

Harding-Webster Dance Studio presents 'Holiday Celebration 2008'

Harding-Webster Dance Studio will present "Holiday Celebration 2008" at 3 p.m. today at the Artesia High School Auditorium. The public is invited and no admission will be charged.

The holiday dancers will celebrate the art of dance with tap and primary jazz, choreographed to all-time Christmas favorites. Interpretive jazz and hip-hop dance routines will be performed to current popular tunes of our time.

Shannon Huber and Shauna Prater are dance instructors and co-producers for the annual Christmas Dance Revue. Andi Gonzales is business manager. Andrea Fuentes is program designer. Sharon Matney Click is owner and



Shannon Huber

director for the dance studio. For information, call (575) 885-5412 or (575) 706-1271.



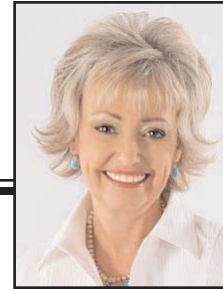
Shawna Prater

Classes for the second semester will resume Jan. 6. "The Harding Webster staff



Andi Gonzales

wishes Artesia a Merry Christmas and a Blessed New Year."



Creative Living

By Sheryl Borden

Cooking with potatoes featured this week

Information on cooking with different potato varieties, setting up a 5-star treatment for houseguests and free-form thread painting will be the featured topics on "Creative Living" at noon Tuesday, Dec. 16, and at 2 p.m. Saturday, Dec. 20.

Frank Muir, Idaho Potato Commission in Eagle, Idaho, will explain the different varieties of potatoes grown in Idaho and demonstrate recipes featuring some of the varieties.

Cleaning expert, Laura Dellutri wants all of her houseguests to get the VIP treatment. She'll share ways to make guests feel like they are getting the 5-star treatment in your home. Her company is Healthy Housekeeper Inc. and she's from Overland Park, Kan.

Sewing expert, Vivian Lavinskas, manager of Consumer Affairs with Singer Sewing Co., will show how to do free-form thread painting. She's from Lavergne, Tenn.

Information on installing hardwood floors, cooking with cottonseed oil and preparing breakfast recipes will be the featured topics on "Creative Living" at 9:30 p.m. Tuesday, Dec. 16, and at noon Thursday, Dec. 18.

Bruce Johnson, refinishing expert and spokesperson for Minwax in Upper Saddle River, N.J., will demonstrate installing new hardwood floors or rejuvenating old ones and explain how to save money doing the job yourself.

Chef Jay McCarthy is the spokesperson for the Plains Cooperative Oil Mill in Lubbock, Texas, and he'll talk about the health attributes of cottonseed oil. He'll also demonstrate several unusual recipes using the stir-fry application and infused oils.

Tara Gillette, KitchenAid, will present breakfast ideas to serve overnight/weekend guests, which they can enjoy eating at their own convenience. She's from Benton Harbor, Mich.

BAKED POTATOES WITH ROASTED ONION AND SOUR CREAM

- 3/4 cup coarse sea salt
- 1 1/2 tablespoon olive oil
- 1 medium white onion, unpeeled
- 4 Idaho potatoes, about 8 ounces each, scrubbed
- 4-6 tablespoons sour cream

Preheat the oven to 400 degrees F. Place the salt in an even layer over the bottom of a 12-inch cast-iron skillet. Pour the olive oil into a medium bowl and dip the onion into the oil to coat all over. Place the onion on the salt in the center of the skillet. Roast in the oven for 10 minutes. Coat the potatoes with the oil remaining in the bowl and set them around the onion in the skillet. Return the skillet to the oven and continue roasting until the onion is tender and the potatoes are cooked through, about 1 hour and 10 minutes. Using tongs or a kitchen spoon, transfer the onion to a cutting board. Measure 1/2 teaspoon of coarse salt from the skillet and set aside. Turn off the oven and return the skillet with the potatoes to the oven, leaving the door ajar, while you prepare the onion. Peel and coarsely chop the onion. Transfer to a small bowl and season with the reserved salt. Place the potatoes on a serving platter. Split and squeeze open each potato. Spoon one-quarter of the salted onion into each potato. Top with sour cream and serve hot.

