



Flower City  
Chapter/  
International  
Association of  
Administrative  
Professionals

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# The Blossom Times



April 2011

## President's Message

Pam Johnson, CPS/CAP

They say that small animals that hibernate are usually coming out of their burrows in April. I must be a small animal then as I'm slowly coming out of hibernation! As we all come out of our burrows, why not attend a chapter meeting or join a committee; your talents are always needed.

Administrative Professionals Day, **April 27**, is less than a month away. Please check in the IAAP web community in the APW folder for a [press release](#) you can take/e-mail to your newspaper and an [editorial](#) by IAAP President Mary Ramsay-Drow, CPS/CAP. Many newspapers print guest editorials, especially on days such as Administrative Professionals Day.

Please support Flower City Chapter at our

APW Event on Saturday, **April 30** and register today!

There is still plenty of time to register for the **May 20-22** NYSD Annual Meeting in Liverpool, NY!

As always our board and officers are here for you; if you need anything, have questions or concerns, please let us know. We want you to reap all the benefits of your membership.

Happy Spring!

*Pam*



## Flower City Chapter News

On Saturday, **April 9, 2011**, a fundraiser for FCC's **Scholarship Fund** is being held from 3:00-5:00 p.m. at Hicks & McCarthy's in Pittsford, NY. Tickets are \$28. If you have questions or want menu details contact **Marcia Zeller Opperman**, CPS/CAP at [mzo@frontiernet.net](mailto:mzo@frontiernet.net).

**Members having an April birthday are:**

Jeannette Wojtas	April 6
Rhonda Ackley, CPS/CAP	April 10
Patricia Donahue	April 11
Bonnie Cottone	April 14
Donette Loehr, CPS	April 14
Patricia Monigle	April 15

Sharon Nusbeckel, CPS/CAP	April 24
Anna Senko	April 24



The **Community Service Committee**, chaired by **Keisha Everett, CPS**, is requesting that all members bring men's and women's clothing (e.g., shoes, dresses, skirts, pants, etc.) to the **April 30 Admin Professional** session in support of VOA's Working Wardrobe. A box will be setup for your donations

## New York State Division News

*"Attitude is a little thing that makes a big difference."*

Winston Churchill



Syracuse,  
New York

The 59th IAAP New York State Division's Annual Meeting will be held from Friday, May 20 through Sunday, May 22, 2011 in Syracuse, New York and is themed **"Positive Attitudes: Endless Possibilities."**

### May 19

A tour of the Matilda Joslyn Gage House in Fayetteville followed by dinner at Kirby's.

### May 20

Leadership Workshop by International Treasurer, Judith A, Yannarelli, CPS/CAP

"Healthy Assertiveness" Seminar by Leslie

Rose McDonald, Pathfinders CTS, Inc.

Keynote Presentation—Cathleen Hamel, MS, RN, CNAAB-BC, CNO and VP of Patient Care, Baxter Regional Medical Center

Evening of Welcome with music by Jammin' Beats DJ's

**May 21** — "Ready! Fire: Aim! Workshop by Dr. Kevin L. Hoehn, Pharmacy Clinical Coordinator, Faxton St. Luke's Health-care.

For more details contact Linda Yates at 518-427-8405 or [Yates.linda39@yahoo.com](mailto:Yates.linda39@yahoo.com).

## The Retirement Trust Foundation

**IAAP Members in all Six Districts Can Apply for Housing Assistance until May 15.**

The RTF has assisted many admins over the years with comfortable and affordable housing through building and the ongoing operation of the Vista Grande apartment complex in Rio Rancho, NM. With RTF subsidies, the apartments at the complex are priced below the rent market for the geographic area.

More recently, we launched our Housing Subsidy for Admins in Need program

(HSAN) in an effort to assist more admins. This program has the capability of assisting more admins per year than we currently help. We need you to get the word out about HSAN, so that the RTF can help more admins participate in the program.

Visit the Retirement Trust Foundation web site at: [www.iaap-rtf.org](http://www.iaap-rtf.org).

The Retirement Trust Foundation—Helping Admins in Need. It's Never Too Late to Donate!



