Long Jewelers
Directly importing the world’s most beautiful diamonds

Page 6

October 2019
Volume XXIII, Issue X, Part II
Greenbrier Edition

Steve Long

Octoberfest!
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See center feature

Relationships
Dr. Bill Austin

Maid For You
Dennis Thompson

Internet Marketing and Design
Terry Young
Mr. Handyman of Virginia Beach

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- Powerwash Deck or House
- Replace or Repair Doors
- Siding Repairs
- Fence Repairs
- Grout Tiles
- Caulk Bathrooms
- Drywall and Ceiling Repairs
- Replace Light Fixtures
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Harbour View
Oakbrooke

In October 2019
Once in business, I realized that my biggest temptation would come from what is also our greatest advantage. We tell the stories of good people – those whose mission is to help others – and those who seek to do business with their neighbors ethically. The flip side is the potential to do harm with this very element we use to do good – the power of the press! I committed, when publishing our first issue in 1981, that I would never use The Shopper to harm, despite temptation.

They did not have to do anything wrong to have not done everything right.

This year I faced a dilemma when a friend compared three reputable companies’ insurance rates for my commercial building to what I was paying for my policy. I could hardly believe these three companies were all about $2,500 a year while my policy was $14,400. I had trusted people I considered friends with my insurance and yet paid more than five times what other companies charged for that coverage.

So what did I learn? The most important thing I learned is that I am the person in charge of my business affairs. I want to assume that people can make a mistake and they can get complacent and not check up on policies that simply renew at increased rates. They did not have to do anything wrong to have not done everything right.

Author Malcom Gladwell, appearing on TV with Fareed Zakaria on September 22, discussed Trust or No Trust as I was writing this column. I was inspired that their consensus was to lead with trust and I will, but I will verify.

Let us help you stay warm this winter!

- Overnight, complete kerosene heater repairs $14.95 plus parts
- K-1 Kerosene available
- New models available

Wicks for over 1,000 different heaters in stock!

We service all models

If it’s hardware, we’ve had it for over 60 years!

Mike and Jim Creekmore
Don't put all of your advertising eggs in one basket

When it comes to advertising, one of the hardest things to figure out is where your advertising dollars will bring the best return.

Over the last 10 years or so, choices have become much more complicated. Where advertising used to be limited to print, radio, and TV, now there are many different sources competing for your dollars.

1. **Google AdWords** - I have covered this before. Adwords are the paid 'Ad' results at the top of search results. Because AdWords is bid-based, large companies with larger budgets can dictate the cost, often pushing smaller companies into spending thousands of dollars a month in order to be seen.

   A caution with AdWords is that it sends visitors to your website, which can help or hurt you. It is all fine being seen at number one in search results, but your website better reflect the professionalism of that ranking. If the visitor doesn’t like what they see when they get to your site (the site is old, or has errors on their device) you have just paid for something that will not create a customer.

2. **Social Media** - With the popularity of Facebook and Instagram, many people jumped on the bandwagon, thinking that by paying for ads, viewers will see them and clients will come rolling in.

   The worst thing is that social media ads are so in your face that many people, myself included, find them just plain annoying. This is further amplified because the sites rely on advertising which is getting more frequent now with every fourth or fifth post being an ad. You can see the same ad over and over across your devices. Even hiding an ad does not mean that it won’t show up on another device later.

3. **TV Advertising** - This is more traditional advertising, where people know they will see ads at regular breaks, not ads being pushed onto them every few seconds like online. However, if you have a DVR as many cable providers sell, you can easily zip right past ads. If you watch on a streaming service like Netflix, Hulu, or Amazon, you can do away with them entirely.

4. **Print Advertising** - This is probably the least invasive, and in my opinion, one of the best advertising mediums. Printed material is seen as concrete and reliable. When people pick up a print magazine or paper, like The Shopper, they know there will be ads in it. There are no surprises, no pop-ups or other intrusive advertising. This leads to a much more relaxed and receptive reader experience. I have been writing this column for over 20 years, and over that time, along with my website, The Shopper has been my largest client source.

   If you have concerns with your website, now is the time to look into our WebUpdate system sites. Not open-source, they take advantage of advanced security, SEO, social, and responsive features to give your business the best competitive edge online.

**Terry Young is the founder and CEO of Internet Marketing and Design. Since 1997, his computer programming and graphic design knowledge have kept his company at the forefront of the latest technology in web development.**

*Read our story at TheShopper.com*

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**Dinner at Andiamo Ristorante**

Because of Biagio Scire Jr.’s hard work, his restaurant is now one of the region’s most popular destination for lovers of authentic Italian dishes. His father, Biagio Scire, Sr., formerly the owner of Franks II, closed his restaurant soon after the untimely death of his beloved wife, Nerina, in August of 2018. Now he, along with sons Giuseppe and Giovanni, helps his namesake build his business.

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**Steve Long** is leaving this October for his 17th annual trip to Antwerp, Belgium to personally select diamonds from the world’s finest and largest diamond cutters. **You can save hundreds to thousands of dollars by buying direct.**

Visit Long Jewelers and talk to Steve Long about using his 31 years of diamond buying expertise to personally select the perfect diamond for you.

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**Long Jewelers**

701 N. Battlefield Blvd 436-1920
Across from Chesapeake Regional Medical Center
www.longjewelers3.com

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**FREE Diamonds**

Enter into a drawing to win $3,000 in diamonds with your $3,000 Antwerp diamond prepayment.
Long Jewelers

Directly importing the world’s most beautiful diamonds

By Candance Moore

Diamonds might be a girl’s best friend, but for the spouse, son, or other devotee shopping for the perfect diamond in the right setting, “best friend” may not be the term that comes to mind. Trying to navigate the labyrinth of diamond vendors, dealers, and corporate retailers not only keeps the diamond industry enshrouded in mystery but easily frustrates anyone searching for that elusive “perfect diamond.”

