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# CULTURAL XPRESSION

**NOV 2016**



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# MAJOR FIGURES IN AFRO- *Caribbean History*

REMEMBERING STOKELY CARMICHAEL (TRINIDAD AND TOBAGO ACTIVIST AND WRITER)

**STOKELY CARMICHAEL** (June 29, 1941 – November 15, 1998), also known as Kwame Ture, was a Trinidadian-American who became a prominent figure in the Civil Rights Movement and the global Pan-African movement. He grew up in the United States from the age of 11 and became an activist while he attended Howard University. He was active in the Civil Rights Movement and Black Power movement, first as a leader of the Student Nonviolent Coordinating Committee (SNCC) and later as the “Honorary Prime Minister” of the Black Panther Party (BPP), and finally as a leader of the All-African People’s Revolutionary Party (A-APRP).

**Early life and education**

Born in Port of Spain, Trinidad and Tobago, Stokely Carmichael attended Tranquility School there before moving to Harlem, New York, in 1952 at the age of 11, to rejoin his parents who had emigrated to the United States when he was age two, leaving him with his grandmother and two aunts. He had three sisters.

His mother Mabel R. Carmichael[4] was a stewardess for a steamship line. His father Adolphus was a carpenter who also worked as a taxi driver. The reunited Carmichael family eventually left Harlem to live in Van Nest in the East Bronx, at that time an aging neighborhood with residents who were primarily Jewish and Italian immigrants and descendants. According to a 1967 interview he gave to Life



Mr Stokely Carmichael

Magazine, Carmichael was the only black member of the Morris Park Dukes, a youth gang involved in alcohol and petty theft.

He attended the elite, selective Bronx High School of Science in New York, with entrance based on academic performance.

After graduation in 1960, Carmichael enrolled at Howard University, a historically black university in Washington, D.C.. His professors included Sterling Brown, and Toni Morrison, a writer who later won the Nobel Prize. Carmichael and Tom Kahn, a Jewish-American student and civil-rights activist, helped to fund a five-day run of the Three Penny Opera, by Berthold Brecht and Kurt Weill:

Tom Kahn—very shrewdly—had captured the position of Treasurer of the Liberal Arts Student Council and the infinitely charismatic and popular Carmichael as floor whip was good at lining up the votes. Before they knew what hit them the Student Council had become a patron of the arts, having voted to buy

out the remaining performances. It was a classic win/win. Members of the Council got patronage packets of tickets for distribution to friends and constituents.

Carmichael’s apartment on Euclid Street was a gathering place for his activist classmates. He graduated in 1964 with a degree in philosophy. Carmichael was offered a full graduate scholarship to Harvard University, but turned it down.

While at Howard, Carmichael had joined the Nonviolent Action Group (NAG), the Howard campus affiliate of the Student Nonviolent Coordinating Committee (SNCC). Kahn introduced Carmichael and the other SNCC activists to Bayard Rustin, an African-American leader who became an influential adviser to SNCC. Inspired by the sit-in movement in the southern United States during college, Carmichael became more active in the Civil Rights Movement.

1961: Freedom Rides[edit]

In his first year at the university, in

1961, he participated in the Freedom Rides of the Congress of Racial Equality (CORE) to desegregate the bus station restaurants along U.S. Route 40 between Baltimore and Washington, D.C. and was frequently arrested, spending time in jail. He was arrested so many times for his activism that he lost count, sometimes estimating at least 29 or 32. In 1998, he told the Washington Post that he thought the total was fewer than 36.

Along with eight other riders, on June 4, 1961, Carmichael traveled by train from New Orleans, Louisiana, to Jackson, Mississippi, to integrate the formerly “white” section on the train. Before getting on the train in New Orleans, they encountered white protestors blocking the way. Carmichael says: “They were shouting. Throwing cans and lit cigarettes at us. Spitting on us.” Eventually, they were able to board the train. When the group arrived in Jackson, Carmichael and the eight other riders entered

a “white” cafeteria. They were charged with disturbing the peace, arrested and taken to jail.

Eventually, Carmichael was transferred to the infamous Parchman Farm in Sunflower County, Mississippi, along with other Freedom Riders. He gained notoriety for being a witty and hard-nosed leader among the prisoners. He served 49 days with other activists at the Parchman State Prison Farm. At 19 years of age, Carmichael was the youngest detainee in the summer of 1961. He spent 53 days at Parchman Farm in “a six-by-nine cell. Twice a week to shower. No books, nothing to do. They would isolate us. Maximum security.” Carmichael said about the Parchman Farm sheriff:

The sheriff acted like he was scared of black folks and he came up with some beautiful things. One night he opened up all the windows, put on ten big fans and an air conditioner and dropped the temperature to 38 degrees [Fahrenheit; 3 °C]. All we had on was T-shirts and shorts.

While being hurt one time, Carmichael began singing to the guards, “I’m gonna tell God how you treat me,” to which the rest of the prisoners joined in.

Carmichael kept the group’s morale up while in prison, often telling jokes with Steve Green and the other Freedom Riders, and making light of their situation. He knew their situation

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Created BY: *Denicio Wyattte*  
 Editors: *E*  
 Photography: Denicio Wyattte, Wattzz Publishing, The Public at Large  
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## FEW REASON WHY VISITORS FROM AROUND THE WORLD LOVE CARIBBEAN CULTURE

By Adele

**THE CARIBBEAN** is made up of over 700 islands, each of them with a fascinating history that spans thousands of years. To most, the Caribbean is known for its reggae music, stunning beaches and rum distilleries, but there's so much more to this beautiful part of the world. To help you get inspired for your next trip, we've put together a guide to the Caribbean's amazing culture. From the mouth-watering food, to each of the island's interesting national symbols, here are some of the best reasons why visitors keep coming back to the Caribbean.

### It's practically uninhabited

Roughly only two percent of the Caribbean's 700-plus islands are inhabited by humans, meaning the rest of land is claimed by wildlife and flora. During your holiday to the Caribbean, be sure to take advantage of the uninhabited parts by exploring the wondrous forests, caves, reefs and beaches. With fascinating wildlife to spot, and breathtaking scenery to discover, you and your family will feel like true explorers by the end of your trip.



Photos by Royal Caribbean UK

### The food is from around the world

Food in the Caribbean is a result of many influences, with various dishes being infused with the flavours of Africa, Spain, China and East India, as well as the original cuisine of the indigenous Taíno community. During your trip to the Caribbean, you can expect to dig into a number of delicious meals, from jerk chicken in Jamaica, to fried flying fish in Barbados. You'll also have the choice of many tasty extras, which often include pigeon peas, roti and callaloo soup, which is a combination of dasheen leaves, okra and crab.

### There are a lot of national symbols

Each of the Caribbean's islands has their very own national symbol, with parrots, shells and wild banana orchids featuring on some of the flags and currency. For example, in the Bahamas, the islands' coat of arms includes a shell, palm and flamingo, whereas the Antiguan coat of arms features a pineapple, a sugar cane stem and a red hibiscus flower, which can be found blossoming across the island.

