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NOTES FROM THE PUBLISHER'S DESK

Bryan McDonough

With each New Year that comes our way, we learn even more that the choices we make today will determine the path that lies ahead.

Happy New Year everyone!

Oh my, how time flies! Depending on when you are reading my notes this month, we may already be half-way through January 2015. As the publisher of Spotlight Magazine, I am always working ahead on up-coming issues. This often makes it seem like my weeks are passing by much more quickly than they do for most people. By no means am I complaining; I really enjoy my profession, mostly because of all the interesting and inspiring people I cross paths with daily. It amazes me how many times people come up to me and comment about their appreciation for Spotlight and what we are bringing to our community. I am truly grateful for the support and encouragement of all our readers. Thank you!

At the beginning of this month's notes, I mentioned "choices" All of us, young and not-so-young, will make many choices throughout each day. Hopefully most of these will be good ones. But truth be told, not all our choices will be the right ones. It is important to remember that how we react to our own choices or the choices of others will indeed determine our way.

Choose wisely and see ya next month,

Bryan McDonough

Publisher, Spotlight Magazine, Inc.





A MONTHLY PUBLICATION

January 2015 | Volume 18 | Issue 01

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AT THE EDGE OF THE UNKNOWN

by Jim Campbell, First Baptist Church of Melbourne

At the end of every year, we put that year on the shelf, close the door and then look ahead. It's a great opportunity to begin again, either taking a new direction or building off a year that produced promising momentum. No matter where you are, with the unknown, fear is always a possibility. If you've had it great, you don't want to mess it up and if it's been hard, you feel that you can't handle anything worse. In looking at the myriad of choices and directions that we all have every year, starting anew can be daunting...but it doesn't have to be.

That's one of the wonderful things I love about being a Christ follower. In Proverbs 2. God inspires the author to write these words that should encourage everyone who follows Christ's teachings. Speaking of what God will do for those who honor Him...

"He grants good sense to the godly—his saints. He is their shield, protecting them and guarding their pathway. He shows how to distinguish right from wrong, how to find the right decision every time. For wisdom and truth will enter the very center of your being, filling your life with joy." (Proverbs 2:7-10 TLB). I always look at that middle phrase...it just captivates me every time I read it. "How to find the right decision every time..." It reminds me of the promise in Luke 1:74 for those who follow Christ that we can serve God without fear, and this is a big reason why.

No matter where I've been, no matter what I've done to this point, no matter how much I've messed things up or turned things upside down, at any moment, I can have success in the next moment of my life. When I look at the next decision, if I put the question out there, "What will honor God the most?" and then I listen to His Word and His Spirit and let Him answer that...not my personal definition, not just a "give up" martyr-like, "take it on the chin" definition, not a "five-finger point at myself" definition, but I allow God to lead me to what would honor Him with the next moment of my life...I can always find the right decision.

The unknown is scary for me, but when I follow Christ, the unknown becomes less of a problem because, to Him, the unknown doesn't exist... and I can find the right decision every time at the edge of the unknown.

Jim is the Campus Pastor and Primary Communicator at Bay West Church, meeting at 100 Emerson Drive NW on Sundays at 11am. For more info on Bay West Church, check us out on Twitter, Facebook, Youtube or www.baywestchurch.org.



"No matter where

you are, with the unknown.

fear is always a possibility."









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HOSEA 4:6 – "MY PEOPLE ARE DESTROYED FOR THE LACK OF KNOWLEDGE." – KNOWLEDGE IS POWER!

The Origin of BABY NEW YEAR

People from around the world celebrate to mark the arrival of the new year. One New Year tradition that has survived through the centuries is that

of Baby New Year and its image of a toddler wearing only a diaper, sash and top hat.

Baby New Year can be traced to 600 B.C. in Greece and Egypt. Historians note that Greeks believed Dionysus, their God of fertility and wine, was reborn every New Year as a spirit of fertility and luck. Greeks would celebrate with parades featuring a baby in a cradle to represent the birth of Dionysus.

Ancient Egyptians used a baby as a symbol to represent rebirth as well. The child symbolized the birth of the new year and the passing of the old one.

Over the years, the tradition of Baby New Year has taken on another meaning as well. Some people believe the baby begins as an infant in January and then quickly ages until he is elderly at the end of December. Some stories even suggest Baby New Year ages until he becomes Father Time.

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Early Christians did not like the tradition of Baby New Year, feeling it was a pagan celebration. However, the Church eventually revised its standing

when it saw how much people stood behind the imagery of a baby representing rebirth. The Christian Church allowed members to celebrate the new year with a baby, and it was believed the practice symbolized the birth and hope offered by baby Jesus.

Baby New Year symbolism has even been used for marketing purposes. Retailers realized the cherubic image would attract consumers, which is why it is now used to promote New Year's sales.

But Baby New Year is more than just a successful marketing tool. Each year, many cities and villages name their own Baby New Year, which is the first child born on January 1. Some attempts to name a Baby New Year for an entire country have been made, but there have been no official pronouncements, as so many children have been born around midnight on New Year's Eve that it has been too close to call which baby arrived first.



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Showcase hours are from 1 pm to 5 pm at the Melbourne Auditorium. The Melbourne Auditorium is located at 625 E Hibiscus Blvd Melbourne, FL 32901. We hope to see you there!

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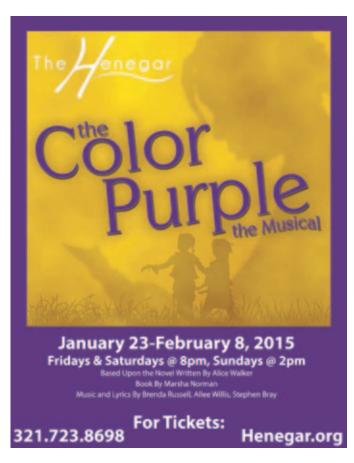
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WHAT DO YOU REALLY WANT?

by Matt & Keri Hastings, Pastojr, Tullahome, TN for Larry A. Attig, Pastor, Melbourne First Church of the Nazarene

The Holidays are over, all the company has gone home and most of the decorations are stowed away until next year. So take a minute, find your favorite easy chair, and sit down with a cup of coffee. As you relax think about what you would like to accomplish this year.

