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KNOW YOUR LOCAL PROFESSIONALS

Volume 8 • Issue 11

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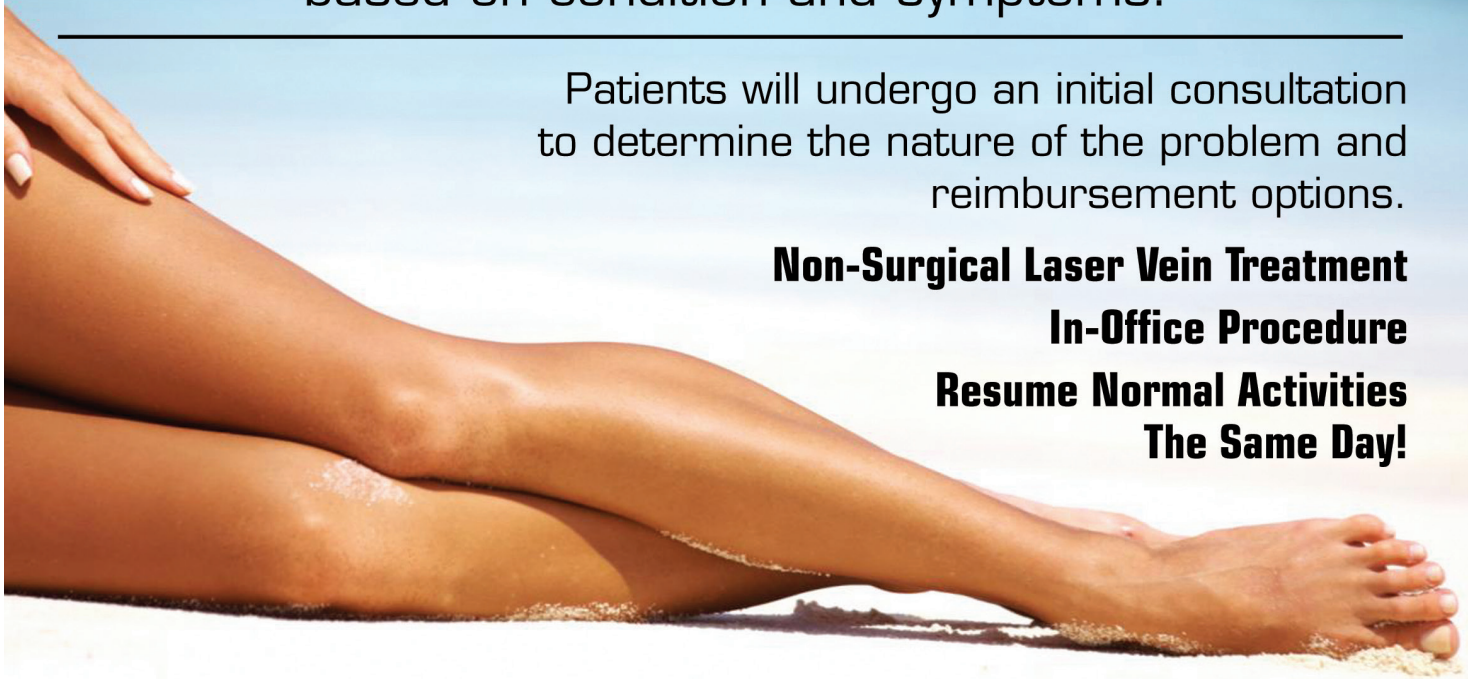


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FROM THE EDITOR

By ANGEL CHAVEZ

FEAR NOT...

Now that elections are over, we must
remain calm and fear NOT, but we
must keep on doing the right things.

“Do not be afraid, for I am with you.
Do not be discouraged, for I am
your God. I will strengthen you and
help you. I will hold you up with my
victorious right hand.” *Isaiah 41:10*
“But Jesus spoke to them at once.
“Don’t be afraid,” he said. “Take
courage. I am here!” *Matthew 14:25-27*

FEAR NOT...FEAR NOT...FEAR
NOT...Hearing these WORDS in
our innermost being and knowing its
source is key. Hearing and hearing
till those words occupy the right spot
in our heart, a place of Peace in The
Lord. Real solid peace cannot be found
anywhere else!

“I am leaving you with a gift - peace of
mind and heart. And the peace I give is
a gift the world cannot give. So, do not
be troubled or afraid.” *John 14:27*

WHEN IT COMES TO ELECTIONS,
GLOBAL WARMING, OR ANY
PERSONAL ISSUES. THE
SOLUTION’S SOURCE IS THE
SAME. TRYING TO REMOVE GOD
OUT HIS THRONE BY REPLACING
HIM OF HIS DUTIES, IS WHERE
IDOLATRY STARTS. He wants us to
trust him not to remove him out his
throne, our heart.

HEARING, TRUSTING AND
OBEYING, IS KEY TO SWIMMING
IN GOD’S PEACE!

Whether we like the President elected
or not, we must keep the President and
everyone in authority and their family
in our daily Prayers. First for our own
sake and knowing that they need our
help, because they will have to give
account of what they do:

“Obey those who rule over you, and be
submissive, for they watch out for your
souls, as those who must give account.
Let them do so with joy and not with
grief, for that would be unprofitable for
you.” *Hebrews 13:17*

It works like this: if we do not pray
sincerely for them, we will not submit
to them, and by not submitting to
them, we are attracting judgement to
our own lives.

“Let every soul be subject to the
governing authorities. For there is no
authority except from God, and the
authorities that exist are appointed by
God. Therefore, whoever resists the
authority resists the ordinance of God,
and those who resist will bring judgment
on themselves.” *Romans 13:1-2*

GOD’S AGENDA MUST BE OUR
AGENDA IN THE FIRST PLACE,
THEN HE PERSONALLY MAKES
SURE THAT WE ACCOMPLISH
OUR OWN AGENDA.

“Therefore I exhort first of all that
supplications, prayers, intercessions,
and giving of thanks be made for all
men, for kings and all who are in
authority, that we may lead a quiet
and peaceable life in all godliness
and reverence. For this is good and
acceptable in the sight of God our
Savior, who desires all men to be saved
and to come to the knowledge of the
truth.” *Timothy 2:1-4*

Acting with God’s wisdom is easy and
self-beneficial, includes peace, joy and
blessings for our family, friends, and
community.

If you are reading and thinking: This
is too difficult, but your heart is telling
you that this the right state of being,
Jesus will equip you correctly if you
ask Him.

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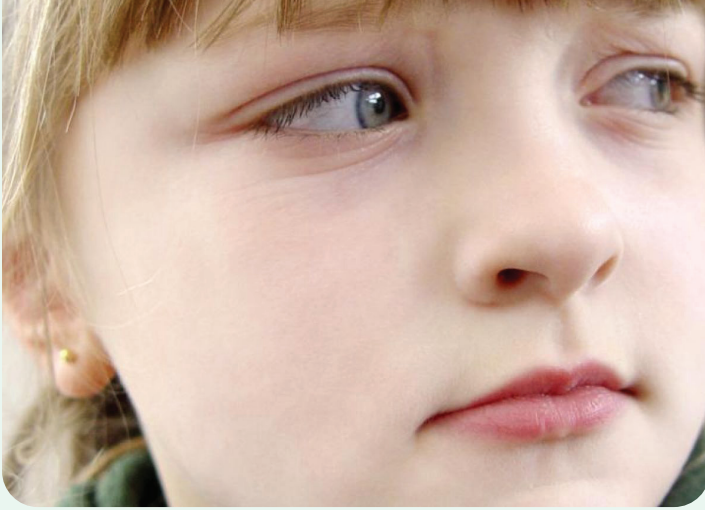
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5 REAL-WORLD ISSUES THAT WORRY OUR YOUNG KIDS

From an adult perspective, the life of a young child may look like pure bliss. But in reality, today's kids live with many big issues that provoke fear and anxiety, depending on their circumstances. Here are five worries that can rock your child's world - and how to help him/her cope.

