

Webster Groves Lions Newsletter

Squeal

December/January 2018/2019
Volume 4, Issue 6
www.webstergroveslions.org

Celebrating our 93rd Anniversary
2018

President Lion Sandy Halama
Members: 64



President's Message

This past weekend, after having enjoyed a wonderful Thanksgiving with family and too much food, I had the joy of watching my beautiful new grandson baptized. It reminded me of the renewal of body and soul, the circle of life.

Life, it is a precious thing. One we often take for granted and forget how fragile it can be. We often hear "live life to the fullest", "stop to smell the roses", "life is short". However, more often than not, we get caught in the day to day grind, living for the next Friday. We don't take the time to enjoy a beautiful fall day with its crisp cool air, the smell of a good campfire, or the sound of leaves rustling in the wind.

So too, we forget not everyone has the opportunity to enjoy life to its fullest. Whether, sickness, sadness, or homelessness, many families will go without this holiday season. As LIONS we work all year and provide wonderful contributions to many important organizations. But in this season of wonder and joy, while in the rush to get to all of your holiday tasks and activities, please remember to help when you can, either a Salvation Army red bucket, a toy or coat collection, or food drive. Every little bit helps.

As a LION, I receive such satisfaction when we directly impact the lives of children through Toys for Tots, Operation Christmas Child, or the Pediatric Cancer bags. As a new grandmother, I am reminded how much the love and happiness of a child can bring such sheer pleasure. This is why we continue to collect food for the pantries, toys for the Marines, and will soon be involved in a backpack program for school children. Please remember to bring an unwrapped toy and/or canned food to the Christmas party at Pietro's on Dec 13th.



Hopefully everyone will enjoy family, friends, and good fellowship throughout the holiday season. But think about what brings you the most joy during this season. The spirit of giving is alive and strong. We can all be a part of bringing some "Holiday Cheer" to someone.

Lion Rob and I wish each of you peace and joy this holiday season, as well as a wonderful New Year!

Yours in Lionism

President Lion Sandy

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Our Motto
"We Serve"

**Webster
Groves
Lions
Est. 1925**



For Eye, Eye Surgery, Hearing, & Glasses Assistance
HOTLINE PHONE: 314-645-3500
EMAIL: hotline@lions26m2.org
WEBSITE: www.lions26m2.org

RSVP FOR DINNER - TAKES ONLY A CLICK

Meals for our meetings are purchased & prepared by Lions Teddi & Becky which requires a lot of effort on their part.

Our calendar service sends members notices of meetings with the opportunity to RSVP directly from your email with the click of a mouse.

Please utilize this service that we pay for.

OFFICERS & BOARD MEMBERS 2018 - 2019

President	Lion Sandy Halama
Past President	Lion John Gregory
1 st Vice	Lion Becky Speeler
2 nd Vice	Lion Missy Carr
3 rd Vice	Lion Pat Rabbitt
Secretary	Lion Teddi Speeler
Treasurer	Lion Vicky Swederska
Tail Twister	Lion Rob Halama
Lion Tamer	Lion Fred Yoder
LCIF Coordinator	Lion John Gregory
Service Chair	Lion Teddi Speeler
Mktg/Comm. Chair	Lion Fred Yoder
Membership Chair	Lion Becky Speeler

Directors:

Lion Mike Swederska
Lion Jerry Clubbs
Lion Theron Poe
Lion Ryan Whittington

Committee Chairs:

Membership Chair:

Lion Becky Speeler,
Cell: 314-724-3735
Email: speeler22@hotmail.com

Welfare Chair:

Lion Mike Swederska
PH: 314-289-3444
Email: shur-way@sbcglobal.net

Carnival Chair:

Lion Becky Speeler
Cell: 314-724-3735
Email: speeler22@hotmail.com

Scholarship Chair:

Lion Phil Hunt
Cell: 314-341-6340
Email: phil@bhhsady.com

Small Event chair:

Lion Larry M. Schumaier
Cell: 314-952-5706
Email: lmstgr@sbcglobal.net

Helen Keller Graduation from Radcliff 1904



Much of what Lions do is not conspicuous, grandiose, or "out there". But rest assured, there is much going on. Many individuals, including officers, are hard at work to make this club a success. But as we age, we need new younger, "blood" not only to help with work, but with fresh new ideas.

