alzheimer's Agency of Shreveport/Bossier.

3<sup>rd</sup> Place (Total Value = \$768): Dinner for 2 at "Four Winds - An Asian Restaurant" in Horseshoe Casino and Hotel (\$100 value), 2 Season Memberships to Shreveport Little Theatre's 2011 to 2012 season(\$160 value), Family membership to Sci-Port Discovery Center (\$238 value), Bowling for 2 hours for up to 6 people at Holiday Lanes in Bossier City (\$120 value), Gift Basket donated by NurseCare of Shreveport (\$100 value), \$50 Starbucks Gift Card donated by The Family Center

4<sup>th</sup> Place (Total Value = \$718): Dinner for 2 at "Four Winds- An Asian Restaurant" in Horseshoe Casino and Hotel (\$100 value), 2 Season Memberships to Shreveport Little Theatre's 2011 to 2012 season (\$160 value, Family membership to Sci-Port Discovery Center (\$238 value), Bowling for 2 hours for up to 6 people at Holiday Lanes in Bossier City (\$120 value), Gift Basket donated by NurseCare of Shreveport (\$100 value)

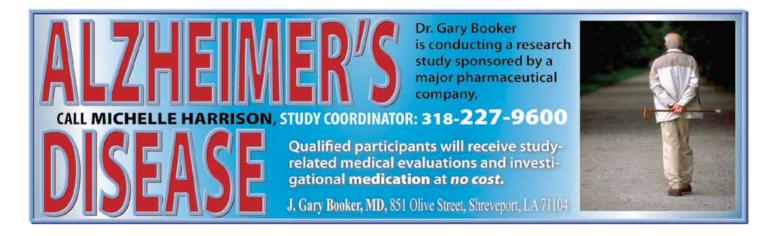
5<sup>th</sup> Place (Total Value = \$408): Bowling for 2 hours for up to 6 people at Holiday Lanes in Bossier City (\$120 value), Family membership to Sci-Port Discovery Center (\$238 value), Dinner for 2 at "VillageSquare Buffet" at Horseshoe Casino and Hotel (\$50 value)

6<sup>th</sup> Place (Total Value = \$313): Family membership to Sci-Port Discovery Center (\$238 value), Two tickets to Sci-Port Discovery or Imax Movie (\$25 value), Dinner for 2 at "The Buffet" at Harrah's Louisiana Downs (\$50 value).

7<sup>th</sup> Place (Total Value = \$288): Family membership to Sci-Port Discovery Center (\$238 value), Dinner for 2 at "The Buffet" at Harrah's Louisiana Downs (\$50 value)

8<sup>th</sup> Place - 25<sup>th</sup> Place (Total Value = \$50): Packages include 2 tickets to Sci-Port Discovery Center (Value \$25) and a \$25 gift certificate to an area restaurant.

### For complete contest rules and a list of all prize packages visit www.TheBestOfTimesNEWS.com



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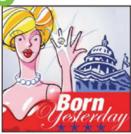
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# ROSE - NEATH FORTIS SUB FORTE FORTIS SUB FORTE

www.rose-neath.com

1815 Marshall Street Shreveport, LA 71101 (318) 222-0348 2500 Southside Drive Shreveport, LA 7 1118 (318) 687-1256 2201 Airline Drive Bossier City, LA 71111 (318) 746-2543 705 S. Spruce Street Vivian, LA 71082 (318) 375-3011 t's a familiar scenario. The family has gathered for a big celebration — perhaps a birthday, a holiday or a summer vacation. Dinner is finished; the family is sitting near the fire in the living room. Grandma starts to tell a story. "I remember when I was a child," she begins. "We lived up north, and the snow would get so deep we couldn't see out the windows. My father had to build a fire, but...."

"Careful," says Uncle Jack, as three-year-old Jason toddles over to pet the cat.

The cat snarls, Jason cries, and Grandma never finishes her story.

That's how it goes all too often. The family gets together, the older folks start reminiscing. Then something happens — the soup boils over, the dog gets loose, the kids get tired. The stories don't get told. And that's a shame, because if there's one thing that boomers and their parents agree upon, it's this: the real family legacy is the family stories, not the family sterling. (Harris Poll, 2005)

Now, as their parents get older, it's panic time for the boomers. They left home for college and often settled far from the communities in which they grew up. They weren't around for rocking-chair conversations with their grandparents, and now they're so busy raising a family and building a career that they don't have time for long, probing talks with their parents. Their stories are being lost — one generation at a time.

For most families, the problem isn't a matter of having the will, it's a matter of finding the way. Diana Bennett is typical of many seniors. She knew her children wanted her stories, and she wanted to tell them. So she enrolled in a local writing workshop and enthusiastically began writing about her childhood. After ten months, she had a big stack of paper but precious little readable prose. "I don't know.... This is nothing that would hold the interest of my

### Giving the Past a Future The Real Legacy: Values not Valuables

Then one morning—4 remember the exact minute; I was washing breakfast dishus after driving the kolt to school—try sister phoned. "You won't believe it," she sad "That house you and Richard love so much, has a FOR SALE sign in the front yard."

I was excited, but I was also strangely dejected. As long as it was unartainable, I could dream about it, but now. We'd either have to come up with the money or lose our dream. I was suce we couldn't afford it Nevertheless, we want and looked at

it; we'd never seen the unside, of course. We adored it, but it was way above our means "We could buy the house but we couldn't even afford a welcome must for the (rout door," sud Richard, and I knew he was right What good is an empty house?"

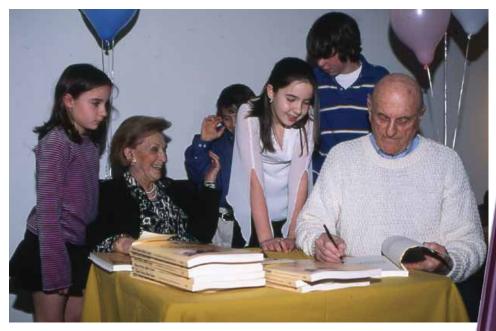
Then my granultative called "Marce, I wonder if you'll do me a fwore, 'In sout "I'm not going to be around forevir, and I'li rather give my grandchildren money now, when I can see them enjoying it, than fave a to them after I'm gone. Would you be so kand as to at cept a small gift from me?"

Can you believe at? Grandpa was always ny guardian angel



Imagine your life story in print, documented by professional historian, available for your family to read and learn from forever.

### by Andrea Gross



granddaughter, or even my daughter," she says dejectedly.

Modesty aside, Bennett is probably right. While people want their family stories, they don't have the patience to plow through lengthy tomes of rambling prose. If people want their stories to actually be read, they must be sure that they're well-written and attractively presented. Otherwise they'll simply be shoved in a drawer.

Virginia Carlson, age fifty-five, was determined to get her mother's stories down on paper, but as a single mother with a full-time job and two young children, she had no time to sit down and conduct a formal interview. So she did what so many folks do: she gave her mother a book with a list of questions: "Who was your first grade teacher? What was your favorite song in high school?"

Her mother returned the book. "This is like being back in college," she snapped. "And anyway, I'm tone deaf. I didn't have a favorite song in high school!"

Sometimes it's the seniors, but often it is the adult children who instigate the process of getting a family history. They realize that if they don't get it now, someday it'll be too late. And without those stories, they'll never know all the little things that make their families—and themselves—unique.

A two-year study at Emory University shows that passing on these stories is essential. The study found that preteen children who had been told stories of their parents' and grandparents' early lives rated higher in emotional well-being than those who were ignorant of their family history. Children benefit most, according to the research, if the tales show life in all its complexity. By learning about

the struggles of their ancestors, they develop strength to deal with their own.

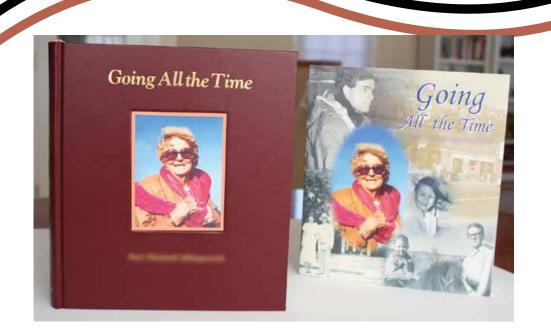
In a similar vein, more and more folks are honoring deceased



Left: A couple signs copies of their book (pictured below) for some of their nephews and nieces.



