

WHY START HEALTHY MAGAZINE?

Start Healthy is a powerful marketing tool that brings in more referrals for your business by keeping you top of mind with your sphere.

Check out just some of the great reader feedback we've gotten about the magazine's effectiveness!*

58
PERCENT

of readers have referred the professional who sent them the magazine in the past 12 months.

86
PERCENT

of readers have taken an action that has benefited the sender's business as a result of reading the magazine.

40
PERCENT

of readers pass along the magazine to other people, spreading your contact information.

The average amount of time that recipients spend reading each issue is

46
MINUTES

Recipients keep the magazine in their homes for an average of

3-4
WEEKS

80
PERCENT

of readers are more likely to do business with the professional who sent them the magazine than one who does not.



*Stats from 2019 GfK Reader Survey

WHAT'S INSIDE?

This PDF contains a digital example of what your Start Healthy magazine could really look like!

Your magazine is customized to you and sent to your exclusive list of recipients.

Check out the **six customizable places** in your magazine:



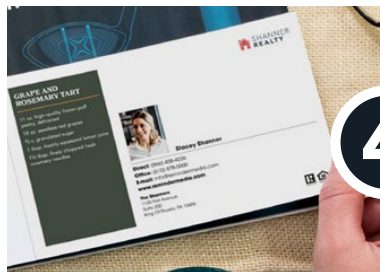
1 front cover



2 front inside cover



3 front tear out card



4 back tear out card



5 back inside cover



6 back outside cover



1 front cover

Choose from a variety of premade cover designs, then just put your headshot photo, contact information, and logo on the front so recipients know right away who sent them this gift in the mail!



Dear Bill and Judy,

Many people associate winter with being cozy at home, however, there are also plenty of opportunities to seize the day. This issue of Start Healthy can help you make every moment count with a look at the health benefits of snowshoeing, fun and filling winter recipes, a guide to planning a Hawaiian adventure, and injury-prevention tips for seasonal activities.

Snowshoeing has risen in popularity in recent years, in part because it's easy to learn, relatively inexpensive, and fun for all ages. If you're interested in learning more about the benefits of this activity, check out the interview in this issue.

Winter meals should be hearty, nutritious, and fun. The recipes inside from the Feeding the Frasers cookbook were created by an energetic, fitness-loving couple, so you can trust that the foods are tasty and satisfying to eat.

A visit to Hawaii is at the top of nearly everyone's bucket list. If you have yet to venture to this paradise, the enclosed travel guide, complete with awe-inspiring photos, is sure to persuade you.

Some of the most popular winter activities, including skiing and sledding, come with big risks. Inside you'll learn how to better protect you and your loved ones from the dangers these forms of recreation can pose.

Step outside your comfort zone this season, and try something new! As always, it's a pleasure to send you this magazine.

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Each issue includes a prewritten letter alongside your contact information. But if you want to add a personal touch, you can always customize your letter as much as you want—you can even write a separate one to each recipient!

front of card:

**GINGER-SWEET POTATO
PANCAKES**



- 2 c. all-purpose flour
- 2 c. sweet potatoes, mashed
- 2 eggs
- 2 c. ginger beer (I suggest Reed's zero sugar)
- 2 tbsp. salted butter, divided
- 2 c. blueberries
- 2 tbsp. maple syrup, plus more for serving
- 1 c. vanilla Greek yogurt for serving




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back of card:



- 1.** Using a stand mixer on low, mix the flour, sweet potato, and eggs. Pour 1 cup of ginger beer into the batter and mix on low with the stand mixer. Pour the remaining 1 cup of ginger beer into the batter and use a silicone spatula to fold the batter until smooth.
- 2.** Preheat a large, nonstick skillet over low heat.
- 3.** For each batch of pancakes, melt 1 teaspoon of butter in the warmed pan to prevent sticking. Using a ¼ measuring cup, scoop 2-3 pancakes into the skillet. Cook for 2-3 minutes or until the bottom is browned. Flip the pancakes and cook for an additional 2-3 minutes. Repeat with the remaining batter.
- 4.** While the pancakes are cooking, heat a small skillet or saucepan over medium heat. Add the blueberries with 2 tablespoons of maple syrup for 5-7 minutes until bursting and juicy. Remove from the heat and set aside.
- 5.** When ready to serve, place 3-4 pancakes on each plate. Top the stack with the bursting blueberries, a cool dollop of Greek yogurt, and a drizzle of maple syrup.

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YIELDS 12 PANCAKES

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magazine content

Directly after the cover and the first tear out card, you'll find the content portion of the magazine. This content changes for each bimonthly issue and is not customizable. We have an in-house design and writing team that creates each article so you don't have to worry about what to include within your magazine!

The 48 pages within Start Healthy include articles relating to wellness, fitness, general interest, and healthy recipes.

After these pages, you will find your second customizable tear out card along with the two back cover spaces!

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startHEALTHY

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SLOW-COOKER RECIPES ARE IDEAL FOR WINTER, WHEN DAYS ARE SHORT AND NIGHTS ARE LONG. TRY THESE HEARTY, COMFORTING SLOW-COOKED MEALS WHEN YOU NEED A PICK-ME-UP.

genzational SLOW-COOKER RECIPES

VEGETARIAN CHILI *erves 4*

- 1 medium sweet potato, peeled and cut into ½-inch pieces
- 1 medium red onion, chopped
- 1 green bell pepper, chopped
- 4 garlic cloves, chopped
- 1 (28-ounce) can fire-roasted diced tomatoes, undrained
- 1 (15.5-ounce) can black beans, rinsed
- 1 (15.5-ounce) can kidney beans, rinsed
- 1 cup water
- 1 tablespoon chili powder
- 1 tablespoon ground cumin
- 2 teaspoons unsweetened cocoa powder
- ¼ teaspoon ground cinnamon
- 1 teaspoon kosher salt
- ¼ teaspoon black pepper
- Sour cream and sliced scallions, for garnish

1. Combine all ingredients except for the sour cream and scallions in a 3-to-4-quart slow cooker.
2. Cover, and cook on low for 7 to 8 hours or until the sweet potatoes are tender and the chili has thickened.
3. Serve with the sour cream and scallions.