ATTRACTING NEW LIONS

1. INTRODUCTION

New members allow new personalities, new skills, new ideas and new creativity that can be effectively captured to continue and build on the traditions and success of Lions Clubs. One new member can have the potential to revitalize the Club because they bring a new, fresh approach that can *make a difference* given the opportunity.

The stages for attracting new members are (a) gain support from all existing club members, (b) plan and create a list of potential new members, (c) extend personal invitation(s) to attend a Lions event and (d) invite them to join when they demonstrate interest in the club.

1.1. Motivating Your Members

The first stage for attracting new members is to demonstrate to existing members the benefits that new members bring. Most Lions don't respond to being told what to do. Be more creative - demonstrate the benefits new members bring.

One proven way to do this is by splitting the Club up into Groups of 3 or 4 Lions to carry out mini brain storming sessions. The rules for these sessions are to have fun, to accept that there are no daft ideas and to involve every Lion. At the end of each session one Lion from each group summarizes their best ideas and captures them on a flip chart. Use the whole Club to prioritize the best suggestions. Use the Groups to consider the following:

- What exciting new projects could the Club undertake?
- What programs could be expanded if there was more support?
- What new or specific skills do we need to achieve the above?
- What meaningful activities could we give to new members?

Involvement at the development stage is the key to success because ownership and commitment is obtained. Now is a good time to ask for volunteers to work with the Club's Membership Committee (composed of the Club's Membership Chairman, Vice Chairman and at least one Committee member) and launch a campaign centered on increasing the amount of service to the community through increased membership.

1.2. New Member Recruitment

New member recruitment is one of the most rewarding aspects of Lionism and is a continuous process that needs to be well organized. There is often a great deal of confusion when reporting on potential members. How often have we heard "we have two in the pipeline", usually reported when the District Governor visits, but what does it mean? The following definitions have been used to avoid confusion.

Lead A name that has been suggested, or a person who has expressed interest, but has not attended a meeting.

Prospective One who has been given initial consideration and has attended at least one meeting or event.

Proposed A person who has been given full consideration and has completed the application form.

2. GENERATING LEADS FOR NEW LIONS

2.1. Introduction

Leads are generated from personal contact and recommendations from members and friends. Advertisements in the paper, leaflet drops, general announcements to groups or other appeals may bring results, but with this approach leads should be carefully screened. Every club should aim to have a *Perpetual List of Leads* that is regularly reviewed and updated. The following sections describe some methods of generating and selecting leads.

2.2. Wheel of Fortune

At club meetings, pass out the Wheel of Fortune to all members. Have an enthusiastic Lion conduct "*Who is the one*" questioning for each group on the wheel and list the names submitted on a flip chart. Example, *Who is the one* relative in your family who would be willing to give a little time to help those less fortunate than themselves.

The Wheel of Fortune can be used at planned intervals (e.g. quarterly) at a full Club meeting, and the resultant names can be considered for individual approach of as an invitation list for a Club social or Meet The Lions event.

2.3. Targeting to Satisfy Needs

Locating leads can be achieved by targeting particular individuals that will satisfy urgent needs of the club. For example, you may need a Fund Raiser, or a Secretary, so the club members search the community for someone who can fill this need and then enlists them for that task.

2.4. Lions Events

Always have at least one Lion who is available to talk to the public at all events whenever the public is present. If they appear to be interested then offer to send them information about our organization. The objective at this stage is to establish the individual's potential for consideration as a member, and not to try to "over-sell" membership. *The key to success is to obtain their name and address to be incorporated in the 'Leads List'*

WG Lions Welfare has helped 10 people with eye glasses, exams and other vision related issues since April of 2016. Since Lion Mike started as Welfare Chair in April 2011, WG Lions club has helped 180 people with vision issues.

