



All photos by Al Stover
Sisters in Action Sports CEO and President Pam Miller addresses the participants and spectators before the first race.

By AL STOVER

Skiers of all ages came out to the Leavenworth Fish Hatchery on Jan. 26 for the annual Kick Your Sticks For Cancer event.

Kick Your Sticks For Cancer, previously known as Chicks on Sticks for a number of years, raised funds as well as promoted cancer awareness. In the beginning, the event was only limited to women participants.

After bad winters, staff changes and dwindling numbers, organizers continued "Chicks On Sticks," but decided to allow men to par-

ticipate, according to Leavenworth Ski Club Marketing and Administrative Director Alex Brieger.

"We still weren't getting a lot of increased participation so this year we changed the name to 'Kick Your Sticks For Cancer,'" Brieger added.

"The event originally raised funds for breast cancer but we wanted to make this donation a bit broader to support people in general with cancer."

Although the name of the event is different, the mission remained the same.

Brieger said proceeds from the event will go to pay for

Kick Your Sticks With Cancer continues fundraising tradition

cancer care in the Wenatchee Valley for the Wellnes Place. The funds will be used to provide gas cards, wigs, informational materials, and other means of support for folks who are affected by cancer.

The racing portion of the event was different from last year. The race course was reversed for the 2019 event.

Races were divided into three main categories: a Kids 1L lap for children 9 years and under, and separate races for men and women. Both the women's and men's races were divided into age divisions, and 4K and 8K distances

Skiers made their way through the Icicle River Trails behind The Leavenworth Fish Hatchery. Many participants sported pink on their ski gear, while some had accessories like bells, ribbons and a viking helmet.

Several skiers participated in the event as a way to support family members and/or friends affected by cancer.

Leavenworth resident Jessie Johnson brought her children and her neighbor's

kids to race in the event. Known as the "Shore Street Gang," the young skiers raced in honor of Kathleen Brooks, who works for the Chelan County Public Utilities District and is undergoing chemotherapy treatment.

"I thought it went well," Brieger said of the event. "We had a good turnout, it was great."

Sister In Action Sports (SAS) CEO and President Pam Miller was the special guest for the event. Miller, a cancer survivor, shared her story about being diagnosed with stage 3 melanoma and how exercise and nutrition were the key to her survival. At the time of her diagnosis, Miller said her oncologist gave her a 3 percent, five year chance of surviving her cancer.

"I got a new oncologist and 10 years I'm still here, and I'm grateful," Miller said.

Miller also encouraged everyone to support each other, and the community, especially during tough times.

"Enjoy every day, and enjoy the people around you," she added.

City Council and Planning Commission plan for 2019



By KALIE DRAGO
Echo Reporter

docket for 2019 was approved by the city council.

Therefore the Planning Commission will use the next 12 months to tackle the items listed.

After nearly three and a half hours, the January 22 city council meeting adjourned. In those 90 and then some minutes, naturally a lot of discussion and action unfolded in city hall.

The room was initially full of Leavenworth residents there to voice concern, anger and frustration over the influx of traffic that roams in and out of town. The room grew quieter after the 20 people who spoke, along with the large crowd that herded in to show their agreement with those who went to the microphone, filed out after public comment wrapped up.

Next on the agenda, was a round table discussion and workshop hybrid with City Council and Leavenworth's Planning Commission.

The two groups meshed to discuss the upcoming 2019 docket and the future projects the Planning Commission will work on for the year.

The council began reviewing the draft of the docket back at the November study session and since reviewed and also performed a rating sheet to prioritize the projects.

On the to do list were various elements that Leavenworth locals, both within city council and also just residents themselves, have vocalized opinions on over the course of 2018.

Peak traffic, parking and seeking potential areas for multifamily housing to extend room for those who work in the city to also live in Leavenworth – these were all ranked as a priority by the council.

"The goal here is to let everyone have an opportunity to talk (about each four priorities for secondary projects) and then we'll pick another topic and go around," said Development Services Manager, Lilith Vespier.

"We're at the point we're just going around the table and trying to determine if those four items should stay at that priority."

After some of the topics were mulled over by both council members and the planning commission. the

Following was the debate between council members on how much to fund the Leavenworth Area Promotions budget for 2019.

LAP uses this money, allocated from Lodging Tax, to generally promote the Leavenworth area and entice visitors, particularly during dormant months to visit.