Fortunately, Steve Long—the plainspoken, no-nonsense owner of Long Jewelers in Chesapeake—set out thirty years ago to make the upper echelons of the diamond market directly accessible to local customers. No endless stream of middlemen, no confusing jargon, and, most importantly of all, no setting for whatever diamonds just happen to be available. Instead, Steve takes an annual trip to Antwerp in northern Belgium—the fabled city where the art of modern diamond cutting was introduced. The very heart of the world’s diamond market, through which 55 percent of the world’s rough diamonds pass, Antwerp is home to the most talented and experienced diamond cutters. In a fairy tale setting of ancient castles, cathedrals, and statues, the city’s skilled artisans hone their craft. Whatever they are presently creating will be next year’s hot new look. Given the demand for their work, these craftsmen have no time for amateurs or neophytes.

“The barriers to these people are very real,” Steve notes. “Not only are they inaccessible to the average customer, but they are also inaccessible to many people working in the jewelry industry. Most of the clerks who sell diamonds in other stores would actually be barred from the meetings that I attend. What gets me in the door is the reputation that I worked over thirty years to cultivate.”

While Steve’s memberships in the Independent Jewelers’ Organization and the Retailer Jewelers’ Organization did grant him entry-level access to Antwerp, it was at first only brief meetings with a few of the more open brokers. Steve quietly impressed them with his depth of knowledge, appreciation for quality, and work ethic. As he made a name for himself among the elites of the world’s diamond market, doors began to open.

They eventually opened to the inner sanctum where raw diamonds pulled from mines are cleaned, cut, and carefully assessed by those who know diamonds best. Some of these craftsmen grew up in Belgian families whose lineage goes back five hundred years to when Antwerp first became the center of the diamond trade. As Steve grew in confidence, he mastered the delicate balance of going tete-a-tete to negotiate a deal with his impressive hosts.

But once a deal is made, what a deal it is, allowing Steve to return to Hampton Roads with pitch-perfect diamonds that are sure to win the praise of his customers. He insists that seeing the face of a young newlywed light up with joy more than compensates him for the bustling negotiations in Belgium. “It is quite intimidating,” he admits with a smile. “Armed guards, redundant checkpoints, a quickness to end a meeting at the first hint of trouble — not everyone can handle the pressure. Technical knowledge isn’t enough to leave those rooms with a deal.”

“My customers have women in their lives they want to honor, and they have a vision of what they want, but the entry barrier puts it out of their reach,” Steve explains. “It’s my great privilege to help them make her dream come true. I go to Antwerp and negotiate with their best interests in mind, and bring back to them a diamond with a story. I’ve done this for many years now, and I’m proud to say my customers are never disappointed.”

Steve leaves Antwerp each year with a collection of purchases, some for customers on deposit and others for public sale in his store, shipped promptly from Belgium to Chesapeake, making him quite literally the first area jeweler to become a direct diamond importer. While customers might assume this inside track is too expensive, Steve points out that there is no middleman or costly overhead, bringing an Antwerp diamond surprisingly within many budgets.

Once the diamond arrives at Long Jewelers, the fun begins of setting it in a ring or necklace designed for maximum dazzle. Steve speaks with his customers in understandable terms, pointing out to them the many options. Even men who hate shopping for jewelry have remarked that Steve removed their anxiety. He offers terms, payment plans, processes, and services in a simple, straightforward manner.

Since Long Jewelers offers on-site repair and polishing, a diamond can be easily maintained by the same team who created it. This gives Steve a chance to cultivate relationships with customers who come in to have their jewelry cleaned. Should the time come later for an upgrade, trade-in values are generous, and personal preferences are remembered.

“My customers have women in their lives they want to honor. I go to Antwerp and negotiate with their best interests in mind, and bring back to them a diamond with a story.” —Steve Long

“There’s no reason for simple maintenance to require an outside lab as used by many other stores. Handing a diamond over to a new clerk every time you’re in the store, wondering how many hands it will pass through, waiting weeks to get it back, all for an actual task that only takes ten or twenty minutes,” Steve asserts. “This makes customers reluctant to keep up that sparkling shine. When I tell them that we’ll have the repair done in the time it takes to admire our new selection, they are pleasantly surprised.”

This year, Steve’s voyage to Antwerp will take place in late October. Customers are welcome to visit his Chesapeake store for an inquiry. If they’re interested, a simple deposit will secure the retrieval of a diamond to meet their personal taste. Even if customers don’t know exactly what they want, Steve enjoys patiently guiding those who are new to the diamond world. His Antwerp purchases arrive in plenty of time to craft a complete piece for a holiday gift.

“I’m always looking for ways to make the process simpler at a higher value,” Steve concludes. “My customers count on me to do all the work while they sit back and enjoy a woman’s happiness.”
The following is an excerpt from The Hope Trap, Jean Loxley-Barnard’s forthcoming book.

**The Dream**

**Monday, July 20, wee small hours**
I had a vivid dream tonight. Rob walked into the house, up the stairs, and down the hall to my bedroom door. He opened the door all the way and took a few steps into the room. He turned, facing me in the bed, slowly raised a gun and pointed it at me. I awoke with a start. It was so real it alarmed me. It was 4:40 a.m.

**Tuesday, July 21, wee small hours**
3:45 a.m., I was awakened suddenly by the sound of my phone ringing. It was Lee.
At 3:00 a.m., one of her dogs had awakened her. She got up, went to the bathroom, and could not get back to sleep. She felt danger. Lee described mentally surrounding her family with light, then her home and even her yard. Nothing there. She did the same with our Dad, who was quite ill, and finally with me. That’s where she felt the danger: around me!