## IAAP International News

The **2011 International Education Forum & Annual Meeting (EFAM)** will truly be international this year as Montreal, Canada is the location. The July 24-27 event will offer more than 50 education workshops focusing on topics from management skills to leadership development.

Online registration opened April 1, 2011. Hotel reservations for EFAM are open. Questions? Contact IAAP HQ via email: [meetings@iaap-hq.org](mailto:meetings@iaap-hq.org).



A few fun facts:

- Montreal is one of the five largest French-speaking cities in the world.
- It is home to an underground city, a climate-controlled labyrinth of 2,000 shops spread over an area of 18 miles.
- In Montreal, the English speakers are known as "Anglophones," which is a fancy way of saying "there is a person who speaks English."

## Civic, Public and World Affairs

### Car Parts Made of Mushrooms

By Jennifer Alsever, Contributing Writer

(CNNMoney) — Hybrids and electric vehicles were just the beginning. Next up: the mushroom mobile.

**Ecovative Design**, a startup in Green Island, NY, is collaborating with the Ford Motor Company (F, Fortune 500) to develop a fungus-based, biodegradable foam for automotive bumpers, side doors and dashboards. “You would be able to compost your car,” says Gavin McIntyre, 25, chief scientist and co-founder of Ecovative.

The secret? Mycelium, the strong root system of mushrooms, is a natural binding agent that can knit together agricultural by-products including corn and oak husks. Ecovative technicians combine the husks and the mycelium in trays of various shapes and sizes. The trays spend five days in a darkened warehouse, long enough for the mushrooms to work their magic, before the rooted mixture is cooked and dried. The result is a fireproof, waterproof foam solid, which decomposes one month after it’s been buried in soil.

Ecovative wants to challenge the \$20 billion polystyrene and Styrofoam industry, betting that it’s funky, earth-friendly foam will show up in building insulation, table and cabinet cores, surfboards and even wind turbine blades. The invention won accolades from the World Economic Forum, which included Ecovative among its Technology Pioneers of 2011. (In past years, that list has featured Twitter and Google [GOOG, Fortune 500].)

The mushrooms also intrigued Deborah Mielewski, technical leader of plastics research at Ford. The carmaker, which already uses soy-based foam for seat cushions, wants to replace about 30 pounds of petroleum-based foam per car with eco-friendly alternatives. Mielewski is currently exploring

a range of bizarre-sounding materials, from Ecovative’s mycelium to cooked chicken feathers, algae and wheat straw. Mycelium is impressive because it can be grown in any size or shape and is fireproof, she says.

But Ecovative faces some unique challenges, because its manufacturing process relies on the growth of a living organism. The startup must ensure the mycelium can grow consistently, creating a foam of uniform density with no air pockets.

**The Eureka moment:** The mushroom tale began in 2006, when McIntyre and his roommate, Eben Bayer, 25, were assigned to create a natural glue for a class at Rensselaer Polytechnic Institute in Troy, NY. Bayer grew up on a family farm in Vermont. He remembered how mushrooms covered the ground in nearby woods. “If you have ever tried to pull a mushroom off a log, you’ll see that it’s incredibly tenacious,” says Bayer, who is now Ecovative’s CEO.

They saw a huge opportunity. What if mushroom roots could bind natural substrates into a sturdy, lightweight material? It could ultimately replace the Styrofoam packing materials that are ubiquitous in most consumer goods — and the bane of landfills.

McIntyre and Bayer launched Ecovative Design in 2007. Their largest client is Steelcase (SCS), an office furniture maker that orders thousands of custom foam parts each week to cradle its goods in transit. Total sales hit about \$500,000 last year.

**Source: Excerpt; for the full article go to <http://money.cnn.com/2011/04/01/technology/ecovative/index.htm> 4/4/2011**



## Why Employee Development is So Important



In *I Quit, But Forgot to Tell You*, author Terri Kabachnick addresses the importance of employee development.

“Today, self-development is the single largest contributor to job satisfaction. Employees will choose one employer over another when the company provides more training and development.”