PASTA PRIMAVERA *erves 6*

- 3 cups uncooked penne pasta
- 1 cup broccoli, diced
- 1 cup cauliflower, diced
- 1 cup carrots, diced
- 1 cup frozen peas
- 1 red bell pepper, diced
- 1 clove garlic, minced
- 1 (12-ounce) can reduced-fat evaporated milk (2%)
- ½ cup reduced-fat milk (2%)
- 1 tablespoon cornstarch
- ½ teaspoon salt
- 1 cup fat-free shredded mozzarella cheese
- 2 teaspoons unsalted butter, cut into small pieces

1. Fill a large pot halfway with water. When the water is boiling, add in the pasta, and stir. Cook for 5–6 minutes, about half the suggested cooking time, and then drain.
2. Place the broccoli, cauliflower, carrots, peas, red pepper, and garlic in a 3-to-4-quart slow cooker.
3. In another bowl, whisk together the evaporated milk, milk, cornstarch, salt, and cheese.
4. Once the pasta is cooked halfway, add it to the slow cooker. Add the milk mixture, and stir well so all ingredients are combined. Cover the top of the mixture with the butter bits.
5. Cook on low for 3 or 4 hours. Stir the pasta again, and spoon into 6 bowls. Each serving is about 1 to 1½ cups.

startHEALTHY



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magazine content

magazine content

A WALK IN THE SNOW

interview with: *mark elmore*
written by: *matthew brady*

Mark Elmore, the former sports director of the United States Snowshoe Association (USSSA), reveals why snowshoeing is so enjoyable, accessible, affordable, and invigorating.

Has snowshoeing become more popular in recent times? Yes. I started snowshoe racing in the late eighties. At that time, the sport was very regionalized; there was no coordination or collaboration in different parts of the country. The USSSA organized the National Snowshoe Championship Program in 2000 and offered the inaugural US National Snowshoe Championship event in 2001 in Plattsburgh, New York.

We've certainly seen the popularity of the sport grow, especially in the US. Over the past decade or so, the sales of snowshoes have outpaced the sales of cross-country skis. By and large, people who are on snowshoes are doing so recreationally: they like to get out and enjoy the outdoors in winter and are looking to burn calories, maintain weight, and improve their health and fitness.



Each issue of American Lifestyle features 48 pages of content that appeal to a large audience. The articles inside change with every bimonthly issue and are ready to go—no need for you to worry about writing content to put inside your magazine!

Is snowshoeing more cost-friendly than skiing?

Absolutely. That's one of the reasons for its popularity. In fact, in 2002, I was invited to an outdoor symposium in Turin, Italy, about mountain culture. I talked about how and why, in America, alpine ski centers were diversifying into snowshoeing to attract different customers and generate more revenue. Alpine skiing is obviously extremely popular in Europe, yet they were experiencing the same things we were.

After all, a family of four can easily spend several hundred dollars on a ski trip between the travel, equipment rental, lift tickets, and lodging. On both sides of the Atlantic, fewer people are willing to spend that kind of money, but they are still looking for a way to enjoy the outdoors during winter. Snowshoeing is a great medium to do that. For cross-country ski centers, it became a relatively cost-effective way to develop trail systems and rent snowshoes. They're attracting families with some members who want to spend a day snowshoeing while the others are skiing, as well as a whole new set of customers who are interested in snowshoeing rather than skiing.



Is it easy to master? I've always said that if you can walk, you can snowshoe. There are no special skills you need to learn. It's not like cross-country skiing, where you must learn how to control yourself on hills, turn, and stop. In contrast, first-time snowshoers know what they're doing within the first ten or fifteen minutes. I think that simplicity speaks to a lot of people.

It's also great for multigenerational outings. If you have a larger family, you could put the kids up front breaking trails through the snow, which will slow them down and wear them out, followed by Mom and Dad in the middle of the group, who are just packing down the trail the kids break, and then Grandma and Grandpa in the back walking on a nice, packed trail, which makes it much easier for them.

You also don't need to go anywhere special to get out and enjoy it. You can snowshoe in your backyard or visit a nearby park, forest, or Nordic center with trails—just about anywhere there's snow. And you don't need a ton of it, just a few inches covering the ground.

I've always said that if you can walk, you can snowshoe.
There are no special skills you need to learn.

What's the biggest misconception about the sport? When you say the word snowshoes to somebody, they immediately think you're talking about wooden-tennis-racket-looking things that you waddle around in like a duck, which doesn't sound very sexy, appealing, or fun. And nothing is further from the truth. The modern snowshoe is designed so that it's comfortable, easy to use, relatively cost-effective, and pretty much bulletproof. If something breaks, the major manufacturers will often repair or replace the broken item at no cost.

Is snowshoeing a good workout? Snowshoeing is a strenuous activity because you're often in deeper snow, at least six inches, which is going to create a heavy-duty, full-body workout, no matter how fit you are or what type of terrain you're traversing. You're going to pump up your heart rate, burn calories, and get sweaty.

It's funny. I used to try to convince cross-country skiers to give snowshoeing a shot. They'd say, "Why would I want to snowshoe? I can be on skis, gliding downhill without any effort. With snowshoeing, you've got to work to go up and come down." Even skiers know you don't get a break on snowshoes!

How should one prepare for snowshoeing? How well you prepare can make or break your outing. You'll want to wear gloves and sunglasses as well as multiple layers of zippered clothes that will pull the moisture away and allow you to add or remove layers to adjust your body heat. You also must hydrate and replenish food, especially if you're out for a while in very cold weather. You must be smarter than Mother Nature and Old Man Winter because they just don't care.

Are poles necessary? On the racing scene, poles aren't considered necessary, and, in some instances, they aren't even allowed. On the recreational side, poles can be a very useful resource to have, especially in deeper snow or softer snow, going uphill climbing, or carrying a backpack. One of the reasons snowshoeing is so good for your core development is because you constantly have to balance yourself on uneven surfaces, and poles help you do that. They also augment an upper-body workout because you're using your arms, chest, back, and traps to work them.

Where can people get snowshoe equipment?

The choices for equipment are vast and varied. You can buy a relatively inexpensive set of snowshoes and poles for around \$80 at a national retail chain. Or you can go to a sporting goods store like REI or Dick's and buy a higher-quality pair for about \$300.

The one thing I tell folks is, with established snowshoe brands, you're going to pay a little more. But the dedication to craftsmanship, the design, and the warranty will often make up for that, especially if you're going to use the equipment a lot. But if it's just something you want to dabble in, they may not be for you. However, if you purchase a good high-tech pair of snowshoes, there's very little future investment needed. If you take care of them, they'll last a lifetime.

Can you describe the joy you've received from snowshoeing?

It's hard to put into words. There's something primal about being out in harsh weather conditions, whether it's a snowstorm, a rainstorm, or a thunderstorm. If the weather is out of our control, we're at the mercy of it—and snowshoeing allows us to experience some of that on its own terms.

One of my fondest memories of my early days of snowshoeing was going out after dark, with a full moon and cloudless sky, in the field behind my house in upstate New York. When I looked back and saw this long line of single tracks that I made across the field, it felt like I was charting my own path, which was magical. So it has been something really deep-seated for me for a long time because I've always loved winter and winter sports. Snowshoeing has taken me places I'd never been and allowed me to enjoy being out in winter weather in a way that I never had before. It's a really special experience.



When I looked back and saw this long line of single tracks that I made across the field, it felt like I was charting my own path, which was magical.



