

Celebrate Life Boomers!

April 2013
A FREE PUBLICATION

THE BABY BOOMER GENERATION & BEYOND

LOCAL INTEREST CALENDAR HEALTH FINANCE HOME & GARDEN ENTERTAINMENT THEATRE TRAVEL DINING FAMILY RETIREMENT LIVING



*Conservation is a state of
harmony between men and land.*

—Aldo Leopold

"There are only two seasons - winter and baseball."

In 2012, nearly 75 million fans attended Major League Baseball games. With that many tickets floating around, it's easier to find freebies than you might think.

~pg 3

Antibiotic/Hormone Free

As the population increases, so does the demand placed on farmers and companies to mass produce food. What does this mean to the consumer?

~pg 5

Spring Lawn & Garden Tips

The defining phrase for April gardening is "weather permitting." The days are longer, the birds are singing...but just look at what old man winter has done to your landscaping!

~pg 8

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FROM THE PUBLISHERS

APRIL 2013



We've scrambled through deadline this month but indulged in a very addictive substance - schucking and slurping oysters! After eating a two dozen last night, we're slurping more for lunch today. Sam's Club had a great price and as I write this, I've sent Tom out to buy more. You say 'yuck'. I say 'yum'!

Chances are the snow will be gone by the time you pick up the paper this month - like saying goodbye to an old friend. We've certainly enjoyed the chrystalline beauty of the winter wonderland this year but the daffadils, tulips and garden goodies are ready for their time in the spotlight. My tomato and pepper seeds are popping up in their grow-light haven and soon 'slurping' fresh garden tomatoes will be next on my list.

I've often mentioned my Mother in our monthly chat, and this month she has again achieved heroic mention. She somehow picked up the Nero Virus, fatal to older adults, but after a week in the hospital (Holy Family Memorial in Manitowoc where they still believe in hospital chaplains, daily communion, and visits from Sisters and Chaplains - thank God) she is back home and back to her matriarchial position of giving orders and keeping the family in line. Koodos Mama!!

I hope you enjoy and apply the articles we've put together for this earth-friendly edition of Boomers. No one is asking you to recycle that last itty-bitty scrap of leftover soap, but I do hope you can find small ways to contribute to an ecologically in-tune way of living. Shut the fridge door. Turn off the lights. Take a shorter shower (ouch). Maybe put in a water filter to avoid using those plastic bottles. When my oncologist mentioned he didn't necessarily trust tap water, we switched to bottled - and my garbage bag quickly, day after day, filled up with pretty little plastic bottles. I couldn't do it - just could not fill my recyclable bin with an overflow of bottles each month because it simply felt 'wrong'. So now we filter, we buy BIG jugs and we find a fresh spring when we can.

Small effort, but if we all applied that 'small effort' in one way or another, guess what... we make a difference. Like Bob Ross, the infamous TV painter, always said 'It's our world. Let's paint a happy tree'. (Can you tell I've just enjoyed a weekend of Bob Ross painting classes at Cedar Valley Retreat in West Bend?) So 'happy tree' wishes to all of you in this beautiful Spring season!

And always remember to... Celebrate Life!

Sandy and Tom Draelos



Earth Day Inspires Global Change

Since 1970, Earth Day has inspired and challenged millions from

The idea for Earth Day evolved over seven years beginning in 1962. Senator Gaylord Nelson, founder of Earth Day, was troubled by the fact that the environment was simply a non-issue in U.S. politics. In November 1962, Nelson came up with the idea of persuading President John F. Kennedy to give visibility to the issue by going on a national conservation tour. The President began his five-day, 11-state conservation tour in September 1963. While the tour ultimately did not succeed in putting the issue onto the national political agenda, it was the germ of the idea that ultimately gave life to Earth Day.

Anti-Vietnam demonstrations gave Nelson the inspiration for a grassroots protest over what was happening to the environment. Once the Earth Day announcement was made, a major newspaper article covered the astonishing proliferation of environmental events being organized. The rest is history.

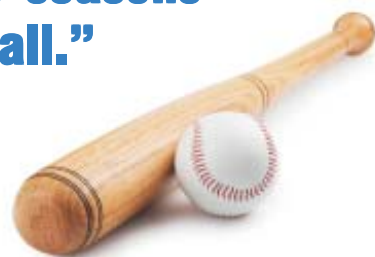
Reduce, Reuse, Recycle has become a mantra for many Americans who have embraced the environmental concerns Nelson recognized all those year's ago. Recycling, especially, has given

Earth Day continued on page 5

As Bill Veeck famously said

"There are only two seasons — winter and baseball."