Bullying

The cruelty kids can inflict upon one another doesn't start in middle school -- it can often start earlier, at around age 5. At this tender age, kids start jockeying for social power. "For many kids, this is their first social interaction. It's the first time they have to solve these [social] problems, and that makes them anxious," says Robert Sege, M.D., Ph.D., director of the division of family and child advocacy at Boston Medical Center. "While teachers may preach the notion that 'everyone is your friend,' kids know instinctively that it simply isn't true." Kids who are bullied may talk about the torment, but they may also come home and fall apart, crying and throwing tantrums. Different kids will respond differently.

As a parent, make sure your child is safe by talking to school officials, such as the principal or the school counselor. Describe the bullying and how often it is occurring, and discuss the steps the school will take to keep your child safe. At home, work on empowering your child. "Communicate to your child that you believe she can handle social situations," Dr. Sege says. Help her come up with the right words to say to the bully, such as "You can't do that to me" or "You need to stay away from me." Practice role-playing various scenarios to prepare your child and build her courage.

Bullies are less likely to pick on kids who have friends, so encourage your child's friendships. Host playdates or enroll her in community or after-school activities, so she can be with her

classmates in nonacademic settings. Consider enrolling her in programs outside the community, too, so she can make friends elsewhere. Having friends in other places will build your child's confidence in her social abilities and help her feel reassured about her likability. "A novel environment can undo the social damage," Dr. Sege says. "If a child has the experience of feeling successful socially, it helps [him] internalize the message that the problem isn't [his], it's the bully's. A child who feels more secure is less likely to be picked on. The bully is looking for vulnerability."

Domestic Abuse

More than 10 percent of children across the U.S. live in households where there are violent disagreements, but abuse doesn't need to be physical. Even children who do not see the violence are vulnerable; emotional and verbal abuse behind closed doors can cause distress, as young children still sense and internalize it. "Almost all parents underestimate how much their child sees or hears," Dr. Sege says. "Parents can't compartmentalize completely. You should always assume a child knows what's going on." Witnessing any disagreements can increase a child's risk for emotional and behavioral problems. A child anxious about domestic abuse may not say anything, but he will act out by misbehaving at home or at school, crying excessively, or wetting his bed.

If you're living with domestic abuse of any kind, get help right away, especially if the abuse is physical. Find a way to remove yourself and your children from the situation. Look for resources in your community and online, such as the National Coalition Against Domestic Violence (NCADV.org), that aid victims of domestic violence. Or talk to a family or marriage therapist to learn how to resolve conflicts and move beyond the pain. Be patient. It will take time to change or eliminate destructive patterns, but if the situation allows, don't be afraid to reconcile differences peacefully. "It's fine for parents to show that they disagree and they make up," Dr. Sege says. "If, as a family, you can abide by the rule that you never go to sleep angry, it's an incredible life lesson."

Parental Divorce

For some couples, conflict eventually leads to divorce. According to the Centers for Disease Control and Prevention (CDC), about a third of men's first marriages end in divorce before the 10th anniversary. For children of any age, a separation or divorce is a major loss. "The scariest thing about divorce for kids under age 6 is the unknown; it can be stressful, sad, and confusing," says Mona Gupta, D.O., a psychiatrist in Raleigh, NC. "It is not uncommon for children to think, 'What will happen to me if mom and dad do not live together?'"

To ease a child's anxiety during a divorce, reassure her that things will be okay. Allow her to stay in the same school district and neighborhood with one parent, if possible, and maintain her routines so she can expect stability, structure, and comfort. As difficult as it may be, remain cordial toward your former spouse and be courteous and cooperative when discussing plans and schedules, especially in your child's presence. Try to maintain the same rules in the separate households, and avoid undermining your ex-partner's decisions. "Often, it is easy to get caught up in arguing or fighting with each other, so that

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FROM THE MAYOR

by GREGORY J. ORAVEC
City of Port St. Lucie
cityofpsl.com

When it Rains it Pours

It hasn't been for forty days and forty nights, but parts of our community did get almost a foot of rain in early October; and it's pouring right now as I write this column two weeks later! That's a lot of water in a short period of time, especially after an already wet wet-season in a flat state where much of the development sits on former wetlands. Luckily, we didn't see the same type of flooding in PSL proper that our neighbors to the north and south did (Yes, Walton Road, which is owned and maintained by St. Lucie County but located in the City is still closed at the time of this writing. The County reports that they are doing their best to get it back open); but, we have had and still have standing water in some swales across our City. This can be off-putting to many residents, especially our transplants from places much higher than sea level or from hometowns with curbs, sidewalks and underground drainage everywhere; and to this point, swales/standing water is the number one citizen complaint that we receive at City Hall, even in times of normal precipitation. Consequently, after a super soaker event, it might be debatable as to whether the swales are more flooded with rain water or the 1PSL hotline

(cityofpsl.com/1PSL; 772-871-1775) is more flooded with calls for service; but, we're certainly not complaining at City Hall. Quite to the contrary, we couldn't be happier about hearing from our residents. That's exactly what the 1PSL hotline and app are there for, and we want and need citizen feedback to provide the best service possible. With this goal in mind, I wanted to use our recent rain events and the citizen feedback as an opportunity to discuss some fundamental aspects of our stormwater management system and current level of service.

To fully explore this topic, I would really like to start with a refresher or primer (as the case may be) on the water cycle and Florida's environmental geology, but that would turn this column into a multipage article. Accordingly, let me offer some Cliff Notes and then hit some highlights about our stormwater management system.

Like much of Florida, PSL is relatively flat, wet and full of wetlands, and it was even more full of wetlands before people started systematically paving over them. This dynamic actually forces more stormwater runoff onto areas that aren't naturally adapted to handle it and the stormwater system is only as good as the weakest link (in fact, things tend to flood upstream of the weakest link).

The City's original master developer, the General Development Corporation (GDC), cleared and platted 80 square miles of what was previously Florida wilderness and ranchland into quarter acre

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FROM THE SHERIFF

by KEN J. MASCARA
St. Lucie County Sheriff
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AS WE ENTER THE HOLIDAY SEASON



Can you feel it? The slight change in the air. The reduced humidity. Fall is here on the Treasure Coast and it sure is a welcomed sight from such a hot summer.

Fall is a time to be thankful as we enter the holiday season, and we have much to be thankful for here in St. Lucie County. From the decreasing numbers of COVID-19 cases, to the sparing of our coastline from hurricanes so far this season, to the continued outpouring of support our heroes in law enforcement witness each and every day, thankfulness doesn't begin to describe it. These events and others humble us and keep us steadfast in doing our job to keep you safe, each and every day.

I can't let this opportunity pass without reminding you of some very important tips to stay safe and prevent you from becoming a victim of crime. Please, remember to lock it or lose it. If you leave your car unlocked, even in your home driveway, it becomes an instant target for thieves looking to loot and steal. Under the cover of darkness, they scan neighborhoods, silently checking for unlocked cars. When they find one, they are in and out in seconds, taking your valuables with them. Take that extra

second and remember to lock your car door, at home, at work and everywhere in between.

While out shopping this upcoming holiday season, shop during daylight hours whenever possible. If you must shop at night, go with a friend or family member. Dress casually and comfortably. Avoid wearing expensive jewelry. Always carry your Florida Driver's License or Identification Card along with necessary cash, checks and/or a credit card you expect to use. Even though you are rushed and thinking about a thousand things, stay alert to your surroundings. Avoid carrying large amounts of cash. Pay for purchases with a check or credit card when possible. Be extra careful if you do carry a wallet or purse. They are the prime targets of criminals in crowded shopping areas or parking lots. Avoid overloading yourself with packages. It is important to have clear visibility and freedom of motion to avoid mishaps. Beware of strangers approaching you for any reason. At this time of year, "con-artists" may try various methods of distracting you with the intention of taking your money or belongings.