Sadly, many managers believe an employee’s desire for training and career development is influenced by an ulterior motive. In other words, “Once you provide me with adequate training, I’ll take these skills to another (better) employer.” It’s a valid concern. But ask yourself this question: How much will it cost if you choose not to develop your people?

When you develop people to the highest standards, they will not want to leave. In most cases, leaving a company for a higher salary is merely an excuse. Actually, one of the top reasons people leave

their jobs is directly tied to their relationship with their boss.

TKG research shows that an employee’s performance will move 30 percent positively or negatively, all based on the environment. The boss creates that environment.

Steve Ventura

**Source:** WALKTHETALK.COM®- Resources for Personal and Professional Success Performance Systems Corporation, 1100 Parker Sq Suite 250, Flower Mound, TX 75028\*

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## Upcoming Events—2010-2011



### April

**16 Buffalo’s 2011 APW—Beaver Hollow Conference Center (8:30 am—3:00 pm; \$50 members)**

**30 Administrative Professionals Week Seminar (APW) - Burgundy Basin Inn **NEW LOWER PRICE!****

### May

**4 Chapter Dinner/Meeting Marriott—**REDUCED member cost!****

**20-22 NYS Division Annual Meeting Liverpool, NY (near Syracuse)**

### June

**1 Chapter Dinner/Meeting Marriott—**REDUCED member cost!****

### July

**24-27 IAAP Education Forum and Annual Meeting (EFAM), Montreal, Quebec/Canada**

## Survival Depends on How Well You Transform to Fit Your Environment

Fred Smith, the man who founded Federal Express in 1971, is a classic example of someone who built a successful company by being responsive to changes in customers' expectations and in the business environment. FedEx originally started as an idea in a term paper that Smith wrote for an economics class in 1965 while he was still an undergraduate at Yale University. His premise: as productivity increases with the use of machinery, breakdowns in equipment can easily destroy any efficiency and profitability. Therefore, a system needs to be developed to ensure that organizations have rapid access to spare parts and materials as they are needed. With this as a starting point, in 1973, Smith created the now-famous hub-and-spoke-system with his "hub" in Memphis, Tennessee.

Success followed, but the world began to shift more towards a knowledge-based economy. So the company that started with an intention to move materials and spare parts evolved into one that focused on overnight deliveries of high-priority documents and packages.

Then, organizations figured out how much more efficient they could be by cutting back on inventory and supplies, so the need for last-minute shipments decreased. And FedEx, the company that was born to deliver overnight, shifted its focus towards building a better network of ground transportation so that it could deliver items to get there in a few days instead of "tomorrow."

Customer expectations continued to change, and the company realized that its clients were intensely interested in the status of their packages, not just when they were shipped and when they arrived,

but also while they were in transit. So Fred Smith recast FedEx into what it is today—an information-technology firm that is not just in the business of transportation, but also in the business of providing information about those shipments. From central computer systems that track everything from vehicles to weather scenarios, to hand-held bar-code scanners that trace packages, to extensive use of the Internet, FedEx provides not only the means to move things around but also the knowledge of where everything is.

As the world continues to change, FedEx's track record suggests that it will continue to morph to meet the needs of the customer and the environment.

Do you think FedEx would still be around if it operated today as it did back in the seventies? What are you doing to be responsive to the changes in your business environment and the needs of your customers and clients? There are two big trends occurring in the business world today—an increasing expectation of "instant gratification" by customers and social media as a growing medium by which people communicate. Are you, your people and your organization responding to these changes? For example, how long does it take for you or your staff to respond to customer queries? If it's not fast enough, clients will go elsewhere. Does your organization have a Facebook page and a LinkedIn profile? If not, your competitors are talking to people who you are missing. Your long-term success depends on how you transform to fit your environment.

**Source:** Merge Gupta-Sunderji turns managers into leaders. Through engaging keynotes and facilitated workshops, she gives people specific and practical tools to achieve leadership and communication success. Contact her at [www.mergespeaks.com](http://www.mergespeaks.com) or 403-605-4756.