In 2012, nearly 75 million fans attended Major League Baseball games. With that many tickets floating around, it's easier to find freebies than you might think.



By Andrea Woroch

With Opening Day just a few weeks away, some are eagerly anticipating another great year while others are hoping to erase last season's embarrassment.

The ballpark isn't just for the diehards with their scorecards and binoculars, however. It's also a great place to have some spring fun with the family. Whether you're taking your kids to their first game or you find yourself in the seats each week, use these tips to save money at the stadium.

1. Plan Around Promotions

With 162 games in the Major League Baseball season, teams have to find ways to fill the seats day after day. Many games are tied to special promotions such as \$1 hot dogs or unlimited soda refills.

Saving Money at the Stadium continued on page 21

Boomers! is a monthly publication serving the Baby Boomer Generation (45 and above) of Milwaukee, Waukesha, Washington and Ozaukee counties.

We provide informative, helpful & entertaining content which relates to the issues facing this diverse, active, mega-consumer market - America's number one generation!

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EARTH DAY FROM PAGE 3

new life to products or materials who have reached their useful life by turning these products into a usable raw material to make another product. Metal scrap recycling, in particular, has seen a huge surge. Overall, the scrap industry processes more than 145 million tons of recyclable material annually into raw material feedstock for industrial manufacturing around the world. Scrap recycling helps reduce greenhouse gas emissions and conserves energy and natural resources. The scrap metal industry diverts millions of tons of materials away from landfills. The result is cleaner air and water as potentially hazardous materials are removed.

Everyday, new strides are being made, laws are being passed and ideas are being generated in an effort to incorporate an eco-friendly lifestyle. From Earth Day participants who seek to reform policy making in Washington to the local owner of a scrap metal yard, the "going green" process requires a concentrated effort on everyone's part. For more information on Soave Enterprises, please visit Suave.com



Courtesy of Earth Day Network

Green America

Fair Trade Your Supermarket

EarthTalk

A project of the non-profit Green America, the "Fair Trade Your Supermarket" campaign aims to empower consumers to advocate for more "Fair Trade" products on store shelves at their local supermarkets. Fair trade is a system of exchange that honors producers, communities and the environment by ensuring that farmers and artisans throughout the developing world are paid fair prices for their work and have direct involvement in the marketplace. The goal of the wider Fair Trade movement, according to Green America, is to build real and lasting relationships between producers in developing countries and businesses and consumers around the world.

And that's where your neighborhood grocer comes in. "While the Fair Trade movement is gaining steam nationwide, most of our supermarkets still carry few—if any—Fair Trade products on their shelves," reports Green America. "Together, we can put Fair Trade products within reach for millions of Americans."

And just how does Green America expect us to do this? "First, take stock of Fair Trade products in your supermarket—look for coffee, tea, chocolate, rice, sugar, honey, wine, fresh fruit, and olive oil." Scan the relevant

Fair Trade continued on page 23

Meat and Dairy

Antibiotic/Hormone-free

By Erin Coates/Thehealthyapron.com

As the population increases, so does the demand placed on farmers and companies to mass produce food. As a way to meet demand, cattle and poultry raised for slaughter are injected with hormones in order to make them grow faster and dairy cows are injected with a genetically engineered hormone called rBGH to increase milk production. While these measures equate to higher profit margins for the beef, poultry, and dairy industry, **what does it mean for the consumers?** Even though the USDA and FDA make claims about the safety of these hormones, there is increasingly more concern that these hormone residues may actually be harmful to human health and the environment.

According to the European Union's Scientific Committee on Veterinary Measures Relating to Public Health, the use of six natural and artificial growth hormones in beef production poses a potential risk to human health. These six hormones include three which are naturally occurring—Oestradiol, Progesterone and Testosterone—and three which are synthetic—Zeranol, Trenbolone, and Melengestrol."

