



# JO LEE

The Roots and Wings Magazine



## THE ERADICATION OF IDD. IODINE DEFICIENCY DISORDERS

The World's Leading Preventable Cause  
of Mental Retardation. Kiwanis International  
"Serving The Children of the World"

## DEATH A DIFFERENT PERSPECTIVE

Terminally Ill Students:  
Doing What They Want To Do!

## EXCLUSIVE

TIMES OF VOLATILITY FINANCING and STRATEGY.  
Strategist - MICHAEL ISCOVE Rebuilds Confidence!

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The Roots and Wings Magazine

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### ON THE COVER

Jo Lee At Hampstead's ~ 8 Pilgrim Lane

### EXCLUSIVE

Times of Volatility.  
Strategist MICHAEL ISCOVE  
Rebuilds Confidence

# The Marvelous Maverick



Help me,  
JO LEE  
readers!!

**T**ell me it's not October already! Where HAS the year gone? JO LEE magazine is almost a year old, and yet it feels like we've only just begun. Well, there's obviously no time to waste, so let's get right to some of your great questions in this month's mailbag...

**Q:** *"Dear Mav: I'm really not happy in my job. The company I work for treats its employees like we don't matter. But the pay is pretty good and my friends tell me that most companies are just the same, so maybe I should just accept the way it is. What do you think?"*

*Jeneen F., Atlanta, Georgia*

**A:** Jeneen, I wish I could tell you that your company is the only one out there that doesn't realize how vitally important it is to treat its people well. Sadly, it's not. But I don't agree with your friends that "most" companies are like that. More and more companies are coming to understand just how valuable motivated employees can be. And those are the companies that are going to succeed in the long run – and, yes, they're also the ones that you want to work for!

Here's my 'take' on this: you have a choice to make. If the money and the security are so good that you can accept being unhappy in your job, then stay there – but don't complain about it, because you're the one who chose to stay! But if you can't accept being treated poorly by your employer, then start looking for a new job – and do it now!

Each of us is responsible for our own happiness / our own success, in everything we do. So 'vote with your feet' {by staying or leaving} as to what sort of company you want to work for! The Mav doesn't need to tell you what he'd do, does he, Jeneen?!

**Q:** *"Mav! I think I'm going crazy! It seems like every day my employer has some new idea or new way of doing things. We never get a chance to really learn the last change before the next one is being forced down our throats. It's so bad that many of us don't even bother to change from what we've been doing, because we know the new way won't last long! How do I cope with this?"*

*Pete H., Long Beach, California*

**A:** Ain't change fun, Pete?!

OK, I know just how frustrating it can be - particularly when companies seem to change for the sake of change and then they expect you to adapt often without adequate training.

But let's be clear on one thing: change is inevitable – you can try to resist it but, in the end, change will happen! Companies HAVE TO change in order to stay competitive and to succeed. Remember Polaroid? There's an example of a company that didn't change with the times – and they're bankrupt. Now THAT'S a change!

In some cases, and your company sounds like it could be one of them, management gets into a change-of-the-week pattern, usually because they're over-reacting to what's going on in the market. And when they get into that mode, it's understandable that you'd just try to keep your heads down and avoid each 'next new thing'. It's human nature to try to hang on to what we know and what we're comfortable with. Just remember that the risk you run by resisting change is that your employer fires you for that very reason.

Here's one way to respond differently. Understand this: you are the expert in your own job. Nobody above in the hierarchy knows

continued...

# Understand this: you are the expert in your own job.

your job better because none of them are doing your job all day, every day. You, better than anybody, should know how to do your job even better, right?

So, instead of waiting for changes to be imposed - take the initiative! Tell your boss how you could perform more efficiently and productively. Persuade the company to let 'you' do it your way - and then make sure that positive, measurable results are produced. Stop resisting change, and start making it happen!

That's how to cope, Pete!

And remember ... your life is what you make of it!

Until next month...

## The Mav

### IN A NUTSHELL:

1. Our own happiness and success is our own responsibility, and nobody else's;
2. As the expert in your own job, you be the one who changes it for the better!

Write The Mav: [Click Here](#)

JO LEE invites you the people, to let us know anything you'd like The Maverick to write about. Your professional / work / career concerns, how to act, how to respond to challenges and pressures, how to deal with our fast-changing world, how to deal with conflicts at work... your success in reaching the pinnacle of life will be flipped 180 degrees around!

## Hugh Coppen, The Marvelous Maverick,

is a man who understands that the only way a company succeeds, is when the employees from top to bottom are motivated by shared goals and are given skills, opportunities and the conviction that what they contribute, is really important. People, people, people have always been Hugh's focus!

\* Hugh Coppen resides in California  
[www.winningleadership.com](http://www.winningleadership.com)

# THE PROVOCATIVE & CHALLENGING

# WORLD OF ARCERI



## VIRGINIA'S HAM: WARREN BEATTY

By Gene Arceri New York – San Francisco

**W**hen Errol Flynn died from too much in 1950 at age 50, the press grieved. Now who would fill up space when they needed some spice. Flynn was cool, when cool was just a temperature. Warren Beatty was just 13 years old then but in a few years he just might fill in the void. Like Flynn, Beatty was catnip to a lot of predatory felines. Think Joan Collins. To put it subtly - Warren got around. Love to see 'his key' collection. When I met him in the early sixties he had scored more than double his age at twenty-five. I was behind the desk at the Sherry-Netherland, a posh fifth avenue hostelry.

Warren was staying there while making a movie – Lillith – out on long Island. His co-star, Jean Seberg, was also registered there by the same studio. She played the part of a lesbian and Warren a psychiatrist: trying to straighten her out. An unappreciative picture, more in tune with today's audiences.

They often came in together from a day's shooting. She had the face of an angel. The graceful manner of a wood sprite. His boyish hand-in-the-cookie jar grin did not hide that he was besotted with her. They were nice together. She relaxed and smiling. Albeit melancholy.

One evening when they came up to the front desk, asking about messages / picking up their keys – separate suites – they lingered long enough to chat. They had, up until then, always waved going or coming and Jean sincerely concerned about my indoor pallor said she would have her father, a pharmacist send me vitamin pills from Marshallton, Iowa where she was from. She scribbled a note and gave it to

me. It would have been nice to have kept in touch. New York is such a whirlwind. One can get swept away. Warren had other things on his mind, he didn't need vitamin pills. He was one – a complex organic substance for the control of metabolic processes. {I looked it up}.

**“I have asked Jean out for dinner many times and tonight I said she would give in and accept. Who would you bet on?”**


'Gene' he asked quite seriously, “I have asked Jean out for dinner many times and tonight I said she would give in and accept. Who would you bet on?”

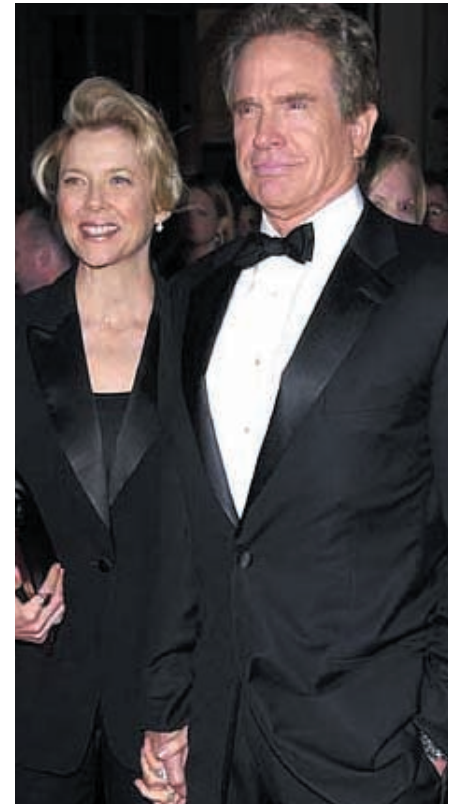
I looked at her winsome smile and her fixed blue eyes. It was easy – “you lose, Warren, this time.” They laughed. But she never did go out with him, that way. She is never mentioned in his list of conquests. However they were friendly and he was good for her. On my lunch break one day I crossed over to Central Park, leaned against a tree and read. There they were strolling along enjoying each others company when they spotted me. They waved simultaneously. I was sorry when they checked out. I would miss her glances and that wink: A signal that Beatty hadn't prevailed.

## Warren, well, you know about his achievements.



I've read and heard scandalous rumors about Jean Seberg. Tragically, she was dragged down in an undertow of misfortune. But I can tell you she was always nice to me, and polite, sweet and gracious to others. Imagine her worrying about my becoming anemic. I worried about her. As for any relationship between them - fate sent them off in two different directions.

Warren, well, you know about his achievements. The best of all, his marriage to a local bay area girl, his subsequent family and enduring talents. I always felt he could do anything Burt Lancaster did on the screen. Those roles aren't around anymore, tho' Warren is the right age now. Politically, I would vote for him. I sense his uncompromising ethics. He has the fame and money to withstand any coercion and compromise. More about the Sherry-Netherland stars – sometime soon. 



## Gene Arceri,

*has gained attention in no small measure as a writer, critic, award winning PBS reviewer and publicist. A native New Yorker, Gene resides in San Francisco and spends considerable time in London, England. Among his best selling books are 'Elizabeth Taylor: Her Life. Her Loves. Her Future.'* and *Susan Hayward's 'RED'.* Gene can be seen on E! Entertainment.

[TO WRITE GENE: CLICK HERE](#)

## BIOGRAPHY OF THE MONTH

I love the world of Heroes and Villains, a make believe place where fantasy and adventure reign supreme. My escape into the avenues of this world is through the medium of comic books. If you've ever wanted to be part of a showdown in an old western town, take a trip through a meteor shower in outer space or ascend up some old rickety steps into the darkness of an abandoned house. You need look no further. There are many prevalent themes in comics which include: science fiction, horror, mystery, romance, crime, war and westerns just to name a few. The artists and writers responsible for drawing and narrating these stories are some of the most talented and diverse people you'll ever meet.

