

# ABC CHRONICLE



The American Business Coalition is a growing association consisting principally of consumers, small business owners, self employed individuals and their families.

Through the collective purchasing power of all our members, a comprehensive program has been developed enabling our members to receive a wide variety of discounts, services, and other benefits. The privileges of membership are specifically designed to both afford the opportunity for our members to save money on the future purchases of a variety of goods, services, and insurance coverage, as well as afford our members with the opportunity to take advantage, at no additional cost, of other services and benefits of membership that are designed to enhance their quality of life.

## 2020 Scholarship Scholarship Deadline Extended!

The deadline for the 2020 scholarship has been extended!

Visit the AIBC website for full scholarship details.





## *Easy Ways to Enjoy Life's Everyday Moments*

(Family Features) For many people across the country, carving out time from busy schedules to spend with loved ones can be difficult. However, when opportunities arise to experience bonding activities together, the results can be fond memories and a deeper sense of security.

“Many families, mine included, usually put a lot of energy into planning fun events and special trips to create memories,” said Amanda Mushro, TLC lifestyle expert and fairlife ambassador. “These get-togethers help us cope with challenges and remember to make the most of each day. This year, while disappointing, has revived our chances to slow down a little and savor the little moments that happen at home every day.”

### *Build Strong Bonds*

Life gets busy, and in the shuffle it's easy to overlook the importance of quality time with your friends, family, and significant others. Commit to regularly (and safely) spending one-on-one time with each loved one as a special treat you can all cherish. Even if it's just snuggling and watching a favorite show together, crafting or doing

an activity you both enjoy, try making an effort to slow down and strengthen your bonds.

### *Head Outdoors*

Leave the technology behind and go for a walk or a bike ride together once or twice a week. It's a ritual you can look forward to while taking advantage of the time together and the chance to burn some energy. You can take outdoor appreciation even further by planning camping trips to enjoy the joys of wildlife through activities like bird watching, fishing or impromptu scavenger hunts.

### *Make Meals a Family Affair*

Not only does getting the whole family involved make the preparation faster, it's a chance to squeeze in some time and maybe even some learning and sharing. Kids can help with measuring and other age-appropriate tasks, and the casual setting is a good environment to get kids talking about what's on their minds.

If evenings are too rushed to make an all-hands approach practical, instead try carving out some time on the weekends or once a month for a few hours of baking up batches of a favorite treat. You can also find new and fun family-friendly recipes. Even if the recipe doesn't turn out well, the time spent doing it together is a treat on its own.

### *Enjoy Tasty Treats Together*

There's nothing quite like a bowl of ice cream to light up a face and mood so break out the scooper and make some sweet memories. Set up your next sundae bar with a tasty option like fairlife Light Ice Cream, a delicious, lactose-free frozen dessert with a strong nutrition profile compared to traditional ice cream. It comes in seven flavors, so there is something for everyone.

### *Avoid Life's Stressors*

Outside influences can have a major impact on your mood and ability to enjoy your time at home. Try turning off your phone notifications for a few hours of uninterrupted home time. If clutter is creating havoc, look for ways to improve your home's organization and get everyone in the house to pitch in to keep things in place.

### *Schedule Weekly Fun Nights*

Designate a night each week to have fun together playing games, watching movies or dancing. Pull out the board and card games or get some fresh air with yard games like croquet or bag toss. Sign up for a virtual cooking fitness class. When it comes to movies, enjoy old favorites together or introduce kids to beloved classics from the '80s and '90s and incorporate fun traditions with snacks and special treats.



Special moments and gatherings often revolve around food. With some simple (and tasty) adjustments, you can still savor every moment, including dessert, without overindulging.

Choose a light(er) frozen delight. A cool scoop (or two) of dessert is a perfect cap for all kinds of cuisines and making smart choices can help manage the calorie load. One example is fairlife Light Ice Cream, delicious frozen desserts expertly crafted with ultra-filtered milk and natural flavors for a lactose-free product with a rich, creamy texture. In comparison to traditional ice cream, it has less sugar, fat and calories. Additionally, depending on which of the seven flavors you choose, it contains 8 or 9 grams of high-quality protein.