Is this the year you finally start that exercise program, lose weight, quit smoking, get organized ... whatever it was you wrote in the blank last year? What is it you really want?

A recent article boldly stated ... "most people will not succeed in their desires, because they are not willing to make the sacrifice required." If that got a



little close for comfort, you may want to skip his examples:

"I wish I could diet more but I really like burgers."

"I can't exercise tonight; my favorite TV show is on."

Desire is the first step to reaching any goal, so if a person can't give up a favorite TV show or a burger for their goal, then the desire for that goal is too weak.

Every year I hear people commit to

making changes, (often the same people, the same changes). They want their relationship with God to improve...to be better Christ Followers. Unfortunately their quest to know God often falls by the way side as quickly as the exercise program.

There is a story told of a student who asks his teacher how to find God. The teacher replied that he would find God when the time was right. The student was persistent and continually asked his teacher how to find God! One day the wise teacher took the young student to the river. Together they walked into the water until the water was chest high. Somewhat confused, the student asked how standing in the river would help him find God. Without warning the teacher forcefully held him under the water until the student, choking and gasping for breath freed himself from his teacher's grip. The teacher told the young student, "When your desire and effort to find God becomes as intense as your struggle for air, then you will find God!"

The good news is you don't have to go to such an extreme. God's word promises if you seek him, he will be found by you (1 Chronicles 28:9). Those who seek me, find me (Proverbs 8:17)







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DEAR VAL, TRUTH, STRAIGHT UP by Valerie Oliver

"...many believe they've crossed an invisible line..."



"Truth Straight Up" is written and founded by Valerie Oliver.

She offers advice based on Biblical principles—not political correctness. Miss Oliver serves in several ministries including altar counseling. She's written several Christian-short stories and is currently working on her first novel: <u>Harpazo: The Witnesses</u>.

Dear Readers,

I've been offering Christian-advice, for nearly six years, as led by the Holy Spirit. I often cry when I read your letters and my heart breaks when I read: "After all the things I've done, why would God ever love me?" Many believe they've crossed an invisible line and now they're beyond God's forgiveness, or they consider Him to be a vengeful, uncaring tyrant. The following letter was compiled from several books of the Bible, and exemplifies the true nature of God's character. When reading this letter, replace "Dear Child" with your name. I hope and pray that you will come to know—love—trust—and accept the God I worship and serve.

Dear Child,

I know you and I know your thoughts...Ps 139:1. I know when you are going out, when you rise, and when you are lying down...Ps 139:2-3. I am familiar with all your ways...Ps 139:3. Even the very hairs on your head are numbered...Mt 10:30. I created you in My image. Gen 1:27 In Me you live and move and have your being...Acts 17:28 I knew you even before you were formed in your mother's womb...Jer 1:4-5 And I brought you forth on the day you were born...Ps 71:6

I am filled with compassion and grace—slow to anger and abounding in love...Psalm 103:8 And it is My desire to lavish My love upon you...1John 3:1 I am your Provider and I meet all that you require...Mt 6:31 I love you with an everlasting love.. Jer 31:3 And I rejoice over you with singing...Zep 3:17 For you are my treasured possession...Ex 19:5 I desire to establish you with all My heart and all My soul...Jer 32:41 And I want to show you great and wondrous things... Jer 33:3 If you seek Me with all your heart you will find Me... Duet 4:29 Delight in Me and I will give you the desires of your heart...Ps 37:4 For it is I who gave you those desires...Phil 2:13 I Am your great encourager...I Thess 2:16-17 And I did not give you a spirit of fear—but of power, love, and of sound mind...2Tim 1:7

I Am also the Father who comforts you in your sorrow...II Cor 1:3-4 When you are brokenhearted, I Am close to you...Ps 34:18 When you call—I shall answer, and when you cry, I shall say... here I Am...Isa 58:9 As a shepherd carries a lamb, I have carried you close to My heart. Isa 40:11 One day I will wipe away every tear from your eyes. There will be no more death or mourning or crying or pain, for the old order of things will have passed away...Rev 21:3:4

I Am your Father and I love you even as I love My Son, Jesus...John 17:23 For in Jesus My love for you is revealed...John 17:26 He is the exact representation of My being...Heb 1:3 And He came to demonstrate that I am for you, not against you...Rom 8:31 And to tell you that I Am not counting your sins...II Cor 5:18-19 I sent my son to save the world...not to condemn it...John 3:17 If you receive the gift of My Son Jesus, you receive Me...I John 2:23 And nothing—neither death, nor life, neither angels nor demons, neither the present, nor the future, nor any powers will ever separate you from My love again... Rom 8:38-39 I have prepared a place for you...John 14:3 Accept my invitation and angels will rejoice in heaven... Luke 15:7

Love, Your Heavenly Father,

Almighty God

If you'd like Jesus to come into your life and be your personal Lord and Savior, simply recite this simple prayer—and mean it. Your name will be written in the Lamb's book of life. What an awesome way to begin the New Year!

HeavHeavenly Father,

I confess that I am a sinner. I believe your Son, Jesus, died on the cross at Calvary so that I may have eternal life in the kingdom of Heaven. I believe He rose from the dead and I ask Jesus to be my Lord and Savior. Change me on the inside and help me to follow you all the days of my life.

(ESV) English Standard Version; (NLT) New Living Translation; (NIV) New International Version. Mail your questions or concerns to: Truth Straight Up P.O. Box 120606 West Melbourne, Florida 32912 or e-mail questions to: askval@hotmail.com. For the protection and confidentiality of the individuals involved, letters may be edited and all names have been changed. Miss Oliver will not reply by e-mail unless specifically asked.



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HAPPY NEW YEAR!

SPOTLIGHT ON COOKING

by Cecelia Danas



Wishing you all a happy, health and successful NEW YEAR!