**TODD MANEFSKI**  
SR. ANIMATOR  
YES! INTERNATIONAL  
Toronto, Canada

# Storytelling is the ultimate goal when it comes to comic books.

**M**y first exposure to comic books was way back in the summer of 1977. I was 8 years old at the time and living in a community called East York which is now part of Toronto, Canada. My childhood was an interesting one and a lot of time was spent exploring the neighborhood. I'd wander down alleyways and side streets observing the way people lived, wondering who owned the grand old house at the corner and who that old man was that walked down my street every morning, at the same time. But the greatest pastime was visiting Jimmy's corner variety store. Most of my allowance and paper route money was spent there, buying up the largest amounts of confectionery or frozen goodies. One day I walked in and for some reason - was diverted to the magazine rack. There sat a glossy, brightly colored cover with drawn characters in varying positions of action. I was taken aback! All I knew was that I had the sum of 30 cents to buy it and I ran home to a little hiding spot to leaf through its pages. Ever since buying that wrinkled, worn and finger printed issue of

Fantastic Four #177, I haven't stopped marveling and collecting comic books. I began drawing pictures of the Incredible Hulk and rock album covers for my friends. Drawing and painting have been in my life ever since.

Storytelling is the ultimate goal when it comes to comic books. It's the artist's creative power that captures the passage of time through pictures. Consider the following daunting task. The artist not only has to draw, but he/she must successfully integrate movement, mannerisms, posture and facial expressions of the characters involved. And as we can appreciate, there's a tremendous synergy to comic books and movies. At one time, movies were made with either the director or an artist actually drawing out the sequence of events on what was then called a 'story board'. Story boards are no longer used but it's interesting to note the close resemblance they had with comics.

# I believe everyone should have some sort of outlet in their lives and luckily I have a few.

Most comics are released on a monthly basis. Some take two months to complete, depending on the writer or artist's commitments. Stories are either carried on from previous issues or a new script is introduced. When an issue is delayed due to the vast amount of work that goes into a particular story - comic fans realize this and the wait becomes even more exhilarating.

My younger brother and I have been steadily collecting comics for the last 15 years. At last count - 6000 were in our collection!

My wife Michele is my biggest inspiration – always there with caring and understanding. We live in a little house on a quiet street in Scarborough, Ontario, Canada.

I believe everyone should have some sort of outlet in their lives and luckily I have a few. One of my passions is working the strings on any of my six guitars. I've been playing the guitar since the age of 15 and have never put it down.

Another passion – is reading about different

cultures, religions and stories of how people endured life's hardships. It has given my wife and me great debating moments. Then, there're the 1940's / 50's books and

**Another passion – is reading about different cultures, religions and stories of how people endured life's hardships.**

paperbacks I collect of the great {many unknown} artists - for the phenomenon of their distinctive interior styles and cover artwork. This led me to silent black and

white films. I love the lighting, cinematography and characters portrayed in these films. My favorite plots are crime, revenge and adventure. Sometimes I feel as though I grew up in the wrong era. It would have been fascinating to have been a teen in the 1940's or 1950's.

I graduated from college in 1990. Took a three year course in Tourism and Hospitality and am now currently working at the famed Fairmont Royal York Hotel, in downtown Toronto, Canada. I've been lucky: finding a profession that complements my studies and ... loving it.

What brought me to YES! INTERNATIONAL was the opportunity to contribute my artistic talents to our website. You'll soon see three characters, two of which I designed, appear in a segment called: The Cartoon Club. [www.yesintl.com](http://www.yesintl.com)

It was a pleasure sharing my world with you. The enjoyment of life and of course YES! - has made my life a more interesting journey and importantly - a youth at heart.



# Info

## HOBBIES:

Playing the Guitar / watching silent black and white movies

## NATIONALITY:

Macedonian

## 5 YEAR CAREER GOAL:

To embark upon a huge career change ... and become a public school teacher, teaching History, Art, Music and Mathematics.

# StethOscope 911

From San Francisco, on the Bay. October is usually a good weather month in this part of the world and the city likes to celebrate Columbus Day.



**SO WE ALL SHOULD HAVE** a completed Cardiovascular Risk Profile in front of us. **If you haven't scored it**, you need only to find the level you are in for each **risk**, mark the box to the right and **add up the numbers**.

**For those of you who have / have not been involved in the CRP Charting ... the following, taken seriously ... is a key to good health. Make 'every effort' to get to low risk!**

Men's Behavioral Cardiovascular Risk Profile

	Resting Heart Rate (beats/min)		Blood Pressure		Systolic (mm Hg)		Diastolic (mm Hg)		% Body Fat		Total Cholesterol (mg/dl)	
<b>Your Values</b>	<b>76</b>		<b>130</b>		<b>82</b>		<b>27%</b>		<b>228</b>			
Very Low	below 55	<input type="checkbox"/>	below 111	<input checked="" type="checkbox"/>	below 71	<input checked="" type="checkbox"/>	below 12	<input type="checkbox"/>	below 161	<input type="checkbox"/>		
Low	55-62	<input type="checkbox"/>	111-130	<input checked="" type="checkbox"/>	71-80	<input checked="" type="checkbox"/>	12-15	<input type="checkbox"/>	161-180	<input checked="" type="checkbox"/>		
Moderate	63-68	<input checked="" type="checkbox"/>	131-140	<input type="checkbox"/>	81-90	<input type="checkbox"/>	16-20	<input checked="" type="checkbox"/>	180-220	<input checked="" type="checkbox"/>		
High	69-76	<input checked="" type="checkbox"/>	141-155	<input type="checkbox"/>	91-105	<input type="checkbox"/>	21-24	<input checked="" type="checkbox"/>	220-260	<input checked="" type="checkbox"/>		
Very High	above 76	<input type="checkbox"/>	above 155	<input type="checkbox"/>	above 105	<input type="checkbox"/>	above 24	<input checked="" type="checkbox"/>	above 260	<input type="checkbox"/>		
	<b>LDL Cholesterol</b>		<b>HDL Cholesterol</b>		<b>Triglycerides (mg/dl)</b>		<b>Glucose (mg/dl)</b>		<b>Uric Acid (mg/dl)</b>			
	<b>153</b>		<b>46</b>		<b>168</b>		<b>97</b>		<b>6.8</b>			
	<110	<input checked="" type="checkbox"/>	>50	<input type="checkbox"/>	below 81	<input type="checkbox"/>	below 95	<input type="checkbox"/>	below 5.9	<input type="checkbox"/>		
	110-160	<input checked="" type="checkbox"/>	30-50	<input checked="" type="checkbox"/>	81-100	<input type="checkbox"/>	95-102	<input checked="" type="checkbox"/>	5.9-6.5	<input type="checkbox"/>		
	>160	<input type="checkbox"/>	<30	<input type="checkbox"/>	101-120	<input type="checkbox"/>	103-110	<input type="checkbox"/>	6.6-7.1	<input checked="" type="checkbox"/>		
					121-200	<input checked="" type="checkbox"/>	111-130	<input type="checkbox"/>	7.2-8.0	<input type="checkbox"/>		
					above 200	<input type="checkbox"/>	above 130	<input type="checkbox"/>	below 8.0	<input type="checkbox"/>		

Men's Behavioral Cardiovascular Risk Profile

	Resting Heart Rate (beats/min)		Blood Pressure		Systolic (mm Hg)		Diastolic (mm Hg)		% Body Fat		Total Cholesterol (mg/dl)	
<b>Your Values</b>	<b>68</b>		<b>122</b>		<b>74</b>		<b>33%</b>		<b>212</b>			
Very Low	below 60	<input type="checkbox"/>	below 111	<input checked="" type="checkbox"/>	below 71	<input checked="" type="checkbox"/>	below 14	<input type="checkbox"/>	below 161	<input type="checkbox"/>		
Low	60-65	<input checked="" type="checkbox"/>	111-130	<input checked="" type="checkbox"/>	71-80	<input checked="" type="checkbox"/>	14-20	<input type="checkbox"/>	161-180	<input checked="" type="checkbox"/>		
Moderate	66-71	<input checked="" type="checkbox"/>	131-140	<input type="checkbox"/>	81-90	<input type="checkbox"/>	21-24	<input type="checkbox"/>	180-220	<input checked="" type="checkbox"/>		
High	72-80	<input type="checkbox"/>	141-155	<input type="checkbox"/>	91-105	<input type="checkbox"/>	25-29	<input checked="" type="checkbox"/>	220-260	<input type="checkbox"/>		
Very High	above 80	<input type="checkbox"/>	above 155	<input type="checkbox"/>	above 105	<input type="checkbox"/>	above 29	<input checked="" type="checkbox"/>	above 260	<input type="checkbox"/>		
	<b>LDL Cholesterol</b>		<b>HDL Cholesterol</b>		<b>Triglycerides (mg/dl)</b>		<b>Glucose (mg/dl)</b>		<b>Uric Acid (mg/dl)</b>			
	<b>150</b>		<b>62</b>		<b>140</b>		<b>100</b>		<b>4.6</b>			
	<110	<input type="checkbox"/>	>50	<input checked="" type="checkbox"/>	below 81	<input type="checkbox"/>	below 95	<input type="checkbox"/>	below 4.3	<input type="checkbox"/>		
	110-160	<input checked="" type="checkbox"/>	30-50	<input type="checkbox"/>	81-100	<input type="checkbox"/>	95-102	<input checked="" type="checkbox"/>	4.3-4.7	<input checked="" type="checkbox"/>		
	>160	<input type="checkbox"/>	<30	<input type="checkbox"/>	101-120	<input checked="" type="checkbox"/>	103-110	<input type="checkbox"/>	4.8-5.3	<input type="checkbox"/>		
					121-200	<input type="checkbox"/>	111-130	<input type="checkbox"/>	5.4-6.1	<input type="checkbox"/>		
					above 200	<input type="checkbox"/>	above 130	<input type="checkbox"/>	below 6.1	<input type="checkbox"/>		