6 ways to improve **JOINT HEALTH**

written by:
lauren kim

Your joints are vital to a healthy and active life, but when they cause pain, you might find it harder to enjoy everyday activities. The good news is that there are easy ways to protect and improve joint mobility so you can do things you love like taking a walk and dancing. Follow these tips to help maintain and even improve your joints.





Build muscle

Joints are complex structures composed of bones, cartilage, connective tissue, ligaments, and muscles, and they can be found where two or more bones meet. They allow you to perform movements, such as bending your back, elbows, and knees and manipulating your fingers and hips. Your muscles support and protect your joints, so if you boost your muscle strength, you can improve joint flexibility and lessen your chances of getting hurt. For example, squats and lunges can strengthen muscles and increase your hip joint's range of motion. You may want to consult with a personal trainer before you begin any exercise regimen and avoid doing too much too soon to avoid injury.

Eat a healthy diet

Diet plays a significant role in joint health. Vegetables, especially leafy greens like kale and bok choy, have antioxidants that can reduce inflammation, lessen pain, and help your joints move smoothly. The omega-3 fatty acids in fish like salmon and mackerel can also lessen inflammation. Calcium, which you can get from dairy products and vegetables like broccoli, is also essential for joint strength. You can help your body absorb calcium by getting enough vitamin D, which you can get from the sun or in foods like salmon, eggs, and mushrooms. Since muscle strength affects joint function, get the protein you need to fortify your muscles by eating foods like beans, lean meats, nuts, and seafood. Refined carbohydrates, saturated fats, and sugar may contribute to inflammation, so limit your consumption of fatty meats, white bread, and desserts.



Focus on posture

Sitting and standing up straight looks better and is better for your joints. Keeping your back straight and in better alignment puts less wear and tear on your joints. In addition, pay attention to your posture when you lift and transport items. For example, when you carry a backpack, slip the straps over both shoulders so you won't lean to one side. When lifting heavy objects, take some pressure off your back and let your leg and stomach muscles do some work by bending your knees and tightening your stomach.

Protect your joints

Try to keep your weight within a healthy range to relieve stress on your joints. Every pound you lose can eliminate about four pounds of pressure from your knees. When participating in vigorous sports or doing activities that require repetitive motions, such as kneeling and squatting, wear protective gear such as knee, elbow, and wrist pads to avoid long-term joint problems. If you get joint pain that doesn't require immediate medical attention, reduce the pain and swelling by applying an ice pack wrapped in a cloth for no more than twenty minutes, and then remove the ice for at least thirty minutes before reapplying.

“*Every pound you lose can eliminate about four pounds of pressure from your knees.*”



Stay active

You've heard the saying "Use it or lose it," and it certainly applies to joint health. To keep your joints supple and mobile, move them frequently. Keep active throughout the day to ward off stiffness. If you work at a desk, get a standing one to benefit your core muscles, spine, and hips. Participate in hobbies that keep your joints in motion, such as swimming, playing the piano, or painting. Choose low-impact activities like walking instead of high-impact ones like jogging. Start new activities slowly at first to avoid overworking your joints.

Stretch often

Stretch your muscles at least two to three times a week to maintain a full range of motion. But be sure to warm up your muscles first, such as by taking a ten-minute walk. You can also use a foam roller to loosen your arm and leg muscles, but don't use it on your lower back, knees, elbows, and ankles because you can easily injure them.

With a little TLC, you can move about more freely and with less pain. Always consult with a physician if you have any existing joint pain and before you begin any stretching or exercise regimen.

THE SERENITY OF *stargazing*

interview with: *bettymaya foott*

written by: *matthew brady*

Bettymaya Foott, the director of engagement for the International Dark-Sky Association (IDA), reveals how light pollution affects our health, why we benefit from dark skies, and how stargazing is an intrinsically uniting phenomenon.

What is your personal experience with dark skies? I grew up in a small town in rural Utah and spent my childhood summers looking up at the night sky and being astounded by the presence and vastness of the universe, which put my life in perspective. To me, the night sky has always been the ultimate mystery. As humans, we're all connected to that sense of wonder and awe of the infinite cosmos.

When I moved to the big city for college, not having that was unsettling for me. I didn't quite understand why because I had never heard the term "light pollution." It wasn't until I saw the film *The City Dark* that I learned what dark sky and light pollution were. Everything clicked, and I knew this is what I wanted to do.

As humans, we're all connected to that sense of wonder and awe of the infinite cosmos.



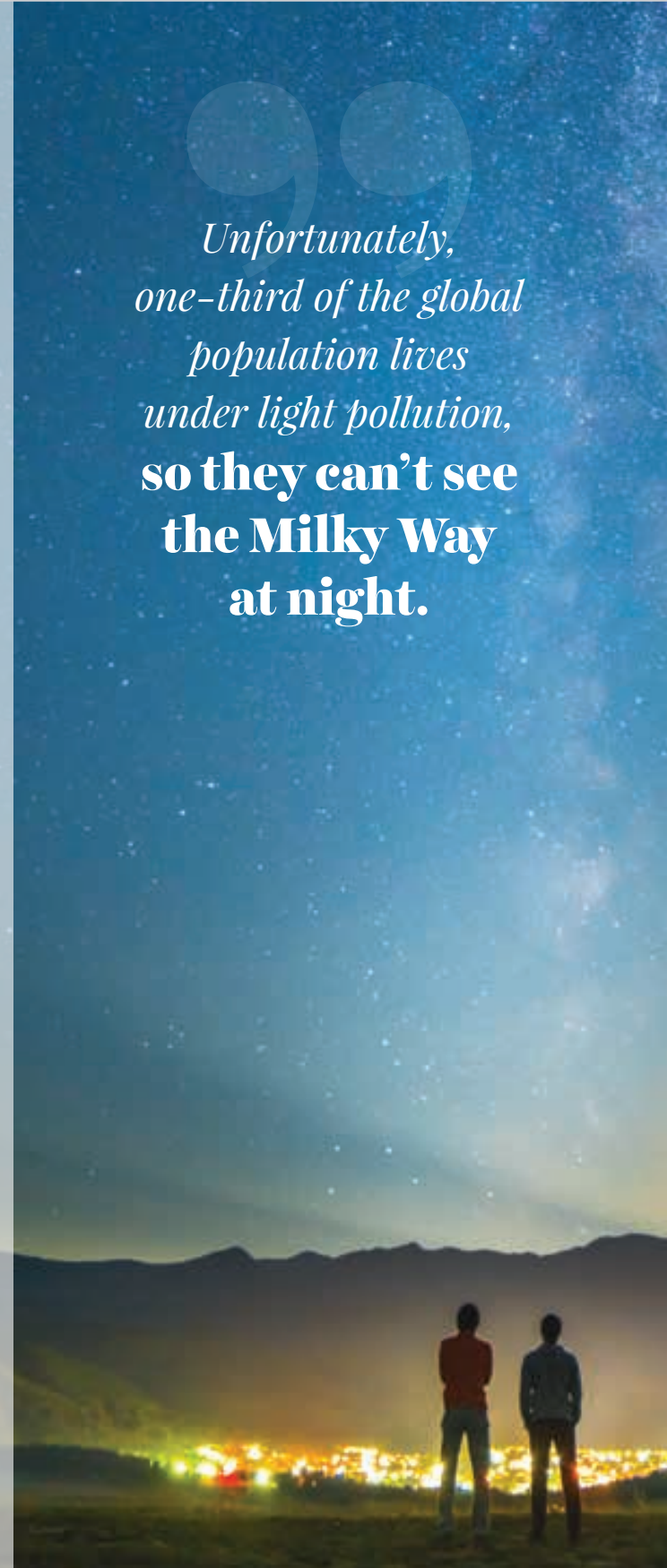
What is light pollution? How long has it been an issue? Light pollution is any adverse effect of artificial light at night. It comes in three main forms. Skyglow is the dome of light, caused by misdirected light scattering through the atmosphere above populated areas, that decreases the visibility of the night sky. The second form is glare. It's like driving on a dark road at night and someone else's high beams make it more difficult for you to see. The third form is light trespass: light from a neighbor or business that's misdirected out of their property onto yours and into your home at night.