This is my modification of a dish I had. I hope you enjoy it as much as I do. It sound hard but it isn't and it's so health too. Enjoy! Remember — Be Creative!

If you have any questions or would like to contact me, email me at lifecoaching 7746@aol.com.

Zucchini Boats

- 2 zucchini, ends trimmed
- 3 tablespoons olive oil
- 2 links Italian-style chicken sausage, casings removed
- 1 box of sliced fresh mushrooms salt and ground black pepper to taste

Preheat oven to 375 degrees. Cut a lengthwise 3/4-inch thick slice from each zucchini. With a spoon, scoop out the flesh, leaving a shell intact all around the zucchini. Discard or save the flesh for another use. Chop up the long slices of zucchini. Heat the olive oil in a skillet over medium heat, and cook the chicken sausage, breaking the meat up as it cooks, until the sausage has begun to brown, about 8 minutes. Season with salt and black pepper. Stir in the chopped zucchini, onion, mushrooms and garlic, and cook

1/2 sweet onion chopped
3 cloves garlic, chopped
1 (14.5 ounce) can whole peeled
tomatoes, drained and chopped
1/2 cup dry bread crumbs
1/4 cup grated Parmesan cheese

until the onion is translucent, about 5 minutes. Scrape the sausage mixture into a bowl, and stir in the tomatoes, bread crumbs, Parmesan cheese, and basil until the stuffing is thoroughly combined.

Lightly stuff the zucchini boats with the stuffing, place the zucchini into a baking dish, and bake until thoroughly heated through and beginning to brown on top, about 30 minutes. Great for a dinner or lunch. Let me know how you like it.



Phyllis D. Smith, CPA Full Service Accounting & Tax Services

"January's CPA Tip Of The Month"

For 2014 deductions, regular IRAs must be established by April 15, 2015. Payins are due by then as well. A filing extension will not buy you additional time.

Nondeductible contributions to regular IRAs and Roth IRAs are also due by April 15th.



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The Environmental Impact of Plastic Bags

Plastic bags are used by millions of people to transport their groceries and other purchases. About one million plastic bags are used every minute, accounting for a total consumption of one

trillion plastic bags worldwide each year.

First introduced in the 1970s, plastic bags are a relatively young invention. Because plastic bags are relatively easy and inexpensive to produce, few people treat them with any worth, oftentimes using and discarding bags after a single usage.

Although a handy convenience item, plastic bags can be harmful to the environment in several ways. A single plastic bag can take up to 1,000 years to degrade, and even after a bag breaks down, materials within the bag remain toxic. That's especially disconcerting



considering that only a small percentage of plastic bags are recycled, while the rest end up in landfills or littering the landscape.

Plastic bags also can attract a variety of land and marine wildlife that mistake the bags for food. Bags that carry food residue can be particularly attractive. Animals that attempt to consume bags can choke on them, or the bags may become lodged in an animal's digestive system, causing a slow death from starvation or infection.

Plastic bags littered about a landscape are an eyesore. Municipalities spend millions of dollars per year to remove litter. Plastic bags are a large component of the Pacific Trash Vortex, which is a suspended area of trash trapped by currents in the North Pacific Ocean.

Marine ecosystem specialists estimate the vortex to be twice the size of the state of Texas. Toxic by nature, the vortex threatens local marine and avian life.

The production of plastic bags requires millions of gallons of petroleum, but banning plastic bags altogether may not cure the problem. According to a study from the National Center for Policy Analysis, paper bags and recycled plastic bags use more energy and resources and produce more greenhouse gases than plastic grocery bags. Paper bags are energy-intensive and, unless they are made from recycled paper products, they require cutting down trees as well.

A combination of taxing plastic bag use and encouraging the use of reusable bags may be the best way to reduce reliance on single-use plastic bags.



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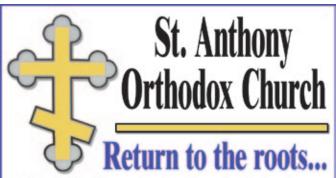
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SCFN is dedicated to humanely caring for and controlling the feral and stray cat population in Brevard County.

To meet this mission, spay/neuter clinics are held monthly alternating between the South Animal Care Center (SACC) and the SPCA in Titusville. Every 3 months, an afternoon clinic is held at Animal Medical Clinic in Melbourne. Volunteers perform all tasks at clinics except the surgery which is performed by a veterinarian.

The organization is always looking for volunteers to help in the following areas:

Helpline Monitor | Spay/Neuter Clinic Volunteer Trapper | Foster or Kitten Care | Clinic Transporter | Publicity Feeder at Mims' Sanctuary | Fundraising | Clerical/computer skills

The Helpline number for spay/neuter appointments is 631-SPAY (7729). Monitors (all volunteers) take messages left by callers.

Spay/neuter clinics are only for feral and abandoned cats. This number is not for calls to relocate or find homes for cats being given up for adoption.





MAC ATTACKS -IS IT TIME FOR ANTIVIRUS SOFTWARE?

SPOTLIGHT ON COMPUTING

by Bill Ford, Data Doctors Computer Service

Taken at face value, all the recent reports of new OS X and iOS malware and vulnerabilities would likely cause many Apple users to ask if it is time for them to install antivirus software.

Apple has long positioned itself as a safer alternative to Windows and Android and despite the recent news of several newly discovered exploits; it's a claim that Apple can well defend. Apple operating systems have always had vulnerabilities and could always be attacked with malicious exploits, but these vulnerabilities pale in comparison to other systems.

Having said that, as Apple extends the capabilities of its systems, so too will the potential for exploitation be extended. For instance, the recent Wirelurker and Masque Attack malware exploited new tools that Apple designed to make its products more useful to large companies. While the likelihood of the average user putting himself in a position to be exploited by these new threats is extremely low, it does signal a new focus

on Apple products by the hacking community.

Many have speculated that the attack on Apple products would increase as the market share increased and the recent news could be seen as support for that viewpoint. The Wirelurker and Masque Attack exploits were capable of compromising both Mac computers and any iOS devices that were connected, creating a '2 for 1' opportunity for the attackers.

