

ocala

A free publication serving the people of the Ocala area

DownTown

BUY LOCAL!

Take Me Home!

FREE

Volume 6 Issue 1

January, 2015

SBA Goes Bonkerz



The Select Business Associates enjoyed their annual Christmas Party at Bonkerz Comedy Club and the comedians were in rare form.

We ordered off the menu for a light meal and after there was fun and games. The outgoing president is Debra Jenkin of Byrd Insurance. The incoming president is Walt Crum, Jr. of Walt's Brakes and More.

Select Business Associates is a unique club in that it is by invitation only. We have about 20 members and try to help one another in business.

OBL Inducts New Members



Ocala Business Leaders inducts new members. From left are Gayland Reed of Ocala Business Brokers, Mark Camp consultant for Life Care Funding Solutions, LLC. Third from left is Dave Liner founder of OBL and holds the retire category. On right Wayne Hunter of Hunter Embroidery. Wayne Hunter is the outgoing president.

Ocala Business Leaders is a prestigious group that has been here in Ocala for over 15 years or so. It houses some of the best business people in the area.

Cuba

This is an interesting cycle with Obama lifting sanctions on Cuba and opening up small but important trade.

Cuba brings back memories. As a boy about 14 years I was an orator in the Optimist Club in south FL. After winning several oratorical contests the Optimist international sponsored me to give my speech in Cuba. There was over a dozen young men competing in the nationals, I was the youngest. What made it interesting was I spoke on "Freedom, our most precious heritage." The room I spoke in had room for about one hundred people. Batista was there and still in power being held by a thread. Castro was fighting in the hills. There were machine guns with sand bags set up on the steps of the municipal buildings. There was a military police on every corner all through the Town of Havana.

I remember we stayed at the Hotel National, now they call it Hotel Nacional de Cuba. I think it was right on the water and I was on about the 4th or 5th floor. No frills, no windows, no screens, just shutters.

When you walked out of the hotel you could buy almost anything right on the street. I remember buying a cleaned fresh pineapple a few feet from the hotel and taking it back and sharing with the other guys.

Cafés were open 24 hours a day, movies the same. Some businesses had no door, which they were pretty much open all the time. Nightclubs had risqué shows.

I had teamed up with a seventeen-year-old contestant; the second day there the hotel suggested we hire a car to drive us around and to have the driver buy our lunch because he could buy it for half. When we wanted to buy some keepsakes to bring home we would look around, go back to the car and tell him what we wanted and he would buy it for half of what we would have to pay. The car drove us for five days and we paid him more than what he asked for, it was worth it. When you were found to be an American tourist your price was double.

I went on a tour of the rum distillery where you sampled probably twenty different rums. I still remember there was a big American Navy guy in uniform sitting at this table drinking the rum that the tourists did not want, he was very happy. My guess is he could not stand up.

We also visited where they made cigars and most of what I saw was hand made. We decided to see the countryside. There were gorgeous green lush mountainsides - it was a beautiful country! At that time it was kind of dangerous.

In the contest I did not come in the top three but had a good time competing. As I got older I often wondered what the dictator was thinking when I was speaking on "Freedom".

Interesting twist: some of the Batista family settled in Ocala, Florida and invested in a housing development along the 200 corridor. It's a small world.

TomL



Ocala's Everyday Heroes Double as Elves December 18, 2014 – Laughter and excitement filled the isles at Wal-Mart on SW 19th Avenue Road yesterday morning as Ocala Fire Rescue firefighters and some of their youngest friends made their way through a shopping extravaganza. The treat was possible thanks to Cathy's Kids a program, started by Cathy Fender and carried forward by IAFF's Local #2135, dedicated to providing relief to those in need through a shopping experience that caters directly

to the children. Sponsors like Bagelicious, Ocala Volkswagen, Pasteur Sports, Accident Cleaners, and Wal-Mart, among others made the shopping portion possible while others, like Papa John's transformed the experience into an event with a donation of pizza, drinks, and even an appearance by "Slice", their mascot. All in all, twenty five children from Wyomena Elementary School gave twenty five firefighters, and everyone present, a morning to remember

Tom's Picks:
Thank you for finding a Handyman for me.