Left: A grandmother reading part of her book to her greatgranddaughter.



loved ones by weaving input from friends and relatives into a life story. John Jameson lost his 61-year-old wife five years ago. Now he, his three adult children, his wife's sister, mother and several friends have combined to write the story of his wife's life. "Jane may be physically gone, but she still lives in our hearts, and we want her grandchildren and great-grandchildren to get to know her," he says.

This desire on the part of people to preserve their past has

spawned a new profession, that of personal historian. Once only the rich and famous hired ghostwriters to help them write a memoir. But today, with families too far apart and individuals too busy for rocking-chair conversations, ghostwriting has gone mainstream.

While stories can be preserved digitally or in print, books remain the most frequently used method. Quite simply, if books are printed and bound properly, they'll last forever, "Once only the rich and famous hired ghostwriters to help them write a memoir. But today, with families too far apart and individuals too busy for rocking-chair conversations, ghostwriting has gone mainstream."

while there's always a danger that changing technology will make today's CDs and DVDs obsolete. Books also allow the storyteller to go into greater depth and explore personal thoughts without risking a surfeit of onscreen emotion. On the other hand, video biographies capture body language and facial expression and bond people at family gatherings.

While some family histories are based on historical and genealogical research or old family documents, the great majority include the personal recollections of family elders. Like Ms. Bennett, most people are better story-tellers than story-writers, and they prefer to talk their story to an engaged questioner. Professional interviewers come with a built-in advantage over a family member who, however well-intentioned or even well-trained, will have a difficult time collecting the detailed stories that are the foundation of a good memoir. People speak in familial shorthand when talking to relatives; they omit details because they correctly assume a degree of previous knowledge and understanding. But those details are exactly what future readers will need to fully understand the story.

In addition, people are often more comfortable talking to an outsider because they know that secrets inadvertently revealed will remain just that — secrets. All professionals guarantee confidentiality and make sure that the storyteller is the first to see and edit the manuscript, regardless of who has commissioned the memoir.

Assuming the end product is a book, the interviews will be recorded on tape, transcribed to paper, edited and, to various degrees depending on the

wishes of the client, organized to make a compelling story.

Once again, an outsider has an advantage. Because he or she comes to the project without preconceived ideas or prior information, he's able to see the themes that run throughout the storyteller's life and, if requested, weave them through the manuscript.

At this point the book moves into the production phase. The text is proof read, photographs chosen, format selected, pages printed and bound. Results range from simple stapled booklets to multi-volume sets crafted in heirloom leather.

This all takes time, lots of time, and hiring a professional can

be expensive. Depending on the complexity of the project and the experience and expertise of the biographer, a memoir can run from several hundred dollars to more than twenty thousand. Most personal historians also hold workshops for confirmed doit-yourselfers or will coach individuals on a private basis.

Is it worth it? Ask the seventy-five year old woman who said, "You can't imagine what it's like for someone like me, an ordinary person, to see my face on the cover of a book. It's awesome!"

Ask a sixty-year old man who read the words of his mother.

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"Now I understand her — and me — so much better," he said.

Or ask a nine-year old boy who finished reading the story of his great grandfather's immigration to the United States. "I'm proud," he said. "That's all. I'm proud to be me."

Note: Names have been changed to protect the privacy of the storytellers.

Andrea Gross, co-owner of Legacy Prose (www.legacyprose.com), is a personal historian who works with clients throughout the United States. She can be reached at discuss@legacyprose.com or 303-394-9339.

> For ten years she was contributing editor of Ladies' Home Journal and has written articles for TIME magazine, the Washington Post and other leading publications.

She is the author of four commercially published books and numerous privately printed memoirs. "Instead of writing magazine stories that are read by millions but thrown away in a few days, I'm now writing personal histories that are read by comparatively few but treasured for generations," she says.

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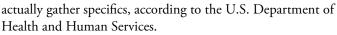
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SHARE YOUR MEDICAL HISTORY WITH FAMILY



o your relatives know the facts about your personal medical history? What about your family history and their risk for disease? A recent survey found that 96 percent of Americans believe it's important to know their family medical history, yet only a third



This has public health officials concerned, as a number of diseases, such as diabetes, cancer and depression, have been known to run in families.



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### Dr. Mona Douglas, Optometrist Shreveport . Monroe . Lafayette www.IALVS.com

www.TheBestOfTimesNEWS.com

For example, while one in six American men will be diagnosed with prostate cancer in his lifetime, that figure jumps to one in three for men with a family history of the disease, according to the Prostate Cancer Foundation (PCF). And women with a family history of breast cancer have a fourfold

greater chance of developing it than average women, even if they don't have the genes associated with increased risk of it, according to research by the University of Toronto.

"Knowing your family history can save your life, since survival rates are highest when cancer is caught early," says Dan Zenka, senior vice president of com-

munications at PCF. "This simple

knowledge gives doctors vital insight when it comes to patient assessment and care."

However, gathering a family history can be difficult. Even when doctors try to collect such patient data, most patients don't know the details. That's why it's important older relatives share their medical histories with younger generations.

PCF recommends collecting family medical histories at family reunions and holidays. Some thoughtful strategies can help ease your relatives into an open conversation about health:

• Share your purpose. Explain that you're creating a record

the whole family can use to receive better health care.

KNOWING YOUR FAMILY

HISTORY CAN SAVE YOUR

LIFE, SINCE SURVIVAL RATES

ARE HIGHEST WHEN CANCER

IS CAUGHT EARLY.

• Provide multiple choices. Some people may be more willing to share health information in face-to-face conversations, others by phone or e-mail. Let them choose.

• Speak less, listen more. Keep your questions short and

neutral. Medical diseases are not moral failings, but feeling judged is likely to get your relatives to clam up. So listen without comment.

• Respect privacy. Just because this information is to be shared, there's no need to make Uncle Jim's prostate problems the focus of discussion at the next family barbeque.

You can keep your family

medical history current by using free Web services such as the government's Family Health Portrait Tool, available at http:// familyhistory.hhs.gov. After information is collected about grandparents, parents, siblings, children, aunts, uncles and cousins, it organizes it into a diagram for health care professionals to better individualize diagnosis, treatment and prevention plans.

To find out more about how your family history can affect your risk for diseases such as prostate cancer, visit www.pcf.org.

Then take the opportunity to collect a family history the next time your family is together. It might just save a life. (StatePoint)

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### **Housing and Mortgages for Seniors**

A comprehensive guide is now available at www.mortgageloan.com/seniors/ to help seniors understand some of the options open to them and precautions to take when it comes to owning a home, downsizing, paying a mortgage, taking out a reverse mortgage, and selling property. Readers will have a better understanding of common financial mistakes that seniors make, the benefits of downsizing, approaches to paying for a mortgage in retirement, the various types of mortgages available to seniors, what a reverse mortgage is and how to use it, and how seniors can protect themselves from real estate scams.

### Elder Abuse Climbina at Alarming Rates

For every one reported case of elder abuse, five more are unreported according to a recent National Elder Abuse Incidence Study. The National Center on Elder Abuse estimates 1 to 2 million Americans ages 65 or older becoming injured, exploited, or mistreated by someone upon whom they depend for care.

### Caddo Parish Commission **Offers Dental** Discount Program

Dental care assistance is now available for all Caddo Parish residents. The NaCo Dental Discount Program



was launched at a recent press conference by Commissioner Stephanie Lynch. The program provides a comprehensive dental discount program at special reduced rates.

"Healthcare costs add up, especially when it comes to multiple family members," Lynch said. "We want to make sure every citizen is aware of the resource and will use it fully."

Any Caddo Parish resident qualifies for the card, regardless of financial standing. Prices range from \$6.95/month for an individual to \$69.00/annually for a family. The card is not dental insurance, but provides discounts of 5% to 50% on dental procedures including routine oral exams, cleaning, dentures, crowns, orthodontics and more. There are approximately 30 dentists participating in the area.

Currently, citizens can also participate in a prescription drug discount program as well. Residents can save an average of 25% on the prescription drugs.

Information on both cards is available at www.caddo.org.

### Legal Help Is Just a Phone Call Away for Louisiana's Senior Citizens

Looking for legal information? Now there is help for Louisiana Seniors and it is just a free phone call away. Louisiana Senior Legal Aid (SLA) is a free service (some services may require screening for financial eligibility)through Louisiana Civil Justice Center that provides legal information from licensed Louisiana lawyers to Louisiana Seniors. Seniors can get help with wills and estates, divorce, custody issues, disaster related issues and financial matters such as bankruptcy and social security. Senior Legal Aid can't assist with criminal problems, but they can answer questions about identity theft.

