Premier Roofing and Siding

Making and keeping promises for 30 years

Page 10

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Michele Fredericks
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Publisher’s Point

How to Eat an Elephant!

One of the most helpful pieces of advice I heard in recent years took me by surprise. Eat an elephant one bite at a time. What?

It certainly grabbed my attention; then made me smile. How else could anyone eat an elephant?

This odd offering of advice turned out to serve me well.

So many situations, tasks, and difficulties seem overwhelming at first. It is only when we consume something “one bite at a time” that we realize almost everything benefits from a paced, purposeful perusal.

When a toddler takes the first step, parents are thrilled – even when it is followed by a fall. They know that first step leads to success in walking! If we can adopt that outlook with almost everything, what could be debilitating stress can be replaced by optimism.

The one-step-at-a-time philosophy makes life so much simpler. It encompasses almost everything. Why we ever think we can accomplish the impossible in short order, I do not know. But, once we recognize the value of a steady approach, it becomes a saving grace.

When a toddler takes the first step, parents are thrilled – even when it is followed by a fall. They know that first step leads to success in walking!

My only trait that remotely relates to an organized, step-by-step approach to life has been my optimism. Believing that everything would, let alone could, turn out well, saved me. At the same time, it allowed me to procrastinate.

Finally, I have realized that I can apply the one bite at a time approach to any task, even if it is just that very first step. Every single step makes a big difference. It has begun! It is progressing! It can be finished!

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Any progress delights me. Not only does it signal a process has begun; it also progresses! It can be finished!

For those who feel their work never ends, the image of eating an elephant one bite at a time has a very positive advantage. The outcome, after all, is that it ends. When we look at each task or problem as finite, it becomes manageable. When we realize it will end, we can do it.
Writing your own is best

In last month’s column I addressed cases in which business owners would rather pay a web designer to make changes to their website, even though they could easily make them themselves for free.

Additionally, I have also met with people who want a website, but want the web designer to write all of the copy for them. For a business that wants good search engine results, this can be a very bad move.

Because the web designers are just that, web designers, they are not able to write content based on first-hand knowledge of the business. Instead, the only option is for the designer to use Google to find websites of similar businesses and simply try to cobble together content found on those other sites.

I have seen some cases where the designer has, almost verbatim, used the content from other sites, simply changing the business name, location and area covered.

From a search engine standpoint, the content is nothing more than generic, or even an almost direct clone of other websites, some of which may have been created in the same way themselves.

I have met with people who want the web designer to write all of the copy for them. This can be a very bad move.

This closeness is picked up by the search engines, and results in a small drop-down arrow next to the search result, saying ‘Similar.’ Having such highly generic or cloned content can prevent a site reaching a high position on Google. It is being ranked below websites with content that was written by the companies themselves, and then tweaked by their designer for search engine compatibility.

Whenever I meet with clients, I always advise them to write their own content. They are the ones who best know what they do and how they do it. During the writing process, they are likely to bring up things that they do differently from other companies, or word things in other, less generic terms.

Individuality and uniqueness are appreciated by the searches and can help single a site out in the search results, not only because they show that the company made an effort, but because they also bring up unique things that the more generic sites don’t mention.

If you didn’t write your site’s content, and it is doing badly in the search results, it can pay to simply search for similar business websites and see if you have the Similar arrow.

Another thing you can do is to find a few generic sentences in your site and search for them inside quotes on Google. See if other sites show up because they are using the same copy.

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.
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 30 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.”

“On the other hand,” Dennis points out, “if an individual cleans your house regularly, but his or her child is out sick, your house won’t get cleaned that day. Additionally, if the individual was to accidentally break something in the home, or ruin your floors, that either comes out of your cleaner’s pocket, or you simply won’t be reimbursed for the damage.”

Because Maid For You is independently-owned, it is able to offer flexibility to clients. Specific house or business cleanings can be set up on a weekly, biweekly, or monthly basis. A thorough walk-through and scheduling is conducted prior to a cleaning, so all the client’s needs are established, and every request is met when service starts. Then, a customer profile is set up in the system, so that anyone cleaning can be aware of the client’s preferences, such as certain cleaning supplies to use or an item that must be cleaned in a specific way.

“Because customer satisfaction is number one,” Dennis insists, “we pay attention to our clients’ needs. We conduct thorough background checks and drug screenings prior to hiring applicants onto our team, and each employee wears a uniform and drives a company car so that they can be easily recognizable to neighbors. We also train our employees in tricks of the trade—which I can’t share here,” he smiles, “and inspectors follow up from time to time after cleaning 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 job 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.”

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Hiring a cleaning service is meant to brighten the customer’s day and free up time in one’s hectic schedule. The feeling that one gets when walking into an expertly-cleaned home or business is what Maid For You is all about.

“We clean for the customer as if they’d cleaned for themselves,” Dennis smiles. “That’s the Maid For You promise.”
Blue Skies Ahead
by Theodore Hallberg, OD

Light has a profound effect on us all—whether we realize it or not. Different types of light—for instance, white light and red light—have different wavelengths and energy levels. Blue light consists of shorter wavelengths and more energy. One-third of all visible light is considered to be blue light. Blue light is generated by a number of different sources with both beneficial and harmful qualities.