Light pollution has only occurred within the past 150 years. Before that, both humans and animals were connected to a very reliable cycle of light and dark. The addition of all this artificial light has had a huge impact on almost everything in the world.

How else can artificial light affect us?

Artificial light at night has been proven to trip up the human circadian rhythm (our sleep-wake cycle), which is mediated by the hormone melatonin. So when it's getting dark at night and we're no longer receiving the bright blue-white light from the sun, our body starts winding down to sleep and releases melatonin. But when we're exposed to artificial light that mimics sunlight, it doesn't.

Studies have also correlated it to other health issues like insomnia, depression, and even cancer. In addition, melatonin impacts our metabolism, so light pollution, artificial light, and exposure to light at night have been linked to obesity.



Unfortunately,
one-third of the global
population lives
under light pollution,
so they can't see
the Milky Way
at night.

What are the health benefits associated with stargazing? The experience of awe is underdiscussed and undervalued, but I think more people are connecting with it nowadays and realizing it's important in their lives. Being under a naturally dark sky and seeing the Milky Way and all the stars is such an easy way of connecting with that feeling of awe, which is beneficial to mental and physical health.

Unfortunately, one-third of the global population lives under light pollution, so they can't see the Milky Way at night. In the United States and Europe, that number is 99 percent. It's very rare to be able to truly experience a dark sky, which is a huge worldwide issue, especially for cities.

It saddens me that it's such a unique experience. We spend our day-to-day lives in these artificial worlds we've created for ourselves with boundaries and labels—I'm White, he's Black, she's a woman—that separate us from one another. But when you're under a night sky and look up at the infinity and wonder of all the twinkling stars, you realize that we're all in this together and those self-imposed divisions just melt away.

What can we do to make things better?

Everything matters. Even though light pollution varies throughout the world, the solutions are incredibly scalable. You can start at home by making sure your lighting isn't shining into your neighbor's window or up into the night sky and that you're drawing your blinds at night when your inside lights are on.

You can then work on your city's lighting. Adopting municipal lighting ordinances is probably the best way to ensure that your town complies with dark-sky-friendly lighting practices and ordinances, which we have on our website. It's hard to get one passed, but it's even harder to

enforce it throughout a community because understaffing is always a problem. Municipalities also tend to underestimate the power of lighting and focus on other code-enforcement issues, such as OSHA violations. That's why local volunteers and IDA chapters are important because you need someone on the ground to hold the city or county accountable for the lighting codes they've approved.



We've seen it work on a large scale. Pittsburgh just updated its lighting ordinance and will be replacing 35,000 streetlights to be dark-sky friendly, making it the first urban area in the world to take such impactful measures to reduce light pollution. New Mexico also has a dark-sky act that covers the entire state. New Zealand is working on national dark-sky conservation efforts, and Mexico officially recognizes light pollution as an environmental issue.



When you're under a night sky and look up at the infinity and wonder of all the twinkling stars, you realize that we're all in this together and those self-imposed divisions just melt away.

Is awareness key? Totally. I think creating public awareness by building support for dark skies is the best way to go. Instead of saying "Here's a new law! Change your lights or you'll get a fine!" it's better to say, "Hey, come out to this dark-sky party and look at Saturn through a telescope." Most people don't even know what light pollution is. Once you do, you can't unsee it.

Are people attracted to the money-saving aspect of this issue?

Unfortunately, the Jevons Paradox often happens: when a resource becomes more efficient, it gets used more. For example, once LEDs became cheaper, cities put their cost savings into more lights for the community. Another problem is the people in charge of lighting aren't experts like lighting designers or engineers. So when the LED revolution happened, people started switching bulbs on a one-to-one basis of wattage—if they had a 250-watt high-pressure sodium bulb, they'd put in a 250-watt, 5,000-Kelvin LED, which is a hundred times brighter.

That said, astrotourism is hugely beneficial to rural economic revitalization. To truly appreciate dark skies, you must spend the night in a town. And that increases a tourist's spending fourfold: around \$90 for a day visit versus \$300 to \$400 when you're staying over. A Missouri State University study estimated that astrotourism would bring in \$5.8 billion of economic funds and create over 10,000 jobs in the Colorado Plateau alone over a decade. It's another great reason to protect dark skies in your area.

Overall, are you hopeful about the dark-sky movement?

In terms of connection to the night sky and dark-sky preservation, I've seen huge growth over the seven years I've been in the field. For my job, I've taken inquiries about the IDA from all over the world, including Aruba, Uzbekistan, and Iran. People everywhere are finding a connection to this issue and want to get involved and do something about it.

Fixing your lighting to be dark-sky friendly is a positive thing to do on many levels: you save money, energy, wildlife, and your health, and you reconnect to the night sky. In fact, light pollution is the only kind of pollution you can immediately remove from the environment instead of waiting for generations to see a change. It's also a rare bipartisan political issue. Overall, I've found that it's a very hopeful, unifying environmental topic because we all love the night sky and the stars.

For more info, visit darksky.org

photo by:
getty images



HEALTHY, FUN, AND *FILLING*

recipes and photos by:
Sammy Moniz



The world of health food is ever evolving. Gone are the days of bland breakfasts and lackluster lunches. There are now so many creative ways to make nourishing food a lot more fun, and these

recipes from the *Feeding the Frasers* cookbook can help you put the magic back in your meals.