### You can make friends with a Moko Jumbie

The Caribbean is often alive with various carnival celebrations, and one of the key characters of the celebration is a Moko Jumbie, a stilts-walking dancer. The word 'Moko' plays reference to an African god, who is said to look over the villages, protecting locals from danger. The word 'Jumbie' or 'Jumbi', however, is the West-Indian term for spirit, from the Kongo word 'zumbi'. Although the tradition was dispelled for a number of years in the 1990s, the Moko Jumbie tradition is once again a big part of the nation's carnival celebrations. Gather along the streets to witness people of all ages strap on their stilts, and wander through the parties in colourful masks and outfits.

## MAJOR FIGURES IN AFRO

### REMEMBERING STOKELY CARMICHAEL CONTINUED FROM PAGE 2

was serious. What with the range of ideology, religious belief, political commitment and background, age, and experience, something interesting was always going on. Because no matter our differences, this group had one thing in common, moral stubbornness. Whatever we believed, we really believed and were not at all shy about advancing. We were where we were only because of our willingness to affirm our beliefs even at the risk of physical injury. So it was never

dull on death row.

In a 1964 interview with author Robert Penn Warren, Carmichael reflected on his motives for going on the rides, saying,

I thought I have to go because you've got to keep the issue alive, and you've got to show the Southerners that you're not gonna be scared off, as we've been scared off in the past. And no matter what they do, we're still gonna keep coming back.



Photos by Royal Caribbean UK

### Jamaica has an impressive 1,600 places of worship

Religion is a big part of life in the Caribbean, with Christianity being the region's main religion, so it's no surprise that Jamaica has the most churches per square mile in the world. If you'd like to visit one of the many churches on the island, make sure you stop by St. Andrew Parish Church, a place where holy communions, bible study and sacred services take place. Music plays a big part in this church, and is home to two choirs, the senior and youth choirs. The senior choir performs more traditional songs of worship, whereas the youth choir use Congo drums, steel pans and saxophones to create modern versions of beloved hymns.

As well as Christianity, there are many religions that are indigenous to the Caribbean, such as the Rastafari movement, Santería and Haitian Vodou. To explore the Rastafari Movement in more detail, pop by the Ethiopian Orthodox Church, which was established by Ethiopian leader, Haile Selassie. To learn more about Santería and Haitian Vodou, make sure you explore the Santería Casa de Santos (House of Saints), and the local Haitian Vodou Hounfour Temples, which are run by Houngan (male) and Mambo (female) priests.

### The Caribbean has a big art scene

Although Caribbean food and music is a big part of the region's culture, it's the Caribbean art that's likely to steal your heart. Just like the food and music, the art of the Caribbean is influenced by the many cultures that have inhabited the islands. From the pottery and figurines of the indigenous Arawak-Taíno communities, to the colourful dotted paintings of Bahamian folk and bible artist, Amos Ferguson, there's so much to see!

If you want to discover more about the Caribbean art scene, make sure you check out one of the local art galleries during your next stay. If you're enjoying the sun and beaches of Barbados, head over to the West Coast and explore the pieces in the Tides Art Gallery, which include depictions of the very beaches you'll wander along.

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**MID-MORNING**  
W/ MIXMASTER PAULY  
WEEKDAYS 10AM-2PM

**TOKÉ LATINO**  
W/ SUPER RICKY & EL CHICO PARTY  
WEEKDAYS 2PM-6PM

**NOTICIAS Y MAS**  
W/ MAXIMO CASTRO  
WEEKDAYS 6M-10PM

**LA MAQUINA DEL TIEMPO**  
W/ EL MUÑECO  
SATURDAYS & SUNDAYS 10AM-2PM

**MIX ANTIANO SHOW**  
W/ J.C. ANTONIA  
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## PILOT PROJECT ON AGRICULTURE IN ST. PETERS

**SINT MAARTEN** is getting ready for Agricultural research and development, which enables sustainable cultivated crops. In 2014, Sint Maarten embraced the Millennium Acceleration Framework (MAF) methodology as a tool, which helps the country to systematically identify and prioritize feasible actions that could accelerate progress toward Millennium Development Goal 1: Eradicating extreme poverty and hunger and 7: Ensuring environmental sustainability.

Sint Maarten assumes responsibility for implementing the MAF Country Action Plan. The Department of BAK (Binnenlandse Aangelegenheden en Koninkrijksrelaties) has finalized the MAF Report 2014-2018 and



*Trainees at the Agricultural Skill Enhancement Program building growboxes.*

the accompanying Country Action Plan, that is recognized as being the first globally to accelerate progress on two instead of one MDGs (as well as being the first to address sustainable community development).

To eradicate extreme poverty and still have a link with environmental sustainability, the stakeholders of the MAF process have chosen an agricul-

tural Pilot project. 'The Community Gardens Project' of Spaceless Garden's conducted agricultural research and the development of a training center, which is based in St. Peters.

Research in developing organic fertilizers and pesticides, composting, water reservation, coal production, sustainable crop types that fits our climate, soil adjustment and as-

sessments, waste water management and medicinal crop types are incorporated. Relevant learnings and data will be gathered for future use.

Since the international Millennium Development Goals agenda has been replaced by the new Sustainable Development Goals agenda, it is relevant to mention that the pilot project is in alignment with these new Goals: nrs. 1 and 2. 'Achieve food security' and 'Improve nutrition and promote sustainable agriculture'. The New Sustainable Development agenda was adopted by the United Nation in September 2015.

After reaching consensus on the interventions, the bottlenecks, common goals as well as how to address the solutions, Deniso Wyatt, managing di-

rector of Spaceless Gardens, kicked off the project a few weeks ago. In first instance this was done with the support of the United Nations Education, Scientific and Cultural Organization (UNESCO) office on Sint Maarten.

The Community Skills enhancement program and Community Market Day are phases in the project and right now in full execution in St. Peters. During the first phase, the training program will be closed off with an award ceremony and a Community Market Day, which currently scheduled for December 4th. After that, the program will continue for the trainees with the support of BAK and the ministry of VSA (Health, Social Development and Labour).

The project is projected to be fi-

nalized in February 2017. Sint Maarten government is very supportive of this MAF pilot project that has been made possible by the exchange of dialogue between governmental stakeholders (VSA and BAK), non-governmental organizations (UNESCO & NGO's) civil society and the private sector. Engaging sectors of society and collaboration with stakeholders is one of the fundamental principles of the United Nations per the 1th of January 2016 as agreed upon program on Sustainable Development Goals.

**Added by Spaceless Gardens.** We are proud to undertake this opportunity to be able to inspire, motivate and capture the minds of those that are seeking a brighter tomorrow through means of opportunity. We Like to say thank you to MAF and VSA for believing that the void os agriculture for St Maarten is one that is much needed to be filled. Special thanks also goes out to other organization such as UNESCO and Prince Bernad Cultuur Funds for also playing a major role in making vision a reality.



*Completed Grow Boxes*

# BE AN ANGEL TO SOMEONE THIS CHRISTMAS



Photos by The K1 Britannia Foundation

**AS CHRISTMAS** approaches, our minds are full of thoughts of the house needing to be cleaned, food and drinks and gifts for family and friends to be bought and the list goes on. But on the other end of the spectrum, some are wondering, will I get to see my mom or dad or family this Christmas? Will I get any gifts like the other children? Will anyone remember me? And so much more.