Important reminders if you plan to shop with kids this season, if possible, leave small children at home with a trusted babysitter. Teach your child to go to a store clerk and ask for help in case your child is separated from you. Teach children to stay close to you at all times while shopping. Never allow children to make unaccompanied trips to the restroom. Children should never be allowed to go to the car alone and they should never be left alone in the car. Teach children their full name, address and telephone number to give to police officers or mall security and to immediately inform you if a stranger is bothering them.

Finally, as our friends from the north re-join us for the winter months, please remember to be mindful of traffic conditions and avoid driving aggressively. Give yourself extra time to get to your destination and remember that kindness is always appreciated, especially on the roadways. ♦

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TINY BUT DEADLY: CIGARETTE BUTTS ARE THE MOST COMMONLY POLLUTED PLASTIC

If I asked you, what is the most common form of plastic pollution, what would you say? Plastic bottles? Straws?

While these are good guesses, they are not the correct answer. Cigarette butts are actually the most abundant form of plastic waste in the world, with about 4.5 trillion individual butts polluting our global environment.

But wait, aren't cigarette butts made of cotton or paper? NO, cigarette butts are primarily plastic.

Cigarette butts are small and tend to go unnoticed but they are hiding almost everywhere. Contrary to what many believe, cigarette butts are not harmless. They are made of cellulose acetate, a man-made plastic material, and contain hundreds of toxic chemicals. While cigarette filters, or the plastic part of butts, can take up to 10 years to completely degrade, the chemicals they release can remain in the environment for many more years beyond the life of the cigarette butt itself.

These lingering toxins include arsenic (also used in rat poisoning), lead (a poison that can affect the brain development of children) and nicotine. When these toxic plastics are improperly disposed of on the street corner or out the car window, they slowly leach toxins into our natural systems, presenting a serious threat to us and our environment.

This is especially true for low-income communities of color. These communities tend to have higher smoking rates due to a long history of targeting by the tobacco industry and face systemic inequities that make it harder for them to access health information and resources. On top of this, they disproportionately



receive inequitable waste management services, which can lead to greater effects from cigarette butt pollution.

These tiny toxic butts also cause significant harm to our water sources. It is not uncommon for field researchers to find cigarette butts inside of dead sea birds, sea turtles, fish and dolphins. What's more, a 2011 Study found that the chemicals leaching from cigarette butts can be lethal to freshwater and marine fish species.

It is imperative to ensure that cigarette butts find their way to the waste bin or sent to a recycling facility. Smokers should consider finding designated smoking areas or carrying their own "pocket ashtrays" to collect their waste.

Like all litter, cigarette butts require labor intensive work to be removed from the environment. That's where we step in. Working with partners around the globe, The Great Global Cleanup is one of the world's largest cleanup initiatives. In 180 countries, we have engaged over 20 million volunteers in 2019 and are continuing our efforts in 2020 while complying with COVID safety standards.

We have removed tons of waste, but there is still much more work that needs to be done. With our partners at World Cleanup Day, we are targeting cigarette butt pollution this year. Picking up cigarette butts from your local environment is unpleasant but is a great way to clean your community — you'll be amazed at how many cigarette butts you can find in any given area. Use gloves and masks for safety.

You can encourage others to do their part as well by reminding people of the dangers of smoking and advocating for more comprehensive waste management systems to your politicians. We are calling YOU to action. Join us on this mission to create cleaner communities and a better future! ♦

COVID-19 Is Transforming Commercial Use of Digital Technology

by Johns Hopkins University Carey Business School



Newswise - The COVID-19 pandemic has forced millions of people to work from home, making them ever more dependent on the digital technology that has long enabled them to handle both personal and professional tasks from their smartphones, laptops, and personal computers.

Joël Le Bon has been paying particularly close attention to these developments. The Johns Hopkins Carey Business School associate professor specializes in the commercial applications of digital technology, including its use in sales, marketing, and management. COVID-19's impact on the digital sphere, he notes, has been extraordinary.

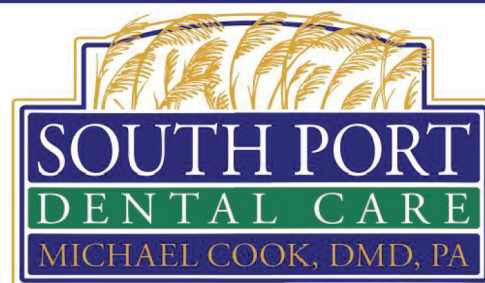
"I used to say that with modern digital sales capabilities, sales changed more in the past five years than in the past 50 years. I should say now that sales changed more in the past five months than in the past five years," he says.

In the following Q&A, Le Bon offers his views on some of the ways the pandemic has affected the world of digital business.

QUESTION: At the JHU Carey Business School, you co-founded the Science of Digital Business Development Initiative, which states the goal of showing business organizations how to thrive in a digital economy. How has this goal, or the means of achieving it, been affected by the pandemic?

JOËL LE BON: The initiative's mission is to advance the research, education, and practice aspects of digital business development, offer a leading network to address the profound impact of digital transformation, and open new paths of opportunity for the future

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Diet^{and} FATIGUE



The old adage “you are what you eat” is well known, but have you ever really thought about what it means? We all know a heavy pasta meal might make us tired in a few hours. Sugar gives some a rush, and caffeine may provide a temporary energy boost. But the cliché delves much deeper than that. “You are what you eat...” is one of the best pieces of advice you may find for maintaining good health. As healthy eating continues to push to the forefront of newsworthy topics, more Americans of all ages are learning the value of consuming proper, well-balanced diets.

Healthy eating cultivates good overall health; it potentially helps ward off some medical conditions, and it positively affects other conditions. For instance, those with diabetes are able to maintain better health when they follow the correct diet for that disease. People with high-cholesterol can help improve that condition when following nutritional guidelines that aid in decreasing cholesterol levels.

Healthy eating is beneficial in other ways, both medical and non-medical, including battling fatigue. Knowing this may be of particular interest to the senior population who are prone to experience a lack of energy and increased fatigue due to medical conditions, medications, and the aging process, in general. To make it easy to understand, this analogy may help: your body needs the proper amount of nutrients in order to function best, very much like a car needs gasoline. Without a continual supply of nutrients and sufficient calories needed to perform both physical and mental activities, your body can become sluggish and tired on a daily basis. The subsequent lethargy can leave you feeling much like you have run out of gas.



The good news is - provided your lack of energy is not caused by a medical condition or medication - fatigue can easily be addressed by learning to eat well-balanced meals and snacks that contain enough calories and nutrients to keep your body in optimum health.

Even if fatigue is caused by an underlying condition, medication or stress, eating well can help boost energy levels and counteract excessive tiredness.

Simply eating to stave off hunger during the day is not sufficient. Also, keep in mind that if your body out-performs its caloric intake, this can cause increased tiredness. The foods that you choose to eat are essential. However, overeating can also cause fatigue, as it causes the digestive process to work overtime and



can contribute to feelings of lethargy. The key to healthy eating is by choosing key foods that contain adequate nutrients and consuming these meals or snacks in appropriate portions.

Foods that are nutrient-rich that can help fight fatigue are not hard to find. Opt for plenty of fresh fruits and vegetables. Vegetables should not be overcooked, as doing so causes a loss of nutrients. Red meat and spinach provide needed iron, while fish such as tuna or salmon contain omega-3 fats - all of which are helpful in fighting fatigue. Proteins can also be obtained by consuming fish, lean meat and beans. Nuts offer a protein boost and are a good snack choice. Choose whole grain pasta, rice, bread and cereal to complete a well-balanced, fatigue-fighting diet.

