

Beth Bacall

Catch & Release

It was a very rainy summer in my east-coast neck of the woods; technically my area only had maybe four or five weeks' worth of good sunshine this summer. The sun, our home star, really makes a huge difference in attitude. When friends visit from a sunnier state, I notice their laid-back ways. They seem more relaxed and their skin has a healthier glow. I can get more of the glow with the help of Jergen's **Natural Glow** body moisturizer, but the sunny disposition does seem more accessible with the help of actual sunshine. This summer, my girlfriends and I exhausted every movie, every library event, and many inside days at the bowling alley. Don't get me wrong, we optimistically approached "another rainy day" with optimism and backup plans. But when your beach pass goes unused for 30 days, you start to feel more like your kids, who are tired of being inside again. We have spent the past couple of sunny weeks trying to catch up on all the sun that we missed. Yet there is a scent of fall in the air and a kaleidoscope of colors beginning to appear on the trees. Football practice and backpacks filled with work return to the scene. Although we can look back and reflect on how summer actually was packed with days well spent, we can't help feeling somewhat ripped off in the sunshine department. Unfortunately it's a no-returns policy, when it comes to seasonal weather. Hey, a gal can wish for an Indian summer can't she?

She facts

- The average person speaks about 1,600 words a day.
- *The Journal of Periodontology* studied the diet of 1,000 people and found that those who ate at least 55 grams of yogurt a day were less likely to get gum disease.
- A Scotland survey of 20,000 people found that 20 minutes of any type of activity, including house cleaning, could change a mood from negative to positive. Intense sports made the biggest difference, with cycling coming at the top of the list.
- After a 12-week study, British researchers found that blueberries help brain communication so much that people who eat at least two cups of blueberries a day have improvement in their memory function. That's a lot of blueberries.
- 4 cups of green tea are needed to fully get the necessary amounts of antioxidants to make a difference.

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She's amazed at how rainy this summer was and the need for back-up indoor plans!

She buzzwords

- Inheritance tax
- Inner calm
- Riot
- Penmanship

Right now she could be...

- Grading papers
- Waiting for a car inspection
- Picking up a child from football practice
- Knitting a winter blanket
- Adjusting to an empty house

She ad

Some of her favorite advertising characters have been the Keebler Elves, the Pillsbury Doughboy, and Mr. Peanut. The Vlasic Pickle Stork ranks high on the list too, and hopes to win "most popular" at this year's Advertising Week, September 21–25. She can vote for the stock or her favorite (maybe the Crash Test Dummies) at www.adwkdc.com/.



She could be a...

- Online ticketing agent
- Pre-school teacher
- Traveling nurse
- Nutritionist
- Brand manager

She tech..

- The first U.S. internet addiction facility, offering a 45-day program to help people kick their computer obsessions, is now available in Seattle. The cost: a mere \$14,000.
- Boeing says its 787 will be ready for its first commercial flight before the end of this year.

She diet tip...

- If she skips the whipped topping on her Starbucks Frappucino, she'll save approximately 100 calories.

She saves...

- Wal-Mart recalled its Durabrand DVD players, sold nationwide from January 2006 through July 2009, due to overheating. For info, log on to www.walmartstores.com or www.cpsc.gov

She diet...

- She's joining Jenny McCarthy and more celebs in losing weight with Weight Watchers' Lose for Good Campaign. Losing weight helps raise money to fight hunger. For info, log on to www.loseforgood.com

She vent...

- "The first thing they see in the refrigerator is the first thing they eat."

September is...

- The beginning of the fashion yearly calendar
- Back to school
- Food Safety Education Month
- College Savings Month
- Childhood Cancer Awareness Month
- Ovarian Cancer Awareness Month

September Dates:

- September 14: Whitney Houston guests on Oprah
- September 14: Jay's back, *The Jay Leno Show* premieres
- September 18: Rosh Hashanah
- September 18: *Cloudy with a Chance of Meatballs*, the movie, opens in theaters.
- September 21: Last day of summer
- September 25: *Fame*, a remake of the 1980s iconic art school film, hits theaters
- September 28: Yom Kippur
- September 29: *Desperate Housewives* is back
- Sept 1–October 1: Sonic Drive-In is supporting all teachers who must pay for school supplies out of their own pocket. Many teachers spend approximately \$1,200 yearly in order to have the proper supplies for their class. Sonic will donate up to \$100,000 a week to www.donorschoose.org, a site that offers supplies and help to teachers.

Looking ahead...

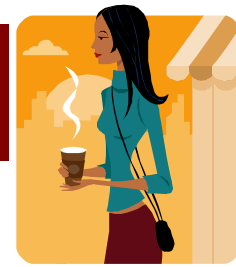
- School supplies go on sale at the end of September to make room for holiday decorations. She should stock up.
- October 7th is International Walk to School Day. www.walktoschool.org

She label beware

- Cholesterol-free: product can still contain saturated and trans fat.
- Fat-free/Low-fat: product can contain less fat but more sugar
- Trans-fat-free: could be high in saturated fat or a fat called "interesterified," which could be worse for an individual than trans fat.

She quote

"I like a teacher who gives you something to take home to think about besides homework." – Lily Tomlin as Edith Ann



She money

Students have a lot of discounts available to them. The following sites will help her save:

- www.StudentBuyingGuide.com lists almost all discounts available to students, such as: 10,000 free miles on **United Airlines**, with student ID; 15 percent off at **Pier One**; \$250–\$500 off an **HP Laptop**; and 6 percent off at **Target** online.
- www.Edhance.com offers students discounts at **Barnes & Noble**, **Apple**, **Toshiba**, and more.
- www.Cellfire.com offers grocery and non-grocery coupons mobile coupons.
- www.Yowza.com has mobile coupons for iPhone and iPod owners.

Here are more ways she can save:

- Switching to compact fluorescent light bulbs.
- Take a shorter shower and save water.
- Lower (or raise in the summer) the thermostat.
- Shut off water while brushing teeth.
- Use cloth napkins instead of paper.
- Really stop using bottled water.

She health

BrainScope has created a device that can detect dangerous head injuries (like **Natasha Richardson's**) in hopes that medics and athletic areas can be better prepared for emergencies. www.BrainScope.com

She need

Communication with her child's teacher is an ongoing assignment, with many notes needed. Whether her child has a non-contagious cough or if he or she needs to leave school early, it's crucial to send a note to the teacher and/or school secretary. Having a form letter ready could help any busy morning go smoother. She can draft one her own or find one at www.FamilyFun.com.

She seeks work

Here are the top tips, per *Parade* magazine, for nailing an interview:

- Prepare! Know as much about the job and the company as you can.
- Short answers: most Americans have a 28-second attention span.
- Overdress: do not wear clothes that are too casual.
- Positive attitude: never say anything negative about past employers or jobs.
- "I want this job." Say it, mean it, and repeat it.
- Follow up ASAP: send a follow-up/thank-you note, handwritten or emailed within two days after interview.

She business

Pantyhose divide the older-generation businesswoman and the new, with the latter seeing no reason to wear them. Some employers are even overlooking multiple piercing and tattoos. There are many other differences in today's workplace, depending on the type of work. **Mary Crane** is a consultant who labeled the T-ball generation as the younger worker who "knows there are rules, but no one has told them what they are." Read more at www.Marycrane.com.

She travel secret

- **New Jell-O 70-calorie Rice Pudding**
- **Banana Seal**: a long clamp that forms an airtight seal on bags of opened chips. www.seal-a-bag.com