Your Values	MEN 20-29			MEN 30-39			MEN 40-49			
	Treadmill Time(min)	Physical Work Capacity(METS)		Treadmill Time(min)	Physical Work Capacity(METS)		Treadmill Time(min)	Physical Work Capacity(METS)		
Very Low	above 16	above 15.5	0	above 14.5	above 14.5	0	10:47	above 13	above 13	0
Low	15-16	14.5-15.5	1	12-14.5	12-14.5	1		11.5-13	11.5-13	1
Moderate	12-14.5	12-14.5	2	10.5-11.5	11-12	2		10-11	10.5-11.5	X
High	10.5-11.5	11-12	3	9-10	9-11	3		8-9.5	9-10.5	3
Very High	below 10.5	below 11	4	below 9	below 9.5	4		below 8	below 9	4
	MEN 50-59			MEN 60-70+						
	Treadmill Time(min)	Physical Work Capacity(METS)		Treadmill Time(min)	Physical Work Capacity(METS)					
	above 13	above 13	0	above 13	above 13	0				
	11.5-13	11.5-13	1	11.5-13	11.5-13	1				
	10-11	10.5-11.5	2	10-11	10.5-11.5	2				
	8-9.5	9-10.5	3	8-9.5	9-10.5	3				
	below 8	below 9	4	below 8	below 9	4				

On the Cardiovascular Risk Profile below, I have marked your three month goals with a dot and your twelve month goals with an x.

With rare exception almost all of you should be able to get to average risk and many of you to low risk. Update this profile frequently, certainly no less than once per year.

Be well!

Dr. B.

Your Values	WOMEN 20-29			WOMEN 30-39			WOMEN 40-49			
	Treadmill Time(min)	Physical Work Capacity(METS)		Treadmill Time(min)	Physical Work Capacity(METS)		Treadmill Time(min)	Physical Work Capacity(METS)		
Very Low	above 13	above 12	0	above 12.5	above 11.5	0	9:15	above 12	above 11	0
Low	11.5-13	10.5-12	2	11.5-12.5	10.5-11.5	2		10.5-12	10-11	2
Moderate	9.5-11.5	9-10.5	3	9-11	8.5-10.5	3		8.5-10.5	8-10	X
High	7.5-9.5	7.5-9	5	7-9	7-8.5	5		6.5-8.5	6.5-8	5
Very High	below 7.5	below 7.5	6	below 7	below 7	6		below 6.5	below 6.5	6
	WOMEN 50-59			WOMEN 60-70+						
	Treadmill Time(min)	Physical Work Capacity(METS)		Treadmill Time(min)	Physical Work Capacity(METS)					
	above 11.5	above 10.5	0	above 11	above 10	0				
	10-11.5	9.5-10.5	2	9.5-11	9-10	2				
	8-10	7.5-9.5	3	7.5-9.5	7.5-9	3				
	6-8	6-7.5	5	5-7.5	5.5-7.5	5				
	below 6	below 6	6	below 5	below 5.5	6				

Click Here: For Dr. B.

Men's Behavioral Cardiovascular Risk Profile

Age	Personal History of Heart Disease	Smoking Habits	Resting ECG	Exercise ECG	Stress	Family History of Heart Disease
Age 46						
Under 30	0 none <input checked="" type="checkbox"/>	none <input checked="" type="checkbox"/>	normal <input checked="" type="checkbox"/>	negative <input checked="" type="checkbox"/>	very relaxed 0	none 0
30-39	0 >5 years ago 2	stopped/pipe 1	borderline 1	equivocal 4	slight tension 1	1 blood relative <input checked="" type="checkbox"/>
40-49	<input checked="" type="checkbox"/> 2-5 years ago 3	1-10/day 2	abnormal 3	positive 8	mod. tension 2	2 blood relatives 2
50-65	2 1-2 years ago 5	11-30/day 6		Suspected	high tension <input checked="" type="checkbox"/>	more than 2 4
65-80+	3 0-1 years ago 6	>30/day 8		False	very tense 6	acquired ? genetic ____

Women's Behavioral Cardiovascular Risk Profile

Age	Personal History of Heart Disease	Smoking Habits	Resting ECG	Exercise ECG	Stress	Family History of Heart Disease
Age 48						
Under 30	0 none <input checked="" type="checkbox"/>	none 0 0	normal <input checked="" type="checkbox"/>	negative <input checked="" type="checkbox"/>	very relaxed 0	none 0
30-39	0 >5 years ago 2	stopped/pipe 1	borderline 1	equivocal 4	slight tension 1	1 blood relative <input checked="" type="checkbox"/>
40-49	<input checked="" type="checkbox"/> 2-5 years ago 3	1-10/day <input checked="" type="checkbox"/>	abnormal 3	positive 8	mod. tension 2	2 blood relatives 2
50-65	2 1-2 years ago 5	11-30/day 6		Suspected	high tension <input checked="" type="checkbox"/>	more than 2 4
65-80+	3 0-1 years ago 6	>30/day 8		False	very tense 6	acquired <input checked="" type="checkbox"/> genetic ____

Total Coronary Risk (men)

- Very Low (0-5)
- Average (16-20)
- High (25-35)
- Low (6-15)
- Moderate (21-25)
- Dangerous (65+)

Total Coronary Risk (women)

- Very Low (0-5)
- Average (16-20)
- High (25-35)
- Low (6-15)
- Moderate (21-25)
- Dangerous (65+)

Your ultimate objective should be to reduce your risk factor to the low category level

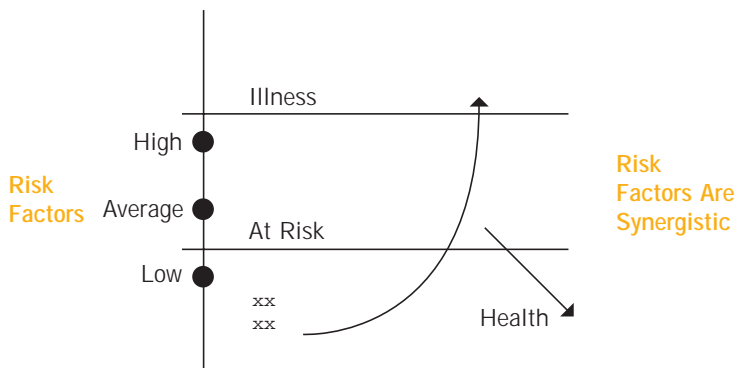
Primary 9      Secondary 7      Primary 13      Secondary 9

It's what you do with our evaluation that counts.

Disease Prevention & Fitness = Optimal Health & Performance

**PREVENTION** is the reduction or elimination of risk factors that cause disease.

**FITNESS** is everything we do to maximize our mental and physical performance not only now but for as long into the future as possible. It includes nutrition, physical activity, stress management and more.



PROFILE

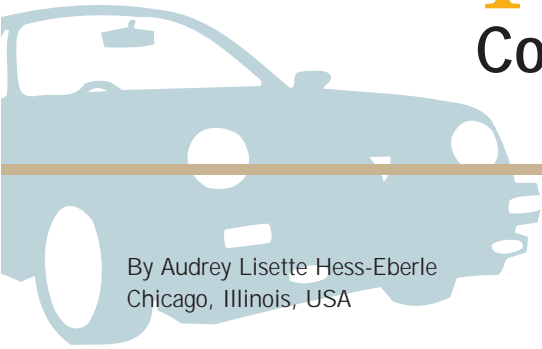
Dr. Bagshaw is a graduate of Georgetown University Medical School having grown up and having been educated on the East Coast. He took his graduate training at Georgetown and then at UC Medical Center in San Francisco after serving in the US Navy with a tour of duty in Viet Nam. He practiced Cardiology, Critical Care and Internal Medicine in Marin County, California where he served for seven years as Director of the Coronary Care Unit (CCU) during which time he developed a new 18 bed CCU. He actively taught at UC Medical Center in San Francisco where he became an Assistant Professor of Medicine. He then founded PHYSIS, a Preventive

Medicine Company in San Francisco, with the mission to see preventive technology become part of the healthcare system. Some 10,000 people went through the programs offered; most major corporations in the San Francisco Bay area participated; the results presented earlier in this article reflect part of that experience; two major facilities were designed and developed – a Lifestyle Center and an upscale Fitness Center with an emphasis on prevention and redefining fitness. Dr. Bagshaw has a large and unique experience with and in prevention. He is presently working on two books: Inactivity: Modern Man's Major Health Risk and Prevention and Aging.

# YES, VIRGINIA!

## Come - Explore with Me

### TRAVEL



By Audrey Lisette Hess-Eberle  
Chicago, Illinois, USA

## ROCKY MOUNTAINEER RAIL TOURS

There is an indescribable magnificence in their grandeur – a vision of untamed wilderness that will take your breath away and bring you deeper into the secrets of time. Have you ever wanted to experience travel by rail? The classic journey through one of the most spectacular mountain ranges through western Canadian Rocky Mountains is the one you have been waiting for.

The passion of famous explorers, a strong fur trade, and the maddening gold rush of the 1800's brought fortune seekers and immigrants who came to claim land and develop a culture for great cities. Cutting their way through the Rockies to the Pacific by laying down rail tracks in 1885, tie by tie, they opened up access to a wilderness that you can now explore in the comfort offered by ROCKY MOUNTAINEER RAILTOURS.