What this should signal to all Apple users is that ignoring security updates and being careless on the Internet is a pretty bad idea these days.

The all too common notion that 'I use a Mac, so I don't have to worry' is what concerns me the most, as this plays right into the hands of the hacking community. You may have noticed that it's been a long time since you've seen an Apple



television commercial proclaiming that Apple computers don't get viruses.

Apple added a form of antivirus protection called XProtect to the Mac operating system back in 2009 to help identify malicious programs and files

but it's not the same as the full-fledged antivirus programs that are common with Windows computers.

I'm not ready to make a blanket statement that all Apple computer users should install third-party antivirus software, but it can certainly provide additional layers of security. The behavior of the users would be the biggest variable in this decision as that's always the largest exposure factor with any computer system.

If you're the only one that uses the computer, you only get your Mac apps from Apple, and you use browsers that have lots of security extensions like Google Chrome or Firefox, I wouldn't put a high priority on installing AV software. If, however, you have kids that aren't afraid to try anything on the Internet or that like to explore every new thing that pops up online, having the extra layer of protection may make sense. Getting tricked into installing something malicious is the biggest concern when it comes to voracious young Internet users.

By and large, the use of Apple products is still significantly safer than the alternatives, but taking security lightly isn't an option anymore.



AON Kuom S



Consuming excessive amounts sodium not only affects your health but also may

affect your appearance. A diet that's rich in sodium has long been linked to a host of health problems, including high blood pressure, stroke, kidney disease, and stomach cancer. But consuming too much sodium also leads to increased water retention, which can cause weight gain and make men and women appear puffy and bloated. According to the American Heart Association, the recommended daily sodium intake is 1,500 milligrams. But the AHA notes that the average American consumes more than double that amount on a daily basis, and Health Canada asserts that Canadians also eat roughly the same

amount of sodium each day as their American counterparts. While sodium is an essential nutrient, the human body does not need a lot of it to reap its benefits. Bread, processed meats and soups are some of the major contributors of dietary sodium, so men,

women and even children, who the AHA notes are far morelikely to develop high blood pressure as adults if they consume a high-sodium diet as a child, should study packaging on these items to ensure they aren't overloaded with sodium.



Name the Advertisers and PLAY to WIN!

Win a FREE OIL CHANGE Courtesy of Rich's Auto Tech (pg22)

OUR WINNER LAST MONTH WAS Shante Mills of Palm Bay

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Send answers to Spotlight Magazine to enter a drawing for the prize(s) listed above. Please PRINT answers along with your name, address and phone number. ONLY ONE ENTRY PER HOUSEHOLD PER MONTH. Entries must be received by the 18th of the current month so winner's name can appear in the next issue. Winner will be notified by mail. One winner will be drawn at random from all correct entries. Mail to: Name the Advertisers, Spotlight Magazine, PO Box 1197, Melbourne, FL 32902-1197

Please Print. Entry form must be filled out completely & mailed.

1. Name the store offering " Duck Dynasty Recliners "

- 2. What is the date of the GRAND OPENING for the Indian River Antique Mall ?
- 3. Name the advertiser that is saying "Love the skin you're in ... '
- 4. Find and name the advertiser that has pink and green in their logo.
- 5. Mo-Bay has a NEW location. What is their new address ?
- 6. Who is offering SEAFOOD, BBQ & MORE ?
- 7. NEW 2015 classes now forming. Name the advertiser.



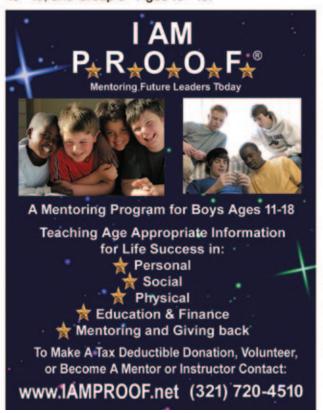
I AM PROOF® is a 501(c)3 non-profit organization which offers a unique mentoring program geared towards boys ages 11 through 18. The program is FREE to all students.

I'm sure you've heard the phrase, "as simple as boiling an egg." The truth is, it's not simple. It makes me think about raising children and how easy some people think it is. But, as anyone who has actually raised a child knows, it's not easy at all. And even harder on your own or with limited support or resources. As the African Proverb says, "It takes a whole village to raise a child." Who are the contributors to your village?

There are quite a few agencies in Brevard County which can help increase your awareness, to form a bond, or create a valuable partnership with. A few of these include, Grandparents Raising Grandchildren, Links of Hope, Central Florida Parents, and, of course, I Am Proof, Inc. which empowers young men to meet their full potential.

I AM PROOF® is a 501(c)3 non-profit organization which offers a unique mentoring program for boys ages 11 through 18. It is structured to give pre-teens and young men the opportunity to discover self through education, training, and group facilitated activities and discussions, while developing communication and leadership skills.

Our mission is to train and educate pre-teen boys and young men to be leaders, through education and training in the life skills necessary to succeed. I AM PROOF® is a group mentoring program designed with age-appropriate material, and developed for the following age levels: Group 1 - Ages 11 & 12, Group 2 - Ages 13 - 15, and Group 3 - Ages 16 - 18.



Wouldn't you love to have this incredible program in your neighborhood or community?

You Can!

If you are excited to host I Am Proof a five-session, three-hour program in your "village," then contact us to find out how we can bring I AM PROOF to you. We'd be delighted to give you information on the extraordinary benefits it will offer your young men, and how one of your attendees will receive a special recognition during the graduation program.

We want to be a contributor to your village!

Bring I AM PROOF to your community and make a difference and in the lives of your young men.



Volunteers and donations (tax deductible) are always needed. Please Help.

For more information or to register for upcoming classes, visit:

Register NOW!

www.IAMPROOF.net or call (321) 720-4510

You may also contact us at JChandler@IAMPROOF.net.



Gary J. Ganiban, M.D., Hetal D. Vaishnav, M.D., and the entire team of The Center for Retinal Care at The Eye Institute.



