



60 years of "People Helping People"

July 2017

The Lake Chapala Society

www.lakechapalasociety.com

Lessons Learned from the 2016 Annual Giving Campaign

Last year the LCS conducted its first Annual Giving campaign in an attempt to raise 400,000 pesos to help support the programs we deliver to our members and the Mexican community. There were articles in the newsletter, the Volunteer Buzz, the Guadalajara Reporter and the Ojo del Lago. Our messaging was obviously not effective since we raised only half of our target goal.

To determine how we could improve future campaigns the Fund Development Committee developed an online survey and sent it to 1,900 current and former LCS members and 509 survey responses were received. This indicates survey results have a better than 95% confidence level with a margin of error of less than 4%.

What we found is:

Over 69% of respondents did not know LCS was conducting an Annual Giving Campaign.

Only 7% of respondents contributed to the 2016 Annual Giving Campaign.

Over 93% wanted more information about how the donations would be used.

More than 59% preferred to donate money to specific LCS programs and services.

The good news is:

A majority of respondents would consider donating to a 2017 Annual Giving campaign.

We have heard you loud and clear and we are making adjustments based on your input. This year the 2017 LCS Annual Giving Campaign will begin this September and run through the end of December. This will give us a concentrated period to focus on communicating with our members to help raise awareness of the campaign and how donations will benefit LCS.

In addition, if you choose to donate to the 2017 Annual Giving Campaign, you can designate the LCS programs and services you want your donation to support.

We are hard at work incorporating all the feedback received into a rejuvenated Campaign for 2017.

Thanks to all who responded to the survey. We are listening to our membership.

Submitted by Ben White,

President, Lake Chapala Society



Friday Night Neighborhood Films at Wilkes

Open to the public. Bring the family. In Spanish at 7 p.m.

July 7 *Belleza Inesperada* with Will Smith

July 14 *How to Be a Latin Lover* with Eugenio Derbez

July 21 *Shrek 3*

July 28 *La Feria de las Flores* with Pedro Infante

Great Courses Now at Video Library

A generous donation to the LCS Video Library has made many programs from the acclaimed Great Courses series available to LCS members. Taught by outstanding professors, these courses include material from a wide range of subjects, from archeology to history to literature, art and science. Below is a partial list..

Ancient Empires Before Alexander What makes a true "empire"? How do empires rise, flourish, decline and fall?

Biology: The Science of Life Follow the astonishing progress made in understanding life's intricate machinery.

Books That Have Made History Books change your life.

Irish Identity Follow Irish history through the age of rebellion that swept through Europe and America.

Masters of War The world's greatest strategic thinkers.

Mysterious Etruscans Discover this astounding culture of the ancient world.

Rome and the Barbarians Who were the barbarians and how did Rome wield its power against them for centuries?

Terror of History Mystics, heretics and witches in the Western tradition.

Why Evil Exists Why do human beings commit evil? Is evil a spiritual or a cosmic problem?

REMINDER

LCS Will Be Closed

July 1 Canada Day Happy 150 Years!

July 4 U.S. Independence Day

ESL Registration

Registration for new students of English will be held at the Wilkes Biblioteca on August 21, 22, 23 and 24 from 12 to 2 p.m. Students must be 15 years of age and bring a copy of their birth certificate. The cost is 450 pesos for books. Classes begin the middle of September. Class times depend on the results of placement tests administered at the time of registration.

ESL Program at Wilkes is looking for volunteer instructors.

For more information about these and our other volunteer opportunities, see the website at volunteer@lakechapasociety.com or fill out an application in the Service Office.

Introduction to Spanish

This is a casual class for the beginner that covers the Spanish alphabet, simple vocabulary and phrases useful about town for shopping, and information about the Lakeside area and Mexican culture.

Starting the second Tuesday of the month and continuing for three weeks, the next session will start Tuesday, July 11, on the LCS campus from 12 to 1:30 p.m. Learning materials are provided. Tuition is \$175 pesos. Sign up at the LCS office, or on our website at www.lakechapasociety.com.

This is a members only program. You must be a member of LCS to attend, and your membership must be current for the duration of the program.