Make fruit the star. Fresh berries or seasonal fruit like peaches with fairlife Vanilla Light Ice Cream are a refreshing and more nutritious option than a rich

cake or pie filled with added sugars. Or try dipping fruit like grapes or strawberries in chocolate for bite-sized treats.

Serve perfect portions. Occasionally treating yourself is actually a good way to help keep your healthy lifestyle on track. It minimizes the sense of deprivation that can lead to overeating. The trick is to manage your portions. Miniature cheesecakes or tarts are enjoyable ways to treat yourself with a sweet ending to the event. Or try making your own ice cream sandwiches using reduced or sugar-free cookies and light ice cream for the filling. Each pint of fairlife Light Ice Cream has 3 servings per container.





# Communication Breakdown

## How Aphasia Affects Language

**L**anguage sets humans apart from other species. We use it constantly to tell each other what we feel, think, and need.

Losing the ability to communicate can be devastating. But that's what happens in a condition called aphasia. Aphasia occurs when a part of the brain that helps process language is damaged.

The most common cause of aphasia is stroke. But a head injury, infection, brain tumor, and other brain disorders can also cause the condition. Almost 180,000 people in the U.S. develop aphasia every year.

Different types of aphasia affect language in different ways. For example, people with Wernicke's aphasia can still speak. But they produce long sentences that don't make sense and often aren't aware of their mistakes. People with Broca's aphasia understand most language and know what they want to say, but struggle to produce even a few words.

Other types of aphasia affect reading, writing, and other aspects of expressing and understanding language. The type depends on which area of the brain is damaged.

“Language is not located in just one place in the brain. It’s really distributed,” says Dr. Leora Cherney, an NIH-funded aphasia researcher at the Shirley Ryan AbilityLab.

That’s helpful for recovery because the brain can often be trained to use different parts to process language in new ways. “You can think of language as an electrical circuit,” Cherney explains. “If you break one part of the circuit, you can create pathways to reconnect it.”

Health care professionals called speech-language pathologists can help people with speech, language, and related problems to retrain their brains. Therapy may start very soon after the loss of language.

“For the best outcomes, we want to jump in straight away to work with the person who has aphasia,” says Cherney.

Some types of therapy for aphasia focus on re-learning one word at a time. Cherney and other researchers have been testing a different type of speech therapy called script training. This technique involves repeating sentences or even whole conversations over and over.

“We apply this training very intensively, for hours a day,” says Cherney. “There’s a growing amount of research that shows intensive practice is important for changing the brain.”

Researchers, including Cherney, are also testing the use of brain stimulation in addition to speech-language therapy. They use magnets or electrodes placed on the head to temporarily alter brain activity.

Even with treatment, some people with aphasia won’t be able to gain back their language skills. But they may benefit from learning other communication strategies, such as using gestures or drawing, Cherney says.

Technology can also help. “There’s so much just on a smartphone that can help facilitate communication,” Cherney explains. “For example, you can take a picture on your phone. That can help people understand the topic that you want to communicate.”

Though aphasia affects language, Cherney stresses that it doesn’t impact intelligence. Even though your loved one might have difficulty communicating, they can still be part of the conversation.

## Helping Those With Aphasia Be Heard

*To help someone with aphasia feel more comfortable communicating:*

- Ask for and value the opinion of the person with aphasia.
- Minimize distractions, such as a loud radio or TV.
- Use short, uncomplicated sentences when speaking.
- Write down key words to clarify meaning as needed.
- Avoid correcting their speech.
- Allow them plenty of time to talk.
- Encourage any kind of communication, including speaking, gesturing, pointing, or drawing.



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- And more!

# Scholarship Application

www.americanbusinesscoalition.info



In light of the continuing COVID-19 pandemic and the struggles many families are facing, the Board of Directors of the American Business Coalition (ABC) have made the decision to extend the scholarship deadline to December 1, 2020.

Scholarships of \$500 each are available to students who are pursuing undergraduate or graduate degrees in **business-related fields** and who meet the criteria listed below. Awards are based on grade point average and extracurricular activities.