Lee then had a wide-awake dream. She “saw” Rob come into my house, go up the stairs, down the hall, and into my bedroom. He took a few steps, turned toward me, and shot me with a handgun. Lee “felt” the bullet go into her stomach, through her and out her back.

Lee struggled with whether or not to call me for a half-hour. When she felt a lump in her throat, she picked up the phone, compelled to call me.

My sister and I have always been connected. I pay attention to her feelings, especially concerning me. Even if I had not before, I certainly would have paid attention since, while still awake, she had the very same dream I had just 24 hours earlier. The only differences were that I had been asleep, and she was awake and had experienced the rest of the dream that I had been too frightened to finish. It was astounding!

I put on my lights and looked throughout the house while Lee waited on the phone. I picked up the portable when I reached the family room and talked to her while I went around the house, putting on lights. I looked in every room, peered out into the night. I saw nothing.

My sister and I have always been connected. I pay attention to her feelings, especially concerning me.

“I’ll drive to Eve’s right now!” I told my sister.
“No!” she was most emphatic, ordering me to stay. “Don’t go to your car without the police there.”

The intensity of her commands startled me even more. I was paying very close attention. I was going to do exactly as she said. We talked until dawn. When the light came up, we felt safe enough to say good-bye and get a little more sleep, protected by the light.

*Additional text from this excerpt is available on TheShopper.com*
Real homemade mashed potatoes are one of the best things in the world. Make them with cream and butter rather than just milk, and you have a dish fit for a king.

Perhaps people make dried mashed potatoes for the case. I think they make them because they have forgotten the flavor of real potatoes. And if they had cooked them right, they would never have the other again.

But in case it is because they fear failing, there are some secrets to good mashed potatoes. Never use cold or room-temperature milk or cream in mashed potatoes, or they will lump. If the liquid is not hot, the starch in the potatoes seizes. But hot enough so the potatoes are dry, but hot enough so the potatoes are dry before the liquid is added. And, of course, then comes the fresh, good-quality butter.

My sister and I always loved good butter. The best butter, we would declare, would taste like marrow bone, what we called the delicious soup bone my mother would buy and simmer in the soup for us and then let us spoon out with long silver spoons and eat with white bread.

There was a time during and after World War II when butter was rationed. I remember when all margarine was white. It came in a plastic-type bag and had a dot of bright yellow-orange food coloring in it. You mashed it around until it was all yellow and then ate it. I hated it, although I did think the mashing was fun.

One day, we went to visit a cousin of my mother’s and to see an air show. We laughed and played so hard and were so hungry by lunch that we ate greedily and complimented everything. We even said we liked the butter. We went so far as to say it tasted like marrow bone. My mother and grandmother were speechless. We always complained if we were served margarine. It turned out my cousin’s so-called butter was Blue Bonnet margarine.

We tried to backtrack. We insisted we hadn’t meant it to no avail. The next day, my grandmother set out fresh white bread and two yellow sticks, one butter, one margarine. She spread each of us a piece of bread with the first spread and made us eat it, then write down if it was butter or margarine. She repeated with the second stick. We correctly identified the margarine and butter. Infuriated, she blindfolded us and repeated the process. Once again, we knew. It didn’t stop the occasional efforts to smuggle in margarine, but we were ever to the alert.

She tried to fool us with Pepsi, too. We were adamant—it wasn’t as good as Coca-Cola. Sure enough, the next day, we were blindfolded and tested. We knew the difference.

I’m sure there are just as many Pepsi purists, but I’ve drunk far too many Coke products to switch. I doubt if the city of Atlanta would collapse without Coke, but what would we have for breakfast? My present Coke of choice is Diet Coke. When I travel, I always check to see if I can get it because I start the day with Coke or tea. I’ve lugged bottles of Coke all over the globe. On a trip to Italy with a bunch of food editors, I took two giant bottles of Coke. They all laughed at me until we wound up on a bus for several hours, with the roadside stands offering only a lemon-squash-type drink. My traveling companions polished off both bottles of Coke, and I had to walk around Bologna until I found a tiny shop that sold it. Such is the life of a connoisseur.

Nathalie Dupree is an author of 14 cookbooks and syndicated columnist who, since 1986, has hosted hundreds of cooking shows on PBS, the Food Network, and the Learning Channel. Honored as the 2013 Woman of the Year from the French Master Chefs of America she is known for her understanding of Southern cooking and started the New Southern Cooking movement. Two of her books, New Southern Cooking and Mastering the Art of Southern Cooking are on the 2017 Southern Living 100 best cookbooks of all time list.
“What You Don’t Know Can Haunt Your Family—Bad Planning or No Planning”

I have collected some scary stories over the years. The moral of these stories: it’s necessary to have an estate plan AND periodically check it. As usual, my stories are all true.

**Scary Story #1:** Tom’s brother, Bill, died. Bill was not married and did not have any children. His estate was not large. Tom discovered that Bill still had his ex-wife as his payable-on-death beneficiary on his bank account. Bill’s ex-wife happily accepted the $32,000 from Bill’s bank account.

Hmm... I wonder if Bill really wanted his ex-wife to receive a large chunk of his estate, or did he just forget that she was the beneficiary for his bank account?

**Scary Story #2:** Ed and his first wife had three children together. After his first wife died, Ed remarried. When Ed died, his children received nothing; Ed’s second wife got everything. Maybe Ed did not understand that any joint asset belongs automatically to the survivor. So, if Ed and his second wife had a joint bank account, she got it all at his death.

Hmm... Did Ed intend to disinherit his kids, or was it an accident?