It has also been questioned whether the use of "growth enhanced" animals can affect the balance of human hormones. The added hormones may be causing developmental problems, interfering with the reproductive system, and even causing cancer of the breast, colon, and prostate. In particular, pregnant women, infants, and

Antibiotic/Hormone Free continued on page 22

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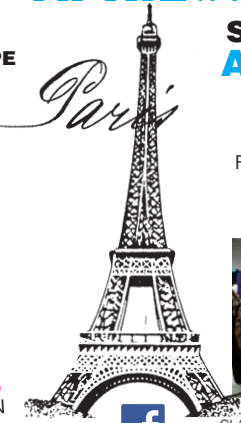
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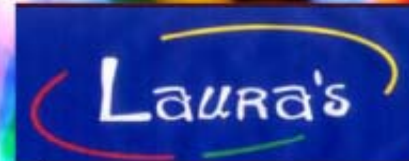
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AROUND TOWN

A collection of local events

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April 9

Milwaukee Public Museum
Lunch & Lecture: How Did Life Rebound After Earth's Largest Extinction?
 Get a taste of some of the great research happening in Milwaukee during our monthly Lunch & Lecture presentations.

April 10

6:30 - 8:30pm
 Schlitz Audubon Bird Club
 Be sure to bring your binoculars. We don't want to miss the arrival of the beautiful spring migrants.

April 10

Waukesha County Museum
Lunch and Learn, Gardening Under Glass with Spring Ephemerals
 Enjoy lunch, then a presentation and demonstrations by Waukesha Floral and Greenhouse. Terrariums have a long history and gained popularity in Victorian times. Recently, there has been a resurgence in this centuries-old.

April 12-14

Marcus Center for the Performing Arts
The Magic of Bill Blagg LIVE!
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April 14

Harley-Davidson Museum
WingFest 2013
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April 21

Schlitz Audubon Nature Center
Earth Day Celebration
 Spring has returned and that means it's time for our annual Earth Day Celebration.

April 19-20

Gallery Night and Day
 Come to Gallery Night and Day! It's the ultimate weekend... galleries to discover, museums to explore and shops to browse!

April 19-20

Wisconsin State Fair Park
Scrapbook Expo
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April 19-21, 2013

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Through May 27

Milwaukee Public Museum
Real Pirates
 Ahoy, Mateys! The Jolly Roger will be raised over the Milwaukee Public Museum, as Real Pirates takes over the Museum's special exhibit halls. Experience the Golden Age of Piracy.

Through May 25

Schlitz Audubon Nature Center
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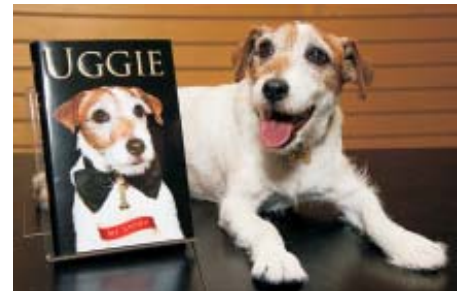
The Humane Society Seeks Heroic Dogs or Cats for its Pets of Valor Award

Nominations are now open for The Humane Society of the United States' Pets of Valor Award, which honors rescued dogs or cats who have exhibited an extraordinary sense of courage by helping a person in need.

Last year's recipient was Hank, a Great Dane from Kansas City, Mo. Hank helped to shield his owner from her boyfriend during a vicious attack. Although Hank was injured, he provided enough of a distraction to allow the woman to escape.

Nominations can be submitted at humanesociety.org/petsofvalor. The heroic act must have taken place between Jan 1, 2012 and March 31, 2013. **Deadline for entries is Friday, April 12 at 11:59 p.m. EDT.** The winner will be chosen by a public online vote that runs May 24-31, 2013.

Visit humanesociety.org/petsofvalor for more information and to submit a nomination.



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The defining phrase for April gardening in Wisconsin is: "weather permitting." When Milwaukee gardeners walk outdoors in April for gardening or lawn care, they may face a blast of icy wind, or they might walk outdoors into beams of sunlight, a gift to gardeners. But hope springs eternal. The days are getting longer, the birds are back and singing, the sun is higher and warmer... but just look at what old man winter has done to your landscaping!

SPRING LAWN AND GARDEN TIPS

While your yard and garden may have been perfect last fall, odds are they may not look so hot after winter is through with them. But don't be dismayed, we have just the right tips to help you get your lawn and garden going, just in time for spring.

"Spring may be right around the corner, but we must exercise a degree of patience while we endure the final weeks of winter," said Erin Maurer, Landscape Maintenance Specialist and Horticulturist, of David J. Frank Landscape Contracting, Inc., in Germantown, WI. "There are many projects that can be tackled which will help prepare us for the upcoming growing season while at the same time keep our spring fever in check."

One of the most obvious off-season tasks to focus on is brainstorming, researching, planning, and designing your gardens for the upcoming season. This can be done on your own or with the help of a professional landscaping firm. Take a walk around your neighborhood and take note of what you like. Don't hesitate to leave a note for a neighbor asking about things you admire in their yard. Flattery is a great way to meet new friends!