“you are what you eat”

If you suspect your fatigue is due to poor eating habits, changing your diet may be all you need to feel energized daily. However, there are medical conditions that can cause fatigue. It is important to discuss this with your care provider to determine if your fatigue may be due to an underlying health issue. In the meantime, feel free to pursue healthy eating habits because the end result will be a healthier you! ♦

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How to Set Up a Home Gym Anywhere In Your House

Around the world, businesses are being forced to close their doors to help halt the spread of COVID-19. And yes, that includes the gym. While you might have to skip out on your favorite group fitness class (Pssst! There are a ton of studios live-streaming classes for free right now!), you should definitely keep moving—especially when you’re self-isolating instead of commuting to and from work as usual. But let us guess, you don’t have a home gym? Shayna Schmidt, co-founder of Livekick, a video service for home workouts, and personal trainer, is here to break down how to set up your very own at home.

What You Need

Not a ton, according to Schmidt! She says, “All you need is a 6 ft by 6 ft square of space. Seriously, that’s it.” That’s about the size of a small bathroom. So even if you live in a shoebox apartment (ahem, me), you shouldn’t have a problem finding space—even if it’s in the living room.

Once you’ve found a spot to set up your home gym, you can start building your workouts. While Schmidt says that official

gym equipment isn’t necessary, there are some “nice-to-have” items she recommends: If you can, get “a yoga mat and a set of dumbbells” (though, she says, “a set of wine bottles works just as well” as weights). Bonus: Reward yourself for working out by opening one of those bottles. Now that’s a workout I can get behind.

Schmidt also recommends taking advantage of items that you already own for your home gym setup. “A coffee table or ottoman works really well for tricep dips, Bulgarian split squats, and decline push-ups,” she says, and “A towel can easily replace a yoga strap.”

Got none of this stuff? No problem. “You can get some of the best workouts of your life with zero equipment,” says Schmidt, who recommends calisthenics, “a genre of fitness that utilizes gravity and your own bodyweight for resistance in order to increase strength and flexibility.” She says to think of it “like weightlifting, but instead of using external weights, you’re using what you’ve already got built in. The term calisthenics comes from the Greek

words 'Kalos,' which means beauty, and 'Stenos,' which translates to strength. Strength and beauty—who doesn't want that?!" Just search for "beginner calisthenics workout" on Youtube to get started.

What You Should Be Doing

With group fitness and gym trips out of the question, you might be wondering how to actually workout. If making up your own workout isn't part of your social-distancing agenda, Schmidt recommends turning to fitness apps and live-streamed workouts.



LIVEKICK

Like "a yoga retreat but without the need to leave your home," says Schmidt, Livekick is a platform that offers "at-home yoga, fitness, meditation, and general wellness classes on live two-way streaming video, as well as private memberships." Plus, you can do

classes "with friends from all over the globe!" Fitness and remote friendships? Sounds like the perfect social distancing activity if you ask me.



CLASSPASS GO

While most people are familiar with ClassPass, a service that lets you try out a variety of boutique fitness classes, not as many are familiar with their app, ClassPass Go. While you'll have to forego the in-person fitness sesh, "ClassPass Go connects

you to audio-based fitness classes," Schmidt says. Classes range from "stretching and meditation to strength training and outdoor running," according to Schmidt. Each workout is curated by ClassPass trainers and range in duration from forty to sixty minutes. ♦



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WHAT IS ALZHEIMER'S DISEASE?

Alzheimer's is a type of dementia that affects memory, thinking and behavior. Symptoms eventually grow severe enough to interfere with daily tasks.

Understanding Alzheimer's and dementia

Alzheimer's is the most common cause of dementia, a general term for memory loss and other cognitive abilities serious enough to interfere with daily life. Alzheimer's disease accounts for 60-80% of dementia cases.

Alzheimer's is not a normal part of aging. The greatest known risk factor is increasing age, and the majority of people with Alzheimer's are 65 and older. But Alzheimer's is not just a disease of old age. Approximately 200,000 Americans under the age of 65 have younger-onset Alzheimer's disease (also known as early-onset Alzheimer's).

Alzheimer's worsens over time. Alzheimer's is a progressive disease, where dementia symptoms gradually worsen over a number of years. In its early stages, memory loss is mild, but with late-stage Alzheimer's, individuals lose the ability to carry on a conversation and respond to their environment. Alzheimer's is the sixth leading cause of death in the United States. On average, a person with Alzheimer's lives four to eight years after diagnosis,

but can live as long as 20 years, depending on other factors.

Alzheimer's has no current cure, but treatments for symptoms are available and research continues. Although current Alzheimer's treatments cannot stop Alzheimer's from progressing, they can temporarily slow the worsening of dementia symptoms and improve quality of life for those with Alzheimer's and their caregivers. Today, there is a worldwide effort under way to find better ways to treat the disease, delay its onset, and prevent it from developing.

Symptoms of Alzheimer's

The most common early symptom of Alzheimer's is difficulty remembering newly learned information.

Just like the rest of our bodies, our brains change as we age. Most of us eventually notice some slowed thinking and occasional problems with remembering certain things. However, serious memory loss, confusion and other major changes in the way our minds work may be a sign that brain cells are failing.

The most common early symptom of Alzheimer's is difficulty remembering newly learned information because Alzheimer's changes typically begin in the part of the brain that affects

COVID-19 - MASKS



Who Needs a Mask and Why?

Types of Facemasks

- Medical (or surgical) masks – for general public use
- N95 particle respirator masks – for health care professionals

What Are Medical Masks?

- Medical masks are disposable surgical masks (sometimes called “surgical masks”).
- They prevent sick people from spreading their germs through the air.
- Medical masks block large-particles of viruses and bacteria that travel through coughs and sneezes.
- These masks fit loosely but completely cover your mouth and nose.

When you have symptoms of cold, flu, COVID-19 or other infections, wear a facemask to protect others, including health care providers, from catching your illness.

How to Put the Mask On

1. Wash your hands with soap and water for at least 20 seconds.

2. Dry your hands with a clean paper towel and throw the paper towel away.
3. Check the mask for any defects such as a tear or missing tie or ear loop. Throw away any that are defective.
4. Make sure the blue side of the mask is facing out, away from your face.
5. Place the mask on your face with the blue side facing out and the stiff, bendable edge at the top by your nose.
6. If the mask has ear loops, put one loop around each ear.
7. If the mask has ties, pick up the mask by the ties and tie the upper ties behind your head with a bow.
8. Once the mask is in place, use your index finger and thumb to pinch the bendable top edge of the mask around the bridge of your nose.
9. If the mask has a lower tie, then once the mask is fitted to the bridge of your nose, tie the lower ties behind your head with a bow.
10. Make sure the mask is completely secure. Make sure it covers your nose and mouth so that the bottom edge is under your chin.
11. Wash your hands.

Removing the Mask

1. Wash your hands before removing the mask.
2. Do not touch the front of the mask (the part over nose and mouth). It may be contaminated from your breathing, coughing or sneezing.
3. Untie or remove the ear loops and remove the mask by the straps.
4. Throw the mask in the trash.
5. Wash your hands.

Please Note: If you are using a reusable cloth mask, at the end of the day, take the mask off from the straps (not touching the front), place in a pillowcase to keep the ties with the mask. Wash it in the washing machine with hot water and completely dry on medium or high heat. ♦

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Today, almost four decades after Dame Cicely Saunders' vision of quality end-of-life care, hospice has become a medical specialty focused on meeting the physical, emotional, and spiritual needs of patients and their families. For those in the field, this holistic approach to care is more than just a job, it is a calling. At Treasure Coast Hospice, it is this dedication to mission that drives a team of healthcare professionals to deliver compassionate care to patients at the end of life and bring comfort to their families.

Navigating the complexities of hospice care became more challenging this year in the wake of a global pandemic. "I was so inspired by the resiliency of our team and their selfless dedication meeting the needs of our community," said CEO Jackie Kendrick, CHPCA. "Our frontline caregivers courageously and compassionately responded to the crisis, while our administrative staff and volunteers worked diligently to provide

the support the clinical teams needed to persevere through difficult times."

In celebration of National Hospice and Palliative Care Month, Treasure Coast Hospice will begin an initiative spotlighting staff and volunteer contributions to patient care.