Warren Hardy Spanish Classes

The next session of Warren Hardy Spanish language classes for LCS members will begin on Monday, July 3 and continue through August 19. Classes meet two days a week for an hour and a half each session at the Wilkes Education Center (*Biblioteca*) on Galeana.

The program is based on the Warren Hardy Spanish language course designed for the adult student. Several levels of instruction are available to suit the student's proficiency.

Register for upcoming classes at the LCS Service Office or online. The program manager will be available to answer questions and to register students every weekday from Monday June 26 to Friday June 30 from 10:30 a.m. to 1:30 p.m. at LCS on the Blue Umbrella Patio.

Tuition for the course is \$750 pesos. The required course textbook is an additional \$670 pesos. Other instructional materials may be purchased separately.

For more information about the Spanish classes or LCS membership, visit the website www.lakechapasociety.com, or call the Service Office at 766 1140. *This is a members only program. You must be a member of LCS to attend and your membership must be current throughout the program.*

Book Up for a Longer Life!

A study found that people who read books for 30 minutes a day lived longer than those who didn't read at all. The study, published in the September 2015 issue of the Journal of Social Science & Medicine, looked at the reading patterns of 3,635 people who were 50 or older. On average, book readers were found to live for almost two years longer than non-readers.

Researchers identified two cognitive processes that could create a "survival advantage". First, reading books promote the "slow, immersive process" of "deep reading," a cognitive engagement that "occurs as the reader draws connections to other parts of the material, finds applications to the outside world, and asks questions about the content presented."

Vocabulary, reasoning, concentration, and critical thinking skills improve by exposure to books," they write. Second, books "can promote empathy, social perception, and emotional intelligence, cognitive processes.

The paper also specifically links the reading of books, rather than periodicals, to a longer life. "We found that reading books provided a greater benefit than reading newspapers or magazines. This effect is likely because books engage the reader's mind more – providing more cognitive benefit, and therefore increasing the lifespan," they say.

The more respondents read, the longer they lived, but that "as little as 30 minutes a day was still beneficial in terms of survival." So, read on!

(Excerpted from from the Yale University School of Public Health, in a paper entitled "A Chapter a Day: Association of Book Reading With Longevity.)



Taking care of your smile!

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July Activities

*Open to the Public ** US Citizens (S) Sign in required

(C) Membership card required

Health Insurance *

IMSS & Immigration Services Mon+Tues 10-1
Lakeside Insurance Broker Tues+Thur 11-2

Health and Legal Services *

Becerra & Galindo Services Thur 10:30-12:30 Sat 10-12:30
Blood Pressure Fri 10-12
Hearing Aid Services (S) Mon+2nd and 4th Sat 11-4
Ministerio Publico Wed July 5 & 26 10-2
Optometrist Claravision (S) Thur 9-3
Skin Cancer Screening (S) 2nd + 4th Wed 10-12
US Consulate** Wed July 12 10:30-12:30 Sign up

Lessons(C)

Chair Yoga Fri 2-3
Children's Art Sat 10-12*
Children's Art Camp July 17-22 9-12 sign up
Children's Chess Club Sat 12-1
Children's Reading 2nd Sat 11:30-12:30
Clases de Bordado Artístico Mon 3-6, Wed & Fri 4-6
Exercise Mon+Wed+Fri 9-10
Exploring Spanish Sat 11-12:30
Fitness Thru Yoga Mon 2-3:30
Intermediate Hatha Yoga Tues+Thur 2-3:30
Introduction To Spanish Tues 12-1:30 (S)+ cost
Line Dancing Tues+Thurs 10-11:15
Photography Club 1st Mon 12-2
Strength and Balance Exercise Tues+Thurs 8:45--9:45
Warren Hardy Spanish Classes Mon-Sat Sign-up+cost
Write-to-a-Prompt Thurs 10-12
Zumba Gold Wed 10-11

Libraries

Audio Thur 10-12
Book & Video Mon-Sat 10-2
Library of Congress Books*/ Talking Books Thurs 10-12
Wilkes Mon-Fri 9:30-7, Sat 9:30-1*

Social Activities (C)