GOD BLESS OUR TROOPS
SUPPORT OUR WOUNDED WARRIORS
IN GOD WE TRUST

Thomas L. Croley, M.D.

CARING FOR YOUR EYES



Board Certified Ophthalmologist

Director of Central Florida Eye Institute

“Why Should You Have an Eye Examination?”

Preventative eye care may help ensure that you and

your family enjoy a lifetime of good vision.

Eye conditions and diseases affect people in all stages of life, even children. Early detection and treatment of eye problems may help save sight even before many pa-

tients notice any visual symptoms. In one instance a patient never needed glasses until they were in their 40s. At that time, they began to need reading glasses, so they bought a pair at the local retail store. Fast-forward 25 years – on a whim this patient came in for an actual eye examination and were surprised to find that they had lost 80-90% of their vision to glaucoma! An entirely preventable and treatable disease went undetected due to lack of routine eye exams.

In order to help everyone understand the importance of yearly eye examinations, the following is a list of conditions and diseases that can affect your vision, many without early warning:

Cataracts, glaucoma, diabetes, macular degeneration, hypertension, heart disease, high cholesterol, arthritis, artery occlusion, cystoid macular edema, vitreous floaters, vitreous and retinal detachments, retinitis pigmentosa, Stargardt’s disease, vein occlusion, histoplasmosis, and many others.

The risk to you may be extremely low to non-existent for many of these conditions, with cataracts being the one that will likely affect us all. Macular degeneration is one of the leading causes of loss in functional vision, while diabetic retinopathy continues to be a leading cause of blindness in the world today. Good news: glaucoma, when diagnosed early may be treated without complication or loss of vision in most patients.

Complete eye exams are also recommended for children before the age of 6. School screenings are fairly good, but

sometimes subtle problems that can become larger issues can be missed. The window of opportunity to fix those problems closes around the age of 8 or 9.

Adults over the age of 40 should be examined every 1-2 years - after 60 examinations should be on a yearly basis. At any age, if you have medical conditions such as diabetes, hypertension, rheumatoid arthritis, asthma, poor circulation, or auto-immune problems you may need more frequent exams. If you have a family history of diabetes, glaucoma, macular degeneration or any other eye condition, yearly exams may help prevent or delay damage.

There are also risk factors in addition to heredity that can affect your vision. Some of the following are believed to be strong risk factors for the development or advancement of some eye conditions.

Macular Degeneration: Caucasian – Smoking – Obesity – Poor diet

Cataracts: Injury – Excessive exposure to ultraviolet rays – Smoking – Some medications

Diabetes: Smoking – High blood pressure – Drinking alcohol – Uncontrolled blood sugar – Pregnancy

Glaucoma: African American – Extreme nearsightedness – Diabetes – Hypertension – Trauma – Some medications

Many systemic diseases can cause visual or physical discomfort to the eye without a patient being aware that they even have a problem. The ophthalmologist can help diagnose and direct the patient for appropriate care.

If you are experiencing problems or changes in your vision such as blurry or hazy vision, having to get closer to see distant objects or read street signs, pain, flashes of light, floaters, dark spots in central vision, areas of missing vision, excessive tearing (dry eyes); an exam may save you from permanent vision loss.

As always, to ensure healthy vision, it is vital to have yearly examinations. Annual eye examinations can help detect unknown problems and provide early treatment to help you see the world clearly for a lifetime. To set up an appointment or for more information feel free to contact us at 352-237-8400 or 800-521-6028. You can also visit us on the web at HYPERLINK “http://www.centralfloridaeye.com” www.centralfloridaeye.com.

Florida Industry Leaders Applaud Florida’s Growing Economy

TALLAHASSEE, Fla. – Florida industry leaders congratulated Florida job creators that have helped add 715,700 private-sector jobs since December 2010, far surpassing Governor Scott’s goal to create 700,000 jobs in seven years. In November 2014, Florida experienced the highest single month of private-sector job growth since Governor Scott took office, with 38,600 jobs created. Florida’s statewide unemployment rate in November was 5.8 percent, the lowest since May 2008.