As winter comes to a close, we have a few more minutes of daylight each day and the temperatures become more bearable. Consider scratching the following tasks off of your to do list:

- Make sure gutters, downspouts, or inlet basins for sub-surface drainage systems are clear of debris before the normal heavy rains in spring. Not only is this critical to protect



your home, but standing water and flash flood-like conditions can also harm plants and cause ruts in your yard, washing away valuable topsoil in the process.

- As the snow melts and reveals all the elements of your landscape, don't forget to get outside and inspect the "landscaping" features on your property too, such as trellises and decks. Make repairs now while we wait for more ideal gardening weather. "If you run into problems that are beyond a home repair, contact a reliable landscap-

ing company early, before they get busy. This will mean less time spent waiting for your work to be completed," said Maurer.

- If you are reusing certain supplies from previous years (like pots to grow seeds in), make sure to disinfect them. Pruning tools should also be disinfected. The UW-Extension recommends using a 10% bleach solution to disinfect your tools and supplies.

- Clean, sharpen and lubricate your garden tools such a digging shovels and pruning tools. Well-maintained equipment will last longer, make your work a lot easier and is better for your plants and soils. "Nice clean pruning cuts are essential to optimize plant healing and disease/insect resistance," Maurer indicates.

If you have put down any winter mulches, covering boughs, or used rose cones, you must keep an eye on them as temperatures and the intensity of the sun increase. "Covering materials should be removed once the temperatures hover consistently around the freezing mark. However, we all know that 'consistent' plus 'weather in Wisconsin' don't really go together," said Maurer. "You may need to uncover and recover plants as we move into April, in order to prevent tender, vulnerable growth from sprout-

Spring Lawn & Garden Tips continued on page 13

ORPHANS IN THE ATTIC

2013 DOLL & BEAR SHOW/SALE

Sunday, April 21st
10:00 a.m. - 3:00 p.m.

SERB HALL
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Searching for GREEN in the Concrete Jungle

Courtesy: travelwisconsin.com

When you think of environmentally friendly travel in Wisconsin, it's a good bet the first images that come to mind are of pastoral parks, farmers' markets with organic produce and unspoiled lakes and streams. Time to expand your horizons and think urban, as in the concrete jungle. A nice range of city center businesses are Travel Green Wisconsin certified. Here are some of our favorite finds.

Two Breweries and Two Coffee Shops Serve Up Great Libations and Green Practices. In downtown Milwaukee you'll find the country's first certified-organic brewery, the *Lakefront Brewery* (414-372-8800). Not only do they use organic malt and hops to make their award-winning small-batch brews, but they send the spent grains and hops to local urban farmer Will Allen to turn into compost. You may have heard of Allen – he's gained national attention for his work in producing healthy foods for underserved, urban populations. Lakefront Brewery owner and founder Russ Klisch also put in a plug for their environmental brewery tours that happen every Friday at 3:30 p.m.

In Wisconsin Dells, that mecca of waterparks, stands *Moosejaw Pizza & Dells Brewing Company* (608-254-1122). While guests are munching on their piping-hot deep-dish pizza and washing it down with one of the establishment's 10 handcrafted beers, they can feel good about the fact that the brewing equipment is on sensors to conserve energy, that the used grains from the brewing process end up as feed for a local riding stable, and that the delivery vehicles – VW bugs nicknamed "bio-bugs" – are run on oil recycled from the restaurant's popular fish fry dinners. "Guests want to know about our bio-diesel bugs and we're happy to tell them what an easy process it is," said Jillian Murphy, marketing director. "They get 45 miles to the gallon too."

Searching for Green continued on page 24

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Many Boomers Turning Their Passions into New Careers

Don't approach your mid-life and beyond with trepidation. With skills, experience and care, you can launch a successful new career that combines your passion with a paycheck.

For many years, the average 50-something American looked forward to a leisure-based retirement. But as Americans are living longer and feeling younger, many are finding it necessary to remain professionally active beyond traditional retirement age -- forging new paths that supply both money and meaning.

(StatePoint) "Boomers are opting to stay in the game, or better, change the game by leaving a mark and making a difference," says Marci Alboher, vice president of Encore.org, an organization helping people transition to the nonprofit world and public sector.

While moving into a new kind of work is not always quick or easy, some experts say that middle-aged Americans are well-equipped to handle it.