**Application deadline: December 1**

## Criteria for \$500 ABC Scholarship

1. You must be either: a) ABC Member whose membership is current and has been in good standing for the past 6 consecutive months; or b) spouse or child (28 years or younger) of an ABC Member whose membership is current and has been in good standing for the past 6 consecutive months.
2. You must have a 3.0 or higher cumulative Grade Point Average at your current educational facility (high school or college) and you must be pursuing study in a business-related field. You must be able to show your GPA to the ABC Scholarship Committee by e-mailing or mailing current educational facility-generated documents.

First-time application

Renewal application

Fall 20

Year Applying For

Primary ABC Member's Name

## Applicant Information *(All information will remain strictly confidential.)*

Student's Full Name: \_\_\_\_\_ Student's Social Security #: \_\_\_\_\_

Student's Permanent Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: ( ) \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

I understand that recipients of ABC Scholarship Funds may be advised to declare these proceeds based upon applicable State and Federal income tax rulings.

Applicant Signature: \_\_\_\_\_

## Educational Institution Information

Name of School you are, or will be, attending: \_\_\_\_\_

Full-time  Part-time Number of hours: \_\_\_\_\_  
(Undergraduate full-time is 12 hours or more; part-time is 6-11 hours.)

Area of Concentration/Major: \_\_\_\_\_

Cumulative GPA: \_\_\_\_\_ Previous Semester GPA: \_\_\_\_\_ Current Year or # Hours Completed: \_\_\_\_\_

Please list any additional scholarships and/or grants you have been awarded:

*(continue to other side)*

## Required Additional Information

Scholarship Applications will not be considered without the additional information listed below. Information should be e-mailed as attachments or mailed along with your application. (Please check off each item as you complete it.)

### FIRST-TIME APPLICANT Checklist:

- A brief essay about why you feel you deserve an ABC Scholarship.** Include your educational goals.
- Two letters of recommendation.** One letter should be from a teacher or administrator.
- Your high school and/or college transcript.** Please send grades from the semester prior to the semester for which you are applying.
- A list of all your extracurricular activities and clubs.**
- Any other information you feel is pertinent to your being considered for this scholarship.**

### CURRENT RECIPIENT Checklist (re-applying for scholarship):

- Previous semester's grades.**
- A statement on your progress and any changes you might have made in your educational goals.**

#### Where committee will send scholarship money, if awarded

Name of School you are, or will be, attending: \_\_\_\_\_

Name of financial aid contact person: \_\_\_\_\_

Financial aid contact address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Financial aid contact phone number: (     ) \_\_\_\_\_

**APPLICATION DEADLINE: December 1**

#### E-mail or mail your application and all supporting documents to:

E-Mail: **[scholar@americanbusinesscoalition.info](mailto:scholar@americanbusinesscoalition.info)**

Mail: **ABC Scholarship Committee  
16476 Wild Horse Creek Road  
Chesterfield, MO 63017**

*Note: Recipients of ABC Scholarship Program funds may be advised to declare these proceeds based on applicable state and federal income tax rulings. By submitting this application you grant the American Business Coalition permission to use your name on the Association website and in future editions of the Association newsletter.*





**American Business Coalition**

Membership Services Office  
16476 Wild Horse Creek Road  
Chesterfield, MO 63017

ABC Chronicle is published by:

## **American Business Coalition**

For information regarding your membership and association services, call or write:

**Membership Services Office  
American Business Coalition  
16476 Wild Horse Creek Road  
Chesterfield, MO 63017**

**1-800-992-8044 or (636) 530-7200**

Articles in this newsletter are meant to be informative, enlightening, and helpful to you. While all information contained herein is meant to be completely factual, it is always subject to change. Articles are not intended to provide medical advice, diagnosis or treatment. Consult your doctor before starting any exercise program.

Benefits may not be available in all membership levels. For more information, or to upgrade your membership, please call 1-800-387-9027.



## **Emergency Roadside Assistance**

Members can gain peace of mind on the road by registering for Emergency Roadside Assistance.

Emergency coverage includes:

- **Towing**
- **Battery service**
- **Flat tire assistance**
- **Lock-out service**

**Log in at [www.aibcoalition.com](http://www.aibcoalition.com) to register for this benefit!**