321-722-4443 www.seebetterbrevard.com

ANNUAL DILATED EYE EXAMS MAY BE A KEY TO THE EARLY DETECTION OF MANY SERIOUS MEDICAL CONDITIONS

Eye physicians know that a thorough, dilated examination of the eyes can yield detailed information about a person's current health status as well as their likely future state of health, according to Retina Specialist, Hetal D. Vaishnav, M.D.



Gary Ganiban, M.D.

"By performing a dilated retinal examination, we can detect changes that may be occurring elsewhere in the body that relate to diabetes or high blood pressure," adds Retina Specialist, Gary J. Ganiban, M.D.

The eyes are the only organ through which a physician may directly examine a patient's blood vessels. "At The Center for Retinal Care at The Eye Institute for Medicine & Surgery, we combine thorough examination techniques by the physician, with state-of-the-art digital imaging to ensure that our patients receive the very best care possible. Not only does this approach enable us to diagnose some of the most serious eye conditions, but it can yield a great deal of useful information regarding systemic conditions, as well," explains Dr. Vaishnay.

"By analyzing three dimensional, digital images of our patient's retinas, microscopic narrowing or ballooning of the small blood vessels in the eye that cause blood clots or hemorrhages, may be detected. Systemic diseases—those that affect multiple organs or the entire body—such as high blood pressure, diabetes, Graves' disease, lupus, atherosclerosis, multiple sclerosis, rheumatoid arthritis, or other autoimmune disorders, frequently cause changes in the eye that can show up as inflammation, small blood clots or swelling within the retina," states Dr. Ganiban, who completed a prestigious Fellowship in Vitreo-Retinal Diseases and Surgery at Louisiana State University.

The good news is that by detecting these problems early, we are not only able to help our patients maintain or regain their eyesight, but we are also able coordinate care with other specialists who can help our patients achieve control of their diabetes, high blood pressure or other serious illnesses, reports Dr. Vaishnav, the Director of Clinical Research at The Center for Retinal Care. Dr. Vaishnav, who completed a prestigious Fellowship in Vitreo-Retinal Diseases and Surgery at the University of Florida, Gainesville, is an active member of the Rockledge Lion's Club. He and Dr. Ganiban, are adjunct clinical professors at the Florida Institute of Technology, where they teach biomedical engineering students about anatomy, physiology, medicine and ophthalmology.



Hetal Vaishnav, M.D.

Retina Specialists, Dr. Gary Ganiban and Dr. Hetal Vaishnav are accepting new patients at their offices in Rockledge, Melbourne and Palm Bay. They participate with Medicare, Health First, and most other insurance plans. To schedule a consultation in Melbourne, Rockledge or Palm Bay, with them, please telephone (321) 722-4443.



(321) 722 – 4443 www.seebetterbrevard.com







WORD SEARCH: Solve the Puzzle and PLAY to WIN!

How many things can you find that have to do with **January?** W W K N D 0 0 X C Ε D L D D Z R C 0 S F 0 G Ε 0 C U F Q Ε Н 0 R D Α D F J K S 0 0 J χ 0 R X S χ Aquarius Chilly Hearty New Year Blanket Coat One lce Football Blizzard January Snow

Mittens

Win a \$25 Gift Card to Nature's Market (pg16)

OUR WINNER LAST MONTH WAS

Barbara Lind of Indian Harbour Beach

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Capricorn

Frigid

Is Social Media a Little Overwhelming for You?

It began as social networking, evolved into social media marketing and has pulsated to social business. We have Facebook, Twitter, LinkedIn, Pinterest, Google+, Instagram, YouTube, to name just a few. Everywhere you turn people are talking about it, you hear of businesses that are making money on it and you are amazed at how many people are becoming overnight sensations on it. There are those that love it, hate it, are indifferent about it and yes there are some that still haven't even heard of it.

And it is more overwhelming than ever — Is it social? Is it business? How do you wrap your arms around it? To put it simply — it has always been about the conversation and it still is! Now, more than ever!

Where do you start? Determine who your ideal customer is and where they hang out. Know



where your competitors are and what they are doing. Understand your purpose, then plan out your tactics with an easy to follow action plan that maps out your Social Media strategy. And most importantly LISTEN — to your customers, clients, fans, followers, connections, industry leaders and competitors.

By listening instead of doing all the talking, you will connect with your customer and prospect and begin to shift away from the focus of 'Brand-Building' as your primary purpose for social media usage. When

engaging, always provide relevant and valuable content that both your customers and prospects are searching for, be consistent and responsive. This begins the conversation, which will then enhance the relationship and lead to the expansion of your network and business!

Those companies that learn how to incorporate social media more effectively into their business model, create a social media strategy and look to the experts for social media support and for help in creating and executing their overall strategy, will be a huge step ahead of their competition.

What action will you take in 2015 so you will attain your social media marketing objective and grow your business?

Cheri Martin Social Media Specialist WCN Interactive, Inc.







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TRADITION OF: Three Kings Day

Christmas celebrants realize that the holiday season does not end on December 26 or even January 2. For many people, Christmas and New Year's Eve are merely a prelude to the real celebration to come on Three Kings Day.

Three Kings Day, or Día de los Très Reyes, is celebrated on January 6 to honor the wise men who visited and brought gifts to Jesus Christ. Also known as the Epiphany, the holiday marks the end of the Christmas season for many practicing Christians.

Very little is known about the kings, or magi. These kings, who are only mentioned once in the Gospel of Matthew, are never named. The story says they hail from the "east" and are guided to the manger by a mysterious light in the sky. They begin a journey to bring gold, frankincense and myrrh to the newborn king. Unbeknownst to many, the popular song "The 12 Days of Christmas" actually marks the 12 days following Christmas, ending on the Feast of the Epiphany, and not the 12 days preceding Christmas Day.

Many traditions are associated with the Epiphany. Celebrants in Mexico serve Rosca de Reyes, an oval-shaped cake that symbolizes a crown. The cake has a small doll inside that represents baby Jesus and the hiding of Jesus from King Herod's troops. Herod ordered his soldiers to seek out and murder all male infants born in Bethlehem in retaliation of the prophecy that a messiah would come and become the new King of Jerusalem.