The single largest blue light production source is the sun. Smaller sources of blue light production include fluorescent lights, compact fluorescent light bulbs, LED lights, LED flat-screen televisions, computer monitors, smartphones and tablet screens. These smaller sources may produce less blue light, but exposure time has dramatically increased as many people now use smartphones, laptop computers and tablets routinely.

Studies have shown that almost 50 percent of working adults have prolonged screen exposure times while performing their jobs. Children today are also increasing screen time with the use of video games and homework on computers rather than on paper.

Blue light exposure during the day is good for regulating our circadian rhythm. Circadian rhythm is our natural waking and sleep cycle. When exposed in the early part of the day, blue light can help boost alertness, improve mood, and increase memory. Too much blue light exposure at night can disturb the cycle, making sleep harder to attain, which then contributes to increased daytime fatigue.

New research regarding blue light and its effects on the eye indicate that the cornea and lens do well at blocking UV light but not so well at blocking blue light. Researchers are trying to determine if long term exposure to blue light may be responsible for retinal changes resembling macular degeneration.

There are other studies researching the flicker effect of blue light that causes decreased contrast sensitivity. This flickering is believed to contribute to digital eye strain.

Blue light is everywhere, and all of us have been exposed from the moment we first opened our eyes. Becoming aware and minimizing exposure to blue light, especially right before bed, is the best course of action for getting restful sleep at night. I recommend your children play outside more for a healthy dose of blue wavelengths versus playing video games. However, be sure you and your children wear sunscreen when outdoors as the other end of the light spectrum causes sunburn!

Too much blue light exposure at night can disturb the cycle, making sleep harder to attain, which then contributes to increased daytime fatigue.

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Don't forget to sign up for the Patient Portal on our website!
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: Norm Lafleur, Frank Paciella, Bob Miller, and John Blake

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

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

See these and other photos at TheShopper.com

“Here Are Examples of How Your Life Can Change in Minutes”

How much time do you have to prevent a crisis, stress, or a family meltdown by putting an estate plan in place? The truth is that life doesn’t give us warnings for mental incapacity and death.

Bill and Sue came to see me for an estate plan. Sue noticed that Bill wasn’t feeling well. So, they decided to come back and finish our meeting when he was feeling better. That night she took him to the emergency room. Bill was admitted to the hospital. Two days later, he was in a coma, and a week later, he died from West Nile disease (right here in Chesapeake). In only a few hours, Sue’s life changed.

The truth is that life doesn’t give us warnings for mental incapacity and death.

Ed was finally retiring. Ed and his wife, Jane, were going to hit the road in their motorhome. One day, Jane wasn’t feeling well, and she fainted. Unfortunately, Jane was standing on a ceramic tile floor and hit her head hard enough to cause brain damage. Her symptoms are just like dementia. Jane can’t be left alone. In an instant, both of their lives changed.

You want to make it easy for family to help you pay your bills, manage assets if you lose your mental capacity, and easily transfer your assets at your death. Let me help you prepare for the unexpected.

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 on Saturday, September 28 from 11:00 am - 1:00 pm Russell Memorial Library 2808 Taylor Road, Chesapeake—near Chesapeake Square Mall 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!)

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 966-9700 Chesapeake www.sherfeylaw.com

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Recently, it dawned on me that my neighborhood resembles a sort of ghost town. Obviously, people live here—lawns are mowed, shrubs manicured and houses are well-kept—but they’re rarely seen.

On weekdays, I sometimes drive past my next-door neighbor and her friend on their morning walk. My drive home often coincides with a neighborhood boy playing in his parent’s front yard. A woman from four doors down walks her large dog by our house some evenings. An older gentleman from several blocks away walks by with his tiny dog some mornings. But my neighbors and I only seem to meet in passing; our connections consist of half-hearted little waves and quick smiles. Because front porches are things of the past, neighbors aren’t visible in the way they once were.

I’m not alone in feeling that I live among people I don’t really know. A 2017 Pew Poll found that only about four in ten Americans know some or all of their neighbors, while fewer than five in ten say that they trust them.

Four years ago, Houston mother-of-four, Kristin Schell, suddenly realized that she didn’t know her neighbors by name; she identified them by their clothing. There was the neighbor who always wore red, and the woman who went for daily walks in yoga pants. “We would wave and give a friendly ‘Hi,’ but garage doors would go up, garage doors would go down, and people would disappear inside,” she recalls.

Attempts to connect with neighbors through dinner parties, picnics and book clubs fell through: preparations required too much time, and scheduling was a nightmare. What was needed was something that could fit effortlessly into the fabric of daily life. Kristin asked herself: “What if we were to take ordinary activities—things we’re already doing inside—and move them effortlessly into the front yard? Just live in a more visible way?”

Moving her patio picnic table into her front yard, Kristin painted it an eye-catching shade of turquoise. She and her kids brought much of their daily routine outside to the table: meals, homework, reading, playing games, and simply relaxing together. Neighbors out for a walk or jog initially waved in passing; then slowed down to speak; then stopped to sit and talk for a few minutes. Names were learned; common interests were discovered; friendships were born.