Trained intake specialists will answer the call and gather information on your problem. An attorney will evaluate the information and then call the senior back to assist with his or her problem. Senior Legal Aid can be reached Monday through Thursday from 10:00 am to 5:00 pm by calling (504) 355-0970 or (800) 310-7029. Additional information can be obtained by visiting www.laciviljustice.org.

If you would like information about the law in Louisiana, you can visit www. lawhelp.org/LA or call Tel-law, a free phone-bank of recorded messages at (800) 483-5529 or (337) 262-5850 in Lafayette.



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### Money Can't Buy Happiness

Freedom and personal autonomy are more important to people's well-being than money, according to a meta-analysis of data from 63 countries published by the American Psychological Association. While a great deal of research has been devoted to the predictors of happiness and life satisfaction, researchers at the Victoria University of Wellington in New Zealand wanted to know: What is more important for wellbeing, providing people with money or providing them with choices and autonomy? The researchers found, "Money leads to autonomy but it does not add to well-being or happiness." Previous research has shown that higher income, greater individualism, human rights and social equality are all associated with higher well-being. The effect of money on happiness has been shown to plateau - that is, once people reach the point of being able to meet their basic needs, more money leads to marginal gains at best or even less well-being as people worry about "keeping up with the Joneses."

### Keeping up Your Overall Health May Keep Dementia Away

Improving and maintaining health factors not traditionally associated with dementia, may lower a person's risk for developing dementia, according to a new study published in the online issue of Neurology®. The study suggests that rather than just paying attention to already known risk factors for dementia, such as diabetes or heart disease, keeping up with general health may help reduce the risk for dementia. Participants were asked questions about 19 health problems such as arthritis, trouble hearing or seeing, denture fit, chest or skin problems, stomach or bladder troubles, sinus issues, broken bones and feet or ankle conditions, among others. The study found after 10 years that each health problem increased a person's odds of developing dementia by 3.2% compared to people without such health problems. Older adults without health problems at baseline had an 18 percent chance to become demented in 10 years, while such risk increased to 30% and 40% in those who had 8 and 12 health problems, respectively.

### New Drug Helps Hepatitis C Patients Achieve Viral Cure

According to a study published in the *New England Journal of Medicine*, the drug Incivek, when given in combination with two other medications, can dramatically increase the chances of people chronically infected with untreated genotype 1 hepatitis C virus achieve a viral cure. Currently less than half the people in the US with hep C are cured, but this new medica-



tion – and the recent FDA approval of it – means that number should increase to closer to 80 percent. Another advantage to the Incivekcombination therapy was that more than 60 percent of those treated for the first time were able to complete the treatment within 24 weeks. That is less than half the time of the current treatment regimen.

### Vaccine Improves Survival for Metastatic Melanoma

For patients with advanced melanoma, which is the most lethal type of skin cancer, the results of a large clinical trial show that a vaccine combined with the immune-boosting drug Interleukin-2 can improve response rate and progression-free survival. The findings of the study were published in the *New England Journal of Medicine*. This marks the first vaccine study in the disease and one of the first in all cancers to show clinical benefit in a randomized Phase III clinical trial. Researchers noted, "If we can use the body's own defense system to attack tumor cells, we provide a mechanism for ridding the body of cancer without destroying healthy tissue". Therapeutic cancer vaccines, unlike typical vaccines that prevent infections, are meant to jump-start the immune system to help it battle existing tumors.



### Healthy Sources of Vitamin D

The recent increase in recommended vitamin D intake from the Food and Nutrition Board may prompt some to seek more summer sun. To avoid skin cancer, experts at The University of Texas MD Anderson Cancer recommend getting the daily fill of vitamin D from foods and, if necessary, supplements, including:

**Cod liver oil:** Just one tablespoon offers 1,360 IUs (International Units).

**Fish:** One serving (about three ounces) of certain types of fish can give you a healthy dose of vitamin D. This includes:

• Salmon: Provides 447 IUs per serving

• Mackerel: Provides 388 IUs per serving

• Tuna: Provides 154 IUs per serving

Milk: Just one cup of whole, reduced fat or non-fat milk is fortified with vitamin D and provides 115 – 124 IUs.

Fortified cereals: Ready-to-eat cereals, fortified with 10% of the daily recommendation for vitamin D, can provide at least 40 IUs.

The daily recommended allowances from the Food and Nutrition Board for adults is 600 IUs for those under age 70 and 800 IUs for those 70 and older. Vitamin D is the main building block for maintaining bone health. It also boosts the immune system to help fight off germs, bacteria and diseases, including certain cancers.

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For Information or a tour, please call: Linda Milazzo for Southwood Gardens at 318-682-4022 or Roberta Martin for Southwood Square at 318-671-1888



### **Assistance with Dental & Eye Care**

#### Dear Marci,

If Medicare will not pay for my dental care, what other resources could help me pay? -- Phyllis

Dear Phyllis,

To pay for dental care, you can look into additional or alternative forms of coverage. These options include:

• Medicaid. In some states, Medicaid covers some dental services. You may qualify for Medicaid if you have very low income. Check with your local Medicaid office to see what dental services are covered in your area.

• Medicare private health plans. Some Medicare private health plans offer routine dental coverage as part of their benefits package. If you are in a private health plan (such as an HMO or PPO), call your plan to find out what dental services, if any, it covers. If you are considering joining a Medicare private health plan, make sure it covers the doctors and hospitals you prefer to use and the medications you take at a cost you can afford.

You could also look into free or reduced-cost clinics. Such clinics are available in many states. There are a number of places to search for a clinic in your area:

• Local hospitals. Call the hospitals in your area to ask if they offer dental clinics, how you can become a patient there, what services they offer, what the fees are and if payment plans are available.

• Federally Qualified Health Centers (FQHCs), also known as Primary Health Care Service Delivery Sites, sometimes offer dental care.

• Community Health Centers across the country provide free or reduced-cost health services, including dental care.

• Donated Dental Service Programs operate in some states. Dentists in these programs offer free dental services if you have limited income.

• Dental Schools sometimes provide quality, low-cost dental care. Dental students work with patients under the supervision of experienced, licensed dentists.

• Program of All-Inclusive Care for the Elderly (PACE) is available in some states to people with Medicare and Medicaid who need a nursing home level of care. If you qualify, PACE will cover all the medical, social and rehabilitative services you need. PACE also will cover some dental services. If you do not qualify for Medicaid, you can still participate in PACE, but will need to pay additional costs. -Marci

#### Dear Marci,

My sister and both of my parents have had glaucoma, and my doctor thinks I should get screened. Will Medicare pay for it? --Clayton

#### Dear Clayton,

Yes. Medicare covers 80 percent of the cost of an annual (every 12 months) glaucoma screening if you are at high risk for glaucoma, after you pay your annual Part B deductible. The screening must be performed or supervised by an eye doctor who is licensed to provide this service in your state.

If you are in a Medicare private health plan, you should contact your plan to see what rules and costs apply.

In addition to people with a family history of glaucoma, those at high risk for the disease include people with diabetes or high blood pressure, African-Americans age 50 and older, and Hispanic-Americans age 65 and older. -Marci

Marci's Medicare Answers is a service of the Medicare Rights Center (www.medicarerights.org), the nation's largest independent source of information and assistance for people with Medicare. To speak with a counselor, call (800) 333-4114. To subscribe to "Dear Marci," MRC's free educational e-newsletter, simply e-mail dearmarci@medicarerights.org. To learn more, log on to Medicare Interactive Counselor at MRC's website at www. medicareinteractive.org.



# **ANSWERS FROM THE EXPERTS**

### OPHTHALMOLOGY

I am a 50-year-old female who has worn contacts and glasses for my nearsighted condition for years. Will the new eye procedures eliminate my need for contacts or glasses?

After age 40, most people become presbyopic, meaning you lose your near vision. There are many options for people who want to reduce their dependence on glasses or contacts. Some people are great candidates for LASIK, while others would benefit more from the ReStor Multifocal Lens Implant. In order to know exactly which procedure is best for you, you should be examined. Call 212-3937 today to learn about all of the options available to you.