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YIELDS 12 CUPS

CHURRO CHEERIO *CHEX MIX*

It's easy to spot the true sweet snackers with this Churro Cheerio Chex Mix. It doesn't last long in our house and makes for a great treat when entertaining.

.....
measure

- 1 cup butter, melted and divided
- ½ cup brown sugar
- 1 tablespoon cinnamon, divided
- 1½ teaspoons vanilla extract, divided
- 2 cups oyster crackers
- 2 cups plain Cheerios
- 2 tablespoons granulated sugar
- Pinch kosher salt
- ½ cup honey
- 2 cups Rice Chex
- 2 cups Corn Chex
- 2 cups Teddy Grahams
- 1 cup sliced almonds

.....
make

1. Preheat the oven to 300°F.
2. In a large mixing bowl, whisk ½ cup of melted butter, brown sugar, 1 teaspoon of cinnamon, and ½ teaspoon of vanilla extract. Add the oyster crackers and plain Cheerios, toss to fully incorporate. Spread the mix onto a parchment-lined baking sheet. Bake for 10–12 minutes until bubbly. Meanwhile, in a small bowl, mix the granulated sugar, the remaining 2 teaspoons of cinnamon, and salt, set aside.
3. In a separate large mixing bowl, whisk the remaining ½ cup of melted butter, honey, and 1 teaspoon of vanilla extract. To the bowl, add the Chex, Teddy Grahams, and almonds. Mix until fully coated. Spread the mixture evenly onto another parchment-lined baking sheet. Bake for 25 minutes, tossing once or twice throughout the bake.
4. When the oyster crackers and Cheerios have finished baking, remove them from the oven and sprinkle with the cinnamon-sugar mix. Allow it to completely cool, about 15 minutes. Once it's completely cooled, break it into small pieces. Set the churro Cheerio mix aside.
5. Remove the Chex from the oven, top with the churro Cheerios mix, and cool completely. Once the mix has cooled, toss to fully combine and break into small pieces. Store in an airtight container on the counter for 3–5 days (if it lasts that long!).





YIELDS 12 PANCAKES

GINGER-SWEET POTATO *PANCAKES*

The key to this recipe is cooking on low heat. The ginger beer not only provides flavor and a touch of sweetness but gives lift to the pancake from the carbonation. Feel free to swap for a plain sparkling beverage and customize your flavor with spices like cinnamon and nutmeg instead of the ginger from the ginger beer. A friend made us a version of these pancakes, and I was blown away by the toppings. I'll never go back to serving a stack of pancakes with just maple syrup.

measure

- 2 cups all-purpose flour
- 2 cups sweet potatoes, mashed
- 2 eggs
- 2 cups ginger beer (I suggest Reed's zero sugar)
- 2 tablespoons salted butter, divided
- 2 cups blueberries
- 2 tablespoons maple syrup, plus more for serving
- 1 cup vanilla Greek yogurt for serving

make

1. Using a stand mixer on low, mix the flour, sweet potato, and eggs. Pour 1 cup of ginger beer into the batter and mix on low with the stand mixer. Pour the remaining 1 cup of ginger beer into the batter and use a silicone spatula to fold the batter until smooth.
2. Preheat a large, nonstick skillet over low heat.
3. For each batch of pancakes, melt 1 teaspoon of butter in the warmed pan to prevent sticking. Using a $\frac{1}{4}$ measuring cup, scoop 2–3 pancakes into the skillet. Cook for 2–3 minutes or until the bottom is browned. Flip the pancakes and cook for an additional 2–3 minutes. Repeat with the remaining batter.
4. While the pancakes are cooking, heat a small skillet or saucepan over medium heat. Add the blueberries with 2 tablespoons of maple syrup for 5–7 minutes until bursting and juicy. Remove from the heat and set aside.
5. When ready to serve, place 3–4 pancakes on each plate. Top the stack with the bursting blueberries, a cool dollop of Greek yogurt, and a drizzle of maple syrup.

SERVES 4

PORK CHOPS & BLUEBERRY-BALSAMIC JAM

Pork chops with the perfect layer of fat on the outer edge may be our absolute favorite cut of meat. Our shared earliest memories of pork chops are more associated with tough dry meat dunked in applesauce to help chew it down. We are rewriting those food memories and pumping up the flavor with each bite of this dish!

measure

PORK CHOPS:

- 4 boneless pork chops
- Salt and pepper
- 2 tablespoons salted butter
- 2 bunches asparagus, woody ends trimmed
- 1 tablespoon olive oil
- Kosher salt
- 1 teaspoon fresh thyme for serving

make

1. Preheat the oven to 425°F. Season the pork chops with salt and pepper to taste. Set aside while you prepare the Blueberry-Balsamic Jam.
2. Combine the honey, balsamic vinegar, lemon juice, and sprigs of thyme in a small saucepan over medium heat. Bring to a low simmer for 2 minutes. Add the blueberries and cook until the berries are bursting, then reduce the heat to low and allow to thicken, about 5–7 minutes. Remove the pan from the heat and pick out the thyme sprigs, set aside.
3. To a large cast-iron skillet over medium heat, add the butter. Once the butter is melted, add the pork chops to sear. Cook for 3–4 minutes per side until golden brown.

BLUEBERRY-BALSAMIC JAM:

- 2 tablespoons honey
- ¼ cup balsamic vinegar
- ½ lemon, juiced
- 2 sprigs of fresh thyme
- 2 cups fresh (or frozen) blueberries

4. Once the pork has been seared on all sides, move the cast-iron skillet to the hot oven. Cook in the oven until internal temperature reaches 145°F. Remove from the oven and sprinkle with fresh thyme.
5. Toss the trimmed asparagus on a baking sheet with olive oil and salt. Cook for 7–10 minutes while the pork is cooking.
6. Plate each pork chop with a dollop or two of the Blueberry-Balsamic Jam. Serve with a side of rice and roasted asparagus.

PRO TIP: Sear the fat-cap on the edge of the pork chops first to render the fat.



GREEN

written by: *rachel stevens*

home upgrades

When something is labeled eco-friendly, it can have a variety of meanings. It could indicate that a material is sustainably sourced, for example. Or it could signify that a particular setup is more energy efficient.

When it comes to your home, going green can mean making upgrades that fulfill both of those definitions and beyond. Make the following changes to reap the benefits of energy efficiency in every part of your home.



Exterior Options

Your home's outdoor features will need repair as they age. Exterior upgrades can be an investment, so make sure you're spending your money on the best solutions.

A cool roof

Have you ever entered a car with black leather seats on a summer day? If so, you know that certain materials, especially dark-colored or black ones, are notorious for absorbing heat. And roofs are no different: a black roof can reach around 170 degrees Fahrenheit on a hot day. Roof heat absorption can be helpful in the winter to melt snow but has little use any other time of year. If you're going to upgrade your roof to something more eco-friendly, opt for a cool roof. This option uses materials such as wood, specially painted metal, or custom shingles to reflect heat away instead of absorbing it. While you may spend more up front, the switch to this efficient style of roof can potentially save you more money in the long term by reducing your energy costs and providing you a possible tax rebate or credit.