Roscas can be made with dried and candied fruits to symbolize the jewels that adorn real crowns. Whoever receives the plastic doll in his or her slice of cake is expected to throw a party on Diá de la Candelaria (Candlemas Day), which occurs each year on February 2.

Unlike in the United States, where gifts are typically exchanged on Christmas Day, much of the Latin community exchange gifts on the eve of January 6. Puerto Rican children have been known to gather grass or straw in shoeboxes for the kings' horses or camels. Some families display carvings and artwork of the three magi atop camels.

Many celebrants participate in Three Kings Day parades and festivals. Family gatherings and parties that would rival other special holidays are common as well. A special meal consisting of corn tamales and hot chocolate may be served, while others may enjoy black beans, picadillo and yucca.

Who were the kings?

While the Bible does not indicate how many kings visited Jesus on the Epiphany, based on the number of gifts offered, historians believe there were three. Historians and theologians believe these kinas were Babylonians, Persians or Jews from Yemen. In the Western Christian church, the kings go by the names of Melchior (a Persian scholar), Caspar (an Indian scholar) and Balthazar (an Arabian scholar).



The kings also were said to have distinct physical characteristics. Caspar, who brought the gift of gold, was the oldest and sported a long, white beard. Middle-aged Melchior brought the gift of frankincense, while Balthazar, who brought myrrh, is believed to have been a dark-skinned young man around the age of 20.



Non-Hispanic African American Adult Women



AGE 20 AND OLDER AFFECTED BY Obesity in Florida by Paulna J. Thomas, MSN, FNP-BC, ARNP

Around the world 500 million adults are affected by obesity and obesity is projected to increase to 700 billion by 2015. Obesity is more prevalent in the southern part of the United States and Florida has the lowest obesity rate of 26.6%. There are 58.8% of non-Hispanic African American women affected by obesity in the U.S. compared to 44.9% of Mexican-American, 39.1% of Hispanics and 32.2% of non-Hispanic white women. Seventy-eight percent of non-Hispanic AA women in FL are obese. The consequences of obesity are numerous: coronary artery disease, cardiovascular disease, hypertension, type 2 diabetes mellitus, various malignancies, etc.

The mortality rate increases in non-Hispanic AA women with a body mass index (BMI) ≥ 25 kg/m². The health care cost in 2008 for obesity in the U.S. was \$147 billion and is projected

to increase to \$344 billion by 2018. These alarming facts equates to an increase in complications of obesity, emergency room visits, and health care costs.



An advantageous weight loss plan that is connected with greater long term weight stability in non-Hispanic AA women isrestricting fat consumption, eating fewer drivethrough fast foods, and weighing on a monthly basis. This plan is effective and allows for ≥10% weight loss and continued weight loss in the non-

Hispanic African American women for a minimum of one year. The U. S. Food and Drug Administration recommend a 5% in weight loss be considered clinically significant. Pharmacotherapy and surgery for obesity is implemented when adequate lifestyle and behavior modifications have failed.

Obesity affects non-Hispanic African American women more than any other group. Therefore, it is paramount to create an awareness of obesity as a debilitating disease to patients and the community. Clinical management should incorporate clinical practice guidelines and community resources on obesity to permit a successful holistic plan. Also include an emphasis self-empowerment, focus on decreasing health care cost, and encourage support from their family.





Want to be a HERO to a local abused or neglected child? Grab your cape and lace up your sneakers! The 2015 Super Hero 5k is a family friendly and chip timed race. We invite runners and walkers of all ages to dress as their favorite super hero and walk, jog, run, or fly to benefit the abused and neglected children of Brevard County.

100% of the proceeds go to local abused children and the Brevard Guardian ad Litem program through our 501c3 charity. We advocate for these children in the courtroom and in our community. We are a powerful voice for Florida's children.

Race starts at 8 a.m. at the Church at Viera with free kids run at 9:15 am. Early registration is \$25/Adults and \$15/kids. Super Hero Medals for 1st-3rd in each age group. Local mascots will race! Super hero race T-shirts--sizes guaranteed if registered by January 15. Post race super hero costume contest. Yummy post race refreshments from Pizza Gallery. Online registration, chip timing, and finish line managed by Running Zone.

SIGN-UP NUW @ RunningZone.com click on EVENT CALENDAR or our direct link: www.secure.runningzone.com/superhero5k/

For more information about the race or sponsorship opportunites, e-mail us at: mail@FriendsOfChildrenOfBrevard.org



Keith Ried 321-720-3441



www.FriendsOfChildrenOfBrevard.org



www.facebook.com/SuperHeroRun5K

Every child needs a hero, abused children need a SUPER HERO



FINDING PEACE AND COMFORT IN DIFFICULT TIMES

CCM: Together, doing life RIGHT!

Raise your hand if you found yourself getting stressed out during the holidays. What with the cooking and shopping and crowds and worst of all, the traffic, it's easy to feel anxious. In order to combat the stress I feel during that time, and anytime all year long, I have a simple technique to calm and center myself.

When I was a young girl, the first Scripture I memorized was Psalm 23. In those days, there was no NIV Bible. Everyone used the King James. Nowadays, I must own more than 20 different Bible versions, but the 23rd Psalm always comes out of the KJV. Anytime I feel disquieted, or am experiencing trials, I like to recite this Scripture passage in my head. But I also like to stop and contemplate the meaning of – and even visualize – each line. Perhaps you will find that this technique helps you, too. So let's start:

23:1 "The LORD is my shepherd, I shall not want." A good shepherd will



ensure that his flock is well tended. The Good Shepherd will do no less. In fact, He will do much, much more.

23:2 "He maketh me to lie down in green pastures: he leadeth me beside the still waters." I like to imagine myself lying on my back in a pasture lined with cool, soft, sweet-smelling grasses, watching the clouds go by. And drinking cold spring water from a clear stream, or swimming in a warm pond. Where the Lord is, there is no turbulence or discord.