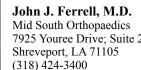
Chris Shelby, MD Pierremont Eye Institute 7607 Youree Dr. Shreveport, LA 71105 318-212-3937; www.ShelbyEye.com

### ORTHOPAEDICS

My shoulder hurts. Should I play through the pain? Over 12 million people visit a doctor's office for a shoulder problem annually. Athletes are particularly prone to shoulder injuries due to repetitive, cumulative stress/injuries. Injuries occur during sports, as well as every day home and work activities. Most shoulder problems involve muscles, tendons, and/or ligaments and can be treated effectively with exercises, medications, physical therapy, etc. Steady pain, limitation of motion, difficulties with work activities of daily living or difficulty with sleep should alert you to seek an



orthopedic surgeon for help in diagnosing and treating your shoulder pain.



7925 Youree Drive; Suite 210

### **NURSING HOME CARE**

My father is taking many prescription medications and is about to be admitted to a nursing home for rehab care from hip surgery. How will he get prescriptions refilled and will Medicare cover them?

The hospital's discharging physician will write orders for medications. Generally, the nursing home's primary pharmacy will dispense the meds and they will be delivered to the center the same day. As to cost, if your father admits under Medicare Part A, the medications are paid for by the nursing center. If he admits as private pay, either your father or his prescription drug plan will be billed for the costs. If he is eligible for Medicaid and has been awarded benefits, the pharmacy will bill Medicaid for reimbursement.



Vicki Ott

NurseCare Nursing and Rehab Center 1736 Irving Place Shreveport, LA 71101 (318) 221-1983 See our ad on page 6.

### HOSPICE

Should I wait for our physician to raise the possibility of hospice, or should I raise it first?

The most frequent comment hospice agencies hear from their patient's and families is "I wish I would have known about 'it' sooner." In 2008, 35.4% of those served by hospice died or were discharged in seven days or less - a timeframe way too short to realize the full benefits of hospice care. Ideally, discussions about adding the benefits of hospice services to an individual's care regimen should begin when it appears that a cure may not be possible for a life-limiting illness and within the context an individual's goals for treatment. It would not only be appropriate, but also prudent to initiate the conversation with your physician about hospice services.



Rick Bauer of LifePath Hospice Care Service 8720 Quimper Place, Ste 100 Shreveport, LA 71105 318-222-5711; 1-866-257-5711 www.lifepathhospicecare.com

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# TAKE CH/ **DON'T TURN YOUR BACK C**

If you're over 50 or have osteoporosis, it's important that you don't ignore your back pain. It may signal a fracture. See your doctor right away if you think you may have one.

# Spinal fractures can be repaired if diagnosed

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# **ARGE** ON BACK PAIN

spinal



### **Standing Tall: What Women Need to Know about Spinal Fractures**

When you think of women's health issues, spinal fractures probably don't come to mind. But they should. These common fractures can not only be disfiguring, but deadly.

Spinal fractures are the most common osteoporotic fracture; over 900,000 spinal fractures occur every year in the United States alone, according to industry estimates and research. They occur more often than hip fractures in any one year. They also increase the risk of death. Unlike a hip fracture, the risk of death following a spinal fracture (link to: http://www.spinalfracture.com) continues to increase progressively, so it is important to treat spinal fractures soon after they occur. Sadly, only about one third of these fractures ever receive medical attention.

The main cause of spinal fractures is osteoporosis, which silently robs you of the density in your vertebrae — bones we often take for granted. Think of the vertebrae in your spine as a stack of square building blocks with mesh interiors. Osteoporosis causes the mesh architecture inside the blocks to deteriorate, eventually causing micro-fractures. As micro-fractures accumulate, the blocks become weaker and less able to resist the stresses we expect them to handle. Many times, what seems like very minor stress can cause fractures and the vertebrae to collapse, which causes the vertebrae to become compressed. You may notice you are getting shorter, and gradually you will notice a curving forward of your spine. This is called kyphosis.

Besides loss of height, some other changes occurring in your body might be due to spinal fractures. Do your clothes not quite fit right? Are you developing a "tummy" that you never had? Do you eat less because you get full so fast? Are you short of breath from small exertions?

With spinal fractures, what was once a nice sturdy compartment for your internal organs gradually becomes smaller and smaller, compressing your stomach, lungs and digestive tract. The compression keeps your lungs from expanding fully, makes your heart work harder and your entire digestive track is pushed forward between your ribs and hips.

Spinal fractures can occur spontaneously or from the minimal stress of day-to-day activities. Sometimes there is no pain and the fracture goes unnoticed, but sometimes there is extreme pain.

For Marian Williams, 80, of Salem, Va., it was both spontaneous and very painful. As she was walking down the stairs in her home, "It felt like something slipped in my back. It started hurting right away, and the pain quickly became unbearable. I couldn't do anything. Even when I was lying down or sitting down, it hurt," she said. "It hurt to move. It hurt to breathe. I never had pain like that before. It was excruciating."

Marian was admitted to the hospital and referred to Dr. Van Lewis, a neuroradiologist in nearby Roanoke, who recommended a minimally invasive surgery known as KYPHON (R) Balloon Kyphoplasty. During this procedure, two tiny incisions are made in the back and balloons are inserted through small tubes into the fractured bone. The balloons are then carefully inflated in an attempt to raise the collapsed bone. The balloons are then removed, creating cavities in the bone that are filled with bone cement. A clinical study has shown that those who undergo this procedure experience improved quality of life, faster back pain relief and quicker return of physical function than patients who opt for non-surgical treatments such as physical therapy or pain medication. The benefits were sustained on average throughout 12 months. While spinal fractures may be associated with mortality, no data exists currently to show that KYPHON Balloon Kyphoplasty improves the mortality rate.

The complication rate with KYPHON Balloon Kyphoplasty has been demonstrated to be low. There are risks associated with the procedure (e.g., cement leakage), including serious complications, and though rare, some of which may be fatal. This procedure is not for everyone. A prescription is required. Please consult your physician for a complete list of indications, contraindications, benefits, and risks. Only you and your physician can determine whether this procedure is right for you.

Three days after being admitted to the hospital, Marian was treated with balloon kyphoplasty. "When I woke up from the surgery, they took me back to my room and told me to lie flat for two hours ... the excruciating pain was gone," Marian said.

Marian no longer has excruciating back pain and is back to her regular activities, which include lifting light weights, using the weight machines and taking low-impact aerobic classes at her gym three times a week.

For a free, informational packet on KYPHON Balloon Kyphoplasty, potential patients and physicians can call [phone number to be inserted here]. More information about spinal fractures can be found on the Internet at www.spinalfracture.com (link to: http://www.spinalfracture. com/) or www.kyphon.com. (link to: http://www.kyphon.com/us/home. aspx) or by writing to Medtronic, Inc., 1221 Crossman Ave., Sunnyvale, CA, 94089.

*KYPHON Balloon Kyphoplasty incorporates technology developed by Dr. Gary K. Michelson.* 

# dtronic

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### from the BENCH

# Does Estate Planning *Really* Matter?

In recent months, everyone has been talking about what is happening with the Federal Budget process. It seems you cannot go into a restaurant or be at any social event without someone bringing up this topic. Everyone has their opinion on whether or not the debt ceiling should be raised or if it should be left alone. Either

choice has consequences, some of which

can have a dramatic effect on the economy.

Considering that the national debt has risen, everyone is trying to consider how Congress will raise the money to fund our national and worldwide obligations. Many talks have centered on how to slash the budget. Some of these discussions have included cutting Social Security and Medicare benefits. Other talks have looked at raising taxes on cor-



JEFF COX

porations and individuals. Other discussions have looked at the option of cutt

the option of cutting areas of the federal budget and raising taxes.

In light of the above back drop, estate taxes do not concern most individuals at the present time. Congress has raised the

exemption to \$5,000,000 per individual



or \$10,000,000 per a married couple. Most of the population in America will not have to pay estate taxes if this level remains constant. As such, most people think they will not need to do estate planning and these people will be wrong for the following reasons.

Estate planning has always been considered preparing one's estate for the

time they die and stating to whom their assets will pass. Tax considerations have been part of the estate planning process but not the sole reason for estate planning. Estate planning is trying

Most people think they will not need to do estate planning...and these people will be wrong.



to avoid the problems usually associated with the death of a person. These problems include where the property passes, who will pay final bills, where will the person be buried and how will the burial be paid for, and a myriad of other problems that can arise.

By thinking about and planning for the inevitable event of death, a person can hopefully avoid many of the traps that will costs the surviving family members money( attorney fees, court costs, funeral costs, accounting fees, etc.), time, and frustration. Hopefully, by talking to qualified persons who practice in the estate planning area, many of the traps associated with the death of a person can be avoided. In addition, plans can be put into any estate plan to prepare for any change in the estate tax exemption if the Congress decides to lower this limit, which it is likely to do.