All Things Tech Fri 10-11:30
Bridge 4 Fun Tue + Thurs 1-5
Discussion Group Wed 12-1:30
Everyday Mindfulness Mon 10-12
Film Aficionados Thurs 2-4:30
Games Group Mon 1-4
Needle Pushers Tues 10-12
Scrabble Fri 11:30-1:30
Spanish/English Conversation Sat 11-12:30
TED Learning Seminars Tues 12-1:15
Tournament Scrabble Tues 12-1:50

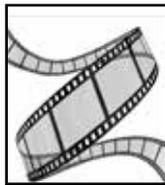
Service and Support Groups *

Al-Anon (in Spanish) Mon 6-7:30, Wed 5:30-7:30
Information Desk Mon-Sat 10-1
Lakeside AA Mon +Thurs 4:30-5:30
Open Circle Sun 10-11:30
Toastmasters Mon 7-8:30 p.m.

Ticket Sales

Monday-Friday 10-12 a.m.*

Video Library Additions July



The library needs couriers to bring back DVDs to help us keep our inventory current. We order them on-line, pre-pay them, and have them delivered to the address of your choice. If you can help, email Tom Keane at keanhombre@prodigy.net.mx. Thank you.

Don't miss this one!! It is a real classic. If you have enjoyed Charles Laughton in his usual outstanding dramatic performances, you must see **Hobson's Choice** #7616 wherein he plays a drunken, widowed shopkeeper trying to run the lives of his three single daughters. It is a very funny black and white 1956 film.

Shaun of the Dead #7621 Believe it or not, the Internet Movie Data Base classifies it as a comedy. I haven't seen it, but, it has an 8.0 rating. It's about some down on his luck guy trying to get his ex back.

Ray #7611 Yeah, it's a film about Ray Charles that came out in 2004. Two 2005 Oscars, one to Jamie Foxx for Best Actor and another for best Sound Mixing, plus three nominations.

Patriot's Day #7628 Mark Wahlberg as a Boston police sergeant in 2013 when the Tsarnaev brothers struck with their homemade bombs as an act of terrorism during the Boston Marathon.

Money Monster #7629 George Clooney as a TV news anchor and Julia Roberts as the producer of a live newscast when an irate investor, who lost everything, takes over the TV studio by force. Today's fast-paced, high tech global markets come under scrutiny, trying to unravel the mystery of it all.

Lorenzo's Oil #7624 Based on a true story, a man and his wife, frustrated at the failings of doctors and medicine in their area, educate themselves in the hope of discovering something that can halt the progress of the rare, degenerative brain disorder afflicting their son. Susan Sarandon and Nick Nolte.

We are always on the lookout for movies that will interest LCS members. It seems there are fewer and fewer entertaining movies available. If you have any suggestions about good movies, *old or new*, please give the title of the film, your name, and your email address to the volunteer on duty. We will check it out and get back to you with a response to your suggestion.

Got a favorite film on tape and would like to have it transferred to DVD format? We can do that for you--cheap. It's only 50 pesos for members and 75 pesos for non-members for each copy. Ask the Video Library volunteer.

Zumba Gold is Here!

An exciting new class will be offered in the Gazebo on Wednesdays, from 10-11 a.m. Zumba Gold incorporates the moves and music of regular Zumba class at a lower intensity and lower impact moves. Focus is on balance, coordination and range of motion with additional cardio and muscle conditioning benefits.

Perfect for beginners and those with some physical limitations. Contact krflex@aol.com. LCS members only.

TED Talks Learning Seminars

Tuesdays In the Sala 12 noon to 1:15 p.m. Members only. Bring your card.

July 11 Hosted by Susan Weeks "Evolution, and the Ecstasy of Self-transcendence" by Jonathan Haidt Psychologist Jonathan Haidt asks a simple, but difficult question: why do we search for self-transcendence? Why do we attempt to lose ourselves? In a tour through the science of evolution by group selection, he proposes a provocative answer.

July 18 Hosted by Susan Weeks "The Life-long Learner" by Bernie Dunlap. Wofford College president Bernie Dunlap tells the story of Sandor Teszler, a Hungarian Holocaust survivor who taught him about passionate living and lifelong learning. He is a true polymath, whose talents span poetry, opera, ballet, literature and administration. He is the president of South Carolina's Wofford College.

July 25 Hosted by Susan Weeks "Tales of Passion" by Isabel Allende. Author and activist Isabel Allende discusses women, creativity, the definition of feminism -- and, of course, passion -- in this talk.