Double-paned windows

Drafts from windows can be costly over time. If you don't already have double-paned windows, they should be on the top of your home-improvement priority list. Traditional single-paned windows only have one sheet of glass and no insulation, so elements from the outside can find a way inside. However, dual-paned windows have a thin layer of separation between two sheets of glass, usually filled with insulating gas. These insulated windows cost more but offer benefits such as stabilizing your home's temperature, lowering your energy costs,



insulating your home from exterior noise, and adding to your home's overall value. And if you want to go the extra mile with potential cost-saving, consider triple-paned windows.

Windbreaking/treescaping

Protecting your home from strong winds may not seem like an eco-friendly task, but your home can suffer from wind chill too. While you may not feel the chill, it can affect your home's energy efficiency. Windbreaking, also known as treescaping, is a strategic placement (usually to the north) of dense evergreen trees and shrubs around a home to shield

it from harsh winds that would otherwise force your heating system to work overtime. Be sure to hire a landscaper who is familiar with this practice so they can arrange the greenery in an optimal way and at a safe distance from your home. At the end of the project, you'll have energy savings and great landscaping to increase your home's curb appeal. Plus, what's more eco-friendly than planting trees?

At the end of the project, you'll have energy savings and great landscaping to increase your home's curb appeal.



Interior Improvements

A comfortable home is a happy home. However, there is a common misconception that to enjoy modern home amenities, you have to sacrifice being eco-friendly. In reality, this couldn't be further from the truth. You can keep the comforts you love without expending an exorbitant amount of energy. The following changes can help you transition into a low-carbon-footprint lifestyle.

A smart/programmable thermostat

Manual thermostats offer no more than the ability to change the temperature. Make the switch to a smart thermostat, such as Nest, to enjoy features like scheduled temperature changes, zoned temperature control based on room occupancy, and automatic adjustments based on the weather in your area. These features are not only convenient but also helpful to your energy bill and the stress on your HVAC unit. From an eco-friendly perspective, it's important to consider how often you're pushing your HVAC to its limits, as running it constantly produces more carbon dioxide that's released into the atmosphere. Installing a smart thermostat can extend your system's lifespan and limit the time that it's needlessly running.



Installing a smart thermostat can extend your system's lifespan and limit the time that it's



A tankless water heater

About one-fifth of your energy bill goes toward hot water; a shower here, a load of laundry there, and washing the dishes can add up quickly. Standard residential water heaters hold twenty to eighty gallons of water, and research indicates that a typical household can use around forty to sixty gallons of hot water a day on average. You could potentially be heating water you don't use right away, so consider a tankless water heater to help you save energy and money. Instead of holding water, water gets pumped through it at a set flow rate measured in gallons per minute. Tankless water heaters deliver hot water on demand, so you won't heat any water you don't need. Besides using less water and heat, these efficient gadgets have a longer lifespan of twenty to twenty-five years and require less space to install. Be sure to talk to an electrician about your options and avoid gas-powered tankless water heaters as the return in energy efficiency will be negligible.

There's no time like the present to make green upgrades to your home. Try these energy-efficient ideas today to better the planet and your bank account.

Every Hawaiian island is its own slice of paradise ripe with incredible natural spaces waiting to be explored.

written by: alexa bricker

photography: as noted

HIKING IN THE *Wahi Nani* (*the Beautiful Place*)

There are hundreds of reasons why Hawaii is one of the most popular destinations in the world. It's a place on virtually everyone's bucket list, and it's easy to see why.

All this free publicity is both a blessing and detriment. While tourism is Hawaii's main economic driver, it can be difficult for residents who already must deal with a scarcity of resources and overcrowding of popular attractions, many of which are *wahi pana*—highly revered and sacred places in Hawaiian tradition.

photo by: hawaii tourism authority (HTA) / jakob owens



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photo by: hawaii tourism authority (HTA) /Heather Goodman / @hbgoodie



photo by: island of hawaii visitors bureau (IHVB) / paul zizka

Whether you're planning to visit just one of the Hawaiian Islands or several, you can rest assured that every day will be a new adventure.

With so many people wanting to visit and a limited number of resources, it begs the question "How can I be respectful while getting to experience as much of Hawaii as possible?"

RECREATE RESPONSIBLY

The animal and plant life on the islands is unlike anything else on Earth. Hiking trails provide a unique opportunity to catch a glimpse of this flora and fauna, including many colorful flowers like the Hawaiian hibiscus and coral creeper and dozens of species of forest birds, such as the 'apapane and iiwi, not to mention spectacular volcano and ocean views.

Outdoor recreation is one of the most popular attractions on the Hawaiian Islands and helps sustain tourism. But if you plan to visit one of the hundreds of hiking trails or other natural spaces available to the public, you'll want to make sure you are being respectful of the land. Jackson Bauer, a trails and access specialist for the island of Hawaii, says that one of the best ways to do so is to do your research and understand the sense of place. "It's not just that visitors are outsiders to Hawaii. Even if you're a visitor to a community from a different part of the island, there is a level of respect and ethics in Hawaii built in culturally that is an expectation for folks." With this knowledge in mind, it's important to ensure that not only are the places you plan to visit safe and legal to go to but that you also exhibit proper behavior while there, including being mindful of posted rules and regulations and respecting the land.

You'll also want to plan ahead. As previously

mentioned, hiking and other outdoor recreation are among the top activities on the islands, so reservations and parking spots fill up fast. A good way to ensure your trip goes off without a hitch is to look up the park's or attraction's website that you plan to visit and reserve a time slot. For example, reservations are required to



photo by: hawaii tourism authority (HTA) /Heather Goodman / @hbgoodie

enter Hā'ena State Park on Kauai's North Shore because there is limited parking and shuttle availability. "We allocate a percentage of the parking for visitors and another percentage for residents," says Joel Guy, executive director for the Hanalei Initiative, a nonprofit working to meet the needs of the community and the environment of the North Shore. The park shuttle runs every twenty minutes, but it ends service at noon because of park capacity and to prevent crowding. Return service begins in the afternoon for people who are ready to leave the park.

Park websites typically include information on trail conditions, road closures, and packing tips for your hike, so it's a good idea to review these sites again before you embark to make any last-minute adjustments.

PLACES TO SEE

Whether you're planning to visit just one of the Hawaiian Islands or several, you can rest assured that every day will be a new adventure. These islands vary in landscape, wildlife, and even climate, and, depending on how far you're willing to venture, you might be able to experience multiple types of environments on the same day.