Brittany Martyr, MSW - Social Worker

I love being able to provide my patients and families with unconditional positive regard through compassionate counseling and to help walk them through this challenging journey in their lives.

As a teenager, Brittany Martyr always enjoyed talking with people, especially seniors, and hearing their stories. Today, as a social worker, Brittany uses her communication skills to help patients and families understand and adjust to a serious illness. Sometimes a loved one's diagnosis may be more difficult for a family member to accept than the patient. Working with the

entire family, Brittany helps them reframe what hope is and counsels them on how they can enjoy quality time together.

Helping patients and their loved ones find joy in new ways is a key part of her role. "Supporting a family with a Legacy Project, such as a life interview, photo or craft project, cook book, or audio recording, is one of the ways our team helps a family enjoy life and create lasting memories together."

Cornelius Clarke, CNA - Nursing Assistant

I take pride in providing patients, family, and their close friends with passionate customer service and patient care. I try my hardest to make sure my hospitality leaves a warm spot in every heart. It's a pleasure to be a bright shining light for Treasure Coast Hospice.

Cornelius Clarke's dedication to healthcare is personal. His first patient was his

grandmother. After caring for her and other members of his family, Cornelius decided to pursue a career as a nursing assistant. Certified since 2013, he loves connecting with and taking care of his patients and families. Cornelius credits the strong bonds he builds to the mantra he lives by: “treat everyone like family.”

A man of faith, Cornelius starts his day with prayer and reflection. His inner-strength, warmth, and calming demeanor endear him to anyone he meets.

Laura Morgan, LMF - Grief Counselor

What I love most about what I do is being a part of an organization that cares deeply for others. I feel appreciated and supported in delivering our mission, and in turn, I am able to share this with others.

In a society that embraces a “get over this” attitude, many people are often unprepared and struggle with their feelings of loss. A grief counselor at Treasure Coast Hospice for the past 15 years, Laura Morgan considers it an honor to be able to care for those facing one of life’s most difficult challenges. She helps people through their grief journey by providing them with the support, education, and tools they need to gain confidence and find their way.

Whether Laura is counseling an individual or conducting a group session, she listens with a compassionate heart. “Building a community of support is vital to helping bereaved individuals and families heal.

Connecting people with others who are working through the same problems is very powerful. As a counselor, it’s rewarding to see people get better every day and make a difference in their lives.”

Carlos Domena, M.Div. - Chaplain

How can I be a blessing to someone today?

Through his formal studies and life experiences, Carlos Domena has a deep understanding of different religions and cultures. As a hospice chaplain, Carlos meets patients wherever they are spiritually. For some, that may mean prayer, scripture or sacred music. For others, it may simply be companionship or conversation.

“It’s important to first build rapport with patients and families.” Once established, Carlos helps patients find peace by reflecting on their life and, according to their belief system, helping them to look forward to life’s transition. Sometimes, it’s the simplest things that bring the most comfort - holding a hand, sitting by the bedside or reminding patients that they are loved.

Minerva Jones, RN, BSN - Clinical Team Manager

I love the fact that I get to make a difference in so many patients and families’ lives while they are receiving great hospice care from our dedicated staff.

A personal experience opened Minerva Jones’ eyes to hospice care. As a young

student, she saw her 39-year-old uncle benefit from care when his hospice team visited him at home. The comfort and support that her uncle and family received left an impression, forging Minerva’s healthcare path as a hospice nurse.

Fifteen years later, she leads a clinical team that cares for patients at local nursing homes, assisted living residences and at home. “Our hospice teams provide extra eyes and ears for families who may not be able to visit their loved ones. Culturally, people view death in various ways. We understand those differences and are dedicated to comforting and supporting the many cultural communities we serve.”

Minerva considers her Treasure Coast Hospice colleagues “family.” Like family helping family, “we support one another so that we can all be our best when caring for our patients and families.”

“We are proud of how passionately our team works together to care for our community,” said Jackie. “They continually support one another as they demonstrate the hallmarks of hospice work – expert care, compassion, and commitment.” ♦

To learn more, visit TreasureHealth.org.

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IS TYPE 2 DIABETES PREVENTABLE?

The Current Stats

Chances are, you know someone who has type 2 diabetes, or is at an increased risk of developing the disease.

Today, it is estimated that over 30 million American adults have diabetes (90-95% have type 2 and 5-10% have type 1), and another 80 million (that's 1 out of every 4 people over 18!) have what is called prediabetes, a condition that puts them at increased risk of developing type 2.

In fact, type 2 diabetes is one of the fastest growing chronic diseases worldwide and, if not well cared for, can lead to serious medical complications such as eye, kidney and heart disease.

The Good News

If you have type 2, you can avoid or significantly reduce the risk of developing complications by controlling your glucose, blood pressure and cholesterol levels. And, if you have prediabetes, studies have shown there are ways to significantly reduce your risk of developing type 2.

So first things first... how do you know if you are at increased risk of developing type 2?

There are a number of factors that may put you at an increased risk of type 2 diabetes. **These risk factors include:**

- Being overweight or physically inactive
- Your age (there's a higher risk with increasing age)
- High blood pressure (generally anything over 130/80)
- Abnormal cholesterol levels (ideally LDL should be below 100, triglycerides below 200 and HDL above 40)

- Immediate family members with type 2 diabetes
- Having had gestational (pregnancy-related) diabetes
- Being of a certain ethnic group (Latino, African American, Native American, Pacific Islander, Asian American)
- Blood glucose levels that are higher than normal but not high enough to classify you as having diabetes (for example, fasting morning blood sugars between 100-126)

The American Diabetes Association recommends that your healthcare provider screen you for type 2 diabetes or prediabetes with a blood glucose or A1c test if you are overweight and have any of the risk factors mentioned above, or starting at age 45. If the test shows that you do not have diabetes, it should be repeated every 1-3 years, depending on the results of the initial test and your risk factors.

A fast and simple type 2 risk test developed by the American Diabetes Association can be found online here. By answering a few simple questions, it helps inform you of your risk of type 2 diabetes. You should discuss your risk test results with your healthcare provider, who may then check you for diabetes or prediabetes with a blood test.

If you have prediabetes, what can you do to reduce your risk of developing type 2?

As mentioned above, if you have prediabetes, there are definitely actions you can take to significantly reduce your risk of developing type 2. Most important on the to-do list are healthy eating and increased physical activity.

continued next page



Here are a few quick tips on eating healthy:

- Eat more leafy greens like romaine, kale, spinach, collards and chard
- Choose lean proteins like fish, chicken and pork
- Fill up with fiber (fiber can be found in delicious foods – did you know raspberries are one of the highest fiber fruits around?)
- Try to drink eight 8oz glasses of water every day and avoid sodas and sugary juices
- Experiment with lower carb grains that also contain fiber and protein such as quinoa
- Indulge in health fats like nuts, seeds, avocados, dark chocolate, and fatty fish
- Cut back on salt and salty foods
- Pay attention to portion sizes
- Try to fill half your plate with non-starchy veggies
- Don't bring home what you can't control!
- Reduce your overall intake of sugar and carbs

Even more tips and resources on eating healthy can be found in the 5th edition of Dr. Edelman's book Taking Control of Your Diabetes.

Several research studies in people with prediabetes have shown that losing 5-10% of their body weight (about 10-20 pounds in someone weighing 200 pounds), maintaining a healthy diet, and getting about 30 minutes a day of moderate physical activity (like brisk walking) can reduce the risk of developing type 2 diabetes by almost 60%! Also, depending on your risk and other factors, your healthcare provider may recommend starting a medication to help reduce your risk of developing diabetes. Your individual diabetes prevention plan should be discussed with your healthcare provider.

In a Nutshell...