RMR takes pride in their 'Signature Service', where you will be pampered by attendants speaking your language, whether English, French, German, Japanese or Mandarin. Averaging about 450 km (275 miles) each day, travel is only by day, with included overnight hotel stays offering opportunities to explore western Canadian hospitality. Delicious meals are served at your seat along with complimentary snacks and non-alcoholic beverages throughout your ride so you won't miss the snowy peaks, glittering



glacial lakes, roaring waterfalls and wildlife outside your spacious picture windows. Their most popular two-day RedLeaf or GoldLeaf tours {their very best service with gourmet menu selections} start in Vancouver to Kamloops where you overnight, then on to Jasper, or from Kamloops to Banff or Calgary. Rates start as low as \$353 per person. There are also longer railtours offering inclusive overnight stays, choosing between popular or superior hotel categories, including non-escorted motorcoach sightseeing. While in Kamloops, be sure to book the hilarious 'Two River Junction' Dinner and Musical Revue. Sing along to old favorites and laugh at the 'Tails from the Rails', woven around the notorious train robber, Billy Miner.





RMR offers add-on tours such as their 3-day package by motorcoach and BC Ferries to Victoria including a visit to beautiful Buchart Gardens. Another explores exciting Vancouver with its Gastown, Stanley Park and China Town. Their 4-day package from Vancouver takes you north to Quadra Island via Campbell River to the luxurious fishing lodge of 'April Point Lodge'. Your fishing excursion includes bait and rain gear. After your picture is taken with your prize catch, they

will clean it, freeze or 'tin' it and ship it back home for you.

Every season offers unique advantages for traveling. June is springtime in the Rockies, with snow on mountaintops and flowers beginning to bloom. April, May and October offer tremendous savings. The brilliant palate of September's fall colors offers a mosaic only nature can create. And now, they have added 10 breathtaking Canadian Rockies Winter Rail Adventures

operating in December – in time for Christmas. Combine your railtour with a skiing sidetrip to Whistler or other ski areas, and you have a trip made in heaven.

So, why not experience 'The Most Spectacular Train Trip in the World' – an authentic Canadian experience – with 'Rocky Mountain Railtours'? It's what you have been waiting for. 

Photography by Douglas A.S. Mills



[click for Audrey](#)

# TIMES OF VOLATILITY

## FINANCING and STRATEGY

By  
**Michael Iscove**  
Corporate Finance Strategist  
Toronto – Canada

**T**he tumultuous global economic and social instability has had a significant impact on the ability of companies to plot optimal strategic directions and execute and fund their plans.

The roller coaster ride that we currently live through on a daily basis has made corporate planning and finance subject to whip-saw fluctuations in product demand and stock market performance and put many financing sources in a constant wait and see mode. Global integration of markets and the advent of technology have led to instantaneous reactions to events around the world causing wider and more rapid fluctuations in foreign currencies, the currencies underlying all corporate activity. All of this means that in order to achieve corporate goals today, there are many key financing and strategic considerations to be addressed by corporate executives and I would like to address just a few of them.

Having spent over twenty years working with private and public companies on their strategy, alliances, mergers and acquisitions, financing and restructuring, I see today's problems as challenging the most versatile and innovative firms. However, I also believe that the most difficult times also offer the greatest opportunity for those who plan for and move aggressively on all fronts in their market space. In this type of environment, corporate executives need to optimize their corporate opportunities and achieve faster market penetration through alliances and acquisitions. I believe this approach must begin with a strategic plan that is underpinned by an in-depth analysis of the competitive environment and an assessment of the strategic, financial and technological capabilities of your competition. This marketplace assessment is then utilized in the development of a sales, mar-





keting and product development strategy that leverages core strengths and considers all of the strategic alternatives for enhancing growth through alliances and/or mergers and acquisitions. For most sectors, the days of building large sales and product development teams are gone since neither the funding nor the patience for years of losses exists at the investor level any more. I believe the establishment of leveraged sales and distribution channels, through alliances or acquisitions, to be a critical method of achieving faster growth and coupled with strategic technology and product development alliances, enhance time to market without incurring substantially increased costs. In turbulent times, if properly structured, these alliances also afford greater planning flexibility, thereby allowing companies the ability to more rapidly modify their strategy.

**T**he classic response to this suggestion is “but how do I fund the plan?” My experience has indicated that there are still funds available for companies that demonstrate strong management, the right kind of plan and a real business opportunity. Clearly, what constitutes the right plan today has changed very dramatically from a year ago and early stage companies without a very focused plan, strong management and some sales traction are hard pressed to find backers. As

well, the high technology marketplace is a more challenged space to raise financing than it was before, both from a valuation perspective and sourcing of the funding. But the money is

still there, it’s the requirement to prove the viability of your company that has mushroomed substantially. The blend of companies I now work with is more heavily weighted away from high technology businesses where the greatest appetite for investors lies - simply because less high technology plans are coming to me ... a reflection of people shifting into businesses that have appeal to investors. From my own corporate perspective, I am still currently working with a few software companies as well as companies in the plastics, distribution, entertainment and data management sectors so the breadth of the type of companies has expanded. I have experienced excellent results with investors because my clients have learned what is needed to generate investor confidence and interest and we have not rushed to raise the money until the management, plan and other key components have been in place. At times, this approach has been taxing, but the results have proven the merits of being truly ready for investor participation. I believe the private and public investment communities are always searching for good opportunities and even in the technology marketplace there are funding sources available if the proper planning steps have been taken first.

**T**he current volatile stock market conditions and low valuations have created new hurdles for public company financing and it is important to evaluate how to best ensure that these funding requirements are met without significant sacrifices to future returns to company shareholders. To achieve these goals, it is critical to be able to structure transactions that consider how to most effectively offset the dilutive effects of the popular convertible

financing instruments that are most common today. While I believe there are opportunities to do straight equity transactions with common stock and warrants, unless the company being financed has a track record, profitability and positive cash flow, the average investor will want to do some form of convertible debt or equity. In recent transactions, I have worked with management and counsel to create a set of terms that enables my client to receive staged funding with restrictions on ownership levels, redemption rights and timed conversion features in order to meet their corporate needs.

The other option for profitable public companies is to utilize the various forms of conventional debt financing including leasing, mezzanine or straight asset based forms of financing. These are non-dilutive but they do have an impact on cash flow and obviously generate higher levels of balance sheet leverage than many companies wish to have.

Finally, for public companies, I believe that the melding of company achievements and investor awareness has taken on a new



level of importance, beyond that of the Fair Disclosure requirements that exist in the United States today and will undoubtedly form part of life here shortly. In turbulent times, well-defined and clearly communicated corporate vision and message is an important method of achieving strategic initiatives and maintaining investor confidence. Extending beyond the components of the company's conventional marketing strategy, the investor relations and public relations strategies of public companies are even more critical tools in maintaining company profile, investor interest and balanced stock performance. Every public company should be working with carefully selected, experienced corporate communications firms that can clearly communicate their news and messages and thereby reinforce corporate branding, awareness and profile.

## Michael Iscove



is the CEO & President of Sirius Corporate Finance Inc., a boutique Toronto based firm providing strategic planning, corporate finance, strategic alliance, restructuring and merger/acquisition support to a broad range of companies around the world. With significant experience in the technology, media and entertainment sectors, he has also been the CFO and Acting CFO of a number of US and Canadian public and private corporations. 



# DEATH

## A DIFFERENT PERSPECTIVE

By  
Marilyn Z. West  
Nursing Services Coordinator, Retired- Santa Clara County Office of Education  
Los Gatos - California



Most people have difficulty talking about death and dying.

**A**

nd as I recall my nurse's training, this topic was not typically taught to students in schools of nursing or to medical students. I'm sure it was mentioned as a risk factor in most treatment protocols and interventions and we were taught how to give cardiopulmonary resuscitation {CPR} in order to prevent the death from being permanent. But the topic itself and how to deal with the concept of dying was definitely

ly lacking. I think perhaps, the feeling was if a patient went to the hospital for treatment and died - then the treatment plan somehow failed ... and no one likes to admit defeat. But what if, a death is expected? Not the accidental or horrific deaths or suicides but deaths that occur as a natural progression in the course of a disease. What if a child with a terminal illness wanted to go to school and be with his classmates? Would you let him/her go?

Before we get into details of how this might happen, let me share a couple of events that brought me to a new awareness about death and dying.

Not long ago when a dear friend of mine was dying, and the doctor said, "we don't know when he will die but we can help him make a choice of how and where he will die." And recently, I listened to a speaker talk about his job ... he was a counter-agent for the government and a 'terrorist infiltrator'. When he was being interviewed for 'a job' his response to the question "What

would you do differently if you knew you were going to die tomorrow?" was "nothing". He was well disciplined and well prepared for any event but I suspect most of us probably are not. By the way, he got the job.

If given the same question, how would you respond? I, for one, would be embarrassed to die tomorrow. My house is a mess, my finances are in disorder and my photos are not filed and for those of us who are religious, we may not have made our peace with God. But if I had a chance to prepare for death, what would I do?

Well, I watched my dear friend struggle with the inevitable. He was considered to be 'terminal' {what a strange word that is}. He was a fighter and determined to try every treatment possible to stay alive a little longer. He talked about transferring business responsibilities to someone else in the beginning of the year; planned to go to a convalescent home; discussed more surgery; more chemo. And then the doctors said ... NO MORE. He was forced to rethink - where he wanted to die. The doctors helped him with how to do 'this'. But the choice of where to die was still his. His plans for transfer to a convalescent home changed literally one hour before being discharged from the hospital. And he came - home - to do the inevitable. He decided where he wanted to be to spend his last days surrounded by the things he knew and the people he loved. And yet he still was reluctant to sign the Hospice form requiring that he ask for a 'do not resuscitate' {DNR} order.

Then - what about the child in school who is terminal.

The Special Education schools I worked in dealt with severely disabled students. Some of our students were 'terminal'. Yes, they did come to school - some were transported on gurneys; some were picked up by a little yellow school bus - last on-first off basis; some had Health Aides or nurses stay with them; and some came in taxis with a companion.

These kids were different than the run of the mill students in regular schools. They had diagnoses – with a poor prognosis, i.e. Progeria, Muscular Dystrophy, Hydrocephalic with Severe Uncontrollable Seizures, Hypothermia. I could continue the list, but I think you get the picture. So what has this got to do with death and dying? Well, no one knew when this student would take his/her last breath. Would it be on the bus, in the classroom, on a field trip, at home or in the hospital?