Soon turquoise picnic tables began appearing throughout the neighborhood, and spending time with neighbors became a part of daily life. These folks started identifying themselves by a new name: Front Yard People. In 2017, Kristin published an account of her experiences. Entitled, The Turquoise Table: Finding Community and Connection in Your Own Front Yard, the book sparked a nationwide movement of Front Yard People. These folks are transforming their neighborhoods into energetic communities where people genuinely connect with one another.

If our neighborhoods seem like empty ghost towns, a turquoise table in the front yard just might be the answer. Or if we’re lucky enough to have a front porch, maybe we could do a bit more of our living there. Perhaps we could all benefit by becoming Front Yard People.

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.
**Premier Roofing and Siding**  
**Making and keeping promises for 30 years**

When Jeff and Pam Standish started a home exterior business in 1989, they chose the name Premier to signify a heartfelt pursuit of perfection. They wanted it all: a local family business with personal, attentive service; industry-leading access to innovative products; in-house craftsmen who consistently deliver spectacular results; and to make this level of quality available to ordinary homeowners at a fair cost. They were indeed shooting for the moon. The journey took a few unexpected turns, but as Premier Roofing and Siding celebrates its 30th anniversary, Pam is proud to say they hit their target.

It’s still a family business with trusted long-term employees who were there during Premier’s early years. Along the way, they became a Platinum Preferred Contractor for Owens Corning, with access to the latest products and the most robust warranties. They also became an exclusive provider for Cedar Ridge’s ground-breaking insulated siding in Hampton Roads. As if that weren’t enough, they also pioneered custom-shape trim that never needs painting, to give their customers the best of style and durability.

Premier is a full-service Class A contractor that offers roofs, siding, stone accents, windows, trim, gutters, and porch rails. The business is known for creating new construction looks at remodeling costs, overseen by a leadership team that genuinely connects with their customers. It specializes in giving homeowners a dream exterior that increases property value while often lowering the maintenance workload. Jeff got Premier off to a great start, but Pam, along with General Manager Ann Strader, has beaten the odds to elevate this business since Jeff passed away. When Pam suddenly assumed sole responsibility for the couple’s commercial and personal property, she focused on better understanding Premier’s customers. 

“I learned some hard lessons on my own property,” Pam recalls. “Undersized gutters that stay chronically clogged; wet leaves making a weak spot on the roof; wood trim that has to be painted and repainted — these things are exhausting! At least I had a business through which I could solve these problems.”

Bringing on Ann as General Manager, Pam sought to make Premier a problem-solving company. She personally visited house after house to see what challenges her workers faced. Old siding and shingles were often removed to reveal deteriorated wood hidden beneath, giving Premier’s installers an extra task before the job could even begin. Meanwhile, elderly homeowners with no means of doing labor-intensive maintenance work themselves had to pay for repairing damages that could have been avoided. Dissatisfied with merely offering standard options, Pam and Ann sought solutions.

“If people honor us with a chance to work on their home, we make specific promises, and we keep them. That’s our business in a nutshell.”

— Pam Standish

“We use the Cedar Ridge Insulated product,” Ann explains. “It is innovative, and now has built-in water drainage channels, radiant heat reflection properties, and it is infused with a pest repellent in the insulation that is fully adhered to the back of the siding panel. The siding is warranted to withstand up to 160 mph winds to cover materials and labor to repair or replace if necessary.”

“Standard siding is great for keeping the elements out—as long as nothing goes wrong,” Pam explains with a smile. “If undesirable elements find a way to get back there, standard products have no Plan B. We wanted to offer our customers something better. We are definitely excited and honored to still offer this great product as the exclusive contractor in Hampton Roads for 20 plus years.”

Next came the issue of conventional trims. While the initial low cost of wood trim may be appealing, carpenter bees and the need for constant repainting eventually drive homeowners to search for a better product. There are bendable aluminum options that look good but may still require routine painting. Premier Roofing and Siding uses a pvc coated aluminum metal that we custom bend to form around the exterior trim of your home,” Ann says. “Our installers create stunning crown mold designs that we bend on-site during installation to ensure a custom fit.” Creating custom trim is a highly advanced skill that Premier’s in-house craftsmen train for years to master before being put to work on a customer’s property.

“Our guys light up when they see the fruits of their labor,” Ann relays with a chuckle. “This isn’t just a job to them: it’s a badge of honor. We send them to a customer’s home in full confidence that they’ll stay until the work is perfect.”

Perfection is one word that homeowner Nancy Murphy could use to describe Premier’s recent renovation her Colonial-style home’s front porch. “Our front porch turned out beautifully!” Nancy says, enthusiastically. “With new railing, posts, porch ceiling, and guttering, Premier made the entire front of our house look brand new! The crew’s attention to detail made all the difference. All of our neighbors were so impressed. When they asked who did the work, I was happy and proud to tell them it was Premier Roofing and Siding!”

General Manager, Ann is something of a perfectionist herself. Her impact on the company has been so profound that Pam is in the process of making her a partner.

“Teamwork is an essential concept at Premier and is responsible for everything from the smooth communication between departments to timely completion of tasks. Customers are kept updated every step of the way with detailed, easy-to-understand documents outlining what needs to be done.”