Since prediabetes is so common and its progression to type 2 is preventable, it is very important to find out if you have prediabetes. If you do, you should discuss a diabetes prevention plan with your healthcare provider – which will include a healthy diet, increased physical activity, and achieving a healthy weight. Most importantly, this plan will also help improve your blood pressure, cholesterol, risk of heart disease, and will likely have many other benefits as well! ♦



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REAL-WORLD ISSUES cont.

you lose sight of presenting a stable and firm front,” Dr. Gupta says. “Make sure you stay on the same page. Avoid blaming and do not be critical of your spouse in front of your children. This can be especially difficult when there have been hurtful events, but present a united front as much as you can.” Continue spending one-on-one time with your child. The goal is to let her know that even if her parents don’t remain together, they still love her, so don’t be shy about saying “I love you” often.

Natural Disasters

Hurricanes. Tornadoes. Earthquakes. Wildfires. For young children who have lived through these or similar natural disasters, life can be filled with anxiety. According to Joseph F. Hagan, Jr., M.D., a pediatrician in Burlington, Vermont, all children have some degree of anxiety, fear, and depression when exposed to disaster, but the degree depends on the level of exposure, the extent they are personally affected, and the child’s temperament, age, and stage of development. Kids who have poor social support or who are naturally shy and fearful are more likely to be traumatized, and parents with poor coping skills can make it harder for children to overcome trauma. Excessive exposure to media coverage can heighten and prolong anxieties, even for kids who did not experience the disaster personally. Your child doesn’t need details and lengthy explanations, so limit what your child sees on TV or the Internet. Some children may have a hard time understanding that the earthquake they see in another region of the world is unlikely to strike where they live.

The key is to stay as calm as possible and press on with the business of recovering. Do your best to tame your own anxieties; worrying will transfer similar feelings to your children. “Help them know they can be safe,” Dr. Hagan says. “Tell them, ‘Yes, bad things can happen, but it doesn’t mean it will happen again. We will get through this.’” Be a role model and show them how to move forward by maintaining normal routines as much as you can.

Guns and Violence

Sadly, gun violence such as the school shooting that occurred in Newtown, Connecticut, has become common in the news, and it can strike close to home. The CDC notes that 209 children age 12 and under died from firearm-related causes in 2010, and 770 were hospitalized that same year. Shielding your child from violence and guns isn’t just a political issue -- it’s a matter of home safety, Dr. Sege says. “It’s really simple; the safest home is a home without guns. If you have to have a gun, store it unloaded and locked, with the ammunition stored elsewhere and locked.”

Let your child know that gun shootings in public areas (like schools, malls, and movie theaters) are still relatively rare, tragic as they may be, and that the shooters are often people who need help for serious problems. Discuss specific steps that your school has taken to keep the children safe and explain that leaders in the community, state, and nation are talking about ways to promote gun safety. “Make sure you are monitoring what your children are watching on TV at all times,” Dr. Gupta says. “If they do see a violent act on the news or on a TV program, tell them that you and others will always ensure their safety.” ♦



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NOVEMBER IS NATIONAL HOSPICE AND PALLIATIVE CARE MONTH



November is National Hospice and Palliative Care Month. This year's theme is "It's About How You Live."

Hospice and palliative care programs across the country are reaching out to raise awareness about hospice and palliative care. Hospice is not a place but high-quality care that enables patients and families to focus on living as fully as possible despite a life-limiting illness. Palliative care brings this holistic model of care to people earlier in the course of a serious illness.

"Every year, nearly 1.4 million people living with a life-limiting illness receive care from hospices in this country," said Edo Banach, president and CEO of the National Hospice and Palliative Care Organization. "These highly trained professionals ensure that patients and families find dignity, respect and love during life's most difficult journey."

Hospice and palliative care programs provide pain management, symptom control, psychosocial support and spiritual care to patients and their families when a cure is not possible. These programs combine the highest level of quality medical care with the emotional and spiritual support that families need most when facing a serious illness or the end of life.

Throughout the month of November, Programs of All-Inclusive Care for the Elderly (PACE®) will join organizations across the nation in hosting activities that help their community understand how important hospice and palliative care can be. ♦

For more information about hospice, palliative care and advance care planning, visit the National Hospice and Palliative Care Organization (NHPCO) website at www.nhpc.org.

NHPCO Urges HHS to Support Hospice Community with Essential COVID-19 Testing Resources

Testing Needs of the Hospice Community Continue to Grow



(Alexandria, Va) - In a letter sent to Department of Health and Human Services (HHS) Secretary Alex Azar on September 14, 2020, the National Hospice and Palliative Care Organization (NHPCO) reiterated the need for federal support for the hospice provider community as they meet COVID-19 testing mandates and do their part in mitigating the spread of the virus.

With COVID-19 infection rates increasing throughout regions of the U.S. and new testing mandates being imposed at the state and federal level, hospice providers are experiencing difficulty accessing tests and covering costs for their frontline hospice workers.

NHPCO requested \$500 million in dedicated funding for test kits and rapid point-of-care testing machines in order to efficiently test hospice staff, family members and visitors of hospice patients and meet state and nursing home requirements back on July 27, 2020.

This funding would be aimed at providing COVID-19 tests for hospice staff working in patients' homes, nursing homes, hospice facilities, and assisted living facilities.

"Hospice professionals are out in the community, providing care in patients' homes and in facilities where the individuals they serve live or are being cared for and it is essential to safeguard the health of people in these communities against possible transmission of COVID-19," said NHPCO President and CEO Edo Banach. "Adequate funding for and access for testing supplies and equipment is necessary to protect all Americans during this challenging public health crisis." ♦

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Impacts of COVID-19 on the Elderly



All around the world, the impacts of the recent pandemic, both immediate and repercussive, cannot be overstated. Deaths, economic downturns and job losses are just a few of the struggles that we as global citizens will have to grapple with in a post COVID-19 world. That being said, there are certain populations who are affected by the pandemic more than others.

The most vulnerable

It's obvious that the elderly have been much more vulnerable to the physical effects of SARS-CoV-2, the virus behind the pandemic, but that doesn't mean the only effects we should be concerned about are physical. As people all around the world are learning, being stuck at home can affect one's mental, emotional and physical health as well. In addition, COVID-19 has also highlighted a glaring weakness in healthcare practices for the elderly, in that existing homecare was difficult to afford and obtain before the pandemic, but is even more complicated to obtain in the current climate.

New levels of isolation

As a population, the elderly and the pre-pandemic homebound were already isolated. For instance, an 85-year-old woman might rely on her adult daughter to obtain and bring her groceries, or to help her shower several times a week. In the fallout of COVID-19, someone like this woman will be exposed just by nature of her everyday life—that is, relying on a person outside their home to help them in basic tasks and survival.

But the concerns for the elderly should be more than just mortality rates. Many elderly people may not have access to social media, an important tool in combating loneliness and connecting with loved ones in this unprecedented time. Community events that drew seniors and the elderly out of their regular spheres are no longer happening, and these populations have less reasons than

ever to leave the house and interact with others on a social level. Such isolation can exacerbate existing health problems while also increasing fear and emotional suffering.

Although the CDC has outlined specific guidelines for those in long-term care facilities and other forms of shared housing for those over age 65, it's still important to consider all the ways we can help keep the elderly safe—mentally as well as physically.

Difficulty maintaining at-home care

With job losses as high as 20 million in the past month, there are a lot of people that suddenly aren't able to afford what they used to. One such casualty of a thinning budget could be Grandma's part-time nurse or a disabled son's in-home care. Services such as personal care and grooming, not to mention grocery shopping and light housekeeping can be expensive at the best of times, but particularly now.

Personal care assistants, nurses and medical assistants who fill these positions are putting themselves at risk, and so should be paid accordingly. As the costs mount for essential care for the elderly and homebound, it's obvious that many will require financial assistance to maintain the same level of care they had before. As for those who couldn't pay for such services before, there's little hope for it now without some form of assistance.