This year they asked for an increase, \$64,000, to 2018's amended budget of \$644,000 – making a total of \$708,000 being requested.

"The LAP group is spending their time and effort to get the most for the dollar. They're willing to try different things," said council member Elmer Larsen.

A gridlock between council members emerged from this conversation. After one motion failed to grant the \$708,000 (with only Larsen and Margaret Neighbors voting in favor) to LAP, a second motion granted the organization \$644,000 with only Larsen voting against the slighted budget. If citizens happen to attend study sessions, they should change their alarm clock to sleep in a little longer.

The city council approved a motion to push the monthly study session meeting time from 8 to 8:30. Also, city council members gave themselves some much needed wiggle room, because even city officials get sick and have to miss a meeting.

City council members are now allowed to vote via conference call. Other business attended to at the meeting:

◆ The approval over the purchase and the surplus of vehicles and equipment for the city to utilize.

◆ The city approved a utility reimbursement for Ward's Funeral Chapel after an error was made in previous years.

◆ The mayor and council also reappointed, assigned, shuffled some people around and released some members from their responsibility with various committees.

Cascade High School art students showcase talent

By KALIE DRAGO
Echo Reporter

Some of Cascade High School's artists had the opportunity to display their art to a crowd bigger than Mom placing the watercolor painting on the fridge – the community was invited to the Leavenworth library on Thursday, January 24 to the group's art reception from 6:30 p.m. to 7:30 p.m.

"The Cascade High artists are excited to have our community members see their artwork on public walls where people they don't know get to appreciate it," said Teara Dillon, visual arts instructor.

14 students were involved in the art reception, each offering a unique element of artwork.

The students featured were selected due to either being advanced artists or currently striving to complete their Advanced Placement studio art portfolio.

The artists have all finished the entry level art course and are working to develop visual communication scale at a much higher ability, according to Dillon.

"The students chose one to three pieces they felt were their best to share with our community," said Dillon.

"Some students opted for acrylic paintings, some chose to use glass etching and some channeled their creativity with a modern abstract approach – but regardless of the artistic liberties the individual student decided to take, there was no question talent was involved.

"The art styles and media include abstract



Photo by Kalie Drago

An example of some of the 2-D art displayed at the Leavenworth library.

SEE CHS ARTISTS ON PAGE 2



Photo contributed by Teara Dillon

A few of the Cascade High School advanced artists who have artwork featured in the Leavenworth Library Show through February 1. Left back: Bethann Gifford, Rose Robinson, Mia Lopez, Natalie Craig, Kendra Emry. Left front: Carina Hernandez-Delgado, Catie Bailey, Kohl Turner



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LETTERS TO THE EDITOR

Fix the Roof!

I am writing to bring attention to a special need affecting the Leavenworth Senior Center building. The building is in need of a new roof. The roof will cost approximately \$30,000. Nearly half of that amount has been accumulated through work projects and donations. The building is located between the Methodist Community Church and the Baptist church on Evans Street. The building has a long and colorful history in the community, serving the needs of high school dances, Rainbow girls and other community functions. The building was purchased for the Senior Center. It now provides daily meals to senior citizens, as well as Meals on Wheels to shut in

seniors. It provides social networking through Bingo, square Dancing, afternoon card games and Saturday music jam sessions. There is a critical need to replace the roof before fall. I invite you to please make a donation. Any amount is welcome and payable to the Senior Roofing Project. PO Box 1033, Leavenworth, WA 98826. Your donation is tax deductible, and it would serve to help many of the most vulnerable and less fortunate senior citizens of the community.

Sally Matthews
Leavenworth

Comments to Leavenworth City Council on traffic and related issues

The important principle here is Long-Term Planning. Communities and societies, those that have lasted, have planned a livable future for their towns where their children will live. Stable communities have not eaten up all the resources for themselves. Instead, they shared into the future – land reserves, convenient and efficient transportation, clean air and a clean and reliable water supply to leave to younger generations. All these things are tied together. Utilizing every square acre of land for maximum development at maximum density is way out of balance. That creates traffic and air pollution for the rest of us as well as out of control land prices. Ignoring intense weekend traffic affects everyone – and not just traffic delays. Stacked cars along Highway 2 emit much higher air pollution because they move slowly through the city, thus maximizing the toxic particulates they throw into the air. We who live here, whose major investment of our lives and our future is here, ask for our City's traffic policy to be based on what we all know and admit to be true – our daily experience that impacts our heavy traffic occur on weekends, not weekdays. We do not need to wait another year, for yet another study to be completed. Rather we ask