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Our Maximum plan offers the certainty and security you’re looking for by providing all your Medicare and Medicaid benefits. You’ll have access to physicians you trust, hospital systems you can count on and pharmacies in your neighborhood. Act now. We will do our best to help you stay healthy and save money. Go live. We’ve got you covered in Marion County.

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- \$100 annual allowance for eyewear
- \$1,000 annual allowance for hearing aids
- \$0 for transportation to and from physician appointments
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8 a.m. - 8 p.m., 7 days a week, October 1 – February 14, and 8 a.m. – 8 p.m., Monday – Friday, February 15 – September 30

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Brett Bonham, BC-HIS
HEARING MATTERS



Did someone say you cannot hear?
Take this test:

Do people say you play the TV is too loud?
Do you find yourself asking people to repeat themselves?

Do you find it difficult to follow a conversation in a noisy environment?
Do you experience ringing in your ears?
Do others tell you they think you have a problem?

Like other annual health checks, annual hearing examinations are another part of protecting your health. The Journal of the American Medical Association states that more people suffer from hearing loss than any other serious ailment. So why is it that many people get their checkups for their eyes, teeth, skin, heart, etc...but just refuse to go for a hearing test that is FREE!

It is so easy to have a free hearing test and

just get the information. Did you know that healthy hearing promotes communication, helping to keep you close to those you love? Like the famous Nike slogan "Just do it!", you should just get a free hearing test.

Your friends and family will be glad you did. But there are more important reasons for safeguarding your hearing health. A study by Johns Hopkins University showed significant correlation between the effects of hearing loss and dementia. Other effects of hearing loss including withdrawal, depression, paranoia, and anger, causing unnecessary strain on relationships. Who wants to risk that?

Another health link has been found linking diabetes and hearing loss. Hearing loss maybe an under recognized complication of diabetes. Patients with diabetes are more than twice as likely as those without the disease to have hearing loss according to a recent national Institute of health study. Overall, more than 40% of the people with diabetes in the study had some degree of hearing loss.

People with diabetes should ask their

doctors to check their hearing. This should be routine. A hearing check can be invaluable in identifying diabetic patients with potential hearing loss giving them an opportunity to receive the treatment they need. Not to mention to relieve other family members from a TV too loud or streaming their vocal chords to yell.

A hearing loss is much more obvious than a discrete hearing aid. Studies by Better Hearing Institute and others show that people with untreated hearing loss have a lower quality of life and even earn less than people with normal hearing or people who have treated their hearing loss by using hearing aids. Modern hearing aids use digital technology and can help most people with hearing loss. There is even new technology to stream calls from your Iphone, FaceTime, music and more directly to your Hearing Aid using Blue Tooth 4.0 Wireless technology.

A special note for those that have ringing in their ears: You no doubt have been told for years there is no cure for Tinnitus. Starkey, our parent company says that is true, but THERE IS RELIEF...AWARD

WINNING RELIEF. TAKE CONTROL:
If you've tried other tinnitus relief options without success, or are finally ready to stop letting the ringing in your ears take over your life, you owe it to yourself to seek a real solution. A hearing health professional in one of our Audibel offices can give you a free tinnitus inventory test and evaluation.

The long and the short of it is just so simple, free hearing test can be the best indicator for your possible hearing loss so you know for sure.

About the author:

Brett Bonham is a Board Certified Hearing Specialist/ owner of six locations in Ocala, Inverness, Homosassa, Dunnellon, the Villages and Lady Lake. His first office has served Ocala for nearly 20 years. Brett fully embraces the Audibel Platinum promise to give free adjustments and service to any Audibel patient from any of their 2000 nationwide locations. Hearing tests are always FREE at his locations and they support the Starkey Hearing Foundation. Website: AudibelNorthCentralFlorida.com and phone number (toll free) 855-321-HEAR (4327)

Happy New Year

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Tom Loury

PUBLISHER'S NOTES



Publishers Notes

Editorial Policy
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We have a number of writers in several different publications and we do not censor their opinions. The writers' opinions are their own and we do not do anything to try to change that. When a reader

calls in or emails me about a writer's opinion, including me, I offer to run their opinion and I do. You will see them in a form of letter to the editor. I run your first name or initials or sign it like (Tom from the Villages). If you, as a reader, don't agree with the opinion of the letter you may respond with a letter. You may see our current and back issues by typing villagespectator.com news or ocaladowntown.com news. This will get you to our Ocala or Villages websites. The following articles are the writer's opinion only and not necessarily the opinion of this

newspaper. We believe that everyone has the right to see their opinion in print.