As Christmas is the season of giving, you may want to give back somehow but don't know how and think it might take a lot of time.

The K1 Britannia Christmas Angels Project offers you a convenient way to make Christmas special and memorable for a child, teenager, or an elder in the community in such a simple way.

**How does it work?**

**Step 1:** A child or teenager in foster care, a client from Sr. Basilia Center, an elder at St. Martin's Home, children of inmates, and children under so-

cial services will make Christmas Angels for the Christmas tree.

**Step 2:** The K1 Britannia Foundation hangs these angels at the huge Christmas tree at the Government Building in Philipsburg. Over 500 angels will be hung up this December.

**Step 3:** During the weekend of December 16th to 18th, you can visit the Christmas tree and choose one or more angels and be told of the age and gender of the child, teenager or elder who made the angel.

**Step 4:** Go out and buy a gift while you are already doing your own shopping.

**Step 5:** Return to the Christmas tree with the gift(s) in exchange for the Christmas Angel(s).

**Step 6:** Hang it up on your Christmas tree at home as a reminder that you made someone's Christmas special this year.



Everything culminates with a Christmas Party at the John Larmonie Center as you hear the sounds of kids laughing and playing, the smell of a good Christmas meal, the amount of hugs and kisses being shared, the joy and happiness in their eyes, smiles on their faces and the excitement in the air as they await their names being called for gifts.

Those moments are priceless and knowing it is all possible because of you, and the community at large, can be your Christmas gift to yourself. What makes it special is that each child will receive a

gift that individual thought and care was put into showing them that yes, they do matter.

The K1 Britannia Foundation is passionate about bringing the community together with this simple act of kindness which enables you to experience the joy of sharing and showing love to those who need it most. This act of kindness will undeniably have a long standing effect on you and each person who made an angel.

Spread the word, tell family and friends, for each of them, we will make Christmas Merry again!



Photos by The K1 Britannia Foundation

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# Ask The Priest

Email: [contact@wattzpublishing.com](mailto:contact@wattzpublishing.com)

Ask the Honorable Priest Kailash about your common and severe health problems and get advise on how to best address them. Question will be answered in next months Edition.

By the Honorable Priest Kailash

## IN THE BEGINNING GENESIS CHAPTER 1 VS 27, 28, 29&30

"27 So God created man in his own image, in the image of God created he him; male and female created he them.

28 And God blessed them, and said unto them, be fruitful and multiply, and replenish the earth, and subdue it: and have dominion over the fish of the sea, and over the fowl of the air, over every living thing that moveth over the earth.

29 And God said, behold, I have given you every herb bearing seed, which is upon the face of all the earth, and every tree, in the which is the fruit of a tree yielding seed; for you it shall be for meat.

30 And to every beast of the earth, and to every fowl of the air, and to every thing that creepeth up on

the earth, where in there is life, I have given every herb for meat: and it was so."

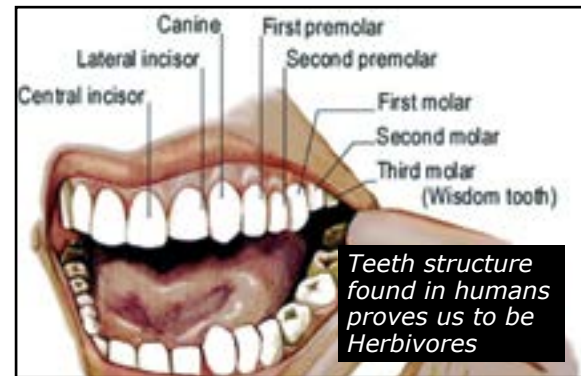
Man was made in the image of God, meaning man was made as a reproduction of the form of God. We carry the very likeness of God; we look like him and fundamentally, should carry the same physiological build up as him. As the book of Psalms says: "I have said, Ye are gods; and all of you are children of the most High." The Almighty GOD is the manifestation of the perfection of the structure of man. In essence man was made in the perfection of beauty, spiritually, physiologically and psychologically.

To maintain this state of perfection he was given instructions on how to live by the Master Creator. "As it was in the beginning so shall it be in the end", thus to return to this former state of

oneness with the Creator, we must immediately begin to follow the instructions of the Almighty GOD. These instructions, if followed will help man in bringing out the God in him, reaching the perfect state; being at one with his environment, having dominion over it, but not destroying it.

Man was blessed with the earth, flawless and ready to be subdued. The earth was his to conquer and to bring into subjection; putting it into order and making it obedient to the will of men. The earth is there to help men reach to the peak of his existence. Instead men has placed the earth under the yoke of providing him with his lavish lifestyle of fast cars, fast planes, fast computers and fast foods, while in the process dumping tons of waste everywhere they endeavour. Men daily bleed

# THE BIBLICAL DIET



Mother Earth, robbing her of the natural ability to rejuvenate herself, hence destroying himself, since his very existence depends on the well being of the Earth.

What goes up must come down, what goes around comes around, and to every action there is an equal and opposite reaction. These are all natural laws of nature which daily manifest. We can now see an increase in natural disaster and often ask ourselves, why? You see, since man has deviated from his perfect state and moved further and further away from his creational self, he has placed the world out of balance and nature is only trying to preserve itself by purging out the elements responsible for its deplorable state.

"As it was in the beginning so shall it be in the end." There is nothing new under the face of the sun; there have been civilizations before our present one who excelled in the arts and sciences. These civilizations were much more efficient and of a much higher scientific knowledge; in fact most of our modern day knowledge of architecture, art, science and medicine has evolved from that same ancient knowledge. We

have structures like the pyramids of Giza at least 3000 years BC, which stands as a testimony of that knowledge which the ancients possessed. Up to this day with all our computers and our advancement in technology, we cannot construct a replica of the pyramid. Its level of accuracy is phenomenal; nothing of this age can be compared to it with the tones of mystics, which lie undiscovered within its walls. You must have heard of Pythagoras' theorem, this was actually copied from the same said pyramids, this and many other mathematical equations. So where are we heading now? Are we heading for the better or for the worst? We currently have a medical system which has been in operation centuries now, many new scientific advancements in the health industry has been made thus we should now see a dramatic reduction of diseases. Instead we see an increase in diseases, increased number of medical schools, increase in pharmaceutical companies and an increase in hospitals. If this present system was effective we would have fewer needs for doctors, medical schools and hospitals. Our people are suppose to know

how to live to maintain a balanced structure, and what ever medical treatment they undergo should bring them closer to well being than to the grave. We have an obscene number of people dying from diabetes, hypertension, and cancer; all these diseases are just lifestyle diseases. If you just change your eating habits from this gluttonous lifestyle to one where you eat for need and not for taste, then you are on your way to well being and away from the hospital beds.

Studies done on Egyptian mummies reveal that they had fewer or no cavities and there were generally less signs of diseased organs during the autopsies. They were in much better condition than what one

would see today in an autopsy. As the diet

changed; from a complete vegan diet of mostly raw

foods to including more fish and animal products it

was seen that the health condition of the Egyptians deteriorated. An increase incidence of dental caries and diseased organs could be seen among the studied mummies. One can then infer that what one eats directly affects the individual's health status.