ATTRACTING NEW LIONS (cont.)**2.5. Meet the Lions Event**

This traditional idea can still be effectively used. Use the Wheel of Fortune, or other method to draw up a list of invitees. Some Clubs have had success with a door-to-door leaflet/invitation drop in a defined community or suburb. Whatever method is used, the aim is to deliver an invitation to attend an informal meeting with the Lions in their local Community Centre, Pub or Hotel. The attendance levels will be higher if they are in comfortable, familiar surroundings and feel less pressured. Again, do not overload the invitees with information. Give them enough to get them interested in the Club and its activities, so that they can be nurtured by one-to-one contact after the meeting. Above all, show them that Lionism is fun.

2.6. Public Relations

Call for volunteers to help with a major project and use as much human interest in the content as possible. Once the project is completed, invite the volunteers to a club social event to celebrate their success. It is better to focus on involvement before talking about being a member.

2.7. Public Contact Points

If you are a member of the public, how do you find the local Lions Club? Get your club to list all of the public contact points you have, an those you might have, and ensure you have as many way for the public to contact you as possible.

2.8. Website

This is the mass communication medium of the future, so do not get left behind, generate your own Internet Web page. Contact your District IT Officer for assistance.

2.9. Friends of Lions

By attracting "Friends of Lions" to all social and fund raising events, there is a great untapped source of help and a potential area of membership recruitment. These people already support the organization, have learnt a lot about what happens within the club, and if they join, they are not strangers to existing members.

2.10. Former members

Many Lions drop out of the organization because they had a personal situation that made it difficult to fulfil their responsibilities. However, situations change, and former members may now have time to volunteer again. Keep in touch with them and leave the door open for them to rejoin.

2.11. Qualifying The Best Leads

Gather as much information as possible about each lead and qualify them as potential prospective members. Screen each name thoroughly on the basis of:

- good moral character and reputation
- interest in service
- satisfying club urgent needs
- good financial standing

Don't be afraid to reject those that do not meet our standards or are negative. The reputation of a Lions Club is mirrored by the reputation of its members.

List the "best and most likely to join" candidates and target this group first.

3. ATTRACTING NEW LIONS**3.1. Introduction**

It is recommended that all Lions involved with attracting new members should be thoroughly briefed and prepared. It is important to recognize that not every Lion is comfortable with recruiting. Therefore, obtain agreement on who will make the

first contact. The following sections can be used as an Aide Memoire.

Step 1: *Greeting* - Introduce yourself and explain that you are a member of the local Lions Club. If a current member referred the lead to the Club, provide the name of the member who furnished the referral. If the lead responded to an advertisement or another marketing effort, explain that you are responding to their request for information.

Step 2: *Open a discussion about the Club* - Ask if they are aware of the activities and projects that the Club is involved in. Discuss topics that may be of interest to them and be sincerely enthusiastic about all the benefits that Lionism offers. Mention that the Club is looking for new members to increase its community service efforts. Provide information about the new projects and explain how they can become involved.

Step 3: *Make an offer* - At this point in the conversation, make a specific "offer" such as an invitation to a meeting or to become involved in a project.

Step 4: *Closing* - End the discussion on a positive note. If the individual is interested in attending a meeting or volunteering for a project, provide information and suggest going to the meeting together. If they show interest but want to think it over, schedule a time to follow up. Even if they did not seem interested, thank them for their time and leave them with your telephone number and a Lions Club publication.

Step 5: *Follow up* - Follow up each contact with a thank you note and provide additional information about the Club. Call each interested prospect a day or two before the meeting or event to confirm his or her attendance and plan to arrive together.

It takes practice to master any skill and the same is true for recruiting. Take the time to rehearse the approach until you are comfortable with the content and choice of words. Each approach should be tailored to every individual.