Over the years I have worked hard to run everyone's opinion. I had an atheist writing me letters and I printed them and answered them in writing in the newspaper. I have had gay rights believers write me letters about letters that I printed. Again they have a right to see their opinion in print. I had a series of letters from an AARP representative, I printed them and answered them in print. That AARP letter was something I thought was important for you, the reader, to understand. AARP is a for-profit company so anything they offer you they are making money on. Elderly people get sucked into this all the time. I'm looking into AMAC which is founded on what most people think AARP is based. AMAC is really helping without putting their hand in your pocket when your're not looking.

I can't believe the movie industry is letting a little chubby tyrant bully them. We need to cut North Korean internet access off. Shut them down! Jam it (I mean the internet).

This thing that the Pope and Obama did to open Cuba to trade can, and will, backfire.

I remember the Cuban Crisis threatening to shoot missiles and even today they beat people into submission. If people in a certain area protest or do something the government doesn't like they just turn the electricity off to the whole area for a week. I guess you can survive that but it would not be convenient. I guess water would be priority number one.

Someone sent me a video that is supposed to be Michael Brown beating down one of his homies. If this video is real it is pretty brutal.

I think the President, Attorney General and others want this unrest so they can cause unrest between the police and the public. Al Sharpton is not making money if things are peaceful. He owes the IRS millions of dollars. Look at Wesley Snipes doing time in jail over money he owed the IRS and Al Sharpton walking free. Who is the criminal? Don't neglect to look at the IRS for not going after Sharpton.

North Dakota voted 35-10 to name a landfill after President Barack Obama. When completed it will be called The Barack Obama Memorial Landfill. Who are we having a memorial for the landfill? Is This True? I could come up with all kinds of suggestions about this!

Newspaper Deadlines

Editorial & Ad Copy for February

Seniors Voice & Ocala DownTown
12am, January 21st

Lady Lake Magazine & Village Spectator
12am, January 28th

Ocala DownTown

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Florida House of Representatives
DENNIS K. BAXLEY



Dennis Baxley State of the State:

The inauguration of Governor Rick Scott is just around the corner as we enter 2015. Floridians re-elected a Republican cabinet, returned a Republican

Florida Senate, and added 6 seats to the Republican Majority in the Florida House making it a super majority. This super majority will allow procedural votes, requiring 2/3rd of the House, to pass without impediment. It is clear that sound fiscal management gains trust. Making good fiscal decisions has led to two years of continuous improvement of our state's recovery from a deep four year recession. This has allowed revenues to im-

prove while reducing fees and taxes. This encourages job growth, making Florida the best place to live, work, and grow a business. Why is the continuing theme of "jobs, jobs, jobs" so important? Because some education and a good job empowers families to build their future rather than be stuck in dependency and require more government provided services. This is the upward spiral we want to facilitate. It's working. Florida is getting healthier and revenues are projected to top \$1 billion. This will allow us to continue restoring areas hurt by the Great Recession and continue to strategically reduce taxes where they will most effectively fuel economic recovery. It's a new day in Florida and continued sound fiscal management can lead to continued improvement for Florida families. You made some good decisions in November. Let's build a great Florida future together.

Pointers for Parents

Research Shows Web-Based Tutoring Means Better Math Scores

(NAPSI)—Ideally, all students would have access to one-on-one tutoring when they need it. In most cases, this ideal is neither feasible nor affordable, but advanced technology can give students a one-on-one experience through software- and Web-based learning tools.