Hawai'i (the Big Island)

Hawai'i is the largest island in the Hawaiian Island chain and was the last to form, making it a geologic hot spot of activity. The island has four completely different climates, ranging from tropical to polar at its highest elevations.

Volcanoes National Park

What would a trip to Hawai'i be without a close-up look at its volcanoes? Volcanoes National Park is home to two of the most active volcanoes in the world—Kilauea and Mauna Loa. Visitors can opt for a hiking or road tour depending on how close they want to get to the action.

Pololū Valley

If you're looking for a hiking experience with beautiful ocean views, a trip to Hawai'i's Pololū Valley is in order. December through March is a particularly spectacular time to visit as it is peak season for migrating humpback whales. The valley's main trail, the 'Awini, is short but steep, and the area is a *wahi pana*, so it's important to use caution and stay on the trail at all times.

Oahu (the Gathering Place)

Oahu is made up of five distinct regions and is known for the contrast between its busy city life in Honolulu and its laid-back North Shore.

Kaena Point Trail

Kaena State Park trailheads can be accessed from two different points in Oahu, from the leeward (west) side of the



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photo by: hawaii tourism authority (HTA) / taku miyazawa



photo by: hawaii tourism authority (HTA) / kuni naka

island or the Mokolēia coastline of the North Shore. Both hikes are about 2.5 miles in length and offer incredible views of the island's rocky coastline.

Manoa Falls Trail

There are, of course, plenty of incredible waterfalls to visit on Oahu. However, Manoa Falls is the biggest and one of the most accessible to visitors. The trail that takes you there is located on one of the rainiest parts of the island, so hikers should prepare to navigate damp



photo by: hawaii tourism authority (HTA) / blake bronstad

and muddy conditions. The journey is well worth it, though, for its awe-inspiring views of the hundred-year-old bamboo forest.

Kauai (the Garden Island)

As the oldest of the Hawaiian Islands, Kauai's mountains and forests have been evolving over centuries. Its landscape is lush, green, and dramatic—making it the perfect place to explore some of the world's most interesting natural wonders.

Hā'ena State Park

There is something for everyone in Hā'ena State Park along the island's North Shore. At eight miles long, the hike from the trailhead to the Hanakāpī'ai Waterfalls is lengthier and more challenging than some other hikes on the island, but it offers incredible views of waterfalls, beaches, and valleys. Be advised that the trail is extremely popular and requires both park entry and parking reservations for nonresidents.

Kōke'e State Park

There is no better place to experience Kauai's wildlife than in Kōke'e State Park. There are over forty-five miles of trails to explore full of lush vegetation and some of Hawaii's most recognizable native flowers and plants. The park is also a short distance from the incredible Waimea Canyon—a 3,600-foot-deep gorge often described as the "Grand Canyon of the Pacific."

Whether your eyes are looking *mauka* (toward the mountains) or *makai* (toward the ocean), you'll discover so much beauty to behold in Hawaii, and the state's hiking trails are some of the best places to experience it in all its grandeur.

For more info, visit gohawaii.com

TIPS FOR SAFELY ENJOYING *Winter Fun*

written by: *lauren kim*

If you like gliding on a frozen pond in your skates, careening down a hill on your sled, or crossing a quiet forest in your snowshoes, this time of year can be exhilarating. But some thrills associated with winter activities can stop you in your tracks if slippery snow and ice, chilly temperatures, or high speeds put you in danger or knock you off your feet. Follow these precautions to enjoy your outdoor hobbies with less risk this season.

CHECK YOUR GEAR

Cold weather provides a backdrop for many of winter's outdoor activities, but it necessitates safety precautions too. When the weather requires, wear layers or a winter coat, a hat, gloves, warm socks, and water-resistant footwear. Fast speeds are the hallmark of many winter sports, so protect yourself with safety gear, such as a helmet, goggles, and padding. Before setting out, ensure that your equipment, such as your ski boots or skates, fits you correctly and that your gear is in working order.

Cold weather provides a backdrop for many of winter's outdoor activities, but it necessitates safety precautions too.

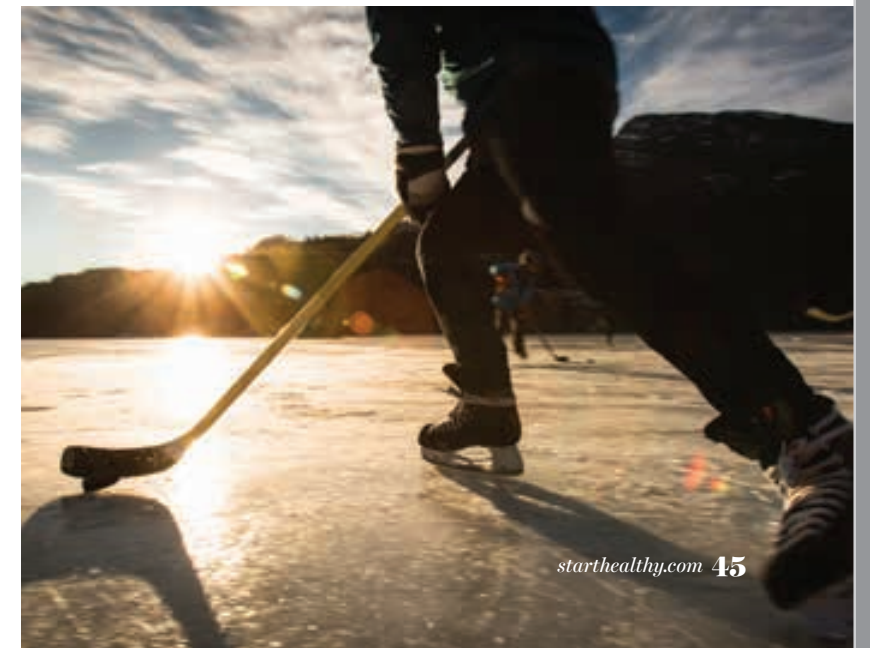
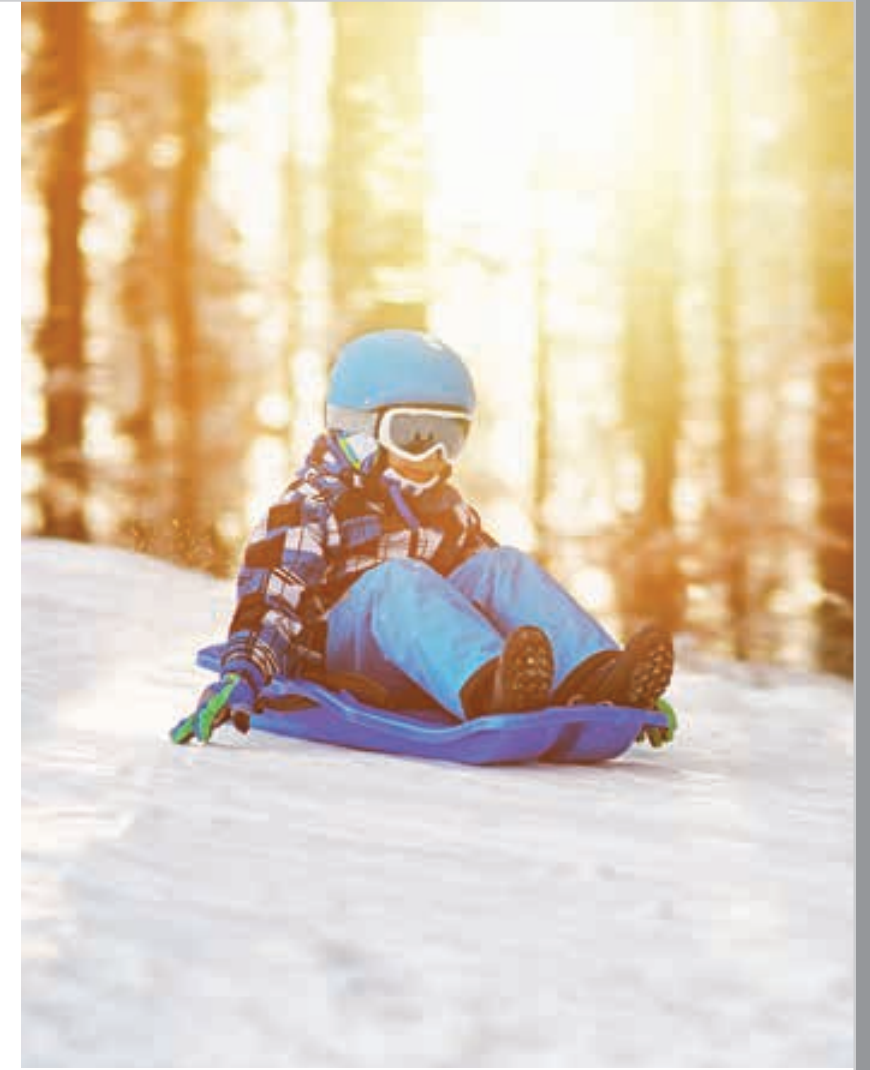