Does estate planning matter anymore? In light of the above stated reasons, I believe it does.

Judge Jeff Cox is the 26th Judicial Court Judge for Bossier/Webster Parishes, Division C.



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**MONEY** matters

# Understanding **Credit Scores**

f you've tried to take out a loan or open a new credit account recently, you know that the days of easy credit are long gone. Lenders, insurers, landlords and even some employers are more diligently scrutinizing your credit history to see if you're a worthwhile risk.

A low credit score can cost a small fortune over the course of a lifetime. What often happens to people with poor, or even fair, credit scores is:

• It's harder to qualify for a mortgage, you'll need a bigger down payment and you'll pay a higher interest rate, which adds up over time. Someone with poor credit might pay an extra \$100,000 in interest over the life of a typical 30-year, \$300,000 mortgage.

• Similarly, someone with a poor score might pay an additional \$10,500 in interest on a 60-month, \$25,000 auto loan.

• Credit card interest rates can be 10 or more percentage points higher and credit limits are typically much smaller.

• Although credit scores aren't factored into federal student loan interest rates. they are with private student loans, often resulting in rates several percentage points higher.

Here are a few key concepts:

**Credit bureaus.** Each major credit bureau - Equifax (www.equifax. com), Experian (www.experian.com) and TransUnion (www.transunion.com) compiles information from lenders who've extended you credit, tracking



**ALDERMAN** 

the number and types of credit accounts you use, how long they've been open and whether you've paid your bills on time.

Credit report. Upon request from you or a potential lender (and, increasingly, employers and landlords), bureaus assemble a report showing

your credit history to date. Among other things, it contains a summary of open and



Five factors are used to determine your credit score: payment history, amount owed, length of credit history, newly opened credit accounts, and types of credit used.

closed accounts, outstanding balances, recent inquiries and negative items (late/ missed payments, bankruptcy, tax liens, etc.)

Credit scores. When you apply for new credit, the lender will ask a credit bureau to compile a three-digit credit score, based on information in your credit report - essentially a snapshot of your credit profile at that moment. The lender uses your credit score to supplement its own selection criteria to determine whether you are a worthy credit risk.

Five factors are used to determine your credit score: payment history (usually around 35 percent of your score), amount owed (30 percent), length of credit history (15 percent), newly opened credit accounts (10 percent), and types of credit used (10 percent). These five categories may be weighted differently depending on your individual circumstances.

You can order one free credit report a year from each bureau. (Order through the government-authorized





www.annualcreditreport.com; otherwise you'll pay a small fee.) This helps you identify bad credit behavior and spot fraudulent activity or errors before they damage your credit.

A good strategy is to rotate ordering a free report from one bureau every four months; that way, you'll keep year-round tabs on what's being reported about you. You can also order individual credit scores for around \$15.

Many good resources share what you can do to protect – or repair – your credit scores, including the Credit Education center at www.myfico.com, the Federal Trade Commission's Credit & Loans page under "Consumer Protection" at www.ftc.gov, and What's My Score, a financial literacy program run by Visa Inc., which also features a free FICO Score Estimator that can help you approximate your score (www.whatsmyscore.org).

Jason Alderman directs Visa's financial education programs. To participate in a free, online Financial Literacy and Education Summit on April 4, 2011, go to www. practicalmoneyskills.com/summit2011.

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# dear PHARMACIST

# Relieve Sore, Achy Muscles Fast

Dear Pharmacist, I moved some furniture last weekend and my muscles are still sore. This happens every time I exert myself, even from walking around the block. My muscles aren't as resilient as in years past. What can I do or take? --M.J. Decatur, Illinois

Regular muscle pain is fairly easy to remedy. If it were me, I'd take a hot bath with Epsom salts and a few drops of lavender essential oil. Lavender's antiinflammatory properties relieve fatigued muscles. I might also take ibuprofen, or natural Zyflamend by New Chapter whichever I could find first.



lar options here are acetaminophen (Tylenol), ibuprofen (Motrin, Advil) and naproxen (Aleve). These reduce inflammation within an hour or two. I recommend you take these with food. Keep in mind, acetaminophen is

The pharmacist in me wants to share some OTC products that can help temporarily. Let's talk about

**Over-the-counter (OTC) pain medication:** The three most popu-

them and how they work:

Suzy COHEN, RPh

pineapples).

**Suzy J, RPh** intestines more so ask the pharmacist which is better for you. Natural anti-inflammatories won't work as quickly; these include omega 3 fish oils, krill oil and bromelain (from

Ben Gay Moist Heat Therapy Pads: These non-medicated, odorless pads are air-activated and they get nice and toasty



on your skin, very similar to the moist heat of a shower. They help ease muscle/ joint aches or pain associated with PMS, overexertion and strains for up to eight hours.



Did You Know? Corticosteroids are drug muggers of calcium. You may need to supplement if you take these medications long-term.

Icy Hot Medicated Patches: Menthol usually comes in cream form, but these patches contain menthol in a patch which causes a unique sensation on the skin for up to 8 hours.

**Kink-Eaze:** Formulated by a painspecialist, David S. Klein M.D., this contains menthol and 10 times the amount of MSM found in other products. It could help improve flexibility, relieve muscle spasms, minor joint pain, achy muscles and knee pain because the MSM goes through right the skin. Available at www.stages-of-life.com

**Capsaicin:** It's the active ingredient in chili pepper and you can buy it at pharmacies nationwide. I suggest the patches or roll-on for ease. These work fabulously with repeated applications.

Do you suffer with chronic muscle soreness? If so, look in your medicine cabinet. Statin cholesterol drugs and blood pressure pills are well-known culprits to cause muscle pain. The remedy for drug-induced myopathy of this sort is Coenzyme Q10, see my Drug Mugger book for more.

People who have mercury overload, or chronic fatigue syndrome have poor mitochondrial function and may benefit from apple extract called "malic acid." This substance jumps right into your Krebs cycle to help your mitochondria. Long story short, with malic acid supplementation, you produce energy and relieve tenderness. I think it could help fibromyalgia, especially when combined with magnesium, whey (or hemp) protein, or creatine.

This information is not intended to treat, cure, or diagnose your condition. For more information visit www.DearPharmacist.com. ©2011Suzy Cohen, R.Ph. Distributed by Dear Pharmacist, Inc.

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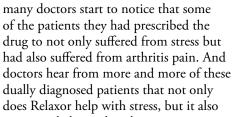
### LAWS of the land

### Marketing Medications

et's say that some drug company invents a new drug that treats stress. So the drug company takes the drug, let's calls it Relaxor, to the FDA and asks for approval to sell the drug. The FDA looks at all of the studies the drug company had done and determines that Relaxor is safe and effective in treating stress and therefore

approves the drug. (Note that Relaxor is a drug that I made up. Please do not call me asking how you can get it. I am not a doctor and do not have authority to prescribe imaginary drugs.)

Anyway, the drug company then starts selling Relaxor and doctors start prescribing it for their patients. And patients start telling their doctors that Relaxor works great. And as patient feedback comes in,



helps with arthritis pain.



ARONSON

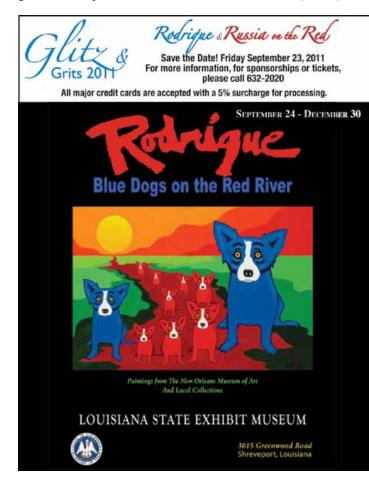
So here's the question: if a patient, Bob, has no problems with stress but suffered from horrible arthritis pain, would it be legal for the doctor to prescribe Relaxor to Bob? Remember, Relaxor has been approved by the FDA to treat stress. The FDA has not approved the drug to treat

arthritis pain. In fact, there have been no studies done to show that Relaxor is a safe and effective treatment for arthritis.

Well, the answer to the question is that it is legal for the doctor to prescribe Relaxor to Bob for his arthritis. Such practice is called "off-label use" and is very common. I've read that about one in five prescriptions written are for off-label use.