you tonight to change city policy and code to reflect the obvious weekend impacts. The Council seems to be reluctant to maintain our healthy environment – land reserves, efficient transportation, clean air and water. You appear unwilling to defend us against developers bent on securing maximum revenue. The implication is that you do not consider our health or that of our children to be important. As adults, we eventually realize that short-term over-development leads to long-term decline. Is that what Council members want to leave as your legacy, to be remembered by? Is that eventual decline what you want for our beautiful town? Wouldn't you rather be known as champions for the important but invisible values from the past – which created our town as we now know it? – our lovely town that we inherited from the wisdom of previous generations? And passing those values along to our children and grandchildren in the form of a healthy, stable town community that insists on only the best for its people.

Ann Crosby
Leavenworth

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Cascade High School art students showcase talent

paintings, realisms portraits, impressionism, glass etching, and digital art. We have mostly two-dimensional artists this semester," said Dillon. "Students were encouraged to try new styles as well as continue to develop the areas they feel most comfortable in." Some pieces varied from being able to be touch whereas others were solely eye catching. The variety of art displayed really illuminated the far reaching spectrum that the students fall into. Different strokes for different folks, and this art gallery highlighted each student's unique talent. "Any of these students would excel in any job where innovative thinking and visual communication is important. Art really allows us to problem solve and figure out different ways to express our thoughts. These skills are so important in any profession. There is a growing number of jobs in visual communication which is exciting for our budding artists," said Dillon. The students variety of art will stay displayed until February 1 for members of the community that would like to trickle in and observe what the Kodiak art students have put together. "It is scary to put your artwork out there. These students have worked hard to create pieces that mean something to them or express a style that was a challenge to achieve. They do love it when their friends, families, co-workers, and teachers come support their showcase," said Dillon.



Photo by Kalie Drago

An example of some of the 3-D art displayed at the Leavenworth library.

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Once Upon A Mattress comes to CHS stage

By KALIE DRAGO
Echo Reporter

As children, fairy tales often helped feed our imagination and as adults, fairy tales generate nostalgia.

Many of us have heard of the fairy tale, "The Princess and the Pea" and Cascade High School's drama coach, Mandi Wickline, chose the familiar tale's fractured version, "Once Upon A Mattress" for the upcoming musical to debut in the new high school auditorium.

A formula of a princess who was raised in a swamp, a domineering mother who demands approval of the woman who catches her son's eye and a kooky wizard for some added magic - the musical will produce an entertaining story for the audience to laugh along with.

"(I chose this show because) Ted (Fredericks) and I directed this production seven years ago at Cascade and it was really fun," said Wickline.

"It has two strong female protagonists and a woman as a villain. I strive to choose shows with strong female leads. The male roles are very unique for musical theater and there are a lot of good supporting roles as well as a cool variety of chorus numbers, so it offers a lot of opportunities for kids to shine."

Not only is Wickline and Fredericks no stranger to directing Once Upon A Mattress, a lot of the student actors are no stranger to the stage.

The cast is jam packed with students who have been staples in Cascade School District's drama department since they were in elementary or middle school.

"It's been so rewarding to watch them evolve as performers," said Wickline. Ellie Camp will play the role of Princess Winnifred, the unconventional princess with swamp roots.

Landon Davies plays Princes Dauntless who has a helicopter mom that is set on matrimony with a true princess.

Sarah Butruille has the role of the villain, Queen Aggravain and Zane Priebe is her silent half, the King. However, Wickline says Priebe's expressiveness speaks volumes for the part.

Tagen Mathews will play the Minstrel and no fairy tale can leave out the jester, who will be played by Josiah Smith.

Like most fairy tales, there are several love stories and two romantic leads to watch for are Isaac Tveten and Haydn Gunter. And the eccentric wizard role is being taken on by Nathan Hagan.

"The chorus is a talented mix of kids who are new to drama or have been with us for years," said Wickline.

"There are 30 kids in the show, ten of which are elementary or middle school students. They are all really good people."

Despite the students not being that familiar with dance

shows, Wickline says they still put their best foot forward and regardless of comfortability, don't skip a beat.

Wickline brought in Briar Hoper in to choreograph the "Opening for a Princess" number, but otherwise choreographed a majority of the numbers.