We have adopted a three or more meals a day habit which is potentially lethal. One only drinks water when they are thirsty and they rest when they are tired. Why then should one eat when there is not a

**CONTINUED ON PAGE 8**

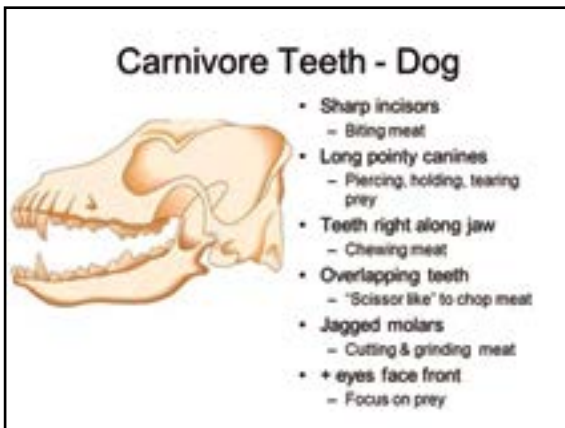
# ASK THE PRIEST: THE BIBLICAL DIET.... FROM PAGE 7

need for food?

Sometimes a sensation of hunger might be felt just because of the way the senses of the body have been programmed, for instance a school child will automatically feel hungry when the twelve o' clock hour approaches or when the school bell rings. That does not mean that the body has any need for food, the body is just demonstrating a learnt response to a specific stimulus. It has to be acknowledged that all the bodily senses are intricately linked and the stimulation of one sense directly affects the others. This knowledge is used daily by the food industry to lure unsuspecting consumers to foods that are extremely dangerous. One must eat according to need and not taste. You could either be nourished or poisoned by the foods you eat.

We must become the leaders of our life and stop following a lifestyle that will eminently lead us to six feet deep. The time has come for us to put away our lustful attitude towards the material things of life and work vigorously to arrive at the very pinnacle of our existence. You are what you eat; what ever you put into your mouth will eventually become part of your being.

From the time that man tasted the first piece of flesh he was then reduced to his lower



nature, his more animalistic and lustful nature. He became envious, lustful, greedy and violent, killing anything to survive, giving no regard for any other life but his. It must be realised that each time he takes a life, he actually kills part of his own being. Man-kind is only one of the life forms that make up the universe. If you fight against nature you fight against yourself, when you fight against nature you fight against GOD.

The christmas season is here and more people die with heart attack and stroke than any other time. Why? Because people eat the most hog and drink the most rum in these few

days. A time when we celebrate the birth of the saviour we engage in the most ungodly behaviour of slaughtering animals and getting drunk. We must analyse our lifestyle and see who how beneficial it is for our survival and continued existence.

### WHAT IS DISEASE?

According to the "Random House Dictionary of the English Language" the word disease can be broken down as follows: Dis: a Latin prefix meaning 'apart,' 'asunder,' 'away,' 'utterly,' or having a privative, negative, or reversing force.

Ease: freedom from labor, pain, or physical annoyance; tranquil rest; comfort: to enjoy ones ease.

Disease can then be defined as a condition whereby the body is not at ease: when it is inflicted with labor, pain, discomfort of the physical being and/or the spiritual being.

A disease state is initiated when the different bodily functions do not work in perfect harmony and the body's state of balance is lost.

How does ones body become imbalance and disease prone? Daily consumption of foods laden with preservatives and bleached of all essential nutrients and fiber, constitute the very

**CONTINUED ON PAGE 15**

# VEGATERIAN AND VEGAN RECIPIES

## Baked Squash

BY JAMIEOLIVER.COM

"Based on a beloved old recipe of mine, this method really takes advantage of stuffing and slow-roasting the sweet, versatile squash. You get wonderful flavours exchanging in the centre, great textures, and the slices look amazing."

### INGREDIENTS

- 1 butternut squash , (1.2kg)
- olive oil
- 1 red onion
- 1 clove of garlic
- 1 bunch of fresh sage , (30g)
- 10 sun-dried tomatoes
- 75 g vac-packed chestnuts
- 75 g basmati rice
- 75 g dried cranberries
- 1 pinch of ground allspice
- red wine

### METHOD

Preheat the oven to 180°C/350°F/gas 4. Wash the squash, carefully cut it in half lengthways, then remove and reserve the seeds. Use a spoon to score and scoop some flesh out, making a gully for the stuffing all along the length of the squash. Finely chop the scooped-out flesh with the seeds and put into a frying pan on a medium heat with 2 table-spoons of oil. Peel, finely chop and add the onion and garlic, stirring regularly while you pick the sage leaves and finely chop them with the sun-dried tomatoes and chestnuts. Stir into the pan with the rice, cranberries and allspice, add a good pinch of sea salt and black pepper and a swig of red wine, and mix well. Fry for 10 minutes, or until softened, stirring occasionally.



Pack the mixture tightly into the gully in the two squash halves, then press the halves firmly back together. Rub the skin of the squash with a little oil, salt and pepper, and if you've got them, pat on any extra herb leaves you have to hand. Place the squash in the centre of a double layer of tin foil, then tightly wrap it up. Bake for around 2 hours, or until soft and cooked through.

Once ready, take the squash to the table and open up the foil in front of everyone, then carve into nice thick slices and serve with all the usual trimmings.

### TIPS

This tasty squash also makes a delicious veggie side dish, in which case you should be able to feed about 10 to 12 people with this recipe.





## DISTORTED VISION: KNOWING YOUR OWN CULTURE IN ORDER TO KNOW OTHERS

By Sondra Thiederman, Ph.D.

**IT MAY SEEM** odd to say that knowing your own culture is an important step in understanding other cultures. Of course we need to learn about the values, beliefs, and priorities of other groups, but it is equally important to look within and identify what we value, what we need, and how we look at the world.

The reason that being aware of our own culture is so important is that only in that way can we keep from projecting our own values onto others. By "projecting" I mean that universal tendency to think that other people are doing what they are doing for the same reasons we would. One reason this happens is that we are so unaware of the values that drive us that we are unable to distinguish them

from the values held by other cultures.

It is as if each of us is a fish in a fish bowl. The fish swims around inside the bowl and is surrounded by water and glass. The fish is unaware of the water and the glass and, most important, does not realize that those two substances distort the accuracy with which he sees the outside world.

Our culture is like that water and glass. We see the world through a distorted screen created by our deeply and often subconsciously-held values and beliefs. Mainstream American culture, for example, values direct eye contact. For this reason, we who were born and raised in this culture assume that people who do not look us in the eye are dishonest, weak, and evasive. By contrast, most Asian cultures teach that



people who avoid eye contact are not dishonest, weak, and evasive, but are, instead, respectful and considerate. What this means is that a person born in America is apt to interpret the lowered eyes of an Asian-born applicant as a sure sign of dishonesty when the truth is that he is merely showing respect for the interviewer - a fatal error in an economy in which competition for top talent is fierce.