U.S. Passport Update

The updated passport forms in the pickup box at LCS reflect a *decrease* (19 vs 18.5 peso to dollar) for July. Nothing else has been changed. Applicants with checks drawn for the previous higher fees will receive change reflecting the difference. Check the LCS website.

Get Started with Airbnb

Thinking of renting your place out? Renting on Airbnb can be easy and fun. Learn to do it safely, avoid problems and earn some income with your space. Presented by Ashley Parent and Curtiss Hayden. Friday, July 21 in the *Sala* from 2 to 3 p.m. Open to the public. For further information contact Ashley Parent at ashleyparent@gmail.com

Take Your Interest Online

Have some fun by taking your hobby or interest online. Perhaps even earn a bit. Connect with friends and family near and far! Presented by Ashley Parent and Curtiss Hayden. Friday, July 21, in the *Sala* from 3 to 4 p.m. Open to the public. For further information contact Ashley Parent at ashleyparent@gmail.com

Costco Returns

Costco returns Wednesday, July 12 from 11 a.m. to 1p.m. to register new members, renew existing memberships, and offer information on special sales and offers.



Thursday Film Aficionados

Open to LCS members only. Bring your card. All films shown in the *Sala* from 2-4 p.m. No food. No pets.

July 6 *Gifted* 2017 USA

Frank, a single man raising his niece, is drawn into a custody battle with his mother over the schooling choice for the gifted Mary. Excellent cast, excellent performances. (94 minutes)

July 3 *Magallenas* 2016 Peru

Magallenas is a veteran soldier who struggles to survive by driving a taxi around the poorest areas of Lima. There are secrets here that haunt the mind when he gets a job driving around his former colonel from his army days. (106 minutes)

July 20 *Jimmy's Hall* 2015 Ireland

During the depression, Jimmy Gralton returns home to Ireland after ten years of exile in the USA. Seeing the levels of poverty and oppression, the activist in Jimmy awakens and he looks again to open the dance hall that led to his deportation. Another social commentary by the great Irish director Ken Loach (I, Daniel Blake). (107 minutes)

July 27 *Masaan* 2015 India

Four lives intersect along the Ganges: a low caste boy hopelessly in love, a daughter ridden with guilt, a hapless father, and a spirited child. Filmed in and around Benares (Varanase). (105 minutes)

Upcoming Bus Trips - Home Depot/Costco

Thursday, July 27 - Lopez Mateos stores. Cost is 350 pesos for members and 450 pesos for non-members. The bus will depart promptly at 9:30 a.m. from the sculpture in La Floresta.

Wednesday, August 23 - Tonalá-Tlaquepaque

Handicrafts and upscale retailers. Cost is 350 pesos for members and 450 pesos for non-members. The bus will depart promptly at 9 a.m. from the sculpture in La Floresta.



Follow Us on Facebook

Follow us on Facebook. Keep up on all things LCS. Like us at www.facebook.com/lakechapalasociety.

Children's Art Cards

Don't forget! Our wonderful children's art cards, designed by children attending the LCS Saturday Art Classes, are available at Café Corazon. Portions of the proceeds go toward supporting LCS' most popular community program.

THE LAKE CHAPALA SOCIETY, A.C.

16 de Septiembre #16-A, Ajijic, Jalisco LCS Main Office: (376) 766-1140

Office, information and other services - Monday-Saturday, 10:00 AM to 2:00 PM Grounds open until 5:00 p.m.

LCS BOARD OF DIRECTORS

President - Ben White (2018); Vice-President - George Radford (2019); Treasurer - Michael Searles (2019); Secretary - Carole Wolff (2018); Directors: Matthew Butler (2018); Dee Dee Camhi (2019); Nicolas Hanson (2019); Cate Howell (2018); Geoffrey Kaye (2018);

Roberto Serrano (2019) Janis Sirany (2019)

Immediate Past President: Howard Feldstein. * Executive Director - Terry Vidal

The LCS Newsletter is published monthly. Deadline for submissions is the 17th of the month preceding publication.

Submit all news items to lcsnewsletter2016@gmail.com

Note: The editorial staff reserves the right to edit all submissions according to time, space availability and editorial decision.