"Technology has transformed the way students learn, especially when it comes to math. The emphasis has shifted from solving abstract problems to actively engaging in math through activities that increase understanding of concepts and apply math to the real world," explained Dr. Steve Ritter. Software like Carnegie Learning's Cognitive Tutor provides real-time feedback on how successful students are at solving problems targeted at particular mathematics topics and will not let students proceed to the next topic until they fully grasp each concept. Dr. Ritter notes that such "software programs recognize sticking points for students, the same as a personal tutor would, and provide problems and guidance until the student shows that he or she has mastered the skills being taught." This process provides students with benefits similar to those achieved in one-on-one experiences, which are known to drive improved learning outcomes.

The success of this approach to learning

was demonstrated in a major experimental study conducted by the RAND Corporation. The two-year study was conducted with over 18,000 students across seven states, explained Dr. Ritter, who is the chief product architect for Carnegie Learning, Inc., a publisher of research-based mathematics software and textbooks for middle and high school students. Comparing students taught using Carnegie Learning's blended curriculum for Algebra I, which includes a combination of consumable textbooks and software, with those taught by traditional methods using only the textbooks that were already in use, students using the blended curriculum significantly outperformed students using traditional textbooks, nearly doubling the growth in knowledge of the textbook group.

Individualized Web-based learning programs are continuing to evolve and provide more innovative learning opportunities. For example, Carnegie Learning's middle school software, MATHia, makes learning fun for children by letting them personalize their own math experience. Students can customize graphics and colors for their screen. They can add the names of friends and family to appear in math problems. They become more engaged because their math problems feature subjects that are most interesting to them, such as sports or music. More impor-

(Continued on Page 6)



Select Business Associates

SBA of Ocala is an Association of non-competing, professional business people who meet on a weekly basis to share information pertaining to the local business communities as well as each individual business. The purpose of SBA is to bring together like-minded professionals to increase their business through building relationships and sharing knowledge.

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Lady Lake Magazine
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SENIOR SCHEDULE OF EVENTS

MOVIES FOR JANUARY 2015

8th AVENUE – TUESDAY AND WEDNESDAY, JANUARY 13TH & 14TH, 2015 AT 1:30 PM

BARBARA G. WASHINGTON – THURSDAY AND FRIDAY, JANUARY 15TH & 16TH, AT 1:00 PM

“MALEFICENT” STARRING: ANGE-LINA JOLIE, ELLE FANNING, SHARLTO COPLEY, LESLEY MANVILLE, IMELDA STAUNTON AND OTHERS

A beautiful, pure-hearted young woman, Maleficent has an idyllic life growing up in a peaceable forest kingdom, until an invad-

ing army threatens the harmony of the land. Maleficent rises to be the land’s fiercest protector, but she ultimately suffers a ruthless betrayal – an act that begins to turn her pure heart to stone. Bent on revenge, Maleficent faces an epic battle with the invading king’s successor and, as a result, places a curse upon his newborn infant Aurora. As the child grows, Maleficent realizes that Aurora holds the key to peace in the kingdom – and perhaps to Maleficent’s true happiness as well. RATED PG

8TH AVENUE – TUESDAY AND WEDNESDAY, JANUARY 27TH & 28TH,

2015 AT 1:30 PM

BARBARA G. WASHINGTON – THURSDAY & FRIDAY, JANUARY 29TH & 30TH, 2015 AT 1:00 PM

“THE FAULT IN OUR STARS” STARRING: SHAILENE WOODLEY, ANSEL ELGORT, NAT WOLFF, LAURA DERN, WILLEM DAFOE AND OTHERS

A teenage girl stricken with cancer falls for a boy in her support group and the two form a bond as they deal with their illnesses. RATED PG 13

Reservations must be made at the Center of your choice. Seating is limited to 8 persons per video. Please call the 8th Avenue Center at 629-8545 or Barbara G. Washing-

ton Center at 629-8357 to reserve your seat.

COMING EVENTS FOR JANUARY 2015

INCOME TAX HELP

When: Mondays, Wednesdays and Fridays starting February 2nd, 2015 thru April 15th, 2015

Time: 9:00 AM to 12:30 PM

Cost: FREE

Where: 8th Avenue Adult Recreation Center, 830 NE 8th Avenue, Ocala

What: AARP Tax Help is available on these days. Please bring all your necessary documents including Social Security Card, W-2 Forms, 1099 Forms, last year’s taxes, driver’s license and some form of ID.