The first step in solving this problem is obvious: Learn as much about other cul-

tures as you can.


The second is the one that is so often forgotten: Learn how your own culture feels about various issues - be it body language, communication style, or any other cultural feature. This may seem easy, but it is not because our own culture is such a part of us that it is like the air we breathe - or the water that surrounds the fish - we are unaware that it even exists. Some of us go so far as to think of our own culture as human nature and, to make matters worse, as a human nature to

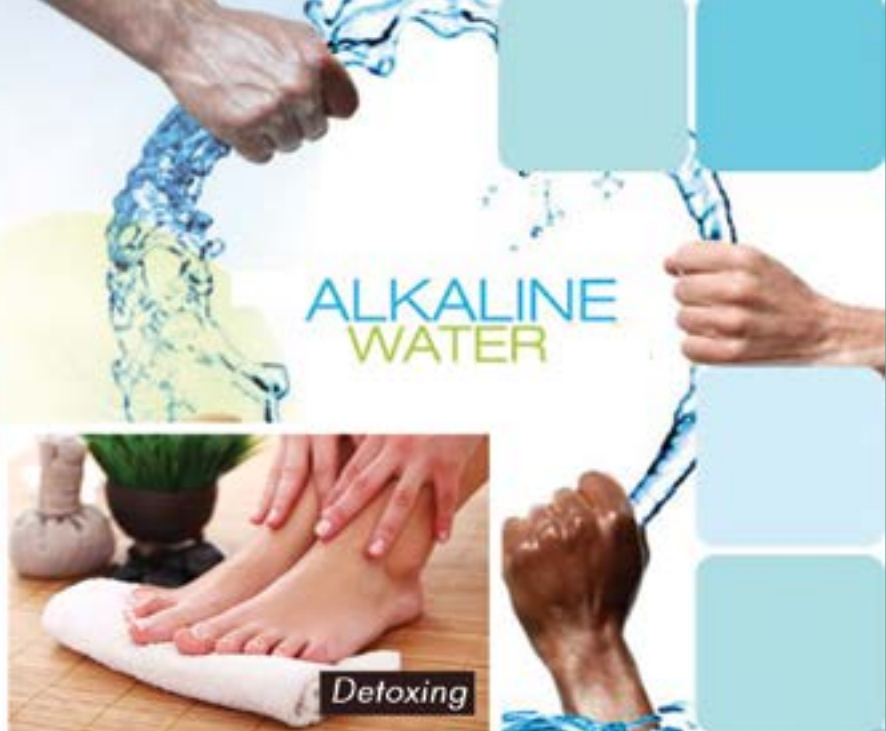
which all human beings should and even must conform.

So, if knowing one's own culture is not automatic, how can we achieve this knowledge? The answer lies in exposure and observation. First, be around other cultures. It is impossible to do step two if you do not have the opportunity to interact with those who are different from yourself. Second, when around people from different cultures, watch for three things: moments of tension, moments of misunderstanding, and moments of anger. When one of these happens, don't panic, observe. Observe yourself, and this means observing your culture. What did you just do before the tension, misunderstanding or anger arose? That act is a piece of your culture

and it probably was a factor in the dynamic of the moment. I am not saying, by the way, that what you did was necessarily wrong, but just that it grew out of your culturally-conditioned values and behaviors. Also, ask yourself: "What assumption was I making about the situation before the negativity started?" Those assumptions, just like your behavior, had to grow out of your culture; looking at them will help awaken the cultural self-awareness that is so important in making cross-cultural relationships work. Yes, knowledge of other cultures is important, but looking within has as much to teach us about what works cross-culturally as all the anthropology in all the libraries of the world. Embrace your culture!

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**CULTURAL XPRESSION** introduces its new section called Expressed. Expressed says it all for itself, It will highlight spoken word poetry in the Arts section of the news-magazine dedicated to the expressions manifested within time and space of the mind of local underground poet Latoya Ruan. Latoya is a passionate, open minded and down to earth young woman who's words seem to be more than just a work of art!

## ST. MAARTEN'S DAY PRAISE

**SEA, SUN, AND SAND..** Is my dear sweet St Maarten's land.. Blessed with a touch of unspeakable culture that reigns and spreads across the land.. The Friendly Island is what we're known to be.. A place I call home that is so dear to me.

**On this day** November 11th we celebrate a memorable day, we were discovered and came to life I'm so proud to say.

**St Maarten is my home** and yes this is my land. Collectively diverse and blessed I'm here to take a stand. To always speak of your glory. And hope all others will see, this place called the friendly island it means so much more to you and

me. **I from here!** is my motto.. that no one can take away from me. My navel string is so buried underneath the St Rose Hospital tree.

**St Maarten is a** true gemstone that I always plan to lift up. And on this day I decided to stand up and yes also speak up. Because it hurts to see that our country can't seem to get it right.. they're fighting the wrong battles that is noticed in plain sight.

**Start focusing on** the people and hear their silent cries.. give them something to look forward to, instead of turning a blind eye.

**Let's come together** as one country..and prove all others

wrong .. and bring St Maarten back to life of the melodic "Oh Sweet St Maarten Song". That's been engraved in our hearts and so the future generation will see. Why they call us the friendly island and also for others to see.

That united we are one country split down from French to Dutch . And together we're going to show them why st Maarten means so much to us.

**We are the chains** of mountains green and Soualiga is our name . Oh how we love our paradise , with natures beauty and so

very nice.. Oh sweet St Maarten we love thy name.. and anyone who comes here will never be the same. For they've experienced this precious gem we call home. And now St Maarten is a place they will always call home. It's planted in their memories and engraved in their hearts stone .. and to you my county my island the place that will always be my home.. A blessed St Maarten's Day I bid to you as you sit on your royal throne.

**Written by Latoya Ruan  
11 November 2016**

## DOES ART INFLUENCE OUR MODERN CULTURE



**ART HAS A GREAT** influence in modern culture. Art has taken on many new and different forms in today's world and with these new expressions you can see the impact of it in everything we do on a day to day basis.

The different styles of furniture and fixtures for your home, architecture, music, all influenced by someone's vision for something unique, someone's means of expressing themselves. The clothes we wear even right down to the foods we eat.

I think this creativity that people are more willing to express in today's society has given us such a broad expanse of these different forms of art and allowed us to embrace them in everyday life and really influence what we do.

When you walk down the street in a city and look around you, the influences of art, both old and new, are visible everywhere. While some of us may not see it, others will. That's why art is no longer

about that painting on the wall or that sculpture in a museum, its about expressing ourselves in our own unique way.

Be it on our bodies, on the web, on the radio, in your ipod, or in the architecture of the skyscraper your walking past, its everywhere.

In fact, advertising is incorporating more dance and music into their commercials and ads because it is entertainment for people. And if the people like it, they will remember it.

Art influences society by changing opinions, instilling values and translating experiences across space and time. Research has shown art affects the sense of self.

Painting, sculpture, music, literature and the other arts are often considered to be the repository of a society's collective memory. Art preserves what fact-based historical records cannot: how it felt to exist in a particular place at a particular time.