Premier’s product lines come in a variety of textures, styles, and colors to create a fresh look that will last. If there’s a way to alleviate common homeowner hassles, Pam’s team offers it. Homeowners often call first for the basics such as roofing, unaware that affordable solutions exist for other maintenance issues. Premier meets with customers for casual, no-pressure conversations in which homeowners’ needs are discussed, and service options are explored. Clients are often so impressed by the first project that they call again with new requests.

“As a busy woman, I lead my company to treat people the way I like to be treated,” Pam notes. “No hard sales tactics. No wasting people’s time. We offer information as clearly and efficiently as possible, then we let customers make their own decisions. If people honor us with a chance to work on their home, we make specific promises, and we keep them. That’s our business in a nutshell!”
The photos I take are then delivered for viewing by the sites' project managers and construction company owners. This process saves a lot of time because the photos can be sent to any other relevant people for analysis.

Because the photographs are high resolution, the viewers can zoom in and examine items in detail, which is convenient, especially for higher up elements that wouldn't usually be easily visible without a ladder, or lift cradle.

The project has been fascinating, as I had never observed the construction process very closely before. It was as if buildings suddenly appeared.

I look forward to the next shoot just to see what has been added in the last week or so, watching as the building moves closer to the picture on the 'Coming Soon' board.

Several things have to be considered when using aerial photos and video for self-promotion. This is where an experienced, licensed and insured photographer can really make you stand out from the crowd.

Four out of four dentists recommend you brush and floss your teeth. That is the only agreement between dental professionals. The other day I took a stroll through the dental aisle. It is very overwhelming! What are you supposed to buy? What really works?

Over the last 10-15 years, the toothpaste selection has grown to include a lot of newcomers. Most people grew up using Crest or Colgate, but now there are many "organic" or "natural" toothpastes. Since their addition to the dental aisle, many of the big-name companies have introduced competing products. Marketing is everything, and companies know this. If a company sees people are buying charcoal toothpaste, they will release a toothpaste with one in it. They also feel they can charge a premium for it. When it comes to children's toothpaste, the marketing push is impossible to miss. Every product has a cartoon character prominently displayed on the packaging. Does placing a familiar icon on the label make it a superior product? Not really, companies just want to sell more product. Ultimately what should you buy?

The most essential ingredient to look for is fluoride. This ingredient is needed for both adult and children's toothpaste. Fluoride toothpaste is the only product that has been consistently proven to help prevent cavities. Only toothpaste containing fluoride will have an ADA (American Dental Association) seal. The ADA seal for toothpaste states "The ADA Council on Scientific Affairs' Acceptance of (product name) is based on its finding that the product is effective in helping to prevent and reduce tooth decay when used as directed." There are hundreds of toothpastes with the ADA seal, so that's the first step in narrowing down which product to choose.

The other claim many toothpastes make is whitening ability. The whole point of toothpaste is to clean your teeth, which, when done correctly, will remove superficial stains. Whitening toothpaste specifically has mild abrasives and/or a peroxide product to help them achieve their claim. One abrasive is charcoal, which is the reason why many companies have started to use it. While other abrasives have been proven to be safe and effective when used as directed, charcoal is not one of them and presently is not highly recommended by dentists at our office. When whitening toothpastes are used as directed, they help to keep your teeth white. In some cases, people experience increased teeth sensitivity from whitening toothpastes.

For people with sensitive teeth, there is also a line of toothpastes to help decrease sensitivity. Most toothpastes on the market to treat sensitivity have potassium nitrate and/or stannous fluoride as their active ingredient. Sensitivity in teeth can occur for a number of reasons, so it’s best to see your dentist to determine if a sensitive toothpaste is the right treatment for you.

For the average person, I recommend trying a toothpaste with the ADA seal. These products have gone through testing to meet specific standards, but you may have to try a few until you find the flavor you like!

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For the average person, I recommend trying a toothpaste with the ADA seal. These products have gone through testing to meet specific standards, but you may have to try a few until you find the flavor you like!

The most essential ingredient to look for is fluoride. This ingredient is needed for both adult and children's toothpaste. Fluoride toothpaste is the only product that has been consistently proven to help prevent cavities. Only toothpaste containing fluoride will have an ADA (American Dental Association) seal. The ADA seal for toothpaste states "The ADA Council on Scientific Affairs' Acceptance of (product name) is based on its finding that the product is effective in helping to prevent and reduce tooth decay when used as directed." There are hundreds of toothpastes with the ADA seal, so that's the first step in narrowing down which product to choose.

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A simple risk assessment may help to prevent falls in the elderly

Dr. Samir Abdelshaheed

The risk of falling among individuals over the age of 65 is very high, yet that risk can be evaluated, understood and reduced by putting effective strategies in place.

A recent study has shown that 59 percent of folks over the age of 65 have had at least one fall even though they were all healthy and functional. It is more common to fall in summer than winter, and most falls occurred on a level surface. About half of falls occur at home in familiar surroundings. Twenty to thirty percent of falls lead to moderate to severe injuries, and this is enough to make fall prevention an appropriate and important focus of our column. As a result of substantial research in this area, there are now multiple clinical tests, such as grip strength, functional reach test, and the five-minute walk, that provide a good degree of predictive value for identifying elderly individuals at risk for falls.