3.2. Meeting Your Club

After the leads have shown an interest in attending a meeting or volunteering for a project, the next step is to make sure that their first experience with the Club is a positive one. The following recommendations will inspire them to join:

- *Monitor the Club's atmosphere*
- Are your members friendly?
- Do they welcome new members?
- Are the meetings productive and worthwhile?
- Do the members have fun?

If the answer to any of these questions is "no", you must look at adapting your procedures before new members are introduced into the Club.

- *Do not leave the prospect alone during the meeting* - The Lion that invited the prospective member should stay with the prospect during the entire meeting and introduce them to members who may have a common interest. This will increase interest on the part of the prospect who will get to know the members better.

ATTRACTING NEW LIONS (cont.)

- *Make the prospect feel important* - Thank them for coming to the event. Mention a few projects that he or she may find interesting and explain how to become involved. Provide them with as much personal attention as needed to capture their interest.
- *Discover their needs* - Find out what the prospect is interested in accomplishing by joining the Club. Once you know what they are looking for, explain how the Club can help them accomplish their goal.
- *Discuss objections or hesitations* - Does the prospect feel he or she cannot commit the time? If so, explain that there are a number of ways to volunteer and many projects are flexible. Is it too expensive? If so, perhaps dues can be paid quarterly? Clearly outline the commitment and the opportunities that are available, as well as the process of joining. Then, upon approval by the Club's Board of Directors, the prospect should be asked to apply for membership.
- *Deliver What You Promise* - Make it a priority to get new members involved as soon as possible and make sure that they are completely satisfied with their experiences as a Lion. Do not promise the new member things that cannot be delivered. This will only lead to unnecessary dissatisfaction.

If the new members enjoy the fellowship of the Club and feel that their time is wisely spent, they are more likely to continue their membership and recommend the Club to their friends.

▫ *If at First You Don't Succeed* - Try, Try and Try Again. Not all prospects will join after an initial meeting. Maintain contact and leave the door open. When a new project is developed or the right opportunity presents itself, ask them again. Do not pressure the prospects, rather let them join at their leisure, providing a commendable first impression of yourself, your Club and Lions Clubs International.

3.3. Membership Recruitment Packs

A membership drive is much more effective if there are materials available to use in recruiting. Basic brochures on Lionism are available from our Multiple District Headquarters and Lions Clubs International Headquarters at a modest cost. Be sure your club name and a contact person are stamped on all promotional material you use. The club should prepare a *special fact sheet about your club* to give to prospects.

I know these extra pages and the preceding article are out of the ordinary for this paper.

However, in light of the struggles our club is having with membership, and having members that are active, I found this article from a Lions district in the United Kingdom. Although some of the approaches and processes seem extreme, there may be some element contained therein that we can put to good use.

Just a thought!

Lion Fred

What are your thoughts?

Anybody???

Board Meetings

December 6th & January 3rd, 2019
3540 Greenwood Blvd.
Maplewood, MO 63143

Christmas Party

December 13th, 2018
Pietros Restaurant
3801 Watson Rd.
St Louis, MO 63103

Business Meetings

January 10th, 2019
Hawken House Hearth Room
1155 S. Rock Hill RD. Webster
Groves, MO 63119

General Meetings

January 24th, 2019
Hawken House Hearth Room
1155 S. Rock Hill RD. Webster
Groves, MO 63119

Next BBQs of Season

April 12/13th, 2019
General Grant Center, 8400
Watson Road, Webster Groves,
MO 63119

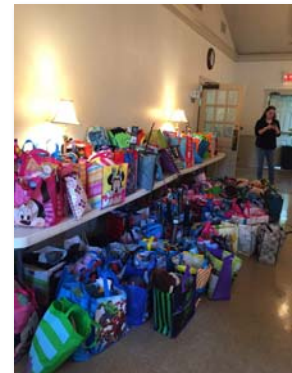
Who is this charming young Lad?