But here's the catch. Although doctors can prescribe drugs for off-label use, drug manufactures can not advertise or market these off-label uses. So it would be illegal for the drug company to run a TV ad showing a patient/actor taking Relaxor and saying something like, "and it works great on my arthritis pain too."







Now lets say that as more and more people notice that Relaxor helps with arthritis pain as well as stress, medical professionals start to study the phenomena and medical journals start to write about it. In fact, one highly influential medical journal writes a very positive report about Relaxor helping arthritis patients. The drug manufacturer sees this report and decides to send a copy of the article to a long list of doctors in an effort to convince the doctors to prescribe Relaxor for offlabel treatment of arthritis regardless of whether their patients suffer from stress. And the drug company also instructs its salespeople to start handing out copies of the article to all of the doctors that they call on. Is the drug company advertising or marketing Relaxor for off-label use?

In the past there was a specific law that said drug manufactures could distribute medical journal articles that discuss unapproved new uses for drugs to healthcare professionals. But this specific law "ceased to be effective on September 30, 2006." After that date, no one was really sure if such a practice constituted illegal off-label advertising or marketing. So the FDA recently gave their opinion on the matter. According to the FDA, "scientific and medical information that concerns the safety or effectiveness of an approved drug...for an unapproved new use that is not included in the product's approved labeling...is often published in journal articles or reference publications. These publications are often distributed by [drug] manufacturers to healthcare professionals or healthcare entities." And the FDA concluded that it is legal for a manufacturer to disseminate such medical and scientific information as long as the manufacturer follows "Good Reprint Practices."

"Good Reprint Practices" mean that the drug manufacturer's salespeople can hand a copy of the article to a doctor during a sales visit but can not discuss the article with the doctor during the sales visit. And the article must be reproduced in its entirety and not altered in any way. And the article must "be distributed separately from information that is promotional in nature."

Lee Aronson is an attorney with Legal Services of N. LA. His practice areas include consumer protection law, housing law and health care law. Sam Stroope Hair Replacement Specialist and Hair Stylist

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# The Pleasure of Doing Something Good

By Mary Flanders

Summerfield Estates Retirement Community on the south side of Shreveport is a beautiful sunny place. Walking into the main lobby feels like walking into your grandmother's home. But there is something that makes Summerfield Estates very special. Summerfield is home to nine extraordinary ladies. Naomi Bozeman, Betty Kubarmann, Esther Kaufman, Katie Richardson, Jantte Smart, Maxine Coody, Helen Bogue, Mary Lester and Mary Gagnon are the Sew-n-Sews.

With yarn, crochet hooks and knitting needles these caring ladies have spread their love around the world from here in Shreveport to the Ukraine to Afghanistan

Their wonderful caring hands and hearts are working all the time for others. The Sew-n-Sews get together once a week, but their hands are constantly busy crocheting and knitting. In the three years they've been together these ladies have made hundreds of caps and lap robes, baby bonnets and blankets.

Their faces come alive when they talk about their projects and the pride they take in each cap and blanket. Their favorite project currently is making crocheted caps for the troops serving in Afghanistan. The caps are dark colors and close fitting, they're meant to be worn under the soldiers' helmets to keep their heads warm and the sand out. They've sent one hundred already, but one of the soldiers paid them the ultimate compliment when he told them that 100 wasn't going to be enough, that the soldiers were going to fight over them. High praise indeed, so the ladies are busily making more.

They have also made blankets and caps for the child care center at Volunteers of America, for Heart of Hope and for patients at St. Jude's. Their other specialty is warm lap robes. Recently they donated red, white and blue lap robes to the Northwest Louisiana Veterans home in Bossier City.

When asked why they give so much, Helen Bogue says they feel "fortunate to have their hands" and that "seniors should volunteer and give back."



Front row seated: Left to right: Betty Kubarmann; Naomi Bozeman; Helen Bogue; and Maxine Coody Back row standing: Left to right: Jeannette Smart; Mary Lester; Esther Kaufman, and Katie Richardson

The ladies take pride in their work, as Mary Lester says, "I hope every ones that gets a cap enjoys it as much as I enjoy making them."

Betty, the lone knitter of the group, shows off some tiny pink knitted baby caps with delicate patterns and pom poms on top, and her eyes sparkle as she talks of making gloves and mittens and sweaters.

Some of the ladies are experienced; some have done hand work for years. Katie Richardson has sewn and quilted for years and in addition to crocheting, she makes purses and beautiful Christmas stockings.

Maxine Coody started out making baby blankets to give to the Volunteers of America. She was very touched when she was told that one of the blankets was given to a soon to be mom that was only eleven years old.

Even suffering from cracked ribs, Maxine keeps her hands busy with yarn and crochet hook, making caps and

afghans. Others are new

to the world of needlework. Janette Smart is more of a novice and says,"Naomi is the one who keeps us going, and she has so much patience when we ask her to show us one more time." Naomi Bozeman, a veteran needle worker says "Every stitch is made with love." That love shows in the delicate crocheted edgings around soft flannel receiving blankets to cuddle babies, it shows in the multitude of caps in many colors, caps with tiny ruffles, caps in camouflage colors, tiny ones for babies, bigger ones to send to our soldiers, brighter colors to send to those in need around the world.

The Sew-n-Sews are always looking for more materials, especially dark colors for the helmet liners. So if you have yarn you know you're never going to use, contact Marsha Lawless, the Activities Director or Sandy Paul, the Manager of Summerfield Estates, at 318-688-9525, and they're always looking for more ladies to join them, no experience is necessary.

These warm hearted ladies of the Sew-n-Sews keep giving and giving and by their giving, they are making the world a little warmer one cap at a time.

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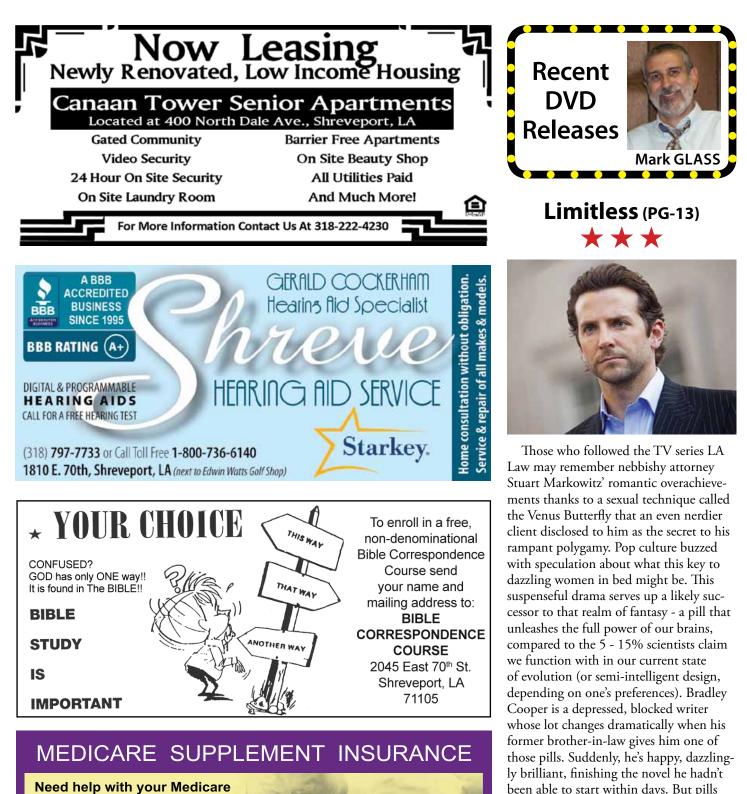
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wear off, and more are needed. Unfortunately, someone murders his source, and

Considering the fanciful premise, the

plot is relatively thoughtful and coherent, with several arenas of suspense and food

through chemistry" may come to mean in

the near future. Cooper and DeNiro turn

in compelling performances in this sci-fi

for thought about what "better living

the danger part of the plot begins.

variation on the sort of Wall Street clashes between old mentors and young wizards of the wandless variety.

Rango (PG)



Apart from the deceptive gap between the look of this animated feature and the actuality of its script, this one's a pretty good bet for the right audience, in the right frame of mind. The characters are so adorable one may expect a lighthearted animal adventure for all ages. But the story and action unfold in a more dramatic tone than the artwork indicates. making it less likely to please those under ten than one expects. With that caveat in mind, enjoy the tale of a daydreaming city-raised chameleon who accidentally lands in a desert town in which foul play is afoot, as he unwittingly, then reluctantly, sets himself up for the role of hero - the good, the bad and the ugly of such gigs. In structure, the plot seems much like Jack Black's recent outing in a contemporary spin on Gulliver's Travels. This variation on the theme is less funny, but much cuter.