CONSIDER YOUR SURROUNDINGS

If you'll be hitting a frozen pond, a slippery slope, or another outdoor location, be aware of your surroundings. Check weather reports before embarking to prevent being caught in a winter storm, and don't venture out alone or go out after dark in unlit locations. If you'll be ice-skating, remember that ice on a frozen lake, pond, or river is never 100 percent safe, and heed signs about thin ice. The safest places to skate are outdoor or indoor skating rinks that are carefully managed. If you go to a neighborhood hill or another natural place for sledding, snowboarding, or snow-tubing, avoid wooded areas or hills that end at a body of water, parking lot, or street.

PARTICIPATE SAFELY

Many winter sports, such as ice-skating, skiing, and sledding, can involve high speeds, which may pose injury risks. Be aware of those around you, stay on marked trails, use the ski lift properly, and control your speed. Don't partake in these sports alone or in unsupervised areas, and pay attention to posted rules. Keep your arms and legs inside a sled, and don't sled headfirst, as it raises your chances of getting a concussion in a collision. It's important not to stiffen up or reach your arms out to stop yourself from falling if you lose your balance on ice or snow, as it can result in an elbow, shoulder, or wrist injury.



PROTECT YOURSELF AND OTHERS

Cold weather amplifies the risk of injury and puts extra stress on your body, so follow these tips to keep yourself safe.

STAY AWARE

Spending long hours outdoors in cold weather can lead to frostbite and hypothermia, so familiarize yourself with their signs. With frostbite, your skin may change color or be cold to the touch, you could experience numbness, or you may get a prickling or stinging sensation. Meanwhile, hypothermia may cause shivering, confusion, slurred speech, and exhaustion. It's important to take warm breaks from your activity to avoid these conditions.

WARM UP

Cold muscles, tendons, and ligaments are especially susceptible to injury, so warm up first by walking to the ski slope or ice-skating rink or by doing arm circles or leg swings.

STAY HYDRATED

Drink plenty of water before any physical activity, and bring a hydration pack or water bottle with you. Don't drink alcohol when participating in a winter sport, since it can increase dehydration and your risk for injury.

COVER UP

UV rays can be stronger at higher altitudes and can be reflected off the snow or ice, so wear sunscreen and protect your eyes with sunglasses or goggles.

SEEK MEDICAL ATTENTION

Cold- or sports-related injuries may demand immediate medical attention. Keep an emergency card on you that includes your name, emergency contact information, and relevant medical information. You could also put your medical information on your cell phone. Try to keep your phone warm by putting it in a pocket close to your body to help it keep its charge. For double protection, you might want to put it in a resealable plastic bag and keep it in a coat pocket that zips, so it will stay dry and won't fall out. Finally, if you're with someone who gets injured, keep watch over them while another person gets help.



By dressing sensibly, using the right gear, and following precautions, you can safely enjoy your favorite cold-weather sports this season.



front of card:

PORK CHOPS & BLUEBERRY-BALSAMIC JAM

PORK CHOPS

- 4 boneless pork chops
- Salt and pepper
- 2 tbsp. salted butter
- 2 bunches asparagus, woody ends trimmed
- 1 tbsp. olive oil
- Kosher salt
- 1 tsp. fresh thyme for serving

BLUEBERRY-BALSAMIC JAM

- 2 tbsp. honey
- ¼ c. balsamic vinegar
- ½ lemon, juiced
- 2 sprigs of fresh thyme
- 2 c. fresh (or frozen) blueberries





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back of card:

1. Preheat the oven to 425°F. Season the pork chops with salt and pepper to taste. Set aside while you prepare the Blueberry-Balsamic Jam.
2. Combine the honey, balsamic vinegar, lemon juice, and sprigs of thyme in a small saucepan over medium heat. Bring to a low simmer for 2 minutes. Add the blueberries and cook until the berries are bursting, then reduce the heat to low and allow to thicken, about 5–7 minutes. Remove the pan from the heat and pick out the thyme sprigs, set aside.
3. To a large cast-iron skillet over medium heat, add the butter. Once the butter is melted, add the pork chops to sear. Cook for 3–4 minutes per side until golden brown.
4. Once the pork has been seared on all sides, move the cast-iron skillet to the hot oven. Cook in the oven until internal temperature reaches 145°F. Remove from the oven and sprinkle with fresh thyme.
5. Toss the trimmed asparagus on a baking sheet with olive oil and salt. Cook for 7–10 minutes while the pork is cooking.
6. Plate each pork chop with a dollop or two of the Blueberry-Balsamic Jam. Serve with a side of rice and roasted asparagus.



SERVES 4

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