**Scary Story #3:** Edna continued to live with her mom and step-dad, Ron, when she became an adult. Ron owned the house they lived in. Her mom died first and then Ron. When Edna went to the courthouse to see if she qualified for reduced property taxes, she was horrified to find out that the house was not hers. Ron did not have a will to leave the house to Edna. Edna was not Ron’s blood relative, so under the Virginia statute, the house did not transfer to her.

Hmm... Did Ron just incorrectly assume that Edna would inherit his house?

On the surface, planning what will happen to your assets when you are gone seems straightforward and simple. But it actually is really tricky and easy to make a mistake.

Hmm... is that what you really want?

A Morning with Linda Sherfey, the Author of:
“The 5 Declassified Estate Planning Secrets You Can’t Afford to Ignore”
Attendees receive a free copy of my book sold on Amazon for $24.95 (1 per household).

Call, because you must have a reservation to attend one of these seminars or Saturday, October 26 from 10:00 am - 12:00 pm 638 Independence Parkway, Chesapeake—near Battlefield & Volvo Pkwy (Last one this year at this location!)

and on Saturday, November 23 from 11:00 am - 12:00 pm Russell Memorial Library - 2808 Taylor Road, Chesapeake (near Chesapeake Square Mall—last one this year at this location!)

Refreshments will be provided.

This seminar is for you if:

- You want to know the big myth you probably believe about probate that is untrue.
- You have resisted or procrastinated, but know you need to get it done.
- You want to know the fib that your banker unknowingly told you.
- You want to know how a devastating accident can change your life in minutes.

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Linda M. Sherfey, Esq., USN retired
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www.sherfeylaw.com
Read my story at TheShopper.com

At-your-place appointments available

Baker’s Crust

On a recent Sunday, a group of Chesapeake fire fighters enjoyed the popular eatery’s excellent fare.

Battalion Chief
John Gibson

Some of Chesapeake’s finest, from left: Brian Callahan, Mike Thompson, Daniel Riddick, Josh Edgerton, William Maddox, and Jeff Parsons

See these and other photos at TheShopper.com

**Bark in the Park**

**JOIN THE FUN!**

**Sunday, October 20th**

**Chesapeake City Park**

**Noon - 5 pm**

There’s something for everyone at this fun, family-friendly event!

Find out more on our website! chesapeakehumane.org/bip

Presented by

Chesapeake Humane Society
Parks, Recreation, and Tourism Chesapeake Virginia
Up and Away
By Terry Young
Create the right image
Keep your listing photos timeless

When selling a property, you want it to look its best in photos, regardless of when it may actually sell. Something that people will notice is if there is an obvious time of year that the photos were taken, and if that time was a while ago, it can create a negative image of the property.

While both interior and exterior photos taken in spring, summer and early fall will look pretty similar, photos taken in the late fall and over the winter can look more desolate – especially with trees turning or bare, or with snow on the ground.

Other elements can date the photos, especially if taken over the holidays. Halloween, Thanksgiving and Christmas decorations will certainly date photos. Some people may think “so what?” Such clear dating is not a problem if the house is very likely to sell within a couple of months.

In fact, a house with a light, warm interior, and a nice green garden, can be more appealing while it is raining, cold and desolate right outside the viewer’s window.

However, if for some reason it does not sell, the MLS listing will show a house with Thanksgiving decorations, and if it is many months later, it looks like the house may be hard to sell for some reason. Even if this happens only on a subconscious level, it does still have a negative effect on the viewer. I myself have seen properties with such unmistakable dating and wondered what could be wrong with them, especially if they look like a nice house on screen.

Photos taken before the trees change are a lot harder to put a date to; they could have been taken anywhere within about an eight month period.

Furthermore, if those photos are seen out of that season, such as while browsing the MLS in January when it’s snowing outside, the negative why hasn’t this sold factor is a lot less. In fact, a house with a light, warm interior, and a nice green garden can be more appealing while it is raining, cold and desolate right outside the viewer’s window.

The bottom line is that even if a house is not going to be put on the market for a few weeks, photos should be taken while the garden is in bloom and is as green as possible and while the house interior is not decorated for the holidays.

Taking proactive photos can give the MLS listing a much longer lifespan, and create fewer possible negative connotations.

Many things have to be considered when you’re using photos and video to sell a property. This is where an experienced photographer can really make a property stand out from the crowd.

Terry Young is an FAA licensed drone pilot and professional photographer and videographer. His 30 plus years of experience in pre- and post-production of both still photography and video, coupled with the latest equipment, enable him to create amazing high quality images.

Read our story at TheShopper.com

Messiah UMC
VA Apple Sale 2019

APPLES CAN BE ORDERED: September 23 - October 27

PICK UP DATE: Saturday, November 9
8:30 am to 1 pm

Apple prices:

- Bushel: $39
- 1/2 Bushel: $26
- Peck: $17
- Apple cider: $8 / gallon
- $5 / 1/2 gallon
- Apple butter pint: $6
- Apple butter quart: $9
- Apple butter is available in ‘Sweetened’ and ‘No sugar added.’

Apple varieties are:

- Fuji
- Granny Smith
- Stayman
- Winesap
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$100 OFF 1ST WEEK TUITION!
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Children First
By Dr. Becky Adams
Every Student Deserves Success

The overarching goal of every school system should be that each student has the opportunity to grow and develop into productive citizens with strong educational skills.

For most students, a regular classroom setting and required curricula enhance their educational development. There are others, particularly in the high school years, who are less traditional students. The Chesapeake School System is always looking for ways to reach those students. This year a new program has been implemented for those non-traditional high school students who need a highly individualized program with a strong, supportive foundation.