There are now multiple clinical tests, such as grip strength, functional reach test, and the five-minute walk, that provide a good degree of predictive value for identifying elderly individuals at risk for falls.

In addition, simple questionnaires that measure the fear of falling such as the Activities-Specific Balance Confidence Scale (ABC test) and the Falls Efficacy Scale, also identify individuals at higher risk of falls. The predictive value of these questionnaires stems from the fact that those with more fears are more likely to fall. There are two components: improving muscle strength while also improving neuromuscular response. This means moving quickly enough to compensate when one’s center of gravity is disturbed. Exercise to restore muscle strength can itself reduce the risk of falling by up to 20 percent.

Neuromuscular training, while more intensive and not widely available, is very effective. It involves training patients to improve their reaction time in the event of an impending fall. This ability, often lost with age, can be relearned. This process is used to train amputees to gain comfort ambulating on artificial limbs, but currently has limited use in elderly patients. Some may not be candidates for training due to frailty or comorbid conditions that prevent exercise. Nevertheless, because the risk of falling is high among active aging individuals, developing strategies to reduce risks and falls is always beneficial.

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Cooking for a person and a cat can be Beautiful experience

Beautiful came as a kitten to the house after the divorce, brought by concerned friends trying to give solace. He became her cat immediately and named himself by running up and purring in response to, “You’re beautiful.”

The cat has stayed through the teenagers’ comings and goings. He knows when every member of the household gets home, sensing their presence before anyone else does. Even when they arrive in a taxi and slip quietly up the steps, he is there at the door, mewing to announce them before they enter. He is like a guard at his mistress’s feet, slipping off the bed before a key turns in the lock.

Even when the eyes of his mistress are closed and she doesn’t stir, Beautiful knows when she is awake, and, just to play cat and mouse with her, he pads up to her and kneads the covers. They open to him, and Beautiful slides down, purring. They rest a few minutes.

Normally, he sets the time for breakfast, demanding his food by bounding up and rattling any papers or loose objects he can find. He returns to bed after eating, prancing on the coverlet, begging to be brushed.

When Sunday comes and life is slower, Beautiful behaves quite differently. Knowing there is a treat in the offing, he doesn’t nag to get fed dried food. His mistress brings in the paper and comes back to bed. Then, with Beautiful curled beside her or quietly at her feet, she sips tea or Coke and reads until hungry.

There was a time when the mistress dreaded a late breakfast alone. She ate mundane meals and lost weight. Now she plans her breakfast with the cat.

They debate each dish seriously. Sausage? Beautiful’s ears go back. How about sausage and apples or ham with pepper jelly? Or Coca-Cola sauce? He props himself up on his mistress’s foot, savoring her voice, translating her desires, anticipating his pleasure. How about Toad in the Hole? Or scrambled eggs? Or poached?

Finally, his mistress gets up. She opts for sausage and apples. The sausage is frying while she cuts the apple into wedges and adds it. She slips the eggs into the bread, in which she’s made a hole. By then, the sausage and apples are done.

Out comes a favorite tray, a crystal glass with juice, tea or Coke, depending on the day, perhaps a flower, china plates and napkins. Beautiful watches in silence, smacking his whiskered lips once or twice.

He jumps back in bed, nestling just below the food. He is sliced a bit of egg (good for his fur) and some sausage (no medical justification)—all put onto his own china plate on the floor. They both eat.

Satisfied, the mistress moves the tray down next to his plate on the floor, and finishes the paper as Beautiful delicately cleans his paws, one by one, and then his whole body in grave self-satisfaction.

The timing is just right. As his mistress leaves for church, he jumps to the window to supervise the birds.

Fried Sausage and Apple

1/3 Pound bulk sausage
1 Sliced cooking apple, cut in wedges

Fry the sausage in a skillet. If in link form, prick first. When nearly done, add the apples and saute in sausage fat until nearly soft, but not mushy. Remove and drain on paper towels.

Feeds 1 person and 1 cat.

Toad in the Hole

4 Tablespoons butter
2 Slices bread
2 Large eggs

Melt the butter in a heavy skillet large enough to hold both slices of bread. With a biscuit cutter, cut a hole in the center of each bread slice. Place the bread in the butter and fry until browned on one side. Turn. Crack the eggs separately and drop into the holes. Cook slowly until the eggs are fried and the bread browned, three or four minutes. If the bread browns before the eggs cook, cover and let sit for about a minute until done.

Nathalie Dupree is the author of fourteen 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.

Nathalie Dupree is also referred to as the Queen of Southern Cuisine" (Southern Living, 12/20/2018) and the 2019 Winner of the IACP Lifetime Achievement Award! The latest Chesapeake Sports Club luncheon was held at the Chesapeake Conference Center. Dick Arculen, who attended with his wife, Vicky, was recognized as the club’s new Legend of Honor.
The following is an excerpt from The Hope Trap, Jean Loxley-Barnard’s forthcoming book.

Focus On Kitty

I received a call from Dr. Joy Renfrow, Kitty’s psychologist. She asked if I would consider coming to the private psychiatric hospital to visit Kitty, who had asked for me.

“Of course,” I replied without hesitation.

I was somewhat nervous on the drive out. With me was Matthew, the teddy bear I had purchased in Arizona during my week of family therapy, part of Rob’s month long rehab. I brought the bear to share with Kitty.