"We usually don't do dance shows, so the kids are either totally fine with dancing or a little freaked out by it. In any case, they jump right in and push the limits of their comfort zone," said Wickline.

And even though fairy tales are timeless, Once Upon A Mattress has a medieval setting.

The musical will keep the authenticity of the era attached thanks to Amazon props, impressive acting by Cascade students and the music score for the show.

"The music is a unique mix of classic musical theater and jazz, which creates a boisterous, vaudevillian feed," said Wickline. "I like ordering props on Amazon, it's fun to find things that fit in a medieval setting."

"A song sung by (Princess) Winnifred called "Happily Ever After" captures the theme of many musicals, where the lead female sits down and tells us what she wants in life," said Wickline. "I think we all aspire toward "Happily Ever After", especially when our lives are stressful and disappointing.

But fairy tales give us faith that our lives could be more magical."

Beyond the magic of fairy tales and the appeal of happily ever after, the musical will also have: catchy numbers paired with fun choreography, veteran Cascade theater students along with fresh faces debuting and a playful story line. With a trifecta like that, the audience should stay immersed in what unfolds for Princess Winnifred on the stage.

"This show is very colorful and fast paced. Ted and I try really hard to create an entertaining theater that tells a story. We believe that acting comes first in a musical, though it helps to have talented singers, which we do," said Wickline.

Students leave rehearsal singing songs, so it's probable the audience will leave the new auditorium in the same fashion.

The musical premieres on February 7 at 7 p.m. and the community will also have opportunities to view on February 8 at 7 p.m. and February 9 at 2 p.m. and 7 p.m.

Tickets are \$12 for adults and senior citizens, children and students will have a discount for a \$5 ticket.



Back Row (L to R): Katie Gomez, Jenelle Allen, Blaney Oyos-Hernandez, Angie Hall. Front Row (L to R) Amber Zimmerman, Lindsey Kellett, Morgan Fraser.

Supporting Young Artists: 2019 Empty Bowl Art Grants

By MARA BOHMAN

Ten proposals with almost \$4,000 in requests were submitted for the \$1,000 Empty Bowls Art Grant last November.

The annual grant, funded with some proceeds from the Leavenworth Empty Bowls Festival, helps support art education in the community.

We are pleased to announce this year's recipients: The Alpine Lakes Elementary third grade team, Katie Gomez, Jenelle Allen, Blaney Oyos-Hernandez and Angie Hill will use their grant to purchase art materials and reusable equipment to integrate art education and the Social Studies unit on Native Americans.

Lindsay Kellett will work with her team from Peshastin-Dryden and Alpine Lakes Elementary schools to host an Art and Music Family Night on March 5.

Their grant will be used to purchase art materials for the community event.

Cordi Bradburn and Amber Zimmerman work for the Cascade School District through the LEAAP Program to teach art and art appreciation once a month.

Their grant will support purchasing visual aids to help meet the needs of targeted art lessons for more students.

Lindsay Camp with Upper Valley Preschool will use her grant to help purchase art materials for their S.T.E.A.M night.

Morgan Fraser with Leavenworth Spanish will use her grant toward purchasing supplies to incorporate art into her language classes for kids ages 5 through teens.

We recognize and appreciate the great programs being offered in our community to help to inspire young artists.

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AWANA (Youth Program) Weekly Bible Studies
Wednesday 6:30 p.m. (school year)
Pastor Todd James
www.cmbiblechurch.org

MONITOR

MONITOR UNITED METHODIST CHURCH
3799 Fairview Canyon • 782-2601
Church Service & Sunday School 9:00 a.m.
Pastor Lilia Felicitas - Malana

PESHASTIN

LIGHT IN THE VALLEY COMMUNITY CHURCH
8455 Main Street • 548-7517
Sunday Worship 10 a.m.
Pastor John Romine
www.lightinthevalley.org

PESHASTIN ASSEMBLY OF GOD
School and Lake St. • 548-7523
Sunday Worship Service 10:30 a.m.
Bible Adventures for kids at 10 a.m. sharp
Pastor Jorge Torres

NEW LIFE FOURSQUARE CHURCH
7591 Hwy. 97 - 548-4222
Sunday Worship, 10 a.m.
Pastors, Darryl and Mindy Wall
Email: newlifeleavenworth@gmail.com
FB page: newlifeleavenworth
www.newlifeleavenworth.com

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ECHO RECORD MIRROR HERALD

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ANNOUNCEMENTS

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The sale includes equipment, inventory and display pieces.