23:3 "He restoreth my soul: he leadeth me in the paths of righteousness for his name's sake." Knowing that the Lord provides for me always, and will

continue to do so into eternity certainly does restore my soul. He will never mislead me or abandon me, and He has sworn a covenant with me upon His own holy Name.

23:4a "Yea, though I walk through the valley of the shadow of death, I will fear no evil...." I have nothing to fear in this life

or the life after, because the Lord God is my Shepherd.

23:4b "...for thou art with me;..."
Thou art ALWAYS with me.

23:4c "...thy rod and thy staff they comfort me." I am comforted to know that with his rod and his staff, my Shepherd will both protect me and lead me in the way that I should go.

23:5 "Thou preparest a table before me in the presence of mine enemies: thou anointest my head with oil; my cup runneth over." My Lord will show my enemies how much He loves me. He has anointed me as His own, and He will jealously guard me. My cup runneth over with blessings, love and good tidings.

23:6a "Surely goodness and mercy shall follow me all the days of my life...." My God is fair and just, but yet He showers me with undeserved goodness and mercy.

23:6b "...and I will dwell in the house of the Lord for ever." Selah.

I hope these words bring you as much comfort and peace as they bring me. May the Lord bless you and keep you always.



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720 E New Haven Ave, Suite 12 Historic Downtown Melbourne

Listening, it's all in Your Mind

by Dan Taylor, Audioprosthologist, A Advanced Hearing Care

As we begin 2015 and my twenty-fifth year serving our friends and neighbors

from the Heart of Historic Downtown Melbourne, I'd like to wish each and every one of you a blessed, prosperous and happy new year. A lot has changed in the quarter century since I moved to the space coast, not the least of which are the tools and gear we use to help folks with a hearing loss.

Some things in our industry have changed incredibly during this quarter century; such as the gear we use at ear level to help our patients, the things we've thought of in the past as hearing aids. That equipment has evolved remarkably. The consumer performance differences in the quality of the entire experience of what we offer today, is truly remarkable, and something that has to be actually experienced to be appreciated, or understood.

Yet some things remain pretty much the same, including some of the hearing aid marketing that we've been seeing, and our patients have been bringing in to us showing 1985 pricing on a range of hearing aids. Each with little disclaimers underneath telling you that what they are advertising will only fit up to a 40 decibel loss. Folks, most people don't even notice a hearing loss till it's well below forty, and even if they do, statistically they don't do anything until years later. We rarely see a new patient looking for help with a hearing loss of less than forty decibels. This type of advertising is a pure price based bait, and switch. Please beware. If the deal sounds too good to be true, it really is.

These large newspaper ads have been around since before I got here. You see them being run by big chains,



and small operators listing multiple locations trying to look like big chains. Some have been around just long enough to change their name and try again. Others are here and gone before you know it. Gone too are their promises of service after the sale of that great deal.

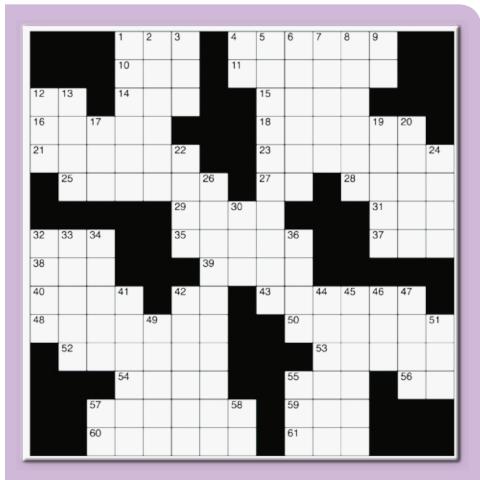
Another common misconception held by lots of folks is that we hear with our ears. By this reasoning, logically if the ears are say twenty decibels less sensitive than normal at certain frequencies, then correcting the problem, and restoring normal hearing should be as simple as just putting that twenty decibels back right?

But, the ears, hearing, or much of anything else in life isn't as simple, or easy as it might appear on the surface. While our ears are wonderful transducers, and when healthy capable of detecting incredibly soft sounds, or tolerating incredibly loud ones for a short period of time, even when healthy and fully functional they remain organs that translate the vibrational energy of sound into nerve impulses that are passed along to the central auditory complexes of our brains.

While we achieve audibility of sounds through our ears, or through our ears with the help of amplification of certain sounds, we achieve audition, or understanding of those sounds only through the complex processing functions of our individual brains. And, just as each individual's brains are a bit different, so is the way we hear and interpret sounds, or anything else for that matter.

It is only within our own minds that we experience any of our senses, or life's joys and sorrows. It is where we turn notes into music, words into

ARTICLE CONTINUED ON PAGE 46



clues ACROSS

- 1. Humbug
- 4. Meaningless talk
- 10. Conceit
- 11. Not studied
- 12. Megabyte
- 14. When born (abbr.)
- 15. Placed on a golf ball stand
- 16. Melekeok is the capital
- 18. Mischievous
- 21. Mason's mortars
- 23. Spain's former monetary unit
- 25. Small fries
- 27. Article
- 28. Capital of Yemen
- 29. Type of Theater companies
- 31. Plastic, paper or shopping
- 32. Electronic countermeasures
- 35. Language along the lower Yenisei River

- 37. Institute legal proceeding against
- 38. Beam
- 39. Old World buffalo
- 40. Latch onto
- 42. Physical therapy
- 43. Conditions of balance
- 48. Half pro
- 50. Resounded
- 52. Sales event
- 53. Separates seating areas
- 54. N.M. Pueblo people
- 55. Bridge building degree
- 56. Fullback
- 57. Peyote
- 59. Afflict
- 60. Rests on one's knees
- 61. Having negative qualities



clues **DOWN**

- 1. Besmear
- 2. Genus dasyprocta
- 3. A male ferret
- 4. Unit of volume (abbr.)
- 5. Italian hors d'oeuvres
- 6. N.W. German city & port
- 7. Signal sounds
- 8. Adult females
- 9. -__, denotes past
- 12. Gas usage measurement
- 13. Fishhook point
- 17. Mauna __, Hawaiian volcano
- 19. In a way, thrusts
- 20. Grimm brothers birthplace
- 22. Withered; dry
- 24. Genus salvia
- 26. About senator
- 30. Livestock enclosure
- 32. Work units
- 33. Hebrew name meaning dog
- 34. A tumor composed of muscle tissue
- 36. Satisfy to excess
- 41. Third mast
- 42. A horse's strut
- 44. Tree producing gum (Arabic)
- 45. Armour carried on the arm
- 46. Winged goddess of the dawn
- 47. Ego
- 49. Hesitancy
- 51. Young woman of society
- 55. Founder of Babism
- 57. Mark (abbr.)
- 58. Jeans maker's initials