## Let's ask a few questions:

**I**f you were the parent, would you let your child go to school - not knowing if he/she would return at the end of the school day? What a decision!

**I**f you were the doctor, would you be willing to write a note to say this child could ride the bus with an aide? What a responsibility!

**I**f you were the teacher, would you want to be responsible for the care of this child, not knowing for sure that the school nurse would be around if you needed her? What pressure!

**I**f you were the school nurse, would you have confidence that this student was safe and the staff knew how to care for him/her; and would be present during the time he/she was in school; and be assured that he/she could get back home safely? What stress!

**I**f you were the bus driver, would you have the guts to let him/her ride the bus? Part of the responsibility of being a bus driver requires that they have knowledge of the closest route to emergency services and be prepared to assist if needed? What anxiety!

**I**f you were the Principal or Superintendent, would you allow the school personnel to be trained in recognizing the need for health intervention; would you be willing to ask the legal department to review permits; require doctors to assume responsibility for the safety of a school placement; and get parents to sign waivers? What a headache!



**I**f you were a School Board Member, would you be willing to risk the criticism, whether the decision was a yea or nay, to admit and support a high-risk medically needy student on the school campus? Who would pay for the additional services? Either way, you would be on the hot seat from parent groups and teachers unions. Do you wonder where the 'buck' stops?

**I**f you were the State Superintendent of Schools, would you be supportive or negative to having a student possibly die on a school campus and that everyone knew it was possible? Parents and student rights would be an issue. Are you ready to defend your position?

## IF YOU WERE THE STUDENT, WOULD YOU WANT TO DIE WITH YOUR FRIENDS, DOING WHAT YOU WANTED TO DO, BEING WHERE YOU WANTED TO BE?

Over the years, I've worked with a couple of students who were terminal and we prepared the faculty and wrote the procedures and everyone was willing to let them come to school and participate as best they could. It was a 'quiet' acceptance but I retired before the Board of Education was faced with putting a pro-

cedure on the books. No one died at school while I was there, but in my heart I knew this would have been the right thing to do and my one regret was that I wasn't around to help present the DNR procedure to the Board of Education to make it an official Specialized Physical Health Care Procedure for individual students.

Perhaps if its not too scary, you might want to give this some thought - maybe not now, but at another time when it might be appropriate. You never know when a child might come down with a terrible disease or get injured in an accident, or require specialized care.

If you do have a child with a terminal illness who really wants to be in school, don't be afraid of discussing this as a possibility. I would start with your doctor, then with the Principal, or a member of the School Board. If you live in the U.S.A. - find out how you can bring PL 94-142 into the 21st century. This is the Public Law in the United States that opened the doors of the schools to children who have disabilities.

I don't think we should be afraid of death, but if we have a choice, I think we should have a say in how and where we die.

I'm curious to know how others have handled similar situations. Please, let JO LEE know. I'll look to your thoughts in other issues.

**J.L.**



# THE ERADICATION OF IODINE DEFICIENCY DISORDERS **IDD**

## Kiwanis International "Serving The Children of the World"

By  
Steve Schrupp  
Lt. Governor – California/Nevada/Hawaii  
Division of Kiwanis  
San Jose – California



Kiwanis, founded in 1915, is a service organization created to provide support for young people, young adult issues around the world in local communities. The entire 500,000 Kiwanis- family members in 79 countries are committed to the elimination of the devastating effects of Iodine Deficiency Disorders {IDD}.

IDD is the world's leading preventable cause of mental retardation. More than 1.5 billion people suffer from the effects of this disorder that include stillbirths, cretinism and goiters as well as diminished academic performance and productivity. Kiwanis became involved with IDD prevention in 1992 as its first worldwide project uniting all the Kiwanis family members under their major goal: 'Young Children Priority 1'.

IDD is caused by a lack of sufficient iodine in an individual's diet. A teaspoon full of iodine spread out over the individual's lifetime – 5 cents worth of iodine – will prevent this condition. The use of iodized salt in the diet of every person on this earth is the simplest and best way to get the required dosage of iodine into your system and it will eliminate this disease.

In 1994, Kiwanis in partnership with the United Nations made a promise to the children of the world to raise \$75 million for the virtual elimination of this most prevalent, preventable cause of mental retardation in young children. This was the start of a seven-year project to eliminate IDD.

Kiwanis, with the funds raised by the Kiwanis family members and with the oversight and management provided by UNICEF, embarked on a project to fund the building of salt iodization plants throughout the third world countries to provide iodized salt to all people. The ultimate success of this project will rank as one of the world's greatest health-related achievements. Because of Kiwanis efforts, parents who have been affected by IDD are able to watch their children grow up healthy and reach their full physical and mental potential. The results of this IDD program will benefit every future generation.

Prior to 1990, less than 20% of the world's population had access to iodized salt. Today, over 70% has access to iodized household salt. The other 30% are still at risk of IDD and work remains before every child is free from iodine deficiency. Kiwanis clubs in affected nations continue to provide direct support to universal salt iodization programs.

Iodine deficiency has been treated at a population level by several methods including voluntary use of iodized salt, iodine supplementation in bread and water, and PO/IM administration of iodized oil. The simplest and least expensive treatment is to have the population use iodized salt.

## FALLACIES vs. FACTS

(Source: International Council for Control of Iodine Deficiency Disorders)

**Fallacy:** Iodized salt cures Iodine Deficiency Disorders like cretinism.

**Fact:** IDD can be prevented, but cannot be cured.

**Fallacy:** Too much iodine is harmful.

**Fact:** Long-term consumption of iodine through iodized salt is not toxic.

**Fallacy:** Once salt is iodized, it's good forever.

**Fact:** Iodized salt should be consumed within six months of purchase.

**Fallacy:** Animals should not eat iodized salt.

**Fact:** Iodized salt improves the health and productivity of livestock. Dairy cattle who are fed iodized salt produce iodine rich milk.



at a population level, IDD can be prevented by the iodination of food products or the water supply. In practice, this usually is achieved by iodination of salt. An alternative in some developing countries has been the periodic injection of iodized oil supplements. However, the supplementation of iodine will not reverse cretinism or reduce the size of large nodular goiters. But, small, diffuse goiters of short duration that occur in infants or during pregnancy appear to be treated effectively with iodine supplementation.

It is important for the public to understand the importance of using iodized salt, especially in the United States where iodization of salt is not mandated by law. Several areas of the world, including the United States and the Netherlands, in which iodine deficiency had been eradicated by voluntary methods, have recently shown a significant decrease in iodine intake compared to previous years.

The success of this project to date is staggering. UNICEF reports that the Kiwanis family has helped save more than 8 million people from iodine deficiency disorders and mental retardation in 1999.

The success of the Kiwanis fundraising efforts is equally amazing. As of March 31, 2002, the Kiwanis family has contributed, pledged and set goals to raise a total of \$78,221,916.41. As of January 1, 2002, Kiwanis International has awarded \$48,630,643 in grants to 86 nations and areas to support their programs for the virtual elimination of IDD. The use of these grants is monitored by UNICEF and its field staff.

The sum of 78 million dollars is a staggering amount. We need to put this in perspective at the local level to really recognize the significance of our work. Kiwanis International is divided into Districts which are subdivided into Divisions. In the California-Nevada-Hawaii District of Kiwanis, my home Division 12, we have 17 Kiwanis clubs consisting of over 570 members and 13

Key Clubs consisting of a similar amount of high school students. In this division, over this seven-year period, we raised over \$256,000 in support of the IDD project. At the cost of 5 cents of iodine per individual, that means that we have the potential of directly affecting the lives of over 5.1 million people.

We have achieved great satisfaction by being part of a project like this. Where else can the results of your efforts have so much potential impact on your fellow human beings?

President Bush in his State of the Union address encouraged all citizens to give a year of service to help the Country. Kiwanis has stepped up to the plate and made the commitment to make a difference in the lives of children throughout the world. Over 500,000 Kiwanians worldwide are reaping the benefits of participating in organized community service. We invite all of you to join us and help the world. Join a Kiwanis Key Club for young adults or contact your local Kiwanis club. See

<http://www.kiwanis.org/membershipF.html>

Kiwanis clubs also sponsor Kiwanis-family organizations for young people and adults: K-Kids clubs in elementary schools, Builders Clubs in middle school and junior highs, Key Clubs in high schools, Circle K clubs at the collegiate level, Kiwanis Junior clubs for young adults in Europe, and Aktion clubs for adults living with disabilities. These clubs teach future world leaders the importance of helping others.

\* Steve Schrupp is the Lt. Governor of the California/Nevada/Hawaii Division of Kiwanis. He is the son of an army Colonel and spent his childhood growing up on army bases around the world from California to New Mexico, to Illinois, Massachusetts, to France and Germany. He is a graduate of San Jose State University, California. Mr. Schrupp manages the family ranching business.



Where  
else can  
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results of  
your  
efforts  
have so  
much  
potential  
impact on  
your  
fellow  
human  
beings?

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# WHAT WOULD YOU DO FOR THE TEAM?

Hi folks!

I Predict that sports organizations will become publicly traded companies and managed as such in the near future.

In the world of sports and business - everyone respects "the team player". The "whatever it takes" or "sacrifice" clichés are often used to motivate teammates to perform as a unit and accept their roles.



# HALFTIME

By James Mansell, Montreal - Quebec




### OUTSTANDING PERSONALITY SPIN – JOHN RALSTON

The popular San Francisco Bay Area sports figure and former vice-president of the San Francisco 49ers was inducted into the Rose Bowl Hall of Fame, the Bay Area Sports HOF, the College Football HOF, was the United Press International's American Football Conference 'Coach of the Year' and Stanford University's 'Coach of the Century'.