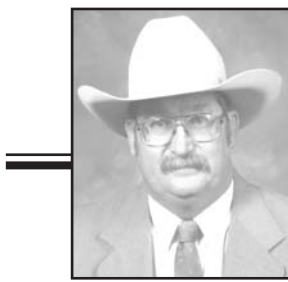
(EDITOR'S NOTE: "Creative Living" is produced and hosted by Sheryl Borden).

Flu shot: Your best bet for avoiding influenza

Getting a flu shot often protects you from coming down with the flu. And while the flu shot doesn't always provide total protection, it's still worth getting. Those who work around poultry, a flu shot is important in helping prevent avian influenza from moving into the human population. The Eddy County office of the New Mexico Department of Health has the vaccine, call your local office to find out when and where they are giving vaccinations.

The Food and Drug Administration (FDA) has approved vaccines for the 2008-2009 flu season. The flu shot vaccines are designed to protect against strains of flu virus expected to be in circulation this fall and winter.

Influenza is a viral infection that sickens millions of people each year and can cause serious complications, especially in children and older adults. Fortunately, the flu vaccine — available in the form of a flu



Eddy County Extension Notes

By Woods Houghton

shot or a nasal spray — offers protection against the flu.

According to the Centers for Disease Control and Prevention (CDC), when the match between flu vaccine and circulating strains of flu virus is close, a flu shot is between 70 and 90 percent effective in warding off illness in healthy people under age 65. For older adults who don't live in nursing homes and for people with chronic medical conditions, the flu vaccine is 30 to 70 percent effective in preventing hospitalization for flu or pneumonia. Among nursing home residents, a flu shot is 50 to 60 percent effective in preventing hospitalization and pneumonia, and 80

percent effective in preventing death from influenza.

In some cases, people who get a flu shot can still get the flu, but they may get a much less severe form of the illness and, most important, they'll have a decreased risk of flu-related complications — especially pneumonia, heart attack, stroke and death — to which older adults are especially vulnerable.

You need annual flu protection because the influenza virus changes from year to year. The flu vaccine you got last year wasn't designed to fight the virus strains in circulation this flu season.

Influenza viruses mutate so quickly that they can render

one season's vaccine ineffective by the next season. A CDC advisory committee meets early in the year to estimate which strains of influenza virus will be most prevalent during the upcoming flu season, and manufacturers produce vaccine based on those recommendations.

Eddy County Extension Service, New Mexico State University is an equal opportunity/affirmative action employer and educator. All programs are available to everyone regardless of race, color, religion, sex, age, handicap or national origin. New Mexico State University, U.S. Department of Agriculture, and the Eddy County Government Cooperating.

(EDITOR'S NOTE: Woods E. Houghton is an Eddy County Agriculture Extension agent at 1304 West Stevens, Carlsbad, N.M. 88220. Office phone: (575) 887-6595 E-mail: whoughto@nmsu.edu).

Unstoppable American Icon: The Energizer Bunny

ST. LOUIS, Mo. — The Energizer Bunny marked the beginning of his 20th birthday year by surprising parade spectators when he drummed past the stopping point of the 82nd annual Macy's Thanksgiving Day Parade in New York City and continued down the street. A new Web site, www.energizer.com/bunnybirthday captured the event and features fun and interactive ways to celebrate the longevity of America's favorite energetic icon.

It was a live reprise of that memorable television commercial in 1989 when a drum-banging pink bunny clad in oversized sunglasses and flip flops marched off the set as a stage manager directs, "Stop the Bunny, please." But he was unstoppable. The Energizer Bunny next appeared in a series of parody commercials, interrupting pitches for wine, coffee, a cold remedy, bath soap, long distance telephone service and more. Americans identified so strongly with the never-quit attitude and irreverent sense of humor of the Energizer Bunny that, to this day, millions use his name and his "Keep Going" catch phrase to describe themselves and others.