The feeling in the building was one of both hospital and jail. It was, after all, primarily for adolescents, most of whom, if not all, did not think they belonged there.

The doctor’s renowned husband was also Kitty’s psychiatrist. His wife was a dignified, attractive woman who spoke calmly, yet rapidly, as we took an elevator. Perhaps, I thought, she wants to tell me a great deal in a short space of time. I felt comfortable in her presence.

“Kitty is doing quite well for being here just five days,” the doctor told me quietly. “But she is very nervous about seeing you this morning.”

“I can understand that,” I replied, asking, “Is there anything you want me to say or do?”

“Just that you be honest with Kitty,” Dr. Renfrow counseled, “and let her say whatever she needs to say. This is very important for her.”

The doctor opened the door to a small room, just a few yards from the elevator, and I took a seat, assured the wait would be short. It wasn’t long enough! Dr. Renfrow ushered Kitty in before a minute had passed.

Kitty’s eyes were very large as she glanced at me furtively. She looked like a deer suddenly looking into headlights. And how young she looked! I had met Kitty before, even spent time in her company, not knowing that she was involved with my husband. I knew she was young; that fact impressed itself on me each time I had seen her after discovering the affair. Now, she seemed even younger.

I felt compassion for this girl, who could almost be my granddaughter. How frightened she must be in a mental hospital, discovering how society really views her affair with a 50-year-old married man, a physician entrusted with her care.

“Thank you for coming, Mrs. Hood,” Kitty said in a clear voice.

“Thank you for asking me to come,” I answered quickly, hoping to put the girl at ease.

“I want to tell you I am sorry,” she began again, “and hope that sometime you will be able to forgive me.”

“I forgive you now, Kitty,” I said.

The girl continued, looking straight at me. “I should have known better. I knew, even though I didn’t want to know. Rob,” Kitty began, suddenly hesitated, then said quickly, “Dr. Hood, I mean…”

“It’s all right,” I interrupted. “It is natural for you to call him Rob at this point. It doesn’t hurt me.”

“Thank you,” she said, continuing, “Rob told me you and him were having trouble, and you didn’t care about him anymore. Sometimes I felt guilty, like the times we saw you driving your car when we were together. I felt kinda embarrassed then times. But Rob said never mind. He thought it was kinda funny.”

I told Kitty about our marriage, about the affairs, careful to add, “that I knew about” over the years. I knew about five during our 30 years.

As I talked to Kitty, without anger, just with the sadness and awareness that time brings, I watched her eyes fill from time to time. In her face, I saw the compassion one female has for another. Strange, I thought, to feel a sisterhood with a girl one-third my age who had been having an affair with my husband, the affair that would finally mean divorce.

“I’m so sorry for what you’ve been through,” Kitty said softly, sincerely. “I’m so very sorry to be the one to cause you more pain.” Tears welled up in her eyes again.

“You need not apologize anymore, Kitty,” I reassured. “I’m not angry with you. This is not fair to you.”

I took the teddy bear across the room. “I bought this bear during my week of family therapy when Rob had his month of rehab in Arizona. I’d be happy to let him visit here with you if you want.”

Kitty took the bear eagerly. “Thank you,” she cooed, hugging it, “he’s sooo cute.”

As I left, Dr. Renfrow followed me into the hallway. “You did great,” she complimented. I was relieved, even knowing I still needed to tell my attorney, who had urged me to steer clear.

Additional text from this excerpt is available on TheShopper.com

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Growing up in Tennessee, I heard my share of far-fetched fishing and hunting stories. One of my favorites was about two colorful characters, Clyde and Rufus. Both men would argue about who had the best hunting dog. One day, Clyde invited Rufus to go duck hunting, announcing that he had a new hunting dog and wanted to try him out.

As they sat in their boat with the new dog, a flock of ducks flew over. Rufus shot a duck that fell into the water about 100 yards away. Rufus offered to steer the boat over to the fallen duck, but Clyde said, “No! My dog will get the duck.” The dog sprang from the boat, ran on top of the water, picked up the duck, and ran back to the boat on top of the water.

Clyde looked to see if Rufus was impressed with the dog. Rufus appeared unimpressed. Another duck was shot and retrieved in the same way. After several times of the dog fetching ducks and walking on water, Clyde couldn’t stand it any longer. “Rufus, haven’t you noticed anything different about my dog?” he asked.

“We all know people who brag about never complimenting others as if not doing so is a virtue. Others resist giving praise because they see it as a tool of manipulation.”

“Yeah,” Rufus replied. “Your dog can’t swim.”

Some people are like Rufus. They’d never acknowledge our accomplishments or gifts even if we walked on water. These people often make statements such as, “You should know that I appreciate what you do. You know I love you; I should not have to tell you.” We all know people who brag about never complimenting others, as if not doing so is a virtue. Others resist giving praise because they see it as a tool of manipulation.

But in many of our relationships, there is a danger of taking others for granted. We assume that others know we appreciate what they do for us. The truth is that it is crucial to acknowledge what others do for us. We all want to know that what we do is of value to the other person. So it would be good to think of praise as acknowledging, valuing, encouraging, and showing gratitude.