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**WE GOT A CHANCE** to catch up with one of St Maarten's leading female entertainers and radio personalities, Lady Destiny shortly after receiving her Crystal Pineapple Awards by SHTA. So here is a front seat interview with the leading lady her self

**Who is Lady destiny ?**

I would describe my PERSONALITY to be very outgoing, people's person, loves life and full of energy.

**What inspired the aka Lady Destiny ?**

The name Lady Destiny was inspired by one of my favorite songs from artist Buju Banton "Destiny" 11 years ago, pearl and his nephew both taught that it was time for me to have a radio name, knowing that I am a big BuJu Banton fan they asked me which song was my favorite Buju Banton song? So next thing they started calling me Lady Destiny and the rest was history.

**What Inspired you as a female to be a DJ?**

I love keeping party's alive and sometimes you have to feed off of your party crowds energy. The expectations from your fans are always at a all time high.... I can remember it like it was yesterday, there was a promoter who requested for me to join 4 other female Dj's who were way more experienced than i was at the time. I recall that night telling myself moments before it was my turn to play my set, that i might not play as great as them but i will give it my best and besides I had my fans who came from across a neighboring islands who came out to support me and that in it self was a great encouragement for me as a first timer back then.

**You recently received the Crystal Pineapple Award by SHTA for best female entertainer, how did you feel you achieved another milestone in your life or career?**

As an recipient of the SHTA CRYSTAL Pineapple Awards in the cat-

egory for Best Entertainer of the year 2016. My sentiments are that of gratitude to the radio station 98.1 Pearl fm which have given me the opportunity to entertain the listeners for 11yrs now and counting, i feel blessed and thankful to be able to do what I love. And it is nice to be recognized in this way, the Love that my fans has shown me by voting for me to win this prestigious awards is a bit overwhelming, still sinking in... And I am forever thankful for the fans who listen locally and abroad on a weekly basis.

**Is the entertainment Industry hard for a female Dj to fit in ?**

The entertainment industry has become more receptive to females Dj's for sometime now, promoters are booking more females for Dj gigs majority of the time. At times it can be some what of a challenge on my part depending on time schedules, sometimes you have promoters who would put you to play your set at a later time for an event because he or she knows that major of the party crowd is coming out to hear "you"(female Dj) play and that could sometimes mean that "you" might be the last to play because you have been booked as the main featured attraction for that event so that could mean sometimes sacrificing your time and especially your beauty sleep. As you become more of hot commodity you basically call the shots (meaning) you charge according to your popularity value and experience.

**What struggles have you faced in the industry as a female DJ?**

Struggles as a female Dj, It depends for me to be at the top of my game at all times. Constantly finding creative ways to bring across my music. Luckily for me i am a creative thinking on platforms of entertainments.

**We know that your radio show on Pearl FM is off the walls, name a few international and**

**local artist that you have interviewed on your show past and present?**

Back in 2008 one of Favorites of all times Reggae artist Buju Banton and that interview was made possible by the late "Lady Shaw" of the then magazine called Island Vibes R.I.P Lady Shaw. She surprised me with that interview, knowing how much of a fan i am of Buju's music. He is what many people would refer to as "real" is a straight up kind of Guy who doesn't sugar coat or fabricate what he has to say and many people draws reference to his music. You would terms like " it's not an easy road" or "one day things must get better" or "I wanna be loved" Buju's

music is relatable. 2016 March South Beach Miami one of the baddest Dj's of all times Dj Tony Touch or like they call him in N.Y City aka Tony Toca, I got to hear him play live and had a quick chat with him of no more than 10mins because he charges by the minutes and i got that interview free of charge. Meeting one of the Greatest in Dj industry was one of my all time highs. Local artist 2016 so many I have interviewed but I will try mention a few, Rap artist Thirsty from Butcha Gang he resides in Chicago but I did an exclusive interview during his recent visit back on the island - Recording/Performing Artist Dr. Rum did an exclusive interview with him as well during his short trip here on the island. I believe that I have interviewed all most everyone locally and a

**CONTINUED ON PAGE 12**

## EXCLUSIVE INTERVIEW WITH LADY DESTINY.... FROM PAGE 11

few from across Caribbean Sea within my 11th yr career on Radio and other former of media.

**Which other places in the world have you traveled to play or host?**

Dj gigs in the past numerous times in Anguilla Home base (Sxm) I played at Private Party's, Birthdays and Sunset Beach Bar back 2011.

**MC Gigs:** SXM, Anguilla, St.Kitts. **Modeling Experience:** ST. Maarten/ ST. Martin, Saint Baths, New York and also model in the Dominican Republic, **Pageant Experience:** Ms.Malika Pageant Guadalupe

**How would you describe your style?**

My style is quite unique if you ask me, I dress according to the mood I'm in, when I play my music it is based mostly based on a feeling... I try my hardest to connect with the audience but I make sure I feed off the energy to only get better. It's all about entrancing the skill to be better than the last time.

**How would you motivate a quiet crowd or a calm crowd to feel the vibes to dance?**

How to motivate a boring crowd or better words a stand still crowd needs a bit of humor which means interaction and I've noticed that some dj's are lacking in that area which that has been my strong point, feeling out the crowds and it counts to know your music it helps.

**Do you listen to local artist, Name a few?**

I am following right now all of them (smiling as I answered that one)

**What do you think is needed to motivate local artist to be more productive in the competitive industry?**

By them being awarded recognition through hosting a local music award shows which in turn will give them a Guaranteed bookings for Any Big show events held by promoters here on sxm. Where they could look forward to bring paid.

**How strong is your passion for inspiring people with your voice and music?**

I believe that I inspire those who are receptive to what I do.

**If you would put together a local compilation mix-tape of only local artist, name a few artist that would inspire your mix-tape?**

Mix tape of Local Artist; Finess, DGizzle, CPO, Thirsty, King Ashandi, King Verse, Sigma, Archer, O-3, Dr. Rum, Oswal, Control Band, Ebony Empress and Solo Queen. It will be a mix tape of R&B, Rap, Soca, Dance Hall, Reggae, Zouk & Africano needs. I think that I just gave away one of my creative ideas for 2017.

**What keeps you motivated currently?**

My love for what I do is what motivates me.



**Who or what are some of your biggest inspirations?**

People who motivates me are; My loving and Caring parents, my partner he is always encouraging me to improve my skills and my Nice & Nephew that my little circle.

**Where do you see yourself in the next year?**

In 2016 I suffered the lost of my uncle and the very next weekend I won the title of this prestigious title brought to you by the SHTA Crystal Pineapple, life is filled with speed bumps, curve balls, and along the way you will develop ways to cope with it all.

So I have over 50 different plan I look forward to see which one the almighty will suit out best for me to carry out.... Let his will be done ..... may 2017 Be great for all creative thinkers.

**What can St Maarten and the World Expect next from Lady Destiny ?**

Social media fans can expect great things to come.

**As you know our cultural paper is focus on a number of community awareness building topics, most importantly Agriculture and Community development. What are your thoughts and views of the importance of Agriculture for St Maarten?**

Let's put it this way I will be contented when I see people being able to make a great means of income through choosing agriculture as job trade. I will be happy when I see that we as locals can grow out own foods and also sell as export to other parts of the world as we still currently prefer to make out side orders for all our goods.