Answer on Page 4

Service Project

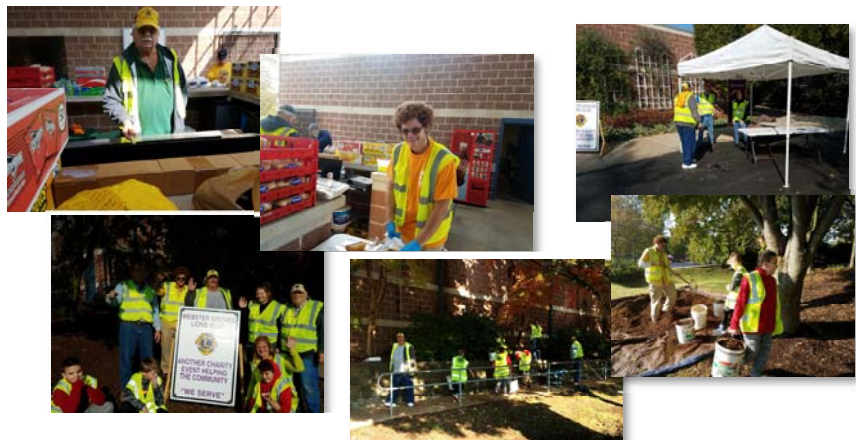
What a great day we had stuffing comfort bags for children with pediatric cancer. This was a District 26-M2 Service Project. Thank you to our District Service Chair Lion Teddi Speeler for coordinating our event. We had 166 bags for children. Thank you to all who came and helped, those who brought bags, brought items, our just came and helped. We had Lions from Webster, Meramec Heights, Lemay JB, Wildwood, Fenton, Union, Maplewood, House Springs, Richwoods, St. Louis Downtown and St. Louis University.



Make A Difference Day

As usual, the Webster Groves Lions grilled and served hotdogs with condiment's and beverages to the volunteers participating in the Webster-Shrewsbury Make A Difference Day. Many volunteers spend the day sprucing up the community and performing other community service projects. We grilled approximately 200 hot dogs but since not as many people came this year, we had about 3 dozen or so left over. These were given to the Webster and Affton Fire Departments.

In addition to grilling 'dogs this year, members of the club volunteered for a project for the first time in recent history. The Parks Department offered us a project of planting 300 flower bulbs along the handicap ramp at the entrance to the Recreation Center



Many thanks to Lions Larry & Larry M. Schumaier, Greg Hanser, Mary Ulrich, Bill Belcher, Fred Yoder & Jerry Clubbs.

In addition, Carol Hanser, Craig & Rebecca Brown, their son and friends pitched in to help.

Last BBQ of Season

The last BBQ of the season was held on October. Weather on Friday was great, 82 ° sunny; Saturday was miserable, 54° and cloudy. As expected, net proceeds were down from previous months as we draw down our reserves.

Since it is getting more difficult to staff certain BBQs, the club Board elected to forego the March and August BBQ of 2019. See you in April.

Just imagine if every Lion, 1.4 million, asked one person to join their club...

...now imagine how much more Lions could do and how many more people they could serve!

All it takes is asking one person...get started today!!!



AND WHAT DO WE DO WITH CARNIVAL & BBQ EARNINGS (& OTHER DONATIONS)?

The Webster Groves Lions helps to support many charities and community causes. We are able to do this by the continued efforts by our members and volunteers in fund raisers. Among these community causes are:

OPERATION CHRISTMAS CHILD

Each year, Samaritan's Purse delivers millions of gift-filled shoe boxes to boys and girls all over the world. A gift to Operation Christmas Child helps cover processing and shipping expenses and allows our teams to share the Good News of Jesus Christ with children and their families.

Our club purchases items and packs "shoebboxes" that we give to this organization. Last year our club sent 12 boxes. The shoe boxes are shipped all over the world and here in St. Louis, to less fortunate children for Christmas. The shoe boxes are filled with toiletries, candy, toys, and other items.