When our boys were growing up, Karen and I wanted dinner time to be pleasurable. One of our after-dinner activities was to have one person in the family be the guest of honor. Then the rest of us took after-dinner activities was to have one person in the family be the guest of honor. Then the rest of us took

“...and put the watch back to the new time or move forward time zone. Twenty years ago, a person would manually turn a watch back to the new time or move forward when moving east. Now our digital phones make that adjustment while still on the individual’s wrist.

Children start off their journey in life in different time zones. Some are born into loving families that can provide many resources to enhance their learning. Others are born into situations with many challenges whether economic, educational, or emotional. Other children face medical challenges that impact the early time zones during their development.

Each September teachers face their new classrooms filled with a wide variety of students, each in a personal time zone. This is one of the multiple challenges in teaching. The teacher must meet the needs of all students while challenging each child to develop to their personal capacity. Nobody (including all the “experts” you hear) can predict with certainty what the capacity of a child will be.

Teachers provide learning opportunities in the early years of elementary school that will impact the time zones through which a student will pass. One of the critical activities teachers should incorporate into every year’s curriculum is for a student to stand before a group to speak. The earlier in life this is done, the sooner the child will develop self-confidence in those situations. It was such a pleasure to watch a very poised seventeen-year-old student stand before the Chesapeake City Council and advocate for policies regarding solar and wind energy as well as rising sea levels. Having witnessed her speak in front of her third grade class and later participate in church youth groups, I knew how far her time zones had moved over the years.

A few weeks later the parent of one of my former school’s fifth graders stopped to tell me that her son was defending his dissertation in polymer science— the last step before receiving his doctoral degree from the University of Massachusetts. I had watched him in earlier years become an Eagle Scout. Each of these students had countless opportunities over the years in their schools, churches, communities, and families to move through their time zones of life. Adults have the responsibility to provide those opportunities to reach as many time zones as possible.

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.

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September 7th • 11 a.m. – 5 p.m.
Main Street & Washington Street, Historic Downtown Suffolk
Free and open to the public. Enjoy specialty food items from local restaurants all over Suffolk, and goods and services from crafters, vendors and merchants. Children’s area and live entertainment, contests and games, a beer garden, and a new vehicle exhibition. www.suffolkva.us/TasteofSuffolk

Khedive Shriners Swashbucklers Pig Pickin’
September 28th • 1 p.m. – 4 p.m.
Khedive Shrine Center
645 Woodlake Drive, Chesapeake
$20 in advance, $25 at the gate.
Slow-cooked whole pig, baked beans, coleslaw, hush puppies, fries, beverages. Door prizes, silent auction, corn hole, kids activities. Tickets available at: www.khедiveswashbucklers.com

If you have an event you’d like to share, please submit to adcopy@theshopper.com

The San Blas men governed the island’s community life, but the women ran the home. The family structure was matriarchal, with the oldest female in a home—usually the grandmother—in charge.

Our interpreter, Eladio Gracia, said that the women were the owners and managers of a family’s belongings. His grandmother owned his family’s home, land, and possessions. If Eladio wanted to buy or sell something, he had first to ask his grandmother for permission. But if the women wanted to buy or sell something, they did not have to ask the men: they simply did it.

Girls were considered more important than boys, and their birth was a time for rejoicing. When a girl was born, it was customary for her father to go to the mainland and plant as many coconut trees as he could plant. When the boy was born, he did nothing. Our guide told us: “When I first went to San Blas, none of the boys had clothes until they were fifteen years old, but every girl was clothed because girls are assets. When a girl marries, she brings her husband home to live under her father’s direction. A man with four daughters is considered rich because he will eventually have four sons-in-law as workers.”

A Matriarchal Culture

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...

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

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For more information on commissioning your book, call 757-547-0520 and ask to speak to Editor Rob Lauer.
A vision of youth

Meant To Be

As an animal shelter care technician, my favorite role is that of adoption counselor. I love nothing more than pairing families with the animals in my care. I recently had the pleasure of participating in a special adoption involving our dog Amethyst. Amethyst was an older girl who was found as a stray. Though we’ll never know why her owners never came for her, what we did know was that despite the humans who had failed her, Amethyst still loved people. She adored attention and had a vivacious personality for her age. When a couple came to meet Amethyst, I was surprised to hear they weren’t looking for themselves, but were helping their parents with the adoption process. “We’re just trying to make sure Amethyst seems like a good fit,” they said. When I learned that the family who might take Amethyst home was a retired couple with a 42 acre property, I couldn’t wait to meet them, and neither could Amethyst!

The couple quickly discovered Amethyst’s sweet nature, and soon returned with their parents to proceed with the meet and greet. The potential adopters spent time with Amethyst in the interaction room as well as outside to walk her on a leash. Afterwards, they decided to think about Amethyst overnight. Already convinced they were a great fit, I was a little disappointed. As I put Amethyst in her kennel, I prayed the family would return. The rest of the day passed quickly as I stayed busy assisting visitors. Towards the end of the afternoon, I stopped by the front desk and noticed Amethyst’s visitors standing in the lobby. “Did you decide about Amethyst?” I asked. “We couldn’t stop thinking about her,” they said. They had come back for her!

Shelter staff want nothing more than to see their animals get a second chance.