Pointers for Parents

(Continued from Page 5)

tant, students receiving these personalized features learn more. Just like face-to-face interaction with a live tutor, online tutoring provides individualized instruction targeted to areas where students are struggling, as well as topics they are interested in, to keep children actively engaged with mathematics.

While current one-on-one tutoring is a complement to traditional textbook learning and in-class instruction, new developments

in technology are making it possible to recognize noncognitive elements of learning, such as whether a user is bored or distracted, and how that impacts learning. Intelligent learning systems can then provide alternative ways to motivate students based on their attitude and feelings, just like a human, one-on-one tutor.

Learn More

For further facts, visit HYPERLINK “<http://www.carnegielearning.com/>”www.carnegielearning.com.

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CEP/OCALA CHAMBER OF COMMERCE NEWS

One of the strategies that we have found at the CEP to help us best deliver assistance and services to segments of our business community is through councils. The concept supports the idea that we can best serve the needs of our business community by bringing together groups of like-minded business professionals based on industry or occupation. The standard bearer for this approach at the CEP is the Non-Profit Business Council which has been active for several years now focusing on the needs and opportunities of our non-profits. This past year the CEP has expanded this concept to two other segments and we look forward to creating additional councils in the near future.

Direct Selling Council

One of the fastest growing business segments in the country is direct selling. An of-

ten misunderstood and unfairly stigmatized industry, this segment does represent both a legitimate and quickly growing business category. The Direct Selling Council (DSC) was created to provide our partners involved in the MLM and Network Marketing industry an opportunity to network with like-minded professionals, learn best practices, provide leadership and business skills development opportunities and discover new avenues for partnership. The DSC meets the 4th Thursday of each month at noon at the CEP office. While most meetings are planned for an hour, it is not unusual to find the members still networking an hour after the meeting officially has ended!

The DSC was the brain-child of three partners all involved in the direct selling industry: Valerie Hazelton, Gary Fischer and

Jill McCoy. These three volunteers working in conjunction with Tamara Fleischhaker, Director of Business Retention for Small & Medium Businesses, have developed a successful format for this growing group.

Ocala IT Pros

For more than a year, the CEP team discussed with various partners their interest in starting a technology council or some forum to bring together IT talent in the community. However, we struggled to find a champion to help get the group started. In fact, one even doubted there was any real interest in the community. However, the industry corrected this misconception rather resoundingly.

The Ocala IT Pros was started in February of this year when a couple of local tech professionals lead by database developer Andrew Comeau put a notice on Meetup.com. The goal was to create a forum for networking, create a link between the IT and business communities, and form a hub for

other, more focused technology groups in the surrounding area. Soon 10 then 20 and then 50 IT pros were meeting on a regular basis. The group has also become a hub for other spin-off groups focused on specific technologies. Two such spin-offs are Ocala Ruby, a Ruby on Rails programming group, and Ocala Online Marketing Workshop. In September, the Ocala IT Pros migrated under the umbrella of the CEP.

The group meets twice a month on every other Wednesday. One meeting takes place at a local restaurant to talk tech and the other occurs at the CEP's Power Plant Business Incubator. Today the group numbers more than 70 members. The CEP Director of Business Creation, Ryan Lilly, serves as the group's staff liaison and stands ready to assist the growing segment of our economy.

Future Councils

The success of this approach has led to the planning for additional industry specific councils. In the coming months, we will be rolling out our Diversity Business Council and at least one regional business council to serve the distinct needs of our diverse metropolitan community. By focusing on advancing the opportunities in targeted sectors we can grow our entire community and keep us Moving Forward!