The Chesapeake Center for Student Success is located in the Indian River Middle School Annex Building, where the day classes continue to be an alternative program for middle school students. The new evening program is operational from 5:00 to 8:00 P.M. on Monday through Thursday evenings for students in grades 9-12 who need an alternative setting to continue to move toward high school graduation. It also provides an academic setting for those students whose behavioral issues have led to long term suspensions. The goal is for them to work toward returning to their home school.

How do students access this new program? Prospective students are recommended by their home high school principal to a system-wide committee of administrators representing the broad-based needs of students.

When a new school program is implemented, it is critical to get the right personnel in the correct jobs. The new principal selected to bring this dream to fruition is Mr. Nathan Brown. Upon meeting him, one knows that he is committed to making sure each of his students succeeds. He has a winning smile, boundless energy, and a strong educational foundation. Several local administrators described him as having “a unique way of quickly building relationships with students and adults.” When asked what skills and personal qualities he looks for in the teachers he hires, he said they need to have a heart for students and daily investment in their success. He also asked them what made them want to teach in this setting. The school’s theme for this year is “Greatness is waiting for you.”

As the 35 present students enter the building, they encounter positive messages. A huge colorful 16 x 12-foot art canvas covers the entrance wall to the gymnatorium. The large word HEARTWORK is in the middle of a gigantic heart made by handprints of all the staff. While each have an individual plan, students are taught in small classes (no more than 10) where they work to complete courses in English, Algebra, Keyboarding, Science, Physical Education and interesting electives like Hospitality and Tourism that will move them closer to graduation. The leadership team is reaching out to local businesses, churches, and civic groups to set up internships, mentors, and other opportunities to build self-confidence and workforce skills for the students. They want to set up sustainable relationships for the future. On the days the students are not in class, they have online courses and modules to complete for their teachers. When the principal walks through the building and asks “How are you doing today,” the response he hopes to receive from students and teachers is, “I’m doing my best.” He loves his job and does not see it as work. When asked what his dream was for his students, Mr. Brown responded without hesitation with the word “Greatness!” Every student definitely deserves that kind of success.

A career educator, Dr. Rebecca Adams has served as a teacher in grades two through graduate school, reading specialist, principal, and an educational foundation administrator. She was selected as Chesapeake’s First Citizen 2016 for her community service.
Kapers

Kapers is a delightfully intimate restaurant in Hickory, which backs up to the expressway on South Battlefield Boulevard, just south of Hanbury Road. It sits in a small shopping center at the foot of the overpass, along with The Hair Group and several other businesses.

On a recent weekend evening, we found Owner Todd Prosser celebrating the birthday of his chef, Kevin Christopher Prosser. The presence of family, friends, balloons and good cheer made Kevin’s birthday one that he’ll never forget.

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Khedive Shrine Center
645 Woodlake Dr., Chesapeake

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Demolition Derby • Mud Jam • Straw Maze • Monster Truck Rides
Petting Zoo & Pony Rides • chalk Art • Clogging Jamboree • Corn Hole • Karaoke
Peanut Butter Sculpting • Arts & Crafts • Swamp River Motorcycle Rally

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Grief includes so many different feelings. Probably the best image of what it is like to work through our many feelings is the onion. When we peel an onion, we go through the many layers. The same is true of feelings. It takes time to peel back the emotions. It is important to remember that working through the layers takes more than listening one time. We may need to talk about our loss for a while. What makes that process difficult is that society sends us the message that we are supposed to be over our grieving in a certain amount of time. It is important to ignore that message and find a support group that encourages us to talk about our loss as we work our way through the many layers of emotions.

The feeling and loss have to be faced. We have to give ourselves permission to feel whatever emotions we may have fully. Sometimes, we think, "If I start crying, I will never stop." The truth is that if we don't allow ourselves to cry and talk it out, healing will be postponed. Consequently, we may find ourselves depressed, which is different from grieving, or we find ourselves physically ill.

The feeling and loss have to be faced. We have to give ourselves permission to feel whatever emotions we may have fully.

Grief will sneak up on us. We know special or significant occasions such as anniversaries and holidays will be difficult, so we prepare for them by being with friends or observing those familiar rituals in new and different ways. We find ourselves getting through those times better than we thought we would. It is the times when we are blindsided that get us. We find ourselves crying. We call that "grief bursts." Our grief pops out when we encounter some smell, ritual, or event that reminds us of our loved one. This is normal, and it is okay. It is a part of the grieving process.

The problem with many men is we tend to categorize or compartmentalize what happens to us. We tend to repress our feelings and get busy. This way of dealing (or not dealing) with our emotions is called "masculine grief." We probably know some couples where the husband dealt with a loss in this way. The woman wants to talk about her feelings, but the husband says, "We need to move on. That is in the past." Basically, he is telling her to "get over it." There is a sense of anger about him as he prohibits her from discussing her feelings. Why this anger? Since anger is a secondary feeling, there are primary emotions beneath the anger. What is beneath the anger? Could it be a sense of powerlessness? The man may be thinking, "My life has been changed, and I did not have any say or control over it. I don't know what to do with these overwhelming feelings."

Next month, we will continue examining what happens to us in the grieving process and ways to handle our grief.
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As we approach our 10th year publishing Doctor to Doctor Magazine, and reflect upon its past, we are also looking forward. We want to include your thoughts.

Please send a brief opinion and a headshot that we can use to: info@DoctorToDoctorMagazine.com by November 1st.

The Write Sense
By Betsy Patterson
Master Graphoanalyst

DELIBERATENESS AND LAZINESS — TWO SLOWDOWNERS

Use caution before calling someone lazy. Deliberateness and laziness may seem to have little to do with each other, but deliberateness can shade into various degrees of laziness.