St LOUIS SOCIETY FOR THE BLIND

Over A Century of Service to the Community

What began as the Missouri Association for the Blind in 1911 has grown from a small organization to one which now serves more than 1,500 individuals of all ages annually through comprehensive Vision Rehabilitation and Special Education Services. Founded by James Jones, Col. James Butler and others, the original objectives were:

1. Prevention of Blindness
2. Conservation of Eyesight
3. Social Service
4. Promotion of Employment
5. Recreation for the Blind

Today's St. Louis Society for the Blind and Visually Impaired provides specialized education and training for individuals in order to enhance their independence, health, safety, adjustment, developmental growth, and social interaction.

The programs and services offered by the Society have grown considerably since our inception in 1911. In addition to serving the growing number of individuals with age-related eye conditions, over the years the Society has reached out to under-served individuals who are blind or visually impaired by expanding services to area school-age children, veterans needing assistance through the Veteran's Administration and younger adults.

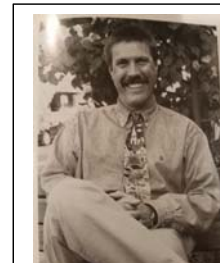
The Society takes an active role in professional and community organizations through membership in VisionServe Alliance, Association for Education and Rehabilitation of the Blind and Visually Impaired, Academy for Certification of Vision Rehabilitation and Education Professionals and Community Health Charities of Kansas and Missouri.

Saving KidSight

Saving KidSight is a 501(c)(3) nonprofit organization that provides free vision screenings for children. The program was founded in St. Louis, Missouri in 1995 with a handful of volunteers screening a few hundred children a year. Today, Saving KidSight's program has grown to screen the vision of more than 67,000 kids throughout Missouri each year with the help of trained staff and volunteers operating in 5 offices across the state. Since 1995, Saving KidSight has screened the vision of more than 500,000 children.

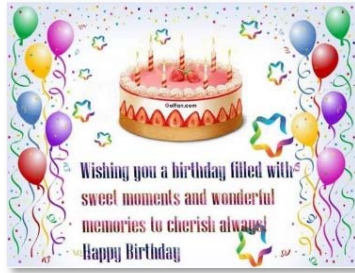
Because as much as 80 percent of learning in early childhood occurs through the eyes, healthy vision is important for children's early development. Saving KidSight's screenings detect vision problems early and the program helps parents get their children treatment before it's too late to avoid the permanent vision loss that can result from some eye conditions. By ensuring kids have healthy vision, we can prevent what could be a lifetime of vision loss and help children be ready to learn in school.

Yes! It is our own Lion Phil Hunt



December Birthdays

Lion Kim Pepple - 3rd
 Lion Barb Schopper - 8th
 Lion Vicki Swederska - 18th
 Lion John Rabbit - 28th
 -



January Birthdays

Lion Rob Halama - 5th
 Lion Tom Yohe - 6th
 Lion Becky Speeler - 10th
 Lion Missy Carr - 10th
 Lion Mary Ulrich - 14th
 Lin Bob Buerk - 28th
 Lion Harris Gerhard - 30th

December Anniversaries

Lion John Gregory - 8 yrs
 Lion Michelle Krabbe - 8 yrs
 Lion Jack Lenk - 20 yrs
 Lion Mark Cereghino - 28 yrs
 Lion Robby Poe - 1 yrs

January Anniversaries

Lion Christy Pershall - 6 yrs
 Lion Quin Swederska - 9 yrs
 Lion Larry Suiter - 11 yrs
 Lion Maria Suiter - 11 yrs
 Lion Ryan Whittington - 17
 Lion Tom Yohe - 1 yr

Perfect Attendance

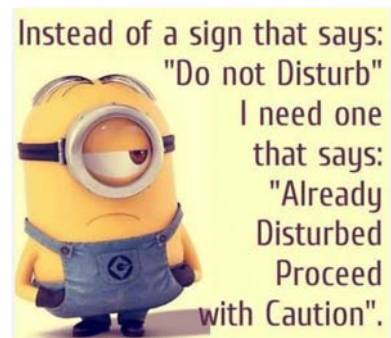
In order to receive a perfect attendance pin, you must attend all 22 meetings. If you miss a meeting you can make it up by working a function, or attending another Lions meeting (Board Mtg., Zone Mtg., etc.) within a two-week time frame.