"With midlife comes a newfound capacity to tap into your accumulated experience and wisdom to accomplish new things you may have been unable to do earlier," says Alboher, whose new book "The Encore Career Handbook," is a comprehensive guide for anyone looking to make such a shift.

Whether you're looking to jump right in or make a plan first, here are some tips and things to consider:

- **Your new work** may involve a trade-off. You may trade money for meaning and flexibility. You may trade power and influence for the chance to work more closely with people you can help.
- **Transitions** will take longer than you think, so be patient.
- **Be prepared** to face age discrimination. You can counter employer

prejudices by ensuring your skills are up to snuff, especially when it comes to technology. Show you understand the job market today by having a great LinkedIn profile. Consider tailoring your resume to show your strengths as an adviser and mentor.

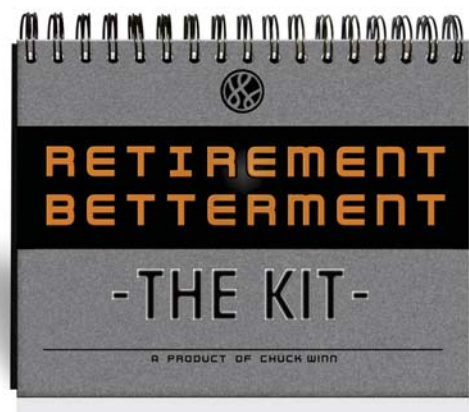
- **Don't be discouraged** by today's tight job market. The nonprofit sector has added jobs over the past decade and our government's need for highly skilled employees in a variety of sectors continues to grow. Between now and 2018, experts say that there may be as many as 1.7 million jobs available at all levels of government.

- **Instead of jobs**, think about projects. Instead of thinking about what you want to do forever, think about what you want to work on for a year or two. Think about a series of engaging commitments with periodic gaps for a personal break, retraining or travel in between.

- **Rarely can you find** and craft the job opportunity you want, simply by applying to job postings. Create your role through networking, volunteering and re-tooling for a new kind of work. Consider going solo as a freelancer, consultant or entrepreneur.

For tips on making the most of this chapter of your life and work, visit www.encore.org.

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www.myfit50.com is the 'go to' website for women in their 50s.
It's an essential stop for women who want to learn more about health

New Website Guides Women through the Health, Social & Emotional Issues in the Infamous 50's

Women in their 50s who are struggling with health and social issues and the physical challenges they face with menopause, now have a website they can go to for guidance. MyFit50.com is a place for women to discover information ranging from hormonal changes to financing retirement.

Leading experts from nationally recognized institutions, such as Mayo clinic and Vanderbilt Medical Center, will explore the latest in female health problems, including weight gain during menopause, Osteoporosis, heart disease and Type-2 diabetes. Additional experts will discuss lifestyle, relationship and financial challenges that many women face during this decade.

According to the U.S. Census Briefs, there was a 26 percent increase in women 50 to 54 and a 46 percent jump in women ages 55 to 59 from 2000 to 2010. This growing population of Baby Boomers in their 50s is sending their children to college and becoming "empty nesters." A recent study by the National Center for Family and Marriage Research found the divorce rate among U.S. residents age 50 years and older has doubled in the last 20 years.

Website creator Sharon Dennis, a national award winning broadcast journalist and documentary film producer, spent nearly ten years as a medical journalist for Cleveland Clinic and the American College of Cardiology. When Dennis turned 50, she instinctively knew this was going to be a pivotal decade in her life both physically and holistically.

"Perhaps more than any other decade, this is the one that carried the most profound physical and emotional changes for women," Dennis says. "When I would meet girl friends for a glass of wine, our conversations typically turned to health and relationship issues. We quickly realized there was no instruction manual for the issues 50-year-old women face."

Frustrated, the health journalist decided to launch her own website, www.MyFit50.com.

The website is unique because it addresses all of the major health and social questions women in this decade are asking. One part of the website asks women to take the 'fit 50 challenge.' The five exercises are ones a 50-year-old woman should be able to do and are guided by an accredited personal trainer. If a woman can't complete the exercises, the personal trainer will suggest ways to improve their fitness.

Besides being an award-winning health journalist, Dennis is also an adventurer. She has toured the world on a bicycle, trekked the Himalayas in Nepal and India, bush-whacked through unexplored terrain in China, reached the top of Mt. Kilimanjaro twice and ran in the world-renowned 'Marathon des Sables,' a grueling 150 mile foot race through the Sahara Desert in Morocco.

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