The strength of deliberateness lies in its slowness to form opinions — a careful mulling over of the facts or situation, a slow, step-by-step approval. Judges often call for a recess before a verdict is announced so that more careful consideration (deliberateness) can be exercised.

Look for the upstroke of an ascender and the returning downstroke definitely separated. The apex is rounded, not pointed.

If the strokes are firm and well-formed, deliberateness is strong. Look at the slow, easy turn on the m’s/n’s on the baseline.

If the structures are poorly formed with a complete lack of mental vigor, laziness can be seen.

We should not confuse laziness with the relaxation and rest needed to rebuild one's energy. Sometimes people are called lazy wrongly; the accuser doesn't stop to think the resting person may be too weary to attend to normal details.

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October 2019   The Greenbrier Shopper   Page 15
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Open the Door

Animal rescue is an equally heartwarming and heartrending mission to be a part of. It is an environment which perpetually challenges and teaches those who inhabit it, offering lessons which stay with us both in our field and in our lives. I experienced this a few months ago when I unknowingly set myself on a path of involvement with one of the most at-risk populations in animal shelters. Cats who act feral, either due to fear or lack of socialization with humans, are not recognized as viable adoption candidates. There aren’t enough adopters for the well-socialized cats crowding our shelters—let alone for those who cannot be touched. This means feral cats comprise a large portion of animals euthanized in shelters each year.

The shelter where I work is not immune to the challenges of placing feral cats. This summer our population rose to over 30 ferals at one time. This challenges of placing feral cats. This summer our population rose to over 30 ferals at one time. This was in addition to “kitten season,” when litters of kittens pour in each year. I was cleaning kennels one afternoon when I began to contemplate contacting a friend who also works in animal rescue. Perhaps I could send her a message, I thought, asking if she could transfer out one or two of our cats. As tempting as the possibility was, I hesitated. Those working in animal rescue are always working beyond their means, overexerting themselves to help just one more... even though it’s never just the one more. Finally, I did reach out to her, and within a short time, our correspondence culminated in the transfer of two at-risk cats. Because I had taken the leap—because she had provided a place to leap to—these cats were safe.

The result of that message stayed with me over the coming weeks. I began contacting other individuals, many of whom put me in touch with their connections or committed to helping a pair of cats themselves. I began utilizing social media to locate those who might sympathize with our plight. Months later, I have personally helped initiate and coordinate the transfers and adoptions of approximately 20 cats. This is not an accomplishment warranting pride, but rather, gratitude. It is not until you make your hurdles known that others will help knock those hurdles down—or else bring their tennis shoes so that they might run the race beside you. Many people already are, but until we remove the blinder that is an unwillingness to ask, we will not see them. Asking for help is a concept worth considering when our burdens become too much to bear. We should not judge for ourselves the capability or willingness of others, but we can open the door so that our guardian angels and everyday heroes find it a little easier to come in.

Breonna Loxley is an animal care technician at an animal shelter. She is an avid artist, writer, and animal-lover. She lives with her parents, a younger brother, two cats, and one dog.

Birthday Celebrations

The Barnards celebrated Michele Van Moppe’s birthday a week after her fiance, Randy Barnard, celebrated his at Baker’s Crust. His mother, Sandy Paradelas, and stepdad Andy Paradelas entertained at their Kempsville home with dad, Terry, and stepmom Jean, enjoying the family time.

Volunteer with H.E.R. Safe Place, a local Domestic Violence Resource that provides emergency shelter and quality care to adult and child survivors.

Volunteer opportunities include:
provide a meal • maintenance • yard work • gardening
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H.E.R. Ambassador • hold a drive • hold a fundraiser

H.E.R. also provides a 24 Hr Emergency Hotline, case management, community support groups, court advocacy, child trauma program and age appropriate support, housing assistance and employment empowerment programs.

For more information visit www.hershelter.com or contact Volunteer Coordinator at 757-485-1445 or volunteer@hershelter.com.

If you need help from H.E.R. please contact the 24hr Hotline at 757-485-3384.
Halloween Discoveries

Going trick-or-treating can be a journey of discovery. As a kid, peering through the eyes of a plastic dime-store mask, my neighborhood took on a magical glow, seeming new and unfamiliar. Under the milky street lights, it was impossible to tell if an approaching gang of costumed fellow trick-or-treaters were friends or strangers. Anticipating the bestowal of cavity-causing treats, our hearts beat a little faster when knocking on the front doors of neighbors we’d known all our lives. Would the adult inside answer the door wearing a mask or costume? Would they look funny or scary?

When the barber who lived across the street—and who always seemed so solemn—answered his door wearing a red clown’s nose, I felt as if I had discovered something new and essential about the man. The same was true of the retired Baptist minister who lived on the next block. One Sunday afternoon, when we knocked on his door and offered to rake his yard for a dime, he severely scolded us for breaking the Sabbath. But on Halloween, as he handed out candy with a smile and complimented our costumes, I discovered there was more to him than a persnickety tirade on obeying the fourth commandment.

In the working-class neighborhood of my early childhood, there was one house that stood out from the rest. It was a white, two-story Colonial, with a large well-kept yard. It didn’t look scary or haunted; it looked pleasant, welcoming and—to my kid’s mind—boring. For years, we never went trick-or-treating there. Then when I was nine, we did. As we ascended the brick front porch steps, I noticed a small sign in the ivy bed that wasn’t visible from the street. It read: “Two Oaks: Built in 1822.”

I was stunned! The other houses in our neighborhood had been built 20 years earlier, but this house was nearly 150 years old! In getting a closer look at something familiar, I discovered that our modest neighborhood had been built on what had once been a large, prosperous plantation. From then on, thanks to trick-or-treating, I never again thought of my neighborhood in quite the same way.