A nonprofit like the Live Care Foundation can help lift the financial burden for families, one donation at a time. **Go to livecaregrants.org to donate.** ♦

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ALZHEIMER'S cont.

learning. As Alzheimer's advances through the brain it leads to increasingly severe symptoms, including disorientation, mood and behavior changes; deepening confusion about events, time and place; unfounded suspicions about family, friends and professional caregivers; more serious memory loss and behavior changes; and difficulty speaking, swallowing and walking.

People with memory loss or other possible signs of Alzheimer's may find it hard to recognize they have a problem. Signs of dementia may be more obvious to family members or friends. Anyone experiencing dementia-like symptoms should see a doctor as soon as possible. If you need assistance finding a doctor with experience evaluating memory problems, your local Alzheimer's Association can help. Earlier diagnosis and intervention methods are improving dramatically, and treatment options and sources of support can improve quality of life. Two helpful support resources you can tap into are **ALZConnected**, our messages boards and online social networking community, and **Alzheimer's Navigator**, a web tool that creates customized action plans, based on answers you provide through short, online surveys.

Alzheimer's and the brain

Microscopic changes in the brain begin long before the first signs of memory loss.

The brain has 100 billion nerve cells (neurons). Each nerve cell connects with many others to form communication networks. Groups of nerve cells have special jobs. Some are involved in thinking, learning and remembering. Others help us see, hear and smell.

To do their work, brain cells operate like tiny factories. They receive supplies, generate energy, construct equipment and get rid of waste. Cells also process and store information and communicate with other cells. Keeping everything running requires coordination as well as large amounts of fuel and oxygen.

Scientists believe Alzheimer's disease prevents parts of a cell's factory from running well. They are not sure where the trouble starts. But just like a real factory, backups and breakdowns in one system cause problems in other areas. As damage spreads, cells lose their ability to do their jobs and, eventually die, causing irreversible changes in the brain.

The role of plaques and tangles

Two abnormal structures called plaques and tangles are prime suspects in damaging and killing nerve cells.

1. Plaques are deposits of a protein fragment called beta-amyloid (BAY-tuh AM-uh-loyd) that build up in the spaces between nerve cells.
2. Tangles are twisted fibers of another protein called tau (rhymes with "wow") that build up inside cells.

Though autopsy studies show that most people develop some plaques and tangles as they age, those with Alzheimer's tend to

develop far more and in a predictable pattern, beginning in the areas important for memory before spreading to other regions. Scientists do not know exactly what role plaques and tangles play in Alzheimer's disease. Most experts believe they somehow play a critical role in blocking communication among nerve cells and disrupting processes that cells need to survive.

It's the destruction and death of nerve cells that causes memory failure, personality changes, problems carrying out daily activities and other symptoms of Alzheimer's disease.

Research and progress

In 1906, German physician Dr. Alois Alzheimer first described "a peculiar disease" - one of profound memory loss and microscopic brain changes - a disease we now know as Alzheimer's.

Today, Alzheimer's is at the forefront of biomedical research. Researchers are working to uncover as many aspects of Alzheimer's disease and other dementias as possible. Some of the most remarkable progress has shed light on how Alzheimer's affects the brain. The hope is this better understanding will lead to new treatments. Many potential approaches are currently under investigation worldwide.

Help is available

If you or someone you know has been diagnosed with Alzheimer's or another dementia, you are not alone. The Alzheimer's Association is the trusted resource for reliable information, education, referral and support to millions of people affected by the disease. ♦

- **Call our 24/7 Helpline: 800.272.3900**
- **Locate your local Alzheimer's Association**
- **Use our Virtual Library**
- **Go to Alzheimer's Navigator to create customized action plans and connect with local support services**

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5 BENEFITS

of Installing a Retractable Awning



1. Reduces Cooling Bills in Your Home

Awnings limit direct sunlight and therefore help you save on energy bills. Having an awning can decrease your AC bills by 20% during the summer. Awnings can also shade your outdoor AC unit in the summer to keep it cooler for energy efficiency.

2. Protects Furniture and Flooring from Sun Damage Inside Your Home

Installing awnings can protect your indoor and outdoor space from the weather, prolonging the longevity of your outdoor furniture by preventing exposure to direct sun, snow, and rainfall that can cause deterioration and discoloration. Awnings can also help prevent the UV rays from coming in through your windows damaging your indoor furniture or flooring that may be getting exposure

3. Reduces the Surface Temperature of Your Deck or Outdoor Space

One study found that in direct sunlight, composite decks can reach temperatures from 34° to 76° F hotter than the surrounding air. So, on an 80° day, that could mean a deck surface temperature reaches more than 150°. By installing an awning over your deck space, you can keep the surface temperature down allowing you and your pets to safely walk on and enjoy your outdoor space.

4. Reduces the Air Temperature of Your Outside Space

In the summer, you may want to invite your friends over or let your kids play outdoors, but are worried about the effects of

prolonged sun exposure! Adding a retractable awning to your outdoor space can help increase your comfort by decreasing the temperature by 20 degrees and decreasing the number of UV rays beating down on you. You can enjoy warm weather or rainy days under the protection of an awning. It opens up a whole new space for outdoor living.

5. Warms Your Home in The Winter

During the winter you can keep your retractable awning closed allowing more sunlight inside your home. This will help increase the temperature inside your home and keep your heating bill down. ♦

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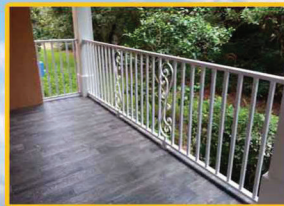
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Digital Technology cont.

of work in the digital economy. The pandemic has made our mission and goal even more relevant by changing organizations' perspectives on work, leadership, and business interactions with their customers with a radical shift to digital capabilities.

From an organizational standpoint, working and leading from home requires the leverage of digital capabilities, thus raising significant new challenges such as redefining interpersonal engagement, communication, developing people, and sustaining and measuring individuals' and teams' productivity. Interestingly, from a go-to-market standpoint, similar challenges apply in terms of redefining interpersonal engagement, communication, developing relationships with clients, and sustaining and measuring value-creating growth for customers.

Although several technologies already exist to support organizations' digital shift regarding work, leadership, and business interactions, the offering is quite complex and will grow substantially. For example, for the marketing and sales functions, digital capabilities in areas such as virtual offices, video conferencing, messaging and chat, project management, collaborative design, and sales and customer engagements and analytics can truly facilitate collaborative endeavors to engage and serve the customers. Yet, this implies that organizations profoundly rethink their culture, structure, process, and competency models for better digital engagements and with diverse stakeholders.



What types of business and industries do you think will benefit most in the wake of this crisis? And which ones will suffer most?

When it comes to how value is created, it is important to recognize that value is based on content or what is offered, context or how it is offered, and cadence or when it is offered. However, the extent to which that value is mainly provided through a physical experience or a digital experience helps recognize which industries can suffer or benefit the most from this crisis.

For example, in industries such as airlines and transportation, leisure, hospitality, tourism, entertainment, sports, retail, logistics or higher education, value is mainly created through a physical experience, and thus cannot be easily transformed and offered as digitized content and distributed through the Internet. However, other industries where value can be created through digital experiences easily transformed and offered, as digitized content

distributed through the Internet, will benefit from the crisis. Examples are media, communication, telecommunications, e-commerce, and information technology, to name a few.

Do you expect a significant long-term (perhaps even permanent) increase in the number of people working remotely, away from the traditional office setting? If so, what would be the pros and cons of such arrangements?

Yes, yet not with the same magnitude in all industries, and for all functions. The technologies to support remote and virtual work already exist. However, the pandemic has intensified the need for a digital shift from a mindset perspective for organizations and individuals, who are thus encouraged to approach work, interpersonal engagement, and communication differently.

The Global Workplace Analytics consulting firm has shown that a typical employer can save an average of \$11,000 per half-time telecommuter per year, in terms of increased productivity, lower real estate costs, reduced absenteeism, and turnover. Further,

some positive outcomes at the individual level pertain to more independence and autonomy, work flexibility, or time management.