The building is also for sale separately.

Serious inquiries call 509-782-2071 and ask for Sherrie.



HAPPY ADS

ANNOUNCE IT IN THE CLASSIFIEDS
 AT NCWMarket.com

***HAPPY BIRTHDAY**

***CONGRATULATIONS!**

WILL YOU MARRY ME?

***I'M SORRY!!**

***Happy Anniversary**

Only \$15 for 30 days
 includes 3 photos

HELP WANTED

Brewster School District is accepting applications for a **Migrant/ Bilingual paraprofessional** to work 7 hours per day with Middle School/ High School students. The successful applicant must meet the Title 1 requirements. Spanish Required. Application is available on the district's website www.brewsterbears.org or by contacting the district office at 689-3418. This position is open until filled.

WHAT'S HAPPENING

Need to promote your event? Have you thought about **NCWMarket.com** the best online promotion available

HELP WANTED

Leavenworth Nutrition Program Cook: Prepare dietitian approved menu for large groups. Monday- Friday, 7 hours/day. Must have knowledge of all aspects of food preparation and serving, supervisory skills and experience with purchasing within budget. Must be friendly and efficient. Full job description, application and background check authorization may be obtained online at octn.org, or email request to nutrition@octn.org. Closing deadline is February 8. OCTN is an EOE

Full and Part-Time Bed Makers, Laundry and Housekeeping
 Leavenworth Enzian Inn, is hiring for full and part-time Housekeeping/ Laundry / Bed Makers. Enjoy a competitive wage and positive working environment. Shifts typically begin at 9:00 and end between 2:00 - 4:00 daily. Hotel amenities such as fitness room, indoor pool and jacuzzi are available to employees and their immediate family to enjoy in the winter months.

Apply in person
 Enzian Inn
 590 US Hwy. 2
 Leavenworth



HOUSEKEEPING MANAGER
 We are seeking a full time Housekeeping Manager who is creative, energetic and knowledgeable of housekeeping management responsibilities in a resort/ hotel environment. Salary DOE plus full time benefits.

ASSISTANT HOUSEKEEPING MANAGER
 We are seeking a full time Assistant Housekeeping Manager who will assist the Housekeeping Manager in running a smooth operation. Salary DOE plus full time benefits.

Submit your resume, Wapato Point Application and Background Screening forms (forms can be downloaded at www.wapatopoint.com under Contact tab) to Director of HR, Wapato Point Management Company, PO Box 426, Manson WA 98831.

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HELP WANTED

SLIDE WATERS

Join Team Slidewaters for a summer of fun work with the #bestsummerjobever! Slidewaters & Lakeside Surf are now hiring for all teams. We have positions available on the Kitchen Team, Guard Team and newly formed Surf Team. Learn valuable life lessons while having a fun at work. Make life long friends and skills as you interact with co-workers and guests. We offer competitive wages with numerous opportunities for advancement, bonuses, prizes and freebies! We want to find happy people that can help make our guests happy! If you are happy and responsible, then we want you to join Team Slidewaters. <https://www.slidewaters.com/ncwmedia-team-member-opportunities>

Find the Best Qualified Local Employee in our Classifieds Ads.

Place your ad 24/7 at www.NCWMarket.com

Deadline Monday at noon for the paper **Lake Chelan Mirror Leavenworth/ Cashmere**
 Deadline Tuesday at noon **Quad City Herald**

Your ad will appear online and in the newspaper for one low price.

HELP WANTED

City of Pateros Parks/ Public Works Department

The City of Pateros has a current opening in the Parks/ Public Works Department. This position is a non-exempt position performing manual to journey level work in the parks, streets, buildings and utilities of the City of Pateros.

This is a full time position, wage scale ranging from \$3,207 to \$3,336 per month plus benefits. Desirable qualifications include a valid commercial driver's license, Public Pesticide License, irrigation and landscape maintenance, water certifications and heavy equipment operation. The position requires the ability and willingness to perform manual labor, including lifting of heavy objects. Background check and drug test will be required before hiring. Applicant must have a valid WA State Driver's License and provide current driving record from DOL. Experience in similar position is desirable.

A complete job description and application can be obtained by calling (509) 923-2571, or email pateros@swift-stream.com. When submitting application, please include a resume and cover letter. Position is open until filled.