NFL head coaches Bill Walsh, Dick Vermeil, Jim Mora, Mike White, and the late Jack Christiansen worked as college assistants for Ralston.

#### MY VIEW – John Ralston

Protecting a teammate who has become involved with an opponent is automatic but it should end very quickly by separating the combatants. There is no place in team competition for fighting, voluntarily injuring or causing harm to another person. Tempers sometimes flare in the heat of intense competition but both teams must be taught by their coaches to "protect teammates and quickly dispense with violence". Retaliatory behavior must be avoided at all cost because of the supreme penalty {disqualification to the individuals and subsequent team penalties}.

Compete to the maximum, but always with self-control, observance of the rules of the game and respect for both teammates and opponents. 

## QUESTION of the month: How far would you go for the team ?

I can appreciate when a quarterback sits in the pocket and takes a hit from an unblocked linebacker to complete a first down pass. I enjoy watching a hitter in baseball lay down an excellent bunt to move his teammate over. The same goes for a good fight in hockey when two guys settle their issues by dropping their gloves and beat on each other. I accept the need for these actions in some sports but when is it too much?

Team players often become managers and coaches once they've shown loyalty to the team. They believe and understand their roles. Nothing wrong with that. But what happens when it goes too far? Where does it end and does that

make you a bad seed in your organization.

If a pitcher has a hard time hitting a certain individual for a certain reason - does that hurt his credibility? If a fighter refuses to drop his gloves on a certain night in hockey - does that make him any less of a good teammate? When you know you can really hurt someone and you have to live with it - do your feelings get outweighed by the team's need to win. Or, is it just part of the job. Kind of like those long board meetings!

How do you explain to your son or daughter that it's okay to deliberately hurt someone else? Or that you just ruined thousands of people's lives to make the company more profitable. That's what scares me!

Next month – When does technology in sports go too far!

To Write James: [click here](#)

# Thru the eyes of Jo Lee *celebrating beauty!*

**H**ello dear friends. Welcome to the past where life takes on a romantic air entwined with suspense and mystery. History is enveloped with stories of adventure, passion and intrigue. Wouldn't you love to join me on a trip to the past. What era would you choose? Who would you choose to dine with? Imagine the grandeur of re-living the most lavish periods of history. Consider your part in dinner conversations and the excitement of participating in historic docu-dramas. What would we hear that has been lost through time? Would words that we thought were true have lost their meaning when put back into context? Might you change your opinion when hearing the real reason a decision was made, a battle fought, a country invaded? So many variables and you -- have an invitation to join the most prestigious historical figure one could choose - as we eavesdrop - on two unlikely dinner companions ~

The "Empress of Fashion" in the guise of the Empress of Russia dines with Voltaire. "It's Catherine [the Great], not I, who is having dinner with her pen pal," Diana Vreeland explains. "There can be no candles, and only soft indirect light. I'm terrified of a table looking like breakfast is being served in the sunshine."

## DINING WITH VOLTAIRE



## Can you feel the luxury and grandeur of this setting?

Although Voltaire and Catherine never met, their correspondence lasted sixteen years. Voltaire called her "the Semiramis of the Snows" and, when severely criticized by his friend and patron Frederick

time of Voltaire's death in 1778. Her porcelain pattern, "Flora Danica," was originally designed at Royal Copenhagen as a present to Catherine from the King of Denmark. "Windham" sterling silver flatware is placed on the right, following eighteenth-century Russian convention. A gloxinia sits in a brown earthenware cachepot beside Voltaire. Antique

dine with such famous figures of our past. By the time you have tasted and savored delicacies of the day, you will have learned more than any history book could have shared in an evening by the fire.

**To dine with the best company  
To dine alone is impossible  
To dine with my brilliant,  
Audacious and totally remarkable**

The possibilities are endless and it is you, dear friends, who will make this occasion one to be remembered. It is your personality that will bring passion, controversy, sophistication and beauty to the evening's success.

the Great for defending this superior but unscrupulous monarch, who was known to have precipitated the murders of her husband, Peter III, and his cousin Ivan to take the Russian throne, Voltaire simply replied, "One must love one's friends with all their faults."

Catherine in turn adored Voltaire, whom she described as "a great man who was very fond of me." She had many statues of him and once publicly curtsied to his bust and said, "There is the man to whom I owe all I know and all I am."

Mrs. Vreeland's white marble bust of Voltaire (courtesy Of M.E. Hall, Jr.) is by the great French portrait sculptor Jean Antoine Houdon and carved around the

## Friends is the best of company Voltaire - Voltaire - Voltaire

paisley shawls from Cherchez cover both the table and chair, which sit on a rare early-seventeenth-century Polonaise Kashan silk carpet from Stark.

Can you feel the luxury and grandeur of this setting? Do you feel inclined to speak in hushed tones as you're surrounded by the works of art that you would only find in galleries around the world or in someone's private collection to be left at the appointed time to a museum of one's choice?

So ~ do come with me this October! This may be the one opportunity you have to

The title of this intrepid dinner is undoubtedly "The Philosopher's Mystique" but how it turns out is anyone's guess until the very end of the last course.

E bravissimo! Saluti e buon appetito from my Italian home to yours. You too, can capture this, in your very own inimitable way.





# THIN'K'ERS CORNER

LEAD THIN'K'ER – Carolyn Young

e

arly Fall... aaahh.. a time of reflection, a time of rebirth, a time to try something new and that means this column! In so doing, this may read like a diary excerpt. Welcome to Carolyn's chronicles. I've always found Fall to be about grabbing that great novel which promises an escape. This seems to be at odds with my role as a Thin'K'er in which I reflect on current events and their impact on young people. I

read the newspaper while commuting to and from work. My television of choice while I sip my morning café is the news. I discuss with family the goings on both in Canada and the world. As such, I consider myself to be a well informed gal. Keeping up with what's going down is not only something I do for YES! - but something I choose to do out of interest. Given that I know 'stuff' ... you would think that this knowledge would somehow seep into my discussions with friends. In a word - nope.

The other day I was visiting with my best girlfriend at her place. We used to live incredibly close to one another and saw each other daily. Recently, I've moved out of Toronto and in so doing have forfeited the frequent social interactions of my friendships. I had not realized how much these would be missed. So ... we're chatting over coffee. Apparently, she has recently started seeing a guy from her place of business. Her exact words are: "he's the perfect guy.. but (pause) I just don't know." Evidently, not perfect enough. We proceeded to spend the next hour reviewing plus = minus. Where does it go? We reviewed the aesthetics of the re-arranging of her living room furniture. We discussed whether her cat's diet had taken effect. We removed cobwebs the size of Tonka trucks from around her windows. Then – came




the rifle through her closet, whipping out recent purchases of 'dirt cheap' variety. Why is it that a dress looks much more stunning when you paid for it with the equivalent of lunch money? Point is ... I was having FUN! For a while, I was escaping the problems of the world and those in my life. I wasn't thinking about my wonderful YES! and / or who should be accessing the site. Discussion went only so deep - as to touch briefly on where our careers were headed. Mainly, it was about being with someone who accepts me, faults and all. It was about being with someone who supported me during my last big break up with a boyfriend, someone who has seen the chaotic mess that is called 'my apartment' and will still come to tea!

## My observation is this:

Regardless of what the headlines are on any given day, if you get a few girls together {can only hazard a guess as to what guys talk about} the topics of discussion seem to invariably be about day to day stuff whether it's relationships, jobs, shopping or house-keeping. While my first thought was to belittle my discourse with 'the girls', I have refuted that. Sure, it's not always meaningful or insightful. It could well be that sanity is to be recouped through trivial banter. One look at a newspaper front page and you may perceive that the world is full of doom and gloom. In all probability, the same image will be present tomorrow. I never realized how much I would miss the time spent with friends. There is a time and place for everything. There is a time to keep abreast of current events ... and there's a time to just be. A time to read the paper, and a time to leave the world outside.

So, laugh with your friends, discuss where they got that screaming deal and refill that coffee cup one more time.

If you choose to dig deep and get some answers to bigger questions, check out what's happening on: [www.yesintl.com](http://www.yesintl.com) 

# Politically Red PRINCESS DIANA



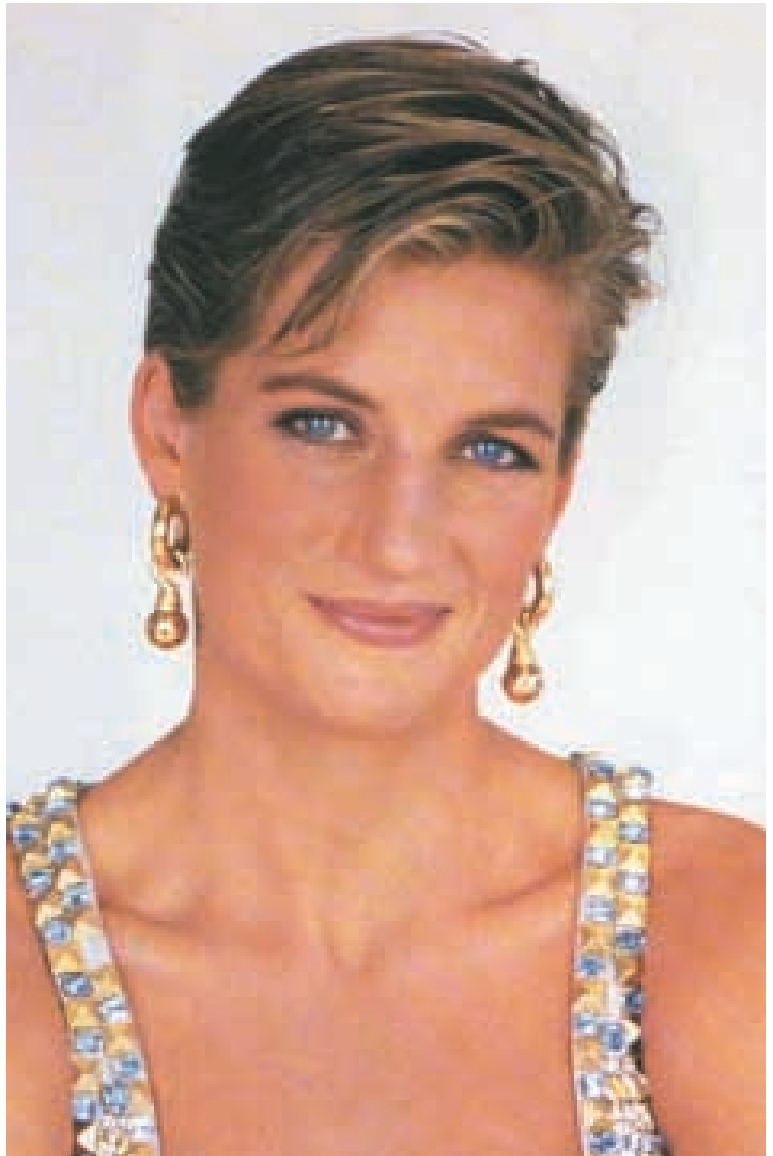
Lani Silver

## Princess Diana

died for gender related reasons. It's subtle, but here it is: as the driver was speeding at close to 100 m.p.h. in a 30 mile zone, Diana should have said, "Hey buddy, slow down." She probably knew, on some level, that her life was in danger. But woman-like, she wanted to please, and couldn't say these words.