Mark Glass is an officer and director of the St. Louis Film Critics Association.



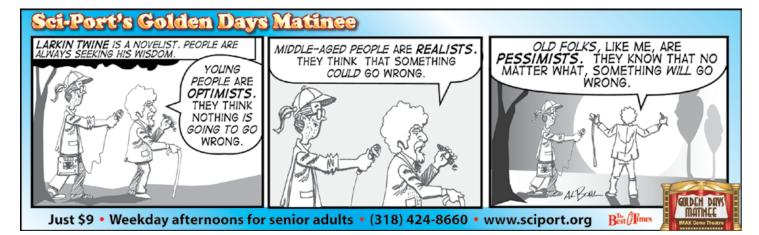
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# Chicken à la GRILL

hese recipes from the National Chicken Council bring flamekissed flavor to your plate in the form of sweet and spicy wings and a gorgeous entrée salad. For more tips and recipes, visit www.eatchicken.org.

From the Illinois Institute of Art Cooking School, Chicago (Serves 4)

- 6 chicken thighs, boneless and skinless
- 1 tablespoon Chinese five spice powder
- 1 tablespoon olive oil
- 1 teaspoon salt, divided
- 1 teaspoon black pepper, divided
- 1 red bell pepper, seeded and quartered
- 1 yellow bell pepper, seeded and quartered
- 1 jalapeño pepper, seeded
- 2 cans water chestnuts (5 ounces each)
- 1 carrot, peeled, cut into 1-inch chunks
- 1 English cucumber, skin on and cut into 1-inch chunks
- 2 radishes, halved
- 1 red onion, quartered
- 1 clove garlic, minced
- <sup>1</sup>/<sub>4</sub> cup lime juice

38 August 2011

- <sup>1</sup>/<sub>4</sub> cup olive oil
- 2 tablespoons cilantro, chopped
- 2 tablespoons parsley, chopped

- **Apricot Glazed Grilled Chicken Wings (Serves 4)** 4 pounds chicken wings, tips removed, medium high.
- and cut at the joint 1 teaspoon kosher salt 3/4 cup apricot preserves
- 2 garlic cloves, mashed
- 1 tablespoon chopped fresh ginger
- 1/4 cup soy sauce
- 1/2 teaspoon red pepper flakes
- Juice from one lime, about 2 tablespoons
- 1 tablespoon balsamic vinegar
- 1/2 teaspoon cumin

or up to overnight.

- 2 tablespoons chopped chives
- Fresh lime wedges for garnish

Season wings with salt. Heat grill to

In large plastic zipper bag, combine

oil, 1/2 teaspoon salt and 1/2 teaspoon black

pepper. Add thighs to bag, seal well and turn

While chicken is marinating, place red

pepper, yellow pepper, jalapeño pepper

radishes and red onion in bowl of food

may be julienned by hand.

pieces, water chestnuts, carrot, cucumber,

processor. Rough chop by pulsing the blade.

If food processor is not available, vegetables

Place chopped vegetables in large bowl.

out, about 6 minutes per side. Cool and shred meat coarsely.

#### Pan-Asian Chicken Escabeche

Add chicken to vegetable salad mixture. Add cilantro and parsley; stir well to combine.

www.TheBestOfTimesNEWS.com

Prepare gas or charcoal grill. Place chicken on grill and cook, turning, until done through-

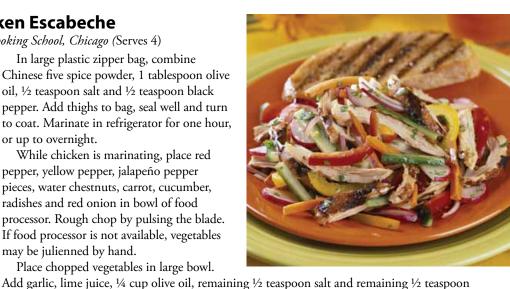
pepper. Place bowl in refrigerator and allow to sit for one hour or up to overnight.

In bowl of food processor combine preserves, garlic, ginger, soy sauce, red pepper flakes, lime juice, vinegar and cumin; process until smooth. Add chives.

Place wings on grill and cook for 8 to 10 minutes. Turn and grill for another 5 to 6 minutes.

With a pastry brush or spoon, brush sauce on wings. Cook for about 1 minute, and turn. Repeat on other side of wings. Cook for another 1 minute. Wings should register 170°F when tested with an instant read thermometer.

Serve wings garnished with lime wedges.



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By Mike Peluso; Edited by Rich Norris and Joyce Nichols Lewis

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74 NYC-based



#### BOWLING

**Bowling World Record Attempt** -Holiday Lanes will join more than 4,000 bowling centers during National Bowling Week to achieve a new World Record. On August 6 Holiday Lanes, 3316 Old Minden Road, Bossier City, is inviting the public to participate in a challenge to break the current record of 923,948 bowling games played in a single day. Holiday Lanes has a goal of contributing 3000 games toward the national record. Anyone who downloads a free game coupon at www.gobowling.com can bowl one game for free and take part in the World Record breaking event from 9 am until 2 am.

#### CONCERT

F.J. Haydn's *Mariazeller Mass* -*Presented by* The St. Pius X Choir and conducted by Marc-Andre Bougie. Sun. Aug 21 at 4 p.m. at St. Pius X Catholic Church, 4300 N. Market, Shreveport. Featuring the Shreveport Chorale & Orchestra and the Texarkana Regional Chorale. FREE.

#### **DRIVERS EDUCATION**

AARP Driver Safety Program - A 4 hour classroom refresher course for drivers age 50+. Participants must preregister. \$14 for non-AARP members; \$12 for AARP members (AARP card required at registration).



• Monday, Aug. 8. 8:30 am to 12:30 pm. Sponsored by The Shreveport Rose City AARP Chapter. Christ United Methodist Church, 1204 Crabapple, Shreveport. Contact Vernon Varnell at 686-8889.

#### **EDUCATION**

Joint Replacement Camp - Conducted by WK Physical Medicine & Rehabilitation Institute. For patients who are scheduled for total hip or knee replacement surgery or who are considering surgery in the future. FREE. Reservations required, space limited. Call (318) 212-8225 or register online at wkhs.com.

• Tuesday Aug 2 at 9 a.m., WK Bossier Health Center, Conf. Rm. B, 2400 Hospital Dr., Bossier City.

• Tuesday Aug 16 at 9.m. WK Pierremont Health Center, 2nd floor Conference Center, 8001 Youree Dr., Shreveport.

#### **EXHIBIT**

Blossom II - The Art of Flowers -Through October 16. Presented by R. W. Norton Art Gallery, 4747 Creswell, Shreveport. Monday through Friday, 10 am to 5 pm; Saturday and Sundays, 1 pm to 5 pm. Approximately 60 paintings depicting and interpreting flowers of all kinds. Group tours available. 318-865-4201. FREE

#### Judging Event & Business Information Expo

Over 40 exhibitors will provide information and giveaways

Live Entertainment

100+ valuable Door Prizes Drawings begin at 1:00 p.m. (You *must* be present to win)

Announcement of Poker Rally winners begins at 1:00 p.m.

#### FREE

Open to everyone age 21 and older.

(Please bring a canned good to be donated to the Food Bank of NWLA)



Remember in Shreveport When - The Exhibit - The Louisiana State Exhibit Museum at the Fairgrounds in Shreveport. Celebrating memories of current and former residents of Shreveport. Through August 13. Mon. through Fri., 9 a.m. until 4 p.m.; Sat. from 12 p.m. until 4 p.m. Tours available by appointment. FREE admission and parking.

#### **HEALTH FAIR**

Health & Resource Fair - Aug 5. 11 a.m. - 3 p.m. Cloverdale Learning Center, 2213 Shed Road, Bossier City. Join us for door prizes, refreshments. Please contact Ms. Amy at (318) 550-0504 for any questions.

#### **KREWE OF ELDERS**

Krewe of Elders Coronation Bal -Friday, August 5, 6:00 until 11:00 p.m., at the American Legion Hall Post No. 14, 5315 South Lakeshore, Shreveport. Entertainment by The Original Classics. Black



www.TheBestOfTimesNEWS.com

Tie Optional, Buffet, Silent Auction, and cash bar. Tickets \$40.00 advance, \$45.00 at door. Info 635-4901, 752-9175. Open to the public.