## How to Remember Anything: Lessons from a Memory Champion

By Piper Weiss,  
Shine Staff, March 10, 2011, 1:28pm PST



Joshua Foer keeps a Post-it note above his computer that says, “Don’t forget to remember.” The author of the new book **“Moonwalking with Einstein: The Art and Science of Remembering Everything”** went from a man with an average memory to the official U.S. Memory Champ in 2006 by immersing himself in the world of professional memorizing. After studying the skills to learn entire dictionaries, he became convinced that anyone could have an exceptional memory. You just need to know certain memory techniques. Here are secrets from his book to becoming a savant.

**Build a “memory palace”:** “housing” a list of things you need to memorize is essential. “The idea is to create a space in the mind’s eye, a place that you know well and can easily visualize and then populate that imagined place with images representing whatever you want to remember,” writes Foer. It’s a method used all the way back in Ancient Rome, when orators needed to commit their speeches to memory and when books hadn’t yet become the main method of storytelling. The memory palace should be a place you know inherently, like the home you grew up in, or the route you take to work every day. Then take the 10 things you need to remember, like a grocery list and plant each item in a different place in your memory palace.

**Get creative:** When you’re “dropping off” those grocery list items in your “memory palace” it helps to engage all of your senses. Remembering what the garlic smells like, or how the garlic skin crumbles in your hand before you place it on your mentally rendered kitchen counter, will help solidify where you put it. It makes sense in literal life. You’re less likely to forget where you put your keys when you focus on their texture in your hand as you’re laying them down on a table. When you need to remember where you put them, you’ll remember how your hand felt

as you put them down and the image of the table will simultaneously appear. As Foer found, engaging a sense in your memory helps solidify it.

**Get colorful:** “Things that grab our attention are more memorable,” explains Foer. “The funnier, lewder, and more bizarre, the better.” When he was memorizing a grocery list by placing each item in his “memory palace,” Foer was advised to get surreal in his thinking. “Paint the mind a scene unlike any that has been seen before so that it cannot be forgotten,” Foer’s memory coach advised. As he memorized his first grocery list, by using the “memory palace” technique, he committed “salmon” to memory by imagining it flopping under the strings of a piano. “The general idea with most memory techniques is to change whatever boring thing is being inputted into your memory into something that is so colorful, so exciting and so different from anything you’ve seen before that you can’t possibly forget it,” he writes.

**Try “chunking”:** “Chunking is a way to decrease the number of items you have to remember by increasing the size of each item,” explains Foer. It’s the reason phone numbers are broken up into three sections or why remembering a sentence is easier than remembering each letter in the sentence. If you are given a series of digits to remember, just break them up into parts. It also helps to assign meaning to them. Separating them into three sections as if they were a date and then remembering that specific date (take 021411 and rethink it as 02/14/11 or Valentine’s Day), will help solidify the memory.

**Practice makes perfect:** Foer made it to the memory championships not simply by learning these techniques but by replacing them with web surfing or even reading. He’d memorize numbers up to four hours a day before the big championship. But for the rest of us, all it takes is about an hour a day of practicing memory techniques to get our brains working like humming hard drives.

## Secretary

The term is derived from the Latin word *secernere*, “to distinguish” or “to set apart,” the passive participle (*secretum*) meaning “having been set apart,” with the eventual connotation of something private or confidential. A *secretarius* was a person, therefore, overseeing business confidentially, usually for a powerful individual (a king, pope, etc).

A secretary or administrative assistant is a person whose work consists of maintaining files, operating telephones, typing letters and other clerical functions. These functions may be entirely carried out to assist one other employee or may be for the benefit of more than one such person. In

other situations a secretary is an officer of a society or organization who deals with correspondence, admits new members and organizes official meetings and events.



Secretaries might manage all the administrative details of running a high-level conference or arrange the catering for a typical lunch meeting. Often executives will ask their assistant to take the minutes at meetings and prepare meeting documents for review.

**Source:** From Wikipedia, the free encyclopedia, <http://en.wikipedia.org/wiki/Secretary>,

## Cinco de Mayo

Cinco de Mayo — or the fifth of May — commemorates the Mexican army’s 1862 victory over France at the Battle of Puebla during the French-Mexican War. It is not Mexico’s independence day as is commonly believed.