Women have been trained since birth to not speak up. We don't want to appear aggressive or unlady-like. I think many of us would prefer to die than to tell the men we are with that they are acting like jerks. Dodi, the playboy, was reported to love fast cars. And the chauffeur was reported to have been drinking. This would have been the right time for Diana to say, 'let me out of this car.'

It takes a lifetime of training to speak up. We need to practice saying difficult things over and over, so when the moment comes that we need to make the right decision we'll say the right thing. But women, trained to please, and trained in the passive arts, are shy. We put everyone else ahead of ourselves, including a chauffeur we do not know and a new and wild lover. Men die because of their aggression. Women die because of their passivity. People say 'trust your intuition.' That's good, but we must do more than that. We must act on our intuition.



## continued...

The world blamed the press. People's rage at the first amendment was grossly misplaced. There are laws against speeding, even for the Princess of Wales.

I once had a crush on someone, but nothing ever came of it. One day this same friend took his small plane up in the air, in the rain. He and his girlfriend died in the accident that followed. I've replayed the moment she must have faced frequently. What would I have done? Would I have said 'Honey, we shouldn't take off. It's raining.' I'm not at all sure I'd have said this, had I been in her position. But we need to say it. Or else we might die. We need to say to our speeding, drinking teen-aged children or to our grumbling 'significant others': "Stop. Look what happens when you speed. Slow down or let me out of the car". Practice this sentence. Slow down or let me out of the car. We all have a responsibility to stay alive. The paparazzi may not be chasing us - but for the sake of the world, we need to slow down, or get out of the car. We need to hone our skills so it becomes instinct. We need to say: NO! 🚫



\*\* Lani Silver - historian, artist, free-lance writer, and Lecturer with the American Program Bureau. (Gorbachev's bureau – Desmond Tutu, Jane Fonda, Oscar Arias). For 16 years, Lani directed San Francisco's landmark Holocaust Oral History Project, conducting 1700 oral histories with Holocaust survivors and witnesses. Lani and her partner, historian Eric Saul,

discovered the story of Chiune Sugihara, who is called "The Japanese Schindler." Lani became Steven Spielberg's first consultant and trainer for his Survivors of the Shoah Visual History Foundation. 53,000 testimonies. Lani is currently the Project Director for the James Byrd Jr. Racism Oral History Project. [byrdfound@juno.com](mailto:byrdfound@juno.com)

To write Lani – [Click Here](#)

# A...Z z z z zY... Need HELP? Come to the CamPUS QUICK \ FREE!

A...Z z z z z Y .. Need HELP? Come to the CamPUS QUICK \ FREE!

Did you know ? You DON'T NEED drugs or alcohol! If you think "everybody's doing it," you're wrong! Doing drugs or drinking uncontrollably won't make you happy or popular. In fact - they're both a perfect recipe for failure! Be smart!

Visit: [www.yesintl.com](http://www.yesintl.com) The E-Help CamPUS will answer / solve whatever questions / problems you may be facing yourself or with loved ones.

CRAZZY ABOUT short stories are based around the multitude of topics in the YES! E - Help CamPUS where millions each month - come to solve their problems. Acclaimed as the meeting place of the new century, the CamPUS is driven by those in the know.

Gott- a suggestion ? Keep them coming.

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Crazy about R&D

## MANAGING EDITOR'S COLUMN

Nahidah Malik  
Nairobi, Kenya

## DRUGS AND ALCOHOL

Drug and alcohol problems can affect every one of us regardless of age, sex, race, marital status, place of residence, income level, or lifestyle.

Drug use and excessive drinking can lead to sudden changes in mood, difficulty in getting along with others, destroying relationships, poor job or school performance, irritability and depression - not to mention ... contracting diseases like ulcers, bronchitis, heart diseases, hallucinations, enhanced cancer risk and finally DEATH.

You can get help for yourself or loved ones

from numerous national or local organizations, treatment centers and hotlines, from outpatient counseling clinics to inpatient programs. Treatment programs offer organized and structured services with individuals, groups, and family therapy.

Remember, some people may go through treatment several times before they fully recover. By reducing alcohol and/or drug use and abuse - the cost to society is lessened in terms of medical care, law enforcement and crime. Most importantly, treatment can help keep you and your loved ones together!



## RESPONSIBILITY AND YOUR LIFE

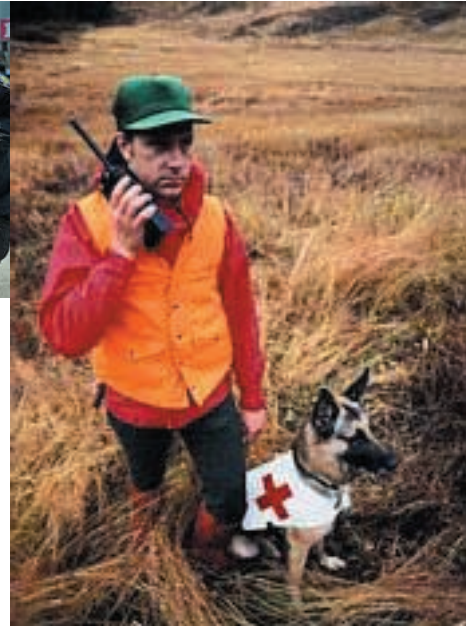
Researched and written by Camelia Ursu, Sibiu, Romania

Responsibility ... what does this mean? According to the dictionary: liable, to answer for, accountable, of good credit or position. So, 'how' does this effect 'you'?

You belong to your community and therefore - your responsibilities are to help others through service and lead through example / to respect the differences in others and treat 'all people' with dignity and respect. To obey the rules and laws that have been set down and to bring peace to your community.



As citizens – we have the challenge of protecting the environment, the honor of enjoying it and leaving it better than when we arrived. The trick is to discover the uniqueness within each of our talents, explore them, set goals for a good life and do the best ever, to reach them, both on a personal and social level. Try reading "The Magic of Believing" by Claude Bristol. Trust me. It works



**Dr. Rose A. Dyson**  
Toronto-Canada

Today, teaching media literacy is encouraged as a way of enabling young people to withstand harmful effects from violent content. Key to this approach, is learning to tell the difference between fact and fiction, particularly in subtle forms of advertising and propaganda – sometimes defined as "misinformation or disinformation".

One effective teaching tool for this purpose is the video: TOUGH GUISE: Violence, Media and the Crisis in Masculinity, narrated by Jackson Katz and produced by the Media Education Foundation [www.mediaed.org](http://www.mediaed.org)

## DR. ROSE – ON VIOLENCE IN ENTERTAINMENT

To Write  
Dr. Rose:  
[Click Here](#)

Geared toward college and high school students, it examines the historical relationship between images of popular culture and the social construction of masculine identities. Indeed, it offers clues to the systemic violence currently overtaking many of our corporate giants who seem to have lost their moral compass. We see



parallels between their "financial reporting failures" and plot structures in so-called reality TV shows where contestants are encouraged to lie, cheat, manipulate and bamboozle their way to winning. **JL**

\* Rose A. Dyson Ed. D. is author of 'MIND ABUSE – Media Violence In An Information Age' [www.web.net/blackrose-books](http://www.web.net/blackrose-books) and 'North America's Cult of Sex and Violence': in 'MEDIA, SEX, VIOLENCE and DRUGS in the GLOBAL VILLAGES'. [www.rowmanlittfield.com](http://www.rowmanlittfield.com)

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# KUDOS

**"A mighty flame followeth a tiny spark"**

- Dante {"Paradiso" The Divine Comedy}



It's very easy to make powerful, enormously helpful career connections if you can do two things: smile and ask questions.

## TWO SIMPLE TRICKS

**To make Powerful people want to talk to you:**

1. about them
2. about something they know a lot about

Put these 'facts of life' to work 'for you' - in a big way. The trick is to identify people you want to meet and ask them questions ... and do it with a smile. A smile lets your target know you like them and mean them well. A smile buys you enough time to ask the question. If the question is the right one, the rest will be easy.

You convey a smile on the phone simply by smiling. You smile in writing by using a simple, cheerful opening sentence and ending it with an exclamation point.

The other day, I was sitting in my office and the head of a man I'd never seen before popped through. He gave me a big smile, and I felt compelled to smile back.

"I've come to ask you a question," he said, and stepped inside.

"I'm kind of busy right now," I said.

"A minute of your time is all I'm asking," he replied. He looked at his watch and added, "I'll time it."