A few weeks after Amethyst’s adoption, I was elated to discover a follow-up letter about Amethyst posted in my workspace. The letter described how wonderfully Amethyst was settling into her new home and how happy they were to have her in the family. She had, as they put it, “fallen in love with retirement.” Shelter staff want nothing more than to see their animals get a second chance. With all the exhaustion and heartache that comes with animal rescue, adoptions are the reason we keep going — the reason we push through fatigue and sadness. It’s why we greet every adopter with a bright smile, despite the heartbreaking things we witness every day. Our dogs sit by our sides, walk where we walk, sleep where we sleep. They inspire us to go on adventures, whether that means a walk in the sun or a trip out for ice cream cones. They remind us to grieve less or a trip out for ice cream cones. They remind us to grieve less and celebrate more. We think of adopting an animal as rescuing that animal... yet in so many ways, it is they who end up rescuing us.

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.

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The Voice of Medical Professionals to Medical Professionals

Doctor To Doctor Magazine is mailed to medical professionals throughout Southside Hampton Roads and Northeastern North Carolina.

Do you have photos of medical professionals in the office or around town?
Send them to karah@DoctorToDoctor Magazine.com

Call 757-547-0520 to reserve your advertising space in future issues
Email: info@DoctorToDoctor Magazine.com

Doctor To Doctor Magazine

See these and other photos in the Making the Rounds section of the upcoming issue of Doctor To Doctor Magazine.
The Hampton Roads Chamber of Commerce threw a four-year anniversary party for their young professionals. Held in August at the Harbor Club in downtown Norfolk, the event was attended by over 250 young professionals from across Hampton Roads. Light refreshments were served for all.

Back row from left: Kevin O’Dea of Berkshire Hathaway, Virginia Beach City Council Member Aaron Rouse, and The Shopper Account Executive Martin Burwell

Front row from left: Esmel Meeks of Meeks Consulting, Alisa Crider of Hampton Roads Transit, and Mark Johnson of Suntrust Bank

Chamber of Commerce Young Professionals Anniversary Party

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Preregistration required. Seating is limited.
www.CityofChesapeake.net/VETERANS
Suggested donation $5.00 per person (may be paid at the door)

Guest Speaker:
Emanuel Chestnut, Provost, M.A.
Tidewater Community College, Norfolk campus

REGISTER ONLINE:
http://veterans-breakfast.eventbrite.com
Presented by: The Mayor’s Commission on Veterans Affairs

Transform your house into the home of your dreams!

“I wanted an open, bright floor plan with plenty of living space,” Cheryl recalls. “I was prepared for a massive remodeling effort and prayed I could find the right person to finish my dream. I knew exactly what I wanted and eventually I knew Barry was the one who could do it.”

Addition Associates finished the project two weeks early and considerably under budget. “I could not be happier with the results.”

—Cheryl Ruff of Churchland

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- Decks & Porches

Read our story at TheShopper.com

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Shopper Account Executive Martin Burwell, left, with Bern Glasser of Bank of America Private Banking Group

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Celebrate Autumn in Portsmouth with these Exciting Events!

The Number to Remember... Portsmouth NON-EMERGENCY Call Center

OLDE TOWNE FARMERS MARKET  
EVERY SATURDAY  
9 am - 1 pm | Corner of High & Court St.

OLDE TOWNE ANTIQUES  
TO FLEA MARKET  
FIRST SATURDAY OF EACH MONTH  
10 am | County Street Garage

AN EXHIBIT OF HISTORIC WEDDING DRESSES & STORIES

Portsmouth says:  
“J Do”

OLDE TOWNE FARMERS MARKET  
EVERY SATURDAY  
9 am - 1 pm | Corner of High & Court St.

The Hill House MUSEUM  
September 14 - 22, 11 am - 4 pm  
221 North Street, Portsmouth VA  
Info@TheHillHouseMuseum.org or 757.620.1833

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13th Annual VICTORY WALK  
Saturday, September 14  
9 a.m. - 1 p.m.  
I.C. Norcom High School Track  
(1801 London Blvd. • Portsmouth, VA)  
To register, call (757) 636-2334  
or (757) 434-6954

Sponsored by the Hampton Roads Chapter  
of the Virginia Breast cancer Foundation

Diabetes Day  
September 21, 2019  
1:00 P.M. - 5:00 P.M.  
Portsmouth City Park

FOR VENDING INFORMATION PLEASE CONTACT DARE COORDINATOR  
Ms. Jean Stites at 757.761.4455  
DIRECTOR OF YOUTH SERVICES, ROBERT JONES VIA EMAIL  
Robert.Jones@portsmouthva.gov

72nd Annual FISH BOWL PARADE  
Saturday, September 21  
Olde Towne Portsmouth  
Parade begins at 10 am at Court Street, it makes a left onto High Street and ends at I.C. Norcom High School. For more information call 757.761.4455

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Octoberfest is Coming!

Our October center spread is designed to highlight a variety of businesses that help kick-off the start of fall – events, food, drink, entertainment, early shopping and getting ready for the holidays.

Call (757) 547-0520 for information or to reserve space

The Shopper is an upscale monthly magazine, direct mailed to distinct communities in separate editions of 10,000 homes each

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