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ONE PERSON'S OPINION
LETTERS TO THE EDITOR

To the editor
Ferguson has had its time in the spot light for 5 months now, why hasn't it been shut down? Could it be due to Obama's henchman good old Al Sharpton? This man has been nothing but an exploiter and user of his own people. He is a rabble rouser and anything else you can think to say about him. Thanksgiving is Thursday and what are the people in Ferguson going to be thankful for? Do they have any stores that can supply their Thanksgiving meal or anything else. There are lots of people who will have all they want, the ones who did the looting and burning. These people act like animals and should be treated as such. This has nothing

to do with the first amendment, this amendment gives them the right to voice their opinion and that should not interfere with the same rights of other people. Even a dog will not _____ where it sleeps. I am thankful that the rest of the country does not have their mentality. Mr. Obama should keep his nose out of this. Between him and Al they just add fuel to the fire. Next time the police kill an unarmed in your face 6'3 300# white teenager?, we should all go out and burn the city down and let the taxpayers pay for it. No sense calling in the National Guard just so they can stand around with the police and do nothing. If I owned a business there I would have had to stand outside of it with a

double barreled shot gun and whatever else it took to defend my rights and property.

Every mother thinks her child is an angel but this is not always the case. This tragic death is being used to do all the things the radicals want them to do, riot, burn baby burn, and of all things run their bread and butter out of town. How stupid can they be, they play right into the hands of the communist antagonists and the good old stoker of more trouble Al Sharpton. Between Al and President Obama they have set racial relations back 60 years. It would serve them all right if these store owners left town and stayed away. They consistently bite the hands that feed them.

Let me wish you and yours a Merry Christmas before it is outlawed too.

Pat (Ocala)

Letter to the editor

In reference to story on page 4 in Ocala DownTown newspaper October issue, article "The Devil is in the Details" "EXCELLENT" I plan to send this detailed information to Publix I also plan to send it to another child (age 49 yrs). THANK YOU! Thank you for offering the newspaper free to the public which I pick up at Walgreens, corner of 60th and SR 200 (West of I-75).

Letter to Sen. Feinstein

Maybe you can print the following e-mail I sent to Sen. Feinstein and her reply:

ARE YOU OUT OF YOUR COTTON PICKING MIND? Maybe we will get retaliation, are you deliberately looking for trouble?

Maybe you should look at the videos of 911 again people jumping out of windows so they don't burn alive etc.

This is hardly torture we did compared to what they are doing to Americans even now while I type. Wake up you are ruining our Country. It is politicians like you that are a danger to us more so than anything else. Hope you can sleep at night.

Her reply:

Thank you for sending me your electronic mail message. I appreciate your taking the time to share your thoughts with me.

Because of the volume of e-mail that is received by my office, we can only respond to email that includes a California postal address. Please resend the text of your e-mail message, including your postal address, and I will respond to you as soon as possible.

Should you need additional information about the Congress, or my offices in Washington and California, please visit my homepage on the World Wide Web. The address is <http://feinstein.senate.gov>.

Thank you again for contacting me, and I hope you will continue to do so in the future.

Sincerely,
Dianne Feinstein



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Letter to Governor Rick Scott

From The Florida Police Chiefs Association

The Honorable Governor Rick Scott
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The Capitol
400 S. Monroe St.
Tallahassee, FL 32399-0001
Dear Governor Scott:

At a time when uncertainty is gripping the nation on a number of fronts, we thank you for your efforts and leadership related to keeping Floridians prepared and safe in the wake of the Ebola crisis.

Your thoughtful and steady response to this situation at a time when responsible

leadership is at a premium, and your effort to make sure that Florida is ready at a time when others are not actively engaged, does not go unseen. Your work to assure Floridians that the state is doing everything in its power to keep them safe has even earned the praise of a number of news organizations, and has been called a “model for other states.”

We know that the health, safety and welfare of the law enforcement officials and health care workers in this state, as well as all Florida residents, is your top priority and at the forefront of your mind, and that is greatly appreciated.

These are serious times when the poten-

tial spread of this deadly disease would have the possibility of being devastating to our state, and your steadfast leadership is continuing Florida on the right path.

Sincerely,
Amy Mercer
Executive Director

Bring the Ultimate Super Bowl Halftime Show to Your Hometown

(NAPSI)—This holiday season, don't forget to add your hometown to your gift giving list. Thanks to Pepsi and its “Hyped for Halftime” Super Bowl campaign, you could win a Pepsi Halftime Show for your entire hometown along with scoring tickets to the Pepsi Super Bowl XLIX Halftime Show live in Arizona.