...wearing costumes, playing tricks, and giving treats are ways of revealing hidden aspects of ourselves to others.

Even though we’re too old to trick-or-treat, chaperoning our kids or grandkids on Halloween is a fun way to discover new things about our neighborhoods. Has someone decorated their front porch, or erected a haunted house in their driveway? Why not stroll over and check it out—even if not chaperoning trick-or-treaters? Enjoy a laugh or scare; compliment them on their efforts; thank them for bringing some communal fun to the holiday. We typically think of dressing up for Halloween as a way of hiding ourselves from others. In reality, wearing costumes, playing tricks, and giving treats are ways of revealing hidden aspects of ourselves to others. We might be too old to trick-or-treat, but we’re never too old to see the familiar through new eyes. May this Halloween be a night of fun-filled discovery.

Rob Lauer is an award-winning, nationally-produced and published playwright with over 35 years of experience in the entertainment industry. His national credits include production work for MGA Films, Time/Warner TV, The Learning Channel and The History Channel. Locally, Rob has been producing, directing and hosting three TV series for PCTV (the City of Portsmouth’s official channel) since 2011.

Chesapeake Youth Humanitarian Award

The Chesapeake Rotary Club has recognized its first Youth Humanitarian Award, at the recent First Citizen Banquet, for a deserving high school student. This year’s recipient is Jack Mills of Great Bridge High School. Jack has been engaged in activities that put the needs of others first. He has demonstrated the qualities of selflessness, leadership, and volunteerism at school. According to his principal, “He is an accomplished young man with a very bright future.” Jack is presently in his freshman year at the University of Virginia.
Deep Creek Ruritan Club BeefFest

The Deep Creek Ruritan Club recently held their annual BeefFest at Isaak Walton Park. Guests enjoyed delicious barbequed beef, refreshments, and desserts while the band Soul Intent entertained. A family event, there were plenty of things for kids to enjoy. Proceeds will help finance community service projects.

Sean and Rachel Poole enjoyed their first time at the Beef Fest

From left: Carolyn Kowalski, Tangie Hedger, Darlene Viola, and Leona Jones

Chesapeake Sports Club

The latest Chesapeake Sports Club luncheon was held at the Chesapeake Conference Center. Attending with her family, Patrena Trice-Hill was recognized as the club’s new Legend of Honor. The guest speaker was Marty Miller, Athletic Director of Norfolk State University.

Patrena Trice-Hill, the latest Legends of Honor awardee with Chesapeake Sports Club President Phil Johnson

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See these and other photos at TheShopper.com
Here are some of the adoptable animals available at the Portsmouth Humane Society

Meet Zya
My name is Zya, I am three years old and looking for my forever home. Just like the typical lady, I love flowers, but would rather run in a field of daisies instead of receiving them. I do require a bit of patience, because I am a bit shy at first, but once I’m all warmed up to you, be prepared to be smothered in kisses. I am the perfect mix of adventure partner and movie night companion! I enjoy play dates and socializing with other dogs.

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abbalist.org

Chesapeake’s First Citizen
Chesapeake’s First Citizen was honored recently at a beautiful reception and dinner at the Chesapeake Conference Center. The 2019 First Citizen is Robert W. “Robin” Tull Jr. of Tull Financial Group, who lives by the motto “service above self”. He is recognized for his leadership and overall commitment to the city of Chesapeake.

From left: 2007 First Citizen Judge John Brown, 1991 First Citizen Juan Monterro, and Bob Oman
Terry Barnard and The Shopper Publisher and 2011 First Citizen Jean Loxley-Barnard
From left: 2014 First Citizen Phil Johnson, 1991 First Citizen Dr. Juan Monterro, and 1998 First Citizen Carolyn Bernard

From left: 2013 First Citizen Roland Davis, Bob Oman, and 2016 First Citizen Steve Best

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Maid For You offers big benefits of convenience & insurance
Advises choosing a company, not an individual

By Christine Knapp

With the busy lives most lead today, keeping the house clean can quickly become an overwhelming task. For the last 50 years, Maid For You has allowed clients across Hampton Roads to focus on what they love to do—play with their kids, go to Busch Gardens, work on the yard, or even paperwork—rather than clean the house.

Dennis Thompson, the owner of Maid For You, finds great satisfaction in running a company that helps families and businesses free up time. He points out the big benefit of choosing a company for cleaning services versus hiring an individual. “Convenience and insurance,” he says with pride. “With hiring a professional cleaning service like our Maid For You, there are definite advantages. We have over 30 trained staff members who can jump in and pick up a job if someone is out sick. We also have insurance, covering a wide range of any accidental damage that could potentially occur.”

“Their standards. This keeps customers happy, and services are completed to ensure they meet Maid For You standards. This keeps customers happy, and some have been with me for over 20 years!”

In addition, comment cards are left for customers to complete after cleanings. All these steps help Dennis maintain his reputation for excellent customer service and satisfaction. He attributes this to the work ethic that was ingrained in him as a boy.

“Growing up on a tobacco farm, with eight of us kids, we spent a lot of time helping our parents. I think they may have had so many of us so that they’d have help on the farm!” Dennis quips.

This early principle carried over into Dennis’ former sales career as well, prior to launching his cleaning services’ business.

“I would spend hours in the car covering large territories,” he recalls. “I was burnt out and had very little time for my family. Finally, I came home late one Thursday night and told my wife I just couldn’t do it anymore.” That’s when Dennis began dreaming of owning his own company.

He started by cleaning for neighbors and local businesses. Over the course of a few months, Dennis made door hangers and placed over 7,000 of them around local shops and neighborhoods, promoting his services. Once he built up his book of business, he combined it with an already established company called Maid For You, and the rest, as they say, is history.