HELP WANTED

Full and Part-Time Breakfast Catering Staff

The Leavenworth Enzian Inn is searching for energetic service oriented individuals to join our breakfast/ catering team. Position provides opportunities to learn and perform a variety of duties. Prepare, present and serve the daily breakfast buffet and at catered functions.

Full and part-time positions requiring some weekends. Recreational amenities of hotel are available to employees including fitness center, indoor/ outdoor pool, spa and putting course.

Apply in person.
 590 Hwy. 2
 Leavenworth.



The Cascade School District is seeking qualified applicants for the following positions:

Early Childhood Program Sign Language Interpreter

Alpine Lakes Elementary Title 1/LAP Para Educator (Temporary Replacement)

Fast Track application process and information can be found on our website at: www.cascadesed.org EOE

www.leavenworthecho.com • www.cashmerevalleyrecord.com

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Run it till it sells - Automotive (\$25.00)
 Don't just park your car on the side of the road with a "For Sale" sign!

Promote it on the web for one low price where local buyers can see it at their leisure.

- Includes up to 3 photos
- Includes video
- Unlimited description
- Google map to your location (or you can opt out)
- Privacy link (interested buyers contact you through the site protecting your identity)

Our site is promoted across North Central Washington giving you exposure to your primary potential local buyers. Your listing will continue to run for 12 months or until you cancel it. You can renew it for an additional 12 months at no additional charge.

CROSSWORD PUZZLE

CROSSWORD

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- THEME: CIVIL RIGHTS
- ACROSS
- Forever and a day
 - Organ of balance
 - What Jack Sprat couldn't eat
 - Quinceanera or bat mitzvah
 - Wagon part
 - You can count on these
 - Heart of the matter
 - Perceive by touch
 - Fedora part, pl.
 - *Voter test, now illegal
 - Ireland's other name
 - Written corrections
 - One from Laos
 - Kind of acid
 - *Segregation laws
 - *Stop segregation, e.g.
 - 40 winks
 - Zeus' wife
 - Nadya Suleman's children, e.g.
 - Subject of "Philadelphia" movie
 - Kind of southern pie
 - Chico or Groucho
 - Cured sausage
 - Member of Shoshonean people
 - *Montgomery Bus
 - Produced by inbreeding
 - Brown league
 - Kind of ray
 - Flying toy
 - *He challenged nonviolence
 - Juice alternative
 - Craving
 - Evening in Italy
 - Dead to the world
 - Harry Potter's mark
 - Wet nurse
 - Ottoman officer title
 - CafE alternative
 - Kind of bean
- DOWN
- *The ___ of the moral universe is long but it bends toward justice"
 - Lena Dunham or Allison Williams, 2012-2017
 - Red carpet purse
 - The Brady Bunch children, e.g.
 - Permission for absence from a college
 - Smart ____, pl
 - Be dependent
 - *Housing Act
 - Climber's destination
 - "___ the season..." note
 - *Mandela presided over its southernmost country
 - Perpendicular to the keel
 - French bun
 - Authoritative proclamation
 - Not to be given to those in authority
 - Manhattan Project invention
 - Chocolate tree
 - "Dear Diary..." note
 - Cup of joe
 - Happen again
 - Do like Demosthenes
 - What moon did
 - Not this
 - Bupkis
 - Oscillator, e.g.
 - '70s Ford model
 - Farm pen
 - Meat grinder, e.g.
 - For all to see
 - Model-builder's wood of choice, pl.
 - *___ on Washington
 - Blue-Green scum
 - *Nobel Peace Prize winner
 - Light bulb
 - Necessary thing
 - Office dispatch
 - Roentgen's machine
 - Langley, VA org.
 - "Eureka!"

SUDOKU PUZZLE

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dish

Healthy Living

Super Bowl Ads and Medicine

This coming weekend in Atlanta's Mercedes-Benz Stadium, Super Bowl III will pit the champion team of the American Football Conference, the New England Patriots, against the champions of the National Football Conference, the Los Angeles Rams. While this is the third straight appearance for the Patriots, it's the first time in 17 years for the Rams. Between now and the Big Game, as well as during the contest, there will LOTS of advertisements, including ads for cars, trucks, insurance, beer, and even some prescription and non-prescription medicines.