How could I say no? We ended up spending an hour together, at the end of which he left with:

- \* A list of three potential employers he could contact
- \* Specific recommendations for improving his marketing skills
- \* The right to call me back and address me by my first name

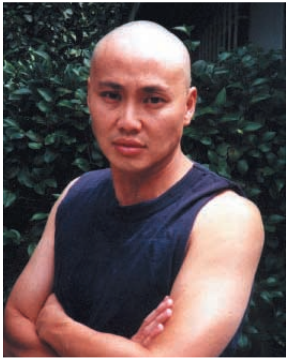
Not a bad accomplishment for someone I normally wouldn't have given the time of day.

## SO DO THIS:

- \* Make a list of six people you'd like to get to know
- \* Go to speak with them personally, phone them, or write them.
- \* Remember to lead with a smiling salutation.
- \* Then ask a question that allows them to talk about {1} themselves and {2} something they know.

And the next time you are standing next to someone in line or on an airplane, or are introduced to someone by phone - take the time to ask a flattering question. Make this a habit.

JO LEE Magazine is here - to put more Power in your life!!!



# CELEBRATIONS

From everyone at **JO LEE** we wish you, the world, the most wonderful of all occasions and the Greatest October this 2002.

**Flower of the Month:** Calendula  
**Latin name:** Calendula  
**This flower means:** Grief, Jealousy

## THE MONTH OF OCTOBER

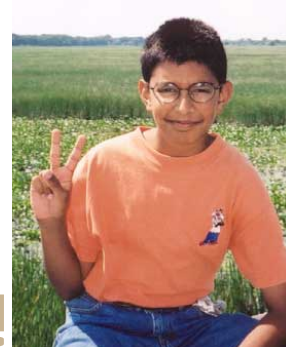
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|--|--|-----------------------------------|
| <b>1st</b> Bank Teller Appreciation Week | <b>11th</b> Emergency Nurses Day                 | <b>24th</b> United Nations Day    |
| <b>1st</b> Vegetarian Day                | <b>12th</b> Moment of Frustration Scream         | <b>26th</b> Dussehra              |
| <b>2nd</b> Mohandas Gandhi               | <b>12th</b> Oktoberfest                          | <b>27th</b> Make A Difference Day |
| <b>2nd</b> World Habitat Day             | <b>13th</b> Train Your Brain Day                 | <b>28th</b> Mother-in-Law Day     |
| <b>4th</b> St. Francis                   | <b>14th</b> Be Bald and Be Free Day              | <b>31th</b> Halloween             |
| <b>4th</b> Toot Your Flute Day           | <b>14th</b> Pharmacy Week                        | • AIDS Awareness Month            |
| <b>6th</b> Clergy Appreciation Weekend   | <b>14th</b> Teen Read Week                       | • Breast Cancer Awareness Month   |
| <b>8th</b> Children's Day, National      | <b>14th</b> Wolf Awareness Week                  | • Caramel Month                   |
| <b>8th</b> Columbus Day                  | <b>15th</b> Business Women's Week                | • Cookie Month                    |
| <b>8th</b> Global Learn Day              | <b>18th</b> Boost Your Brain Day                 | • Dinosaur Month                  |
| <b>8th</b> Pet Peeve Week                | <b>20th</b> Sweetest Day                         | • e-Card Month                    |
| <b>8th</b> Sports Day / Taiku-no-hi      | <b>21th</b> Peace, Friendship and Good Will Week | • Fired Up Month                  |
| <b>8th</b> Thanksgiving {Canada}         | <b>21th</b> World Rainforest Week                | • Pregnancy & Infant Awareness    |
| <b>10th</b> Tuxedo Day                   | <b>23th</b> National Mole Day                    | • Roller skating Month            |
| <b>10th</b> Wildlife Week                | <b>23th</b> Scorpio Begins                       | • Stamp Collecting Month          |
| <b>11th</b> Bring Teddy Bear to Work Day | <b>24th</b> Forgiveness Day                      |                                   |



# WEIRD AND WACKY FACTS

## ON BUILDINGS AND STRUCTURES...!

By Mohammed Malik  
11 Years old... Windsor, Canada



### 01 TALLEST HOTEL –

The 73-story Westin Stamford in Raffles City, Singapore is 742 feet high from the street level.

### 02 LARGEST HOTEL –

The MGM Grand Hotel and Casino, in Las Vegas, Nevada, has four 30-story towers and covers 112 acres, with 5,005 rooms, a 15,200-seat arena and a 33-acre theme park.

### 03 LARGEST IGLOO –

Situated in Jukkasjavi, Sweden, with a floor area of 3,888 square yards and the capacity to sleep up to 100 guests, the Ice Hotel is the largest Igloo. Rebuilt every December for the past 5 years, the igloo gets bigger and bigger each year, and features ice sculptures, movie theater, saunas, an ice bar and the world's only ice chapel.

### 04 TALLEST APARTMENT BUILDING –

The John Hancock Center in Chicago, Illinois is 1,127 feet tall, with 100 stories, of which 44 – 92 are residential.

### 05 LARGEST PALACE –

The Imperial Palace in Beijing, China has a total area of 178 acres.

### 06 LARGEST RESIDENTIAL PALACE –

Istana Nurul Iman in Bandar Seri Begawan, Brunei belongs to the Sultan of Brunei and is the world's largest residence, with 1,788 rooms, 257 bathrooms and an underground garage housing 153 cars.

### 07 TALLEST MONUMENT –

The stainless steel Gateway to the West arch in St. Louis, Missouri spans 630 feet and rises to the same height,

commemorates the westward expansion after the Louisiana Purchase of 1803.

### 08 LARGEST AIR-SUPPORTED BUILDING –

The 770-foot-long, 600-foot-wide Pontiac Silverdome Stadium in Detroit, Michigan has a 10-acre Fiberglass roof that reaches up to a height of 202 feet, and is supported by air pressure of five pounds per square foot.

### 09 MOST EXPENSIVE STADIUM –

The US \$466 million Stade de France in Saint-Denis, France was built for the 1998 World Cup soccer tournament, seating 80,000 spectators and has steelwork weighing as much as the Eiffel Tower.

### 10 TALLEST BUILDING –

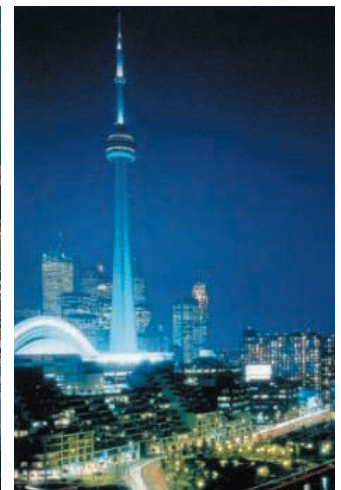
The US \$63 million CN Tower in Toronto, Ontario was built from 1973 to 1975 and is 1,815 ft. 5 in. tall.

### 11 TALLEST OFFICES –

In 1996, the Petronas Towers in Malaysia became the tallest office building when 241-foot-tall pinnacles were placed on top of the 88-story towers, bringing their height to 1,482 ft. 8 in.

### 12 LONGEST FRESHWATER SWIMMING POOL

The Hyatt Regency Cerromar Beach Resort in Puerto Rico has a 1,755-foot-long swimming pool that covers 4 \_ acres and has 5 connecting pools with water slides, a subterranean Jacuzzi, tropical landscaping and 14 waterfalls.





# R&D

## EDITOR AT LARGE

# OLE!

## IT'S SPANISH NATIONAL DAY!

**W**ith its incommensurable cultural heritage, with so many weathers and landscapes, and people, and costumes and music and dances ... Spain is a wonder ... a country full of surprises. My Spanish e-journey was incredible as I was fascinated with the extraordinary and unfamiliar 'did you know that' scope of the land, that many are not aware of. So, come to this culture with me. I guarantee an exciting ride for the mind.

### DID YOU KNOW THAT ~

Spanish National Day commemorates the 508th anniversary of the discovery of America. A significant date in Spain's history, three Spanish ships, led by Christopher Columbus, under contract with the Spanish Crown, first sighted one of the islands of the Americas on October 12, 1492, marking the beginning of the modern era.

Spain has four major ethnic groups that are divided by language: Castilian, Basque, Catalan and Galician which combined, account for almost the entire population. The official language is Castilian Spanish.

The 'Tomatina' Tomato Fight is surely the world's biggest food-fight: every year around 30,000 people descend on the Spanish town of Bunol (in the Valencia region of Spain) to throw more than 240,000 pounds of tomatoes at each other.

In most corridas - six bulls are fought, two by each of three Matadors, with each fight taking approximately 20 minutes. The least experienced Matador takes the first and fourth bulls, the most experienced - the third and last bulls. The bull-fighting team consists of the Matador (the star)

and his assistants: typically 3 Banderilleros and 2 Picadores. The Matador wears a bright colored costume known as the suit of lights.

Spain's mainland is on the Iberian Peninsula in South West Europe. Spain also includes two archipelagos: the Canary Islands in the Atlantic and the Balearic Islands in the Mediterranean Sea and two Moroccan enclaves of Ceuta and Melilla.

Castilian Spanish - is the official language in Spain. It's spoken in all the national territories: Equatorial Guinea, the Sahara, Central and South America, except Brazil and the Guyanas, and parts of the United States and the Philippines. It's the fourth language in the world - in terms of numbers of speakers. Over 330 million.

Flamenco is an individualistic, yet structured folk art from Andalusia, which is often improvised and spontaneous. The song, dance and guitar are blended together by the passionate rhythms of southern Spain, flamenco's geographical birthplace.

Spain has approximately 1.5 million hectares under vine which is 8 per cent of the country's total agricultural area. Even though Spain has the world's largest vineyard area, low yields per hectare, place her behind Italy and France in terms of total wine production.

As you can imagine - I've touched on just a sample of my fascinating facts and now, I invite you - my readers - to go out there and explore. Once again - I guarantee an exciting ride!

### CARLA DRAGNEA

#### Bucharest

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Wings = Builds Bridges to Optimism.

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