#### MEETING

The GENCOM Genealogical Computer Society monthly meeting - Sun., Aug. 28 at 2 p.m. at the Broadmoor Branch of the Shreve Memorial Library, 1212 Captain Shreve Dr., Shreveport. Don Davis will present a program on "Using Family Tree Maker Version 11". FREE and open to the public. For information call 318-773-7406 or email jgjones09@gmail.com.

#### **MOVIES**

Movies and Moonbeams - Sponsored by Shreveport Public Assembly and Recreation (SPAR), along with the Robinson Film Center. Bring your blanket or folding chair. Free admission. Concessions available or bring your own. For more info call 318.673.7892 or visit www. moviesandmoonbeams.org.

• August 5 - 8:30 p.m. Riverview Park. "Grownups" (PG-13).

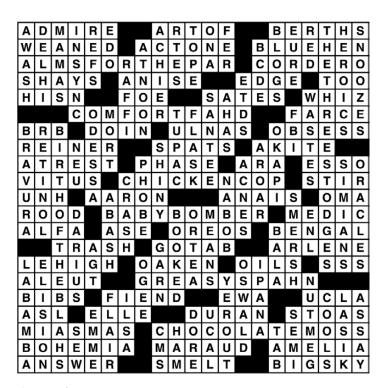
• August 19 - 8:30 p.m. Valencia Park. "The Longshots" (PG).

Sci-Port's Golden Days Matinee - Weekdays 1:00 -4:00 p.m. On the Shreveport riverfront. Seniors enjoy an IMAX film, FREE admission to Sciport galleries and a frozen yogurt. Cards, board games & activities available. All for \$9. Groups call (318) 424-8660 to schedule.

Silver Screenings - "His Girl Friday" starring Cary Grant and Rosalind Russell. Matinee and luncheon for seniors on Tuesday, August 16 at 10:30 a.m. at Robinson Film Center, 617 Texas Street in downtown Shreveport. \$5.75 for the film. \$14 for the film and lunch. Call (318) 459-4122 to RSVP.

#### **RED HAT SOCIETY**

Red Hat Day at the Races -The Lagniappe Queen Council of North Louisiana invites members of official Red Hat Chapters to a "Red Hat Day at the Races" on Saturday September 17th at Harrah's



Louisiana Downs, 8000 Highway 80 East, Bossier City. Doors open at 11 am with shopping and picture taking. Buffet served at Noon, with races starting at 1 pm. Cost is \$35. Dress to the 9's in your Red Hat Regalia. For info and questions, please contact Ginny Bates at 318-309-0449 or email to ginnybates2@ comcast.net.

#### THEATRE

"Mahalia: A Gospel Musical - Presented by Shreveport Little Theatre. Celebrating Mahalia Jackson, featuring singer Carolyn Bryant. August 11, 12, 13 at 7:30 p.m. All tickets are \$10. Tickets may be purchased by calling 424-4439 or by visiting SLT's box office located at 812 Margaret Place, open noon - 4 p.m. weekdays.



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# "Remember In Shreveport When"

The "Remember in Shreveport When" exhibit is being displayed at the Louisiana State Exhibit Museum during the months of July and August. This exhibit has drawn many visitors and showcases treasured items, photos and news clippings that represent Shreveport history.



WAYNE WADDELL AND ROY BURRELL AT THE OPENING DAY OF "REMEMBER IN SHREVEPORT WHEN" ON JULY 2.



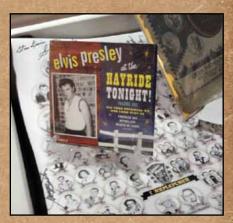
(Above) L to R: Jo Anne Woodard, Julie LaPrease, Gayle Renfro; (Right) Key to City of Shreveport given to Roy Rogers in 1954.



(Above) A. T. Bunn; (Right) Record played on KWKH in early years



(Above) Dude and Genny Middlebrooks



Artifacts from Elvis's time in Shreveport.



(Above) Sign from the Washington Youree Hotel; (Right) Coffee and Tea Service Set from the Youree Hotel.





(Above) David and Sue Rubenstein



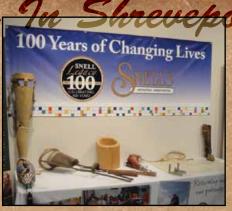
NEILSON JACOBS VISITS EXHIBIT AREA WHICH PRESENTED INFORMATION ABOUT HIS RELATIVE ED JACOBS WHO WAS INVOLVED WITH THE TROLLEY SYSTEM IN SHREVEPORT



ITEMS FROM ST. GENEVIEVE ORPHANAGE IN 1890s



KSLA TV IN EARLY DAYS

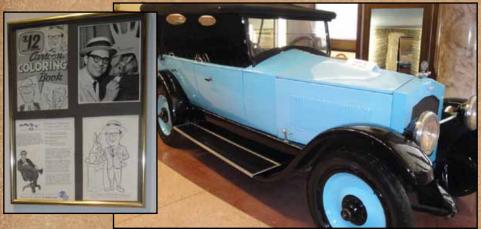


SNELL'S ORTHOTICS AND PROSTHETICS 100TH ANNIVERSARY CELEBRATION



(ABOVE) RONNIE NEAL, FORMER CUTTER AT TEXAS MELON GARDEN AND DRIVE IN PRODUCE ON GREENWOOD ROAD IN SHREVEPORT; (BELOW) PAY RADIO IN THE HOTEL ROOMS OF THE YOUREE HOTEL





(Left) Bob Griffin and His Buddies Television show; (Right) 1921 Bour-Davis Motor Car built in Shreveport by the Louisiana Motor Car Company



OTIS AND JUNE ALLEN



GARY CALLIGAS AND CLINT SNELL AT THE LIVE REMOTE BROADCAST OF TBT RADIO HOUR AT THE INTAKE DAY OF RISW ON JUNE 25TH



BETTY BLAKE AND HELEN SMITH



SEVEN SEAS RESTAURANT IN SHREVEPORT AT YOUREE AND OCKLEY DRIVE OPENING ANNOUNCEMENT IN 1955

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- Long-term care planning Explore all options and develop a plan to qualify you for Medicaid and/or VA Aid and Attendance benefits (for qualifying veterans and their spouses), while protecting assets to supplement your care above the basic level provided by governmental programs. Develop a life care plan with our client care coordinator, Vickie Rech, to coordinate your long term care.
- Special needs planning Protect inheritances or settlements received by persons with disabilities that would otherwise simply replace government benefits.
- Successions Assist heirs with transfer of assets from the estate of the decedent. Litigate contested claims.

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## 318-222-2100

(\$300 for initial consultation fee)

Joseph R. Gilsoul Kyle A. Moore

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**Diabetes Seminar,** WK Bossier Health Center, July 19 Dr. Kimball-Ravari welcomes speaker Owen Medd from Philadephia who discussed how he lives with diabetes

St. Luke Methodist Senior Fellowship Luncheon, July 14 Below: (L to R) Carolyn Thompson with Carolyn & Bill Jones





**Above:** (L to R) Judy Rausah, Mary Parker, & Lexine Adams celebrate their birthdays

#### Senior Medicare Patrol training, Shreveport, July 18th Coordinator Julie Agan (left) instructs Mary M Davis.





Winning Tuesday presentation about Finishing LA3132, July 12 Left: Dr David Henry & Glenda Pritchett Right: (L to R) Frankie & Carolyn Spano, TJ & Leona Mandina



Shack Harris and Doug Williams Foundation Scholarship Awards, River Dome (L to R) Larry Rivers, Sparkle Marshall, Doug Williams & Tonnie Johnson



Southern University Foundation's 12th Annual Gentlemen's Cooking Classic, Louisiana Downs, June 25 (L to R) D.E. Stevens, Don Gibbs, Candy Rain, Sheriff Steve Prator, Margo Marshall & Dickie Stevens

Flag Dedication at The Oaks of Louisiana, July 8 Left: Margaret Elrod & Bonnie Dubon Right: (L to R) Lorraine Shumaker, Bobbie Cochran, Esther Bremer, & Grace Hague



Silver Screenings Lunch and Movie, July 19 Below: (L to R) Maurine Locke, Anne Bickham, Pat Holtsclaw, Jane Thompson, & Mary Martin



**Left bottom:** (L to R) Joanne Mazur Kiewicz, Cathy Rowe, Tommie Dove, Rose C Sanders, & Joan Robbins

**Below:** (L to R) retired Judge Graydon K Kitchens, Geneva Odom, & Mary Cathey



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