I often get asked, "Why do some drug advertisements on television mention the risks of the medicine they are promoting, while others don't?" One reason is that they may be promoting different types of medicine. There is one set of rules for direct to consumer (DTC) prescription medicine advertising, and another, very different set for non-prescription or OTC (over-the-counter) medicines. The Food and Drug Administration (FDA) controls the advertising rules for prescription medicines while the Federal Trade Commission is responsible for the rules regarding advertising of non-prescription medicines.

Inside the FDA, the Division of Drug Marketing, Advertising and Communications (DDMAC) is responsible for regulating the marketing of prescription medicines, assuring that prescription drug information used in advertising is truthful, balanced and accurately communicated, whether it's directed at health care

providers such as doctors and pharmacists, or aimed directly at consumers.

Every advertisement must have 4 elements: it must not be false or misleading, present a "fair balance" of information describing the risks and benefits of the medicine, tell what it's used for, and briefly summarize every risk mentioned in the product's labeling. In contrast, the advertising of OTC medicines regulated by the Federal Trade Commission and is much less strict.

There are 3 main categories of prescription drug advertising, with rules for each: help seeking ads, product claim ads, and reminder ads. Help seeking advertisements mention a particular condition, such as depression, arthritis, or overactive bladder, then direct you to ask your doctor for more information about it.

No medicines are mentioned in this type of ad, but if you look closely, you'll usually see the name or logo of the drug manufacturer sponsoring it somewhere on the screen.

Product claim ads are the most familiar to people because they mention the type of condition the medicine has been approved to treat, give its brand and generic name, and include some benefits and risks associated with taking it.

Product claim ads use cartoons, celebrity spokespersons or actors to play satisfied patients; then, near the very end you hear a list of risks of taking the medicine, even including death.

The balance between benefits and risks is important; in this category, the advertise-

ment MUST mention potential serious risks if they are presenting benefits.

The third type of prescription medicine advertisement for DTC marketing is a reminder ad. Reminder ads are short, giving only the brand name of the medicine, not what it treats or any of its benefits.

Reminder ads connect us with previous advertising by echoing the visual marketing elements seen in the product claim ads for the product, like showing two people watching a sunset sitting in bathtubs placed side-by-side.

DTC advertising is controversial. On one hand, those who support DTC marketing state that it's useful to consumers because it encourages people to talk to their physician about a health condition they may have. DTC advertising can also help remove the stigma of a particular condition, such as depression or erectile dysfunction.

Opponents of DTC advertising are concerned that it promotes increased medication use and even overuse of drugs for conditions that have non-drug treatments or less expensive treatments available.

They also fear that not enough attention is paid to the risks of a new medicine, like serious side effects.

Marketers want their product presented in the best possible light, and false or misleading claims can slip in. In contrast, DTC advertising of a non-prescription product doesn't have to mention ANY side effects, because the FTC doesn't require it.

There is concern about this lack of balance, especially when



a prescription medicine gets approval to become OTC, such as omeprazole (Prilosec®) or naproxen (Aleve®).

Just because a medicine no longer requires a prescription doesn't mean the risks of

having side effects magically disappear.

The only type of advertisement that forces the manufacturer to mention the risks of taking a particular medicine is a product promotion adver-

tisement of a prescription-only medicine.

Reminder ads, help seeking ads and OTC medicine advertisements don't list serious side effects because they aren't required to.

Dr. Louise Achey, Doctor of Pharmacy is a 39-year veteran of pharmacology and author of *Why Dogs Can't Eat Chocolate: How Medicines Work and How YOU Can Take Them Safely*. Your questions and comments are always welcome at www.AskDrLouise.com

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Thank you for allowing us to provide emergency services for over thirty years. Please help us maintain quality emergency medical services in your hospital district by voting YES on February 12th, 2019.

**HOSPITAL DISTRICT NO. 1
PROPOSITION NO. 1**

**Cascade Medical Center for
Renewal of the Emergency
Medical Services Levy**

- Supports Cascade Ambulance service, staffed with EMTs and Paramedics who respond to over 1,000 calls per year to Blewett Pass, Stevens Pass, Leavenworth Peshastin, Dryden, Plain, and Lake Wenatchee communities.
- Supports the Cascade Medical Emergency Department, which serves over 3,200 visits, annually.
- Ensures continuation of the 2012 levy rate of 50 cents per \$1,000 of assessed valuation that was approved with 82%

VOTE YES



Paid for by Cascade EMS IAFF 5134 Paramedics and EMTs