A country rich in history, tradition and culture, Mexico is made up of 31 states and one federal district. Cinco de Mayo in Mexico is primarily observed in the state of Puebla, where Zaragoza’s unlikely triumph occurred. In the United States, however, it

has taken on significance — and major commercial value — as a celebration of Mexican culture and heritage, particularly in areas with substantial Mexican-American populations. Revelers mark the holiday with parades, parties, mariachi music, Mexican folk dancing and traditional foods such as tacos and mole poblano. Some of the largest festivals are held in Portland, Denver and Chicago.

**Source:** <http://www.history.com/topics/cinco-de-mayo> 2/9/2011



## Administrative Professionals Seminar 2011

Flower City Chapter is hosting its annual Administrative Professionals Week® (APW) education seminar on Saturday, April 30, 2011 at the Burgundy Basin Inn from 8:30 am—12:00 pm. Dress is business attire. Registration deadline is April 22. Member’s cost has been reduced to only \$25!

Cindy Sarandis, CEO of Executive Pathways will be presenting “*Reaching Aggressive Goals—By Getting Out of Your Own Way.*” This year’s Community Service Project is

once again VOA’s Working Wardrobe. Donations of men’s and women’s business attire, dress shoes, jewelry, purses, belts pantyhose will be gratefully accepted.

For a registration form or more details, contact Donette Loehr, CPS at 275-5167 or [donette\\_loehr@urmc.rochester.edu](mailto:donette_loehr@urmc.rochester.edu).





## IAAP Mission

Enhancing the success of career-minded administrative professionals by providing opportunities for growth through education, community building and leadership development.



## Flower City Chapter Leadership 2010-2011

### OFFICERS

<b>President:</b> <a href="#">Pam Johnson, CPS/CAP</a>	760-8554 (w)
<b>Vice President:</b> <a href="#">Rhonda Ackley, CPS/CAP</a>	546-7220 X7260 (w)
<b>Secretary:</b> <a href="#">Kyra Sheehan</a>	271-5256 (w)
<b>Treasurer:</b> <a href="#">Donette Loehr, CPS</a>	275-5167 (w)

### BOARD MEMBERS

<a href="#">Tarie Vinci</a> (2009-2011)	678-3225 (w)
<a href="#">Sue Case, CPS/CAP</a> (2010-2011)	272-2611 (W)
<a href="#">Kiesha Everett, CPS</a> (2010-2012)	546-7220 X5501 (w)
<a href="#">Rebecca Wight</a> (2010-2012)	338-5536 (w)

Marilyn H. Nickerson & Cheryl Mart

Ex-Officio

## Committee Chairs 2010-2011



**Administrative Professionals Week (APW)** – [Rebecca Wight](#) & [Donette Loehr, CPS](#)  
**Arrangements** – [Tarie Vinci](#)  
**Blossom Times** – [Marilyn H. Nickerson](#)  
**Bylaws & Standing Rules** – [Cheryl Mart](#)  
**Certifications (CPS/CAP)** – Nancy Shairer, CPS  
**Community Service** – [Keisha Everett, CPS](#) & [Barbara Snaith](#)  
**Historical** – **Available**  
**Member of the Year (MOTY)** – **Available**  
**Membership** – [Sandy Warren](#)  
**Nominations** – [Marilyn H. Nickerson](#)  
**Programs & Workshops** – [Barbara Snaith](#)  
**Scholarship** – [Sue Case, CPS/CAP](#) & [Keisha Everett, CPS](#)  
**Ways and Means (“Fun”raising)** – [Rebecca Wight](#)  
**Website** – [Sue Case, CPS/CAP](#)

## Registered Trademarks



Trademarks and Registered Service Marks of the International Association of Administrative Professionals®, IAAP®: Administrative Professionals Week®; Administrative Professionals Day®; Professional Secretaries Week®, Professionals Secretaries Day®, Certified Administrative Professional®, CAP®; Certified Professional Secretary®, CPS®; *OfficePro*® ®

# Flower City Chapter Meeting Wednesday, May 4, 2011

Airport Marriott, 1890 W. Ridge Rd. (Just off 390N at W. Ridge Rd.)