As you count down to Super Bowl XLIX, Pepsi's “Hype Your Hometown” contest will bring excitement and the spirit of a Pepsi Halftime Show to unexpected places, including a very special hometown.

Here's how it works: Visit HYPERLINK “http://www.pepsi.com/halftime”www.pepsi.com/halftime, register by specific location, and share a photo or video of yourself demonstrating how you get “Hyped for Halftime.” Showcase your best touchdown dance, paint your face with the colors of your hometown team, grab your friends to film your version of your favorite halftime performance or share your pet's funniest party attire—the only requirement is your Hometown Hype! And hurry...the contest ends on Dec. 27.

By showing off your hometown hype, you could walk away with tickets to the

Pepsi Super Bowl XLIX Halftime Show in Arizona to watch global superstar Katy Perry perform, along with bringing a Pepsi halftime extravaganza directly to your hometown prior to the game.

Already in the spirit of halftime, Pepsi recently brought the hype to America's veterans on the USS Lexington in Corpus Christi, Texas, with a special performance by country music superstar Blake Shelton.

To find out how you can unlock the spirit of halftime for your hometown, visit HYPERLINK “http://www.pepsi.com/halftime”www.pepsi.com/halftime. May the most hyped hometown win!

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Spotlight on Health Care

“Doc” Thornbury: A Health Care Pioneer

by Jeffrey Lewis

(NAPSI)—As more physician practices refuse traditional health insurance and fewer medical students pursue primary care medicine, accessing and communicating with your doctor becomes more difficult—but there could soon be change for the better.

E-commerce has changed how consumers buy virtually everything. The use of e-commerce in health care adds efficiencies and opens new pathways to addressing the nation’s health care needs. The cost to provide online health care services is lower; it can be excellent for the majority of minor

acute or stable chronic disease care and where the underlying diagnosis is rarely in question.

Given the breadth of current technology, it will become common to communicate with a provider through a secure, handheld device such as a smartphone. The mobile device is one of the most important and cost-effective health care tools.

“mHealth” is the term used for delivery of health care products or services through mobile devices. The value of mHealth is accessibility, since it’s available to everyone with a smartphone. While tele-health is valuable, it attempts to re-create the medical office online. At a time when primary care

providers are simply besieged, the efficiency and effectiveness of mHealth can help them address many patients’ needs.

Dr. William C. Thornbury, Jr. (Doc), a primary care physician who practices in south central Kentucky, is pioneering this effort. About four years ago, when looking at the challenge of health delivery in his rural practice, he didn’t kick the can down the road; rather, he asked, “Why not pioneer a solution?” His team developed “house call via smartphone.” He did this to maintain the relationship with his established patients and improve their access to care.

Their solution: meVisit (which stands for mobile e-Visit), a technology designed by a doctor for use by doctors. meVisit is a mobile model engineered to provide a secure encounter in three to five minutes, the time deemed necessary to keep a physician engaged and the service sustainable. Doc quickly realized that meVisit was more comprehensive than office notes. It was the second generation of telehealth.


Doc came to understand that the difference between mHealth and traditional tele-

medicine was efficiency. Mobility allowed the encounter to follow the clinician. An immediate response wasn’t necessary in most cases. Turnaround time was quick and it yielded compensation. Plus, mobility in online care meant fewer missed office follow-up appointments.

The design allowed the clinician to determine if or when a synchronous phone or video chat was necessary. Doc collaborated with the University of Kentucky in studying the mobile-to-mobile delivery model. They found that 80 percent of the encounters were safely handled via asynchronous e-visits without affecting outcomes. The remaining 20 percent were augmented by a phone call.

The power of meVisit is practically unlimited. Homebound Medicare patients can have eMobile access to care without the need to leave the house. Every market has embraced mobility and ecommerce except health care. The time for change is now.

• Jeffrey Lewis is the president of the Institute for Healthcare Innovation (HYPERLINK “mailto:jeffrey@institute.bz”jeffrey@institute.bz).



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For more information and the date of the next session, please contact:
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