**What do you think can bring more community members together to focus on positive de-**

**velopment issues for their surrounding communities?**

I always felt like SXM needs to host a district to district event, be it during Christmas times, or just community based B.B.Q event and have performances and also awareness of your community kind of meetings where you get to voice any concerns citizens of community might have and try bring about alternatives.

**Give a shout out and inspirational words to all the young ladies and men out there that may want to take up career in the entertainment field..**

To all future aspiring stars out there, whatever you dream or want to become life. Never let a dream stay a dream, wake up and make it your reality, make sure you wake everyday day of your life with a feeling of contentment.

You see sometimes in life many people think that they have missed their calling but i believe that if you take time out and sit in silence meaning just you alone in a peaceful environment & calm state of mind, you will discover that your calling never left you, you just got distracted for a moment and those distraction we call stop lights...

Everyday saying on the show; If you love the life you live , I strongly suggest that you continue to live the life you love let no one be a stop light in front of your moving van called life.

# LOCALLY HYPE

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Locally Hype will be a section of the Newsmagazine that will highlight all upcoming Audio and Video releases from Wattzz Publishing.



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To close off 2016 WTN Cable wants to show appreciation to the loyal customers who stuck with them through thick and thin by offering them some incentives. What better time to do so, than at the end of the year.

More customer appreciation will follow in the months to come. WTN Cable customers can look forward to other gestures around St. Maarten Day, St. Maarten Thanks Giving, Christmas and New Year, just to name a few.

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## ECO-ADVENTURES IN PUERTO RICO



By Kyle Valenta.  
**LIE DOWN AND GET WET IN THE TANAMA RIVER**

About 80 minutes from both Aguadilla and San Juan, the swift Tanama River cuts through rainforests and dramatic limestone karsts as it empties into the Atlantic Ocean.

Travelers begin with a short hike into the rainforest, with stops along the way to learn about local ecology and biodiversity. The guides are a wealth of knowledge about the history of the area, natural and otherwise. After that, visitors repel 120 feet down a cliff and into the roiling Tanama River for body-rafting. Think of body-rafting as a combination of whitewater rafting and body-surfing, but with your face up so you can take in the stunning scenery composed of dense jungle and limestone cliffs. Yes, you will get a few bumps from the many boulders jutting out of the water along the way (and the water's cold), but all of the likes the experience will score you on social media will be your reward in the end.

**Cave Dive in Rio Camuy, Then Sleep in the Trees**

The Rio Camuy cave

system -- just beyond the Tanama River and west of Arecibo -- is the third longest underground river system in the world. Aventuras Tierra Adentro is one of the more hardcore outdoor adventure tours to be found in western Puerto Rico. The company is exclusively permitted to access the Angeles Cave, and their tours include zip-lining over the area's forests and repelling down into the 250-foot hole that marks the Angeles Cave's entrance. Expect plenty of tight squeezes, mud, and occasional pitch-black free-falls -- this isn't for the faint-hearted, and some degree of physical fitness is necessary to complete the tour. For a more laid-back cave outing, Aventura Cueva Ventana is nearby and offers astounding views of Puerto Rico's mountainous interior plus glimpses of ancient Taino cave drawings along the way. It's also been certified by the PRTC for ecotourism.

About 90 minutes west of Rio Camuy is the tiny town of Rincon. This sleepy corner of the island has been drawing surfers in droves for decades. Over the years, the intervention of organizations like the

Surfrider Foundation have helped make sure Puerto Rico takes care of its underwater beauty as well. The organization worked with the community to establish the Tres Palmas Marine Reserve and helps train local citizens to preserve the ecosystem that includes sea turtles, hundreds of species of fish, coral, and even migrating whales. There are plenty of dive and snorkel operators in town, but Rincon Diving remains one of the area's most popular. There are a handful of great hotels in Rincon, including the upscale Horned Dorset Primavera, but it doesn't get much more natural than spending a night in a tree house. The eco-friendly hooches at Tropical Treehouse, just a 10-minute drive outside of Rincon, are exactly what the hotel's name implies. The hooch building technique, with almost no forest-floor footprint, disturbs the surrounding forest as little as possible, and the bamboo construction materials and solar energy are eco-friendly as well. At night, under the mosquito nets, there's not much else to do but fall asleep to the exuberant chirping of Puerto Rico's coqui frog.

# TIPS FOR GROWING YOUR BUSINESS IN 2016!



**FIRE YOUR WORST CLIENT**

You may feel that you can't afford to lose even one client but chances are, there's one person who demands more time than the others. Unless that client is paying for that extra time, this is the year to cut ties. Even if the client pays the same as the rest, the daily stress that comes with dealing with demanding, finicky clients isn't worth it.

**Reach Out to New Prospects**

If you focus solely on existing customers, you'll stagnate. To truly grow, you need to add new clients, which will in turn require bringing on additional staff. Set a goal this year to reach out to at least one new prospect a month to increase your chances of adding a few new clients.

**Expand into a New Market**

If you've limited yourself to a particular regional area or industry, consider going beyond those boundaries this year. One new client in previ-

ously-unexplored territory could lead to referrals to others in that area, growing your business exponentially faster than staying within your comfort zone.

**Pursue Your Passion**

Spend some time thinking about what makes you happy, whether it's through your business or in your free time. Then set time aside each week for that activity. Studies show pursuing a passion can add an extra eight hours of happiness to your week. Most importantly, it will prevent burnout and remind you why you work so hard each day.

**Change Your Hiring Practices**

If you've already grown to the point that you have a team of employees, consider shaking up your recruiting practices in 2016. Hire someone who brings a unique skillset to the team.

**Attend a New Conference**

When you started your business, you may have skipped conferences due to a lack of funds. If you did attend them, you probably focused on a few events within your own industry or region. This year, consider attending a conference outside your industry or in a new area of the country. You'll make new connections and get perspectives you wouldn't have otherwise heard.

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The Exercise Cure HOW CAN WE MOTIVATE... FROM PAGE 15

loss at the beginning of the study. After 16 weeks, both the fixed payment and lottery system subjects had lost more than 16 pounds while the control group had not. The financial incentive was relatively small, averaging \$350 in total payments over 16 weeks. This isn't a long-term solution: Four months after the study's completion, most subjects had returned to their pre-study weight. But it shows that even the most challenging cases of obesity can be helped with the right incentives.

In the United States, we routinely incentivize behaviors deemed conducive to a highly functioning society. Financial incentives encourage marriage, having children, owning property, even accruing debt. As much as we believe we are free to choose, Big Brother's tax code is pulling our strings from above. I'm not arguing that this is poor policy. On the contrary, encouraging favorable behavior for the greater good helps keep the fabric of our society together and the wheels of

our economy turning. When I began writing The Exercise Cure, my thought was to provide a guidebook to encourage healthy behavior. Having investigated the correlation between disease and fitness, I now believe that we can save billions of health care dollars by incentivizing movement. Rather than mortgage our financial future on a bloated health care system that isn't doing a very good job of making us healthy, we'd be much better served by incentivizing people to get off the couch. Ideas to

make this happen include lowering health care premiums based on activity levels: The more steps you take per month or year, the less you pay. This doesn't have to be large amounts of money—even a little bit of incentive goes a long way. We also should encourage the use of a fitness vital sign for annual medical checkups where

the amount of physical activity that someone is doing per week is monitored in the same way heart rate and blood pressure are. These methods will help encourage movement and health and will reduce disease prevalence. I can't promise you that if you work out daily you won't get sick. I'm also not suggesting that ex-

ercise cures all ills. Genetics, chance, socio-economic, and other factors clearly play significant roles in affecting health profiles. What is becoming increasingly apparent, however, is that the drug called exercise can help prevent, alleviate, or treat almost every disease state. I hope my book inspires you to take it for yourself.