Matching Funds

If you have a specific organization you would like to donate to, the club will match your donation up to \$500. For the club to match your donation, you must submit to the president or secretary a description of your charity and what it represents, a check made out to that organization, and an addressed envelope.

If you are interested in being on a committee for the upcoming year, please see President Lion Sandy Halama.

Keep an eye out for the next Squeal!
 If you have any news or pictures, please submit to Lion Fred at contactus@webstergroveslions.com



LIONS Barbara Schopper & Matthew Roark

FEATURED LION

Who Is It: Barbara Schopper
 Married to: Lion Lou Schopper
 Children: 6
 Resides in: Affton
 Pets: None
 Church: Our Lady of Providence Catholic Church
 Born and Raised: St Louis
 Childhood Dream Career: Beautician
 Something we don't know about you: Devout Individual
 Talents: Doing hair, taking care of Lion Lou
 Free Time: None (see talents)
 Hobbies: Great- & Grand-children
 Proud Accomplishment: Raising a family, putting up with Lion Lou for 55 years
 Favorite Holiday: Christmas
 Favorite Food:
 Favorite Movie: Breakfast at Tiffany's
 Favorite TV Show: Hallmark Movie Channel
 Favorite Music: Fifties & Country Western
 What Do You Like About Your Job? Retirement.
 Why Do You Like Being A Lion? Being in a group to help others.
 Why Did You Become a Lion? Ditto.

FEATURED LION

Who Is It: Matthew Roark
 Married to: "Weather"
 Children:
 Resides in: Saint Louis University
 Pets:
 Church: St Francis Xavier
 Born and Raised: Jefferson City, MO
 Childhood dream Career: Meteorologist
 Something we don't know about you: I hate the "Weather Channel"
 Talents: Ability to make anyone uncomfortable.
 Free Time: Looking at weather data
 Hobbies: St Louis University mascot
 Proud Accomplishments: Receiving a Meteorology Award.
 Favorite Holiday: Christmas
 Favorite Food: Pizza and beer.
 Favorite Movie: "Sharknado"
 Favorite TV Show: "Star Trek"
 Favorite Music: Country
 What Do You Like About Your Job: I can "guess" and not get fired.
 Why Do You Like Being A Lion: I get to serve to community.
 Why Did You Become a Lion? To serve the community and party with old folks.



Lion Warren Gerlach receives Citizen of the Year - 1972



Thanksgiving Football Feast



Chief Cooks



Lion Mary



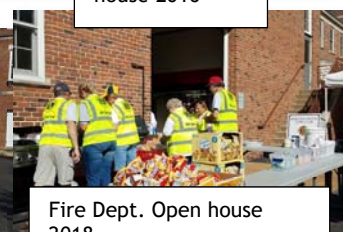
Fire Dept. Open house 2016



Lion Tom



Lion Pat's Info Table



Fire Dept. Open house 2018 "We Are a Group"



Christmas Child shopping



Bulb planting crew



Planting bulbs for Make A Diff Day

I am running out of pictures. Surely with all the cellphone cameras in the club, someone has photos they can share. Please email to contactus@webstergroveslions.com It will be greatly appreciated.



Lion Mary's Info Table



Lion Bill a-grilling

DOES WATER TRAVEL DOWN THE DRAIN IN DIFFERENT DIRECTIONS IN THE NORTHERN AND SOUTHERN HEMISPHERES?

Folklore states that water drains down the sink in a counterclockwise direction in the Northern Hemisphere and a clockwise direction in the Southern Hemisphere, supposedly owing to a physical phenomenon called the Coriolis effect.