## “How to Perform a SWOT Analysis”

The **SWOT** analysis is a tool used to identify the Strengths, Weaknesses, Threats and Opportunities of a particular project, job role, or company as a whole. We use the SWOT format as framework for discussion with a group to define and clarify concerns, brainstorm potential solutions, and build an action plan for improvement. It is an excellent way to get coworkers engaged to think creatively and get involved with a project.

**Presenter:** Douglas E. Parker, CFP®, CRC®, Account Vice President

*Doug is a CERTIFIED FINANCIAL PLANNER PRACTITIONER™, a Certified Retirement Counselor®, and an Account Vice President with Sage Ruty & Company. He is President of the firm's Parker & Burke Private Financial Practice at Sage Ruty and advises both individual and corporate clients on a variety of financial issues. Doug holds a Masters Degree in Financial Planning from the College for Financial Planning in Denver, Colorado, and graduated with honors from Roberts Wesleyan College in Rochester, New York.*

**Recertification Point Awarded**

### AGENDA

5:15 – 5:45pm **Networking** 5:45 – 6:45pm **Dinner**  
6:45 – 7:45pm **Program** 7:45 – 8:30pm **Business Meeting**

For information, please call Tarie Vinci (585) 678-3225 (h) or (585) 261-0603 (w)

P.O. Box 92512, Rochester, NY 14692-05412 - <http://www.iaap-flowercity.org>

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### REGISTRATION FORM

Detach and return with check made payable to Flower City Chapter, IAAP

\*\*Cost: \$15 Members & Students Only—REDUCED COST!! \$17 after 4/27/11 \$17.00 Guests – Dinner & Program  
Reservation Deadline: April 27, 2011\*\* \$5.00 Guests—Program Only

Mail registration form along with payment to: Tarie Vinci, 72 Wyndham, Rd., Rochester, NY 14609

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Email: \_\_\_\_\_

Member:  CPS  CAP  Guest  Student:  Program Only

Meal Notes:  Vegetarian Entrée  Fruit Cup Dessert

\* **NO SHOWS WILL BE CHARGED unless cancelled by the reservation date.**



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April 15



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*“Sunsets, rainbows, and  
baby chicks. Well,  
that’s all the fuzzy crap  
I know. I’m tapped  
out..”*

Maxine

*Yelling It Like It Is—a Fine  
Whine With the Queen of Atti-  
tude, (2001), Hallmark Books,  
Working Noon Till Five, pg 90*

## Health Corner

### Memory Loss is Linked to Weight

Older women’s scores on memory tests declined with every unit increase in their Body Mass Indexes (BMIs) — a measurement of body fat versus height. Men were not studied. Excess body fat also is known to increase the risk for heart disease and Alzheimer’s disease.

For people over age 70, optimal BMI is between 25 and 27 — slightly higher than the “normal” BMI range of 18.5 to 24.9 for people ages 18 to 69. To calculate your BMI, go to [www.bmi-calculator.net](http://www.bmi-calculator.net).

*Diana Kerwin, MD, assistant professor, department of medicine, Northwestern University, Chicago and leader of a study of 8,745 women ages 65 to 79, published online in Journal of the American Geriatrics Society.*

**Source:** *BottomLine Personal*, Vol. 32, #6, March 15, 2011, p. 16

### Sleeping on Your Right Side Worsens Heartburn

People who sleep on their right side suffer reflux for longer periods than people who sleep on their left side. Left-sided sleeping may keep the junction between the stomach and esophagus above the level of gastric acid, reducing heartburn symptoms. *Self-defense:* If you have heartburn, sleep on an incline so that gravity helps keep stomach contents in place. And if you tend to sleep on your side, make it your left side.

*Donald O. Castell, MD, professor, division of gastroenterology at Medical University of South Carolina, Charleston, and leader of two studies of acid reflux, published in The Journal of Clinical Gastroenterology and The American Journal of Gastroenterology.*

**Source:** *BottomLine Personal*, Vol. 32, #5, March 1, 2011, p. 16