THE BIBLICAL DIET... FROM PAGE 8

instrument of the demise of the former state of "bien estar" (Spanish for well being) and sets the stage for a finality of uneasiness and eventually death.

How then can one with a willing heart be able to return to this former state of vigor and longevity? The first step is acknowledging that one has a problem and then be willing to do what it takes to alleviate the problem by eradicating the source. It is like repairing a broken down house with a rotten foundation; the house needs to be thoroughly cleaned up and the waste material thrown away in order to lay down a new and stronger foundation than the previous one. The body consists of a series of systems which work together to perform the daily tasks and at the same time maintaining life. In doing this there is a constant need for an intake of food and the elimination of waste from the body. If one does not eat properly and thus suffers from constipation (less than three bowel movements each day, for the average man who has three meals a day), there will be a constant backlog of waste in his colon. One must then be sure to thoroughly clean out his colon and detoxify his blood.

Why do I need to clean my colon and detoxify my blood? Constipation is responsible for most of the degenerative diseases that mankind is now plagued with, from diabetes to AIDS. This is as a result of the absorption of toxins from the waste in the colon into the blood stream and eventually

into the vulnerable tissues of the internal organs. In females these toxins usually come to rest in the womb and the breast, where the probability of acquiring conditions such as fibroids and breast cancer respectively can be expected to increase. In men the prostate gland is among the most susceptible sites; men usually suffer from prostate enlargement and prostate cancer. These toxins actually poison the cells of these tissues, this will eventually lead to the development of a colony of unnatural cells, which will then feed on the toxic material in circulation and strive in the acidic environment created by these said toxins. Cells then begin to grow uncontrollably and masses or what we call tumors develop. These tumors can then invade the space of normal organs; compressing them and traumatizing their delicate tissues. The body is then robbed of valuable nutrients and the waste produced by this parasite (tumor) is absorbed into the blood stream where it is delivered around the body, weakening other organs and inactivating the immune system (the body's natural ability to defend itself against foreign tissue and organisms harmful to its survival). To regain control of ones body, the lifestyle which caused the imbalance has to be dropped and the individual has to thoroughly clean out the system and begin to consume more holistic foods; sea moss, kelp, millet, nuts and grains which would make the body more alkaline.

## THE EXERCISE CURE: HOW CAN WE MOTIVATE PEOPLE TO TAKE A FREE, SAFE, MAGIC PILL?

By Jordan D. Metz

**IF THERE** were a drug that treated and prevented the chronic diseases that afflict Americans and we didn't give it to everyone, we'd be withholding a magic pill. If this drug was free, in a country that spends more than \$350 billion annually on prescription drugs, where the average 80-year-old takes eight medications, we'd be foolish not to encourage this cheaper and safer alternative as first-line treatment. If every doctor in every country around the world didn't prescribe this drug for every patient, it might almost be considered medical malpractice.

We have that drug today, and it's safe, free, and readily available.

Exercise has benefits for every body system; it is effective both as a treatment and for prevention of disease. It can improve memory and concentration, lessen sleep disorders, aid heart disease by lowering cholesterol and reducing blood pressure, help sexual problems such as erectile dysfunction, and raise low libido. Exercise does it all. Even with cancer, particularly colon and recurrent breast cancer, the data show clearly that exercise is a deterrent. Newer studies on a glycoprotein called Interleukin 6 suggests that general body inflammation, a factor in almost every chronic disease, is reduced by regular exercise.

The United States currently spends more than \$2.7 trillion, roughly 17 percent of GDP, on a health care system



that is financially incentivized to treat disease. The more tests that are run on patients, the more medicines that are dispensed, the more procedures that are performed, the greater the financial burden for us all. Despite far outspending any country in health care, the United States is currently ranked 28th in life expectancy. Our current system does very little to encourage preventive health care. We are mortgaging our country's financial future to pay for increasingly expensive treatments for the same diseases we could effectively delay or prevent.

Professionally and personally, I have made dispensing the drug of exercise a large part of my life. I treat limping and hobbled athletes of all ages in my sports medicine practice at the Hospital for Special Surgery in New York City. My waiting room is filled with 8-year-old gymnasts to 80-year-old marathoners, all wanting one thing: movement. My job is to fix

their aches and pains and to keep them going. Before and after work, I am one of them, an avid athlete who has run 30 marathons and 11 Ironman triathlons. I'm what you might call an exercise fanatic.

There probably is such a thing as too much exercise, but I'm much more worried about inactivity. As my colleague Bob Sallis, past president of the American College of Sports Medicine, says, "Lack of fitness is the public health epidemic of our time."

Seventy percent of Americans are overweight, 30 percent are obese, and only a very small fraction exercise for the 150 minutes per week recommended by the American Heart Association. We have yet to understand these numbers that may affect the Caribbean region. But what can we do to motivate them?

In a recent study, Kevin Volpp from the Center for Health Incentives and Behavioral Economics at the University of

Pennsylvania took 56 morbidly obese, middle-aged, male participants and studied systems to incentivize weight loss. In the world of obesity, morbidly obese men are tough customers; it's very difficult to get them to change their behavior patterns. Obesity and related

conditions and diseases, including high blood pressure, diabetes, and high cholesterol, account for more than 50 percent of annual health costs in the United States. Solving the obesity epidemic is the key to reducing health care costs.

Volpp randomly

divided subjects into three groups: a control group and two financially incentivized groups, in a study in which the goal was to achieve a 16-pound weight loss over 16 weeks. The control group was weighed at regular weekly intervals with no financial reward. One financially incentivized group was given a fixed sum of money weekly that they could win if they hit their target weight-loss goal per week, and the other group was enrolled in a lottery system in which they had the chance of winning smaller or larger amounts of money but could qualify for payment only if they hit their weekly weight goals. Subjects from all three groups were educated on the role of exercise and nutrition for weight

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- THE POWER HOUR**  
W/ THE CUT CREATOR DJ OUTKAST | WEEKDAYS 2PM - 3PM
- SAGAN'S PLAYGROUND**  
W/ SAGAN | WEEKDAYS 3PM - 6PM

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W/ CHUCKIE | FRIDAYS 10PM - 11PM
- DI-NAMIX TOP 40 COUNTDOWN**  
W/ JOE WARRICK | SATURDAYS 3PM - 6PM
- A STATE OF TRANCE**  
W/ ARMIN VAN BUUREN | SATURDAYS 11PM - MIDNIGHT
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