On Thanksgiving Day, the 40-foot tall Energizer Bunny Balloonicle surprised and amused all those in sight by bringing that first commercial to life. When the other Macy's Thanksgiving Day Parade participants and floats turned right on Seventh Avenue and came to a stop, the Energizer Bunny escaped the parade route and continued straight down 34th Street.

Why all the fuss? Thanks, in part, to the Energizer Bunny, Energizer is one of the world's largest manufacturers of batteries and lighting products and a global leader in the dynamic business of powering people's lives. So when the icon's 20th birthday came around, Energizer decided to celebrate in a big way. And Macy's stepped up to help.

Robin Hall, executive producer of Macy's Thanksgiving Day Parade, said his team was excit-

ed to get involved. "It just shows you the level of creativity, high-energy and never-quit spirit we're dealing with here. I'm not a bit surprised that the Energizer Bunny was the first-ever participant to break away from the pack, but again, the Energizer Bunny has always marched to his own drum!" Hall said.

Ward Klein, chief executive officer of Energizer Holdings Inc., said the Macy's Thanksgiving Day Parade provided a perfect stage to launch the 20th birthday celebration. "The Macy's Parade is an iconic event in American life, and the Energizer Bunny is an iconic figure," Klein said.

Klein is one of the executives who helped bring the Energizer Bunny to life 20 years ago in a windowless conference room at Energizer world headquarters in St. Louis, Mo.

Two Great Decades

Energizer marketing executives felt they had been handed a clever idea in 1989 when they were introduced to the drum-banging bunny. But the first bunny commercial did not create the buzz we all associate with the campaign. Klein was charged with taking the bunny concept to a new level and brought in California-based advertising agency, Chiat/Day (now TBWA/Chiat/Day) to help. "Chiat/Day gave us two ideas," Klein said. "One was an excellent idea around the theme of 'Don't Risk It.'" It was a fanciful campaign around what might happen to your day if you didn't use Energizer batteries and your battery failed. It was hilarious. But then, they said, "you know there's a second campaign idea we like as well."

This one had the Energizer Bunny interrupt a series of commercials for fake products. "Nothing outlasts the Energizer," the voiceover said. "They keep going and going and going..."

The breakthrough came when the creative team recognized that a storyline could be developed for the Bunny that could endure for years to come. "We could take him out of this context and

put him in a whole new context," said TBWA/Chiat/Day president Carisa Bianchi. "And we could send the message that Energizer batteries are so powerful that the Energizer Bunny never stops."

Klein said, "We knew it was a breakthrough, but the way it vaulted into pop culture caught us off guard."

All now readily admit, nearly 20 years later, that they had no idea they were in on the invention of an American icon — a signature character — the Energizer Bunny. Nor that they would create a buzz phrase — Keep Going — which practically every living American has uttered when speaking to the qualities of energy and perseverance that they find in themselves or in the people they admire that are so like the Energizer Bunny.

"The message of the Energizer Bunny has remained consistent over the last two decades," Klein said. "He speaks to longevity, determination and perseverance; he personifies the American spirit. He is a versatile character who plays a variety of roles — from being a spokesman for our portfolio of batteries to a role model who demonstrates our values as a company that cares about our customers and our communities."

On Everyone's Lips

American viewers never knew where the Energizer Bunny would surface next, but they would remember that phrase ... "Keep Going." It didn't hurt that public figures kept using it. For instance, the first President George Bush invoked the phrase to describe his political campaign. And "Keep Going" became married to the exploits of others from Cal Ripken Jr.'s pursuit of Major League Baseball's consecutive game endurance record to the ceaseless floodwaters of the Midwest.