However, some discrepancies exist between employees' and employers' perceived main struggles. From an employee standpoint, the most significant concerns relate to unplugging after work, loneliness, and collaborating and communication. From a

manager standpoint, the concerns relate to reduced employee productivity, reduced employee focus, and reduced team cohesiveness. Interestingly, if employees struggle to unplug after work, managers should be less concerned about productivity, and more about distress and communication, and their employees' mental health.

How do you think the COVID-19 disruption will affect the education field, especially in terms of how the "product" and services will be delivered?

Industries that can suffer the most from the crisis, such as higher education, can also benefit the most of the transformative changes the crisis initiated, should they build their business models and value proposition on the radical shift that digital capabilities offer.

Knowledge can be easily produced, transformed, and distributed through digital capabilities. Yet the question of the credibility

and reliability of the source of knowledge is of paramount importance; but at what price for the colleges, and cost for the students? The problem with digital-based knowledge as a raw material to be transformed and distributed is that it can be commoditized because of being readily accessible, thus raising the question of price and cost of its accessibility. For this reason, such value should not only be protected at the content level with constant research to advance knowledge, but mainly at the context and cadence levels through the transformation and distribution of advanced knowledge. In fact, this is where the business models and value proposition of higher education should shift, and shift fast.

Before COVID-19, the professor was the main channel enabler for transforming and distributing knowledge content in the context of the classroom, and at the course cadence. Tomorrow, technology-enabled professors will make the difference for the students, beyond commoditized readily accessible content. Consequently, the perceived value of digital college-based knowledge and degrees will shift to well-designed and well-distributed content through virtual, remote experience, and innovative instructions. As students may question the perceived value of college-based knowledge and degrees if they cannot enjoy the physical experience on being on a campus and learn in the classroom with their peers, colleges will need to

radically change their very approach to digitally transformed and distributed instructions. In fact, this may also facilitate the transfer of knowledge and education at scale to more students, from a volume perspective. In higher education, there cannot be a new normal if we only wish to come back to normalcy.

As a marketing professor, what's your view of how advertisers have responded to the pandemic? For example, TV ads that express empathy during a 30-second product pitch – is that effective marketing, or might it run the risk of seeming insincere and calculating?

Effective marketing makes customers understand the value they receive from a product or service. Unauthentic, insincere, and calculating marketing messages do not go a long way, as the most important thing for a company is not the first purchase, but repeated purchases. If such messages do not intrinsically belong to the very values of the brand, customers will not be fooled.

How might the pandemic affect the ways in which sales are conducted?

“Inside sales” – remote and virtual selling where sales professionals use digital information and communication

continued next page



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Digital Technology cont.

technologies and social selling platforms (e.g., LinkedIn) to connect with, and engage, customers – is the fastest-growing title in the sales industry. It expands at a much higher rate than outside sales, and is regarded as the future of sales. Contrary to outside sales that are performed face-to-face in the field, inside sales also reflects modern buyers' expectations in their will to use the Internet and social media platforms rather than salespeople as effective sources of information and communication.

COVID-19 made organizations who did not have an inside sales force go to inside sales overnight. The pandemic thus accelerated the digital transformation of sales organizations, and such transformation will remain, because inside sales is an effective go-to-market and go-to-customers strategy. There are four main reasons for this, namely cost, productivity, training, and motivation.

From a cost standpoint, an inside salesperson costs one-third the cost of an outside salesperson. From a productivity standpoint, 30 inside salespeople are likely to sell more than 10 outside salespeople, at the same cost to the company. From a training standpoint, inside sales structures are centralized, which allows inside salespeople to be trained easily and quickly on new product announcements, acquisitions, or internal documents such as compensation plans. And from a motivation standpoint, since inside sales structures leverage powerful sales technologies for interpersonal and customer engagement, communication, and the managing and sustaining of individuals' and teams' productivity, this facilitates the leading of inside sales organizations.

Sales is a struggle for everyone, but it is less so for those who understand it, and know how to leverage digital sales capabilities. In fact, digital sales transformation is about making technology focus on the process, so you can focus on the customer. ♦

from the Editor cont.

For God has not given us a spirit of fear and timidity, but of power, love, and self-discipline. *2 Timothy 1:7*

ACQUIRE HIS LOVE, PEACE, SELF CONTROL AND POWER
BY PRAYING LIKE THIS:

Lord, I do believe that Jesus of Nazareth took my place in the Cross. Lord, I am sorry for all my bad choices, please forgive me. I believe Jesus was raised on the third day for my justification. Jesus, I receive you as my Lord and Savior. Your Holy blood cleanses me right now and God gives me a new heart and eternal life. Now my name is written in the book of life, guaranteed by the following written law: "That if you confess with your mouth the Lord Jesus and believe in your heart that God has raised Him from the dead, you will be saved. For with the heart one believes unto righteousness, and with the mouth confession is made unto salvation" *Romans 10:9-10*

If you made this prayer, email me at: icarepublications@gmail.com I would love to share your joy and send you material for balanced growth in the grace of the Lord. Also, send this letter to anyone you know as a testimony of your faith. ♦

from the Mayor cont.

single family lots, installing a stormwater system that largely consisted of low-cost ditches and swales to keep the lots dry enough to build on. A small amount of our City's stormwater flows to the Savannas, but the great majority finds its way, one way or another, to the St. Lucie River.

In our part of Florida, in heavy rains, the roadways are designed to store (hold) water. It's better that the roads flood than our homes and businesses.

We often think of a stormwater system in terms of flood prevention, but it is much more than that. In addition to flood prevention, a stormwater system impacts water quality, surrounding ecosystems, aquifer recharge, drinking water, irrigation, agriculture, water-based businesses, property values and more. The water quality crisis in the St. Lucie River is a great illustration of this point. The pollution we are fighting so hard against is largely attributable to too much, too polluted stormwater runoff entering the River from all the surrounding lands and through Lake O, as in the regional stormwater management system. When we work to displace water in our yards as fast as possible, please remember that, in the absence of attenuating water bodies and treatment, an unintended effect will be to deliver more pollution to the receiving water body (i.e. the St. Lucie River) faster.

As it turns out, back in the day, City Hall used to get a lot more complaints about swales and the stormwater system; but, thanks to the hard work of citizens, City Councils, staff members and engineers and the support of valued partners at the Florida Legislature, South Florida Water Management District, FL Department of Environmental Protection, US Environmental Protection Agency, Army Corps of Engineers and others, starting in the 1990's, the City began a journey to upgrade and retrofit the legacy GDC stormwater system to not only address the drainage complaints but also all those other aspects of a proper stormwater system, especially water quality. Unfortunately, retrofitting a stormwater system in a community now over 120 square miles is not easy, fast or cheap. Through the City's stormwater utility, our community annually spends millions of dollars to maintain the existing system and millions more on capital projects to improve it. Notable improvements since the 1990's include swale liners and the Eastern Watershed Improvement Project (EWIP).

Like retrofitting the City with water and sewer, sidewalks, improved roads and other important infrastructure, this process to improve our stormwater system will take time, money and your input.

Your assistance with the maintenance of the swale system is vital to the operation of the City's drainage system. It helps us make the most of the system we have today, as we work hard, smart and together on building a much improved system of tomorrow. If you want to learn more about how you can help maintain your swale and culverts, please visit www.cityofpsl.com/swale. If the City Council or I can be of any assistance, please do not hesitate to contact us at 772-871-5159. ♦



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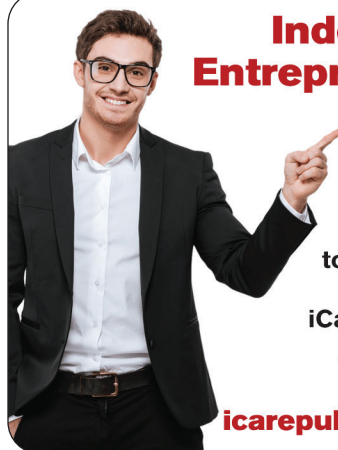
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