Named after a French engineer, this effect is caused by the Earth's rotation subjecting a twisting force to fluids flowing along its surface. The force occurs over large distances and periods of time, and is reversed in the two hemispheres, which explains why macro events such as hurricanes rotate in opposite directions depending on where they are. When it comes to small bodies of water, such as those contained by a sink or bath, these are far too insignificant to be effected in any noticeable way by Coriolis forces.

The direction in which water drains down sinks and bathtubs depends on the shape and surface of the bowl and drain (most aren't completely flat), the configuration of the taps and the way in which the water is poured in. Depending on these factors alone, water can drain down in either direction in either hemisphere. If water is swirled into the drain in a clockwise direction, it's likely to carry on draining in that direction.

The reason for the enduring myth is most likely because it has repeatedly been quoted on television programs and in textbooks.

From "What Did We Use Before Toilet Paper?"

HOW DO MOBILE PHONES WORK?

A mobile phone is essentially a two-way radio, like a CB set, transmitting and receiving wireless radio-frequency signals. However, while a CB set is what's known as a "simplex" device (i.e., two people can communicate at the same time but only one person can talk at a time), a mobile phone is described as a "duplex" device (i.e., it uses one frequency for transmitting and another for receiving, enabling people on either end of the line to talk and listen simultaneously).

The radio signal from the phone is transmitted through the air to the antenna of the nearest base station, which contains equipment designed to emit radio transmissions and passes the signal to the network and then to its destination. Each base station covers an area of about ten square miles, known as a "cell," which is why mobile phones are called cell or cellular phones. Mobile phone signals can reach only limited distances, which is why an intricate network of cells is needed to connect people at greater distances and why mobile phones don't work in remote areas that have no base stations. Each base station has a finite capacity to receive and transmit signals, and highly populated areas usually have a higher number of base stations to cope with the large number of users.

The reason why a mobile phone can be used while driving for many miles is because the signal moves from one base station to the next so that a number of base stations, and their cells, are utilized.

Mobile phones contain low-power transmitters and low mass lithium-ion batteries that store a lot of power, two factors that enable them to be very small and light.

From "What Did We Use Before Toilet Paper?"

Not Your Grandma's Pumpkin Pie ([Hershey's Kitchen](#))

Ingredients

- 1 (6 oz) packaged chocolate flavored crumb crust
- 1 egg, slightly beaten
- 1 egg, slightly beaten
- 1 can (15 oz.) pumpkin
- 1 can (14 oz.) sweetened condensed milk (not evaporated milk)
- 2 teaspoons pumpkin pie spice
- 3/4 cup HERSHEY'S Kitchens Milk Chocolate Chips. Divided
- Whipped cream
- Additional HERSHEY'S Kitchens Milk Chocolate Chips for garnish



Recipe Preparation

- 1. Heat oven to 350° F. Brush bottom and side of crust with egg yolk to seal crust. Place crust on baking sheet; bake 5 minutes.
- 2. Blend remaining whole egg, pumpkin, sweetened condensed milk and pumpkin pie spice in large bowl. Stir in 1/2 cup milk chocolate chips; pour into crust.
- 3. Place remaining 1/4 cup chips in small microwave-safe bowl. Microwave at MEDIUM (50%) 30 seconds; stir. If necessary, microwave at MEDIUM an additional 10 seconds at a time, stirring after each heating, until chips are melted and smooth when stirred. Drizzle melted chocolate over pie in decorative pattern.
- 4. Bake on baking sheet 50 to 55 minutes or until wooden pick inserted into center of pie comes out clean. Cool 1 hour. Serve topped with whipped cream; garnish with additional milk chocolate chips, if desired. Cover; refrigerate leftover pie.

Makes 8 servings.

Publication Dates:

Feb/Mar - Jan 18th
 Apr/May - March 24th
 Jun/Jul - May 26th
 Aug/Sep - July 28th
 Oct/Nov - September 22nd
 Dec/Jan - November 25th

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