Victoria's Closet Thrift Store

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Hospice of Health First OPENS UNIT AT CAPE CANAVERAL HOSPITAL

Hospice of Health First recently opened a new Inpatient Unit

The at Health Firsts Cape
Canaveral Hospital and
welcomed its first patient.
Featuring three beautifully
appointed private rooms on
the East end of the 4th floor,
the unit was designed to
provide inpatient service to
hospice patients in the Central
and North parts of the county.

Staffed 24/7 by Hospice nurses, hospice aides, social workers and a Hospice and Palliative Care Certified medical director, these inpatient beds will provide access to a much needed



service for our patients in that area of the county.

Dorothy Mimbs, whose mother, Florence Scott, was the very first patient to be admitted to the In-Patient Unit, said she was extremely pleased with the wonderful care her mother received from the staff. especially nurse Brenda Lush and social worker Diane Kolodziej, who both cared for her husband four years ago. Dorothy said this new unit was a great asset for the North and Central parts of Brevard County. "Whoever thought of this idea, it was a great one,"

If you have a family member who would benefit from hospice care at home or in an inpatient setting, please call Hospice of Health First at 321-952-0494. Hospice of Health First serves all

she said.



Licensed to serve since 1985

of Brevard County and is available seven days a week, 24 hours a day. Visit HFhospice.org to learn more.

Health First Health Plans is an HMO plan with a Medicare contract. Enrollment in Health First Health Plans depends on contract renewal. *Medicare evaluates plans based on a 5-Star rating system. Star Ratings are calculated each year and may change from one year to the next. A salesperson will be present with information and applications. For accommodation of persons with special needs at sales meetings call toll-free 1.800.716.7737 or TDD/TTY relay 1.800.955.8771. **One gift card available to all members who RSVP and attend a member information meeting with no obligation to enroll in a plan.

PUZZLE [PG42] SOLUTION How well did you do? В Ε D G 0 U Ν Ε Α D 0 S Н Α Ε Т S S Т R 0 Ε Α S U В Ν Ε S Α G S Ε U Е Ε Α 0 S L Ο Τ Τ S Ε Е Ρ R 0 С Н 0 Ε D Ε В Ζ Α L Α R Z С Ε F U Ν S С Α D Ν F Ε







Spot This Spotlight and PLAY to WIN!

How good are you at spotting items?

This month, we've placed 7 Spotlight graphics (shown above) on other pages throughout the magazine.
Your job, should you choose to accept it, is to find all 7 of these Spotlights and list the advertiser and the page on which you found it. Have fun!

Win a Certificate for 1 Catering Box that feeds 10 people fom Jersey Mike's Subs

OUR WINNER LAST MONTH WAS

Ramona Johnson of Melbourne

Send answers to Spotlight Magazine to enter a drawing for the prize(s) listed above. Please PRINT answers along with your name, address and phone number. ONLY ONE ENTRY PER HOUSEHOLD PER MONTH. Entries must be received by the 18th of the current month so winner's name can appear in the next issue. Winner will be notified by mail. One winner will be drawn at random from all correct entries. Mail to: Spot the Spotlight, Spotlight Magazine, PO Box 1197, Melbourne, FL 32902-1197

	Page #	·
	Advertiser	
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	7Please Print. Entry form must be filled out completely &	mailed.
	Name:	
	Age:	
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	City:	
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song, or the spoken words I love you, into something of meaning. Current research clearly indicates that when left unstimulated over time that the central auditory regions associated with not only processing sounds, but other higher level reasoning functions actually shrink, effecting not only our ability to process sounds, but other higher level reasoning functions as well.

Our brains are where the magic of hearing the laugh, and voice of a loved one, even in a crowd allows us to orient and focus on them. The fact that our brains are actually central to how we hear, what we are able to understand, and how we experience the world around us is why every major hearing aid manufacturer is working to mimic, or actually improve upon the way our brains handle and process sounds. All with one common goal.

The Holy Grail of our entire industry,

so to speak, has been the quest for comfortable understanding of speech within a busy social environment. While a simple analog circuit might work quite well for someone with low performance expectations, living mostly in a simple and quiet sound environment, performance for anything other than simple sound environments sorely lags in these simple circuits.

Helping someone with a hearing loss understand speech in a sophisticated sound environment, particularly a noisy social one like a crowded restaurant, or party requires that we have all the sounds needed to hear present and comfortable, but also that we present the one we want to listen to above the background of all those other voices. We have very sophisticated gear that can do that, and actually do it better than our own brains in noise. It's called Binax, by Siemens.

From those simple environments and expectations, to the most sophisticated

and challenging of sound situations and an expectation of better than normal understanding in noise. Whatever the hearing loss, sound environment, performance expectations, or budget, we have the solutions.

To find out more about experiencing better hearing, or even better than normal hearing, even in noisy social environments without cost, or obligation just give us a call at: 321-722-2894. Or, drop by our office any weekday morning from 9:30 till noon, or visit www.aadvancedhearingcare.com. Look

for the four foot neon ear hanging on our lab wall at 720 East New Haven Ave. Melbourne, where we are always patient centered and results oriented.



Please see our advertisement on the inside back cover of this issue of Spotlight.





SAVE A-LOT of in 2015 at Sleepy Heads Furniture Outlet





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OUTLET







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