Some Energizer Bunny appearances were orchestrated by Energizer, but outsiders started working the icon into their own acts. For instance, there was the time when a popular late night talk show host knocked the head off of a faux Energizer Bunny with a baseball bat and

even that Energizer Bunny still kept banging his drum. "That was a great parody for us," Klein said. "We couldn't have designed it better."

The popularity of the Energizer Bunny has been documented through an advertising industry accepted standard known as the Q score, which judges the familiarity and appeal of programs, networks, personalities and characters. In a recent Cartoon Q study, 95 percent of respondents interviewed said they were aware of the Energizer Bunny, placing him in the 15 top corporate spokescharacters, including Ronald McDonald, Tony the Tiger, the M&Ms characters, Poppin' Fresh (the Pillsbury doughboy) and the AFLAC Duck.

For the Greater Good

As the years passed, Energizer had the Energizer Bunny play a variety of roles in his ever popular commercials, taking on villains like Darth Vader, the Wicked Witch and King Kong and working with real life heroes like baseball's Cal Ripken Jr. Increasingly, executives asked the Energizer Bunny to do more than simply sell batteries. He was put in charge of animating the American spirit and challenging us all to live by the Energizer Bunny motto of "Keep Going."

The Energizer Bunny Hot "Hare" Balloon, America's largest hot air balloon — taller than a 16-story building — began appearing at balloon races across the country. In 2004, Energizer used the never-quit spirit of the Energizer Bunny as a way of identifying with and supporting the Komen Race for the Cure on behalf of women with breast cancer.

By the mid-90s, everyone recognized the Energizer Bunny as a national symbol. And, at the turn of the century, AdAge.com made it official, naming the Energizer Bunny to its list of top 10 advertising icons. In 2006, the Oxford English Dictionary added Energizer Bunny to its lexicon providing this definition: A persistent or indefatigable person or phenomenon.



Yard and Garden

By Dr. Curtis Smith

Water burrowing technique increases tree survival

Q. My water line is old and corroded. I need to replace it, but there were two Ponderosa pine trees planted over the line many years ago. I would hate to lose those trees. Is there some way to put in a new water line without damaging the roots of the trees?

A. It may be possible to burrow below the major roots of the trees by using water pressure and rigid pipe connected to a water supply. This technique was used many years ago to burrow under my sidewalk when my water line needed replacing.

To avoid cutting and then repairing the sidewalk the plumber made a simple burrowing device by putting a hose fitting on one end of a piece of rigid plastic pipe. He dug a pit to allow starting the pipe tunnel horizontally at the level of the existing (leaking) water line. He attached this improvised tunneling device to the garden hose (attached to the neighbor's water with permission) then used water flowing through the pipe to excavate a tunnel under the sidewalk. On the other side of the sidewalk, a trench was dug in a traditional manner.

In your situation the tunnel excavated under the trees will need to be longer, but this may be possible. It will be easier and use less water following precipitation when the

soil is already moist. The pine trees should have a relatively shallow root system with few sinker roots (going straight down). Most of the roots will be in the top two feet of the soil, so you should have little problem burrowing under them. You need to burrow deeply enough to keep the new water line from freezing. If you have shallow soil, rocky soil or caliche, this may not work well.

Perhaps you can find a plumbing company that has experience doing this. The traditional trenching used to replace pipes will almost guarantee death of the pine trees. The water burrowing technique greatly increases the chance the trees will survive.

For more gardening information, visit the NMSU Extension publications Web site at <http://www.cahe.nmsu.edu/pubs/>.

(EDITOR'S NOTE: Send your gardening questions to Yard and Garden, Attn: Dr. Curtis Smith, NMSU Agricultural Science Center, 1036 Miller Rd. SW, Los Lunas, N.M. 87031. Curtis W. Smith, Ph.D., is an extension horticulture specialist with New Mexico State University's Cooperative Extension Service. NMSU and the U.S. Department of Agriculture cooperating.)