Serving customers across Hampton Roads and beyond, Dennis and his team serve customers in Virginia Beach, Chesapeake, Suffolk, Williamsburg, and go as far north as Henrico County and as far west as Smithfield, Courtland, and Franklin. His team even works a few days a week in Moyock, NC, just south of Chesapeake.

“We have some teams that cover specific territories so that other teams stay closer to home and cover more in a day that way without having to travel too far,” Dennis describes. “This hopefully helps keep our employees happy, too!”

Though Dennis is primarily in a management role—overseeing day-to-day operations and managing staff—he is never afraid to get his hands dirty—literally!

“There were times when we were first getting started when I would have to jump in and help clean houses,” he remembers. “If a team was falling behind schedule, I would step in and offer an extra set of hands. It’s teamwork.”

Susan Hatter, the office manager in Virginia Beach, agrees with the teamwork philosophy.

“We’re more like a family,” Susan says. “Dennis is considerate and understanding of people’s wants and needs. It doesn’t even feel like I’m going into work or a job every day. We all look out for each other.”

Whether for home or business, Maid For You offers free estimates to anyone who calls and requests an appointment. They also provide move-in/move-out and construction cleaning.

Debra Kwasny is a satisfied client of Maid For You. She has tried other cleaning service companies in the past, but none who compare to Dennis’ tried-and-true business.

“They are so professional and do not miss a thing,” Debra says. “They are also very accommodating and flexible if I have to change the day for my house cleaning.”

—Debra Kwasny

Susan, the office manager, says that Dennis is an expert in his field.

“Growing up on a tobacco farm, with eight of us kids, we spent a lot of time helping our parents. I think they may have had so many of us so that they’d have help on the farm!” Dennis quips.

“IEEE are so professional and do not miss a thing.
They are also very accommodating and flexible if I have to change the day for my house cleaning.”

—Debra Kwasny

Members of the Maid For You team
Chesapeake Sports Club’s Eighth Annual Golf Classic

The Chesapeake Sports Club recently held their Eighth Annual Golf Classic to benefit the club’s scholarship fund. Several teams were assembled, lunch was enjoyed and prizes were given at the Suffolk Golf Course. The generous contributions of local sponsors make the annual event and the scholarship fund possible.

From left: Gary O’Brien, Joe Ramsey, Roger Hartman, and Jay White

From left: Harold Ellington, Bob Murphy, Todd Davis, and Kenny Keller

From left: JP Saintsing, James Roundtree, Jeff Wolfe, and David Ropp

From left: Nathan Beck, Glenn Hampton, Eddie Kurpiel, and Paul Freeman

From left: Norm Lafleur, Frank Paciella, Bob Miller, and John Blake

From left: Richard Wentz, Carl Hardee, Steve Best, and Christian Best

See these and other photos at TheShopper.com

We all have a story to tell. Do you need help telling yours?

The Shopper is pleased to announce that Dr. Bill Austin’s new book will be published by Press Pass Agency. This fascinating memoir recounts his experiences in the mid-1960s among the Kuna—a people living on an isolated island in the Caribbean whose culture is one of the most ancient on earth. Please enjoy the following extract from Coconuts for Hammocks.

Here’s an excerpt from Dr. Bill Austin’s forthcoming book, Coconuts for Hammocks.

Imagine how your story might read...

Becoming an Adult

When a San Blas girl becomes a Yagura (an adult) at the age of 13 or 14, her father goes to the Congress Hall and announces to the leaders that it is time for her to become an adult. Everyone rejoices and prepares for a community event called the Puberty Rite, which marks this transition.

Early the next morning, the island’s men gather large palm leaves from the mainland and parade to the girl’s home. Here, they gather for breakfast and speeches. I was privileged to attend one such breakfast. As we drank coffee mixed with coconut, one man arose and spoke of child-rearing as a community responsibility, urging everyone to lead exemplary lives. Another man then stood and made a similar speech.

To help the girl financially, the men brought coconuts as gifts. I noticed a scribe recording the names of all who were present. Everyone was expected to give a gift to the girl, and the men of the island who were not present would have to pay later.

After giving speeches and gifts, the men gathered their palm leaves and built a small booth—about 15 square feet—in the corner of the home. The girl stayed in this booth for four days and was bathed 12 times daily by the midwives—as purification for adulthood.

At 1:00 p.m. on the fourth day of the ceremony, I returned to the girl’s home to witness the smoking ritual of the Puberty Rite. In the center of the house, the girl’s father and brother took turns smoking a pipe and blowing the smoke, which it was believed offended evil spirits, into the air. Thus, the men smoked to hide the girl’s cleansed soul from the evil spirits. This smoking ritual, which included a smoking dance, continued for five hours.

To help the girl financially, the men brought coconuts as gifts... Everyone was expected to give a gift to the girl, and the men of the island who were not present would have to pay later.

On the fourth night of the Puberty Rite, the girl was taken into the inner sanctuary of the booth. Here she was seated in a hole which had been dug. Her grandmother cut her hair while midwives smoked their pipes and a chanter chanted. When her hair was cut, the girl was an adult and on the marriage market. If she married, her hair stayed cut, but if after some time she did not get married, she must let the hair grow long.

Before being allowed to leave the booth, the girl was painted black, from the top of her head to the bottom of her feet, with a Genipap berry paint. The color protected her from evil spirits. When I asked how long the color stayed on, I was told for about a week. The girl would spend most of that time in the river to soak it off.

Press Pass Agency, a division of The Shopper, Inc., has a team of writers, editors and graphic designers ready for you to commission the creation of a memoir or book for you, your family, church, civic organization or business.

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October 2019   The Greenbrier Shopper   Page 23
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