A Time For Healing

The vaccine is here!
The vaccination of Hoosiers against COVID-19 has begun.

Any Hoosier age 70 and older is now eligible to schedule a vaccination appointment.

Schedule your vaccine shot at: https://vaccine.coronavirus.in.gov/ or by calling 2-1-1 if you do not have access to a computer or need assistance registering.

Who is eligible to receive the vaccine?
If you answer yes to any of these questions, you are eligible to receive the FREE COVID-19 vaccine:

- Are you age 70 or older?
- Do you work or volunteer in healthcare and have physical or close contact or face-to-face interactions with patients?
- Do you have exposure to COVID-19 infectious material?
- Are you a first responder who has contact with the public and could be called to the scene of an emergency? ▲

Becoming a Stronger America

From Pike Township’s Facebook Page

Wednesday, Jan. 6, was a dark day in American history. What we saw happen is something we would only expect to happen overseas or in movies.

... This is not who we are as a country. We have elections, and with those elections, we have a winner and a loser. The election is over, and it’s time for us as a country to come together to unite and look ahead to hope for a more prosperous America.

We all must want America to heal. ... Fortunately, the sun will rise again. What happened must never happen again in America. Today liberty must ring, justice must be made, and the healing must start now. ▲

What do we tell our children?

Dr. Flora Reichanadter - Pike MSD Superintendent

Pike Family,
We watched in horror on Wednesday, Jan. 6, as ... extremists stormed our Capitol in a direct affront to our democracy. The experience was painful; it was traumatic, and it will take significant time to process. ... It’s important to stress this is about our country, not [our] political party affiliation or ideological differences. As much as we may want to reject it, we must acknowledge that what happened is just as much a part of the American story as our loftiest triumphs and aspirations.

Continued on page 3
Inviting A New Togetherness

Can you understand light without darkness? What's triumph without struggle? What does it mean to be together if you haven't ever been apart? 2020 was a profound year, and my hope is it provided enough perspective for us, as people, to realize how much light has been absent, how much triumph wasn't celebrated, and how important it is for us to find things around which we can come together to enjoy more fully.

In my last Director of Development’s message, I alluded to the importance of people, businesses, and organizations coming together to help strengthen the community of Pike Township. In order for this to become a reality, you, our reader, must take action. I have a request that will build togetherness safely.

We are developing relationships with businesses and organizations in our Pike community. They are signing on as advertisers and/or sponsors of community initiatives which Pike Pulse supports through its Pillars of Engagement. These businesses have made the decision to be a part of this effort in the midst of a global pandemic and a period of great uncertainty.

As we press forward into 2021, I challenge you, dear reader, to take action and do something you probably have never done.

1. Call our advertisers and just thank them for being a part of our paper. You don’t have to buy anything. Just reach out to them.
2. If you get the chance, ask how they are doing. You might tell them I asked you to call—they should know my name. Maybe find out more about their goals and ask about ways you can help. I guarantee you’ll be surprised about what they say.
3. And I would love to hear what you find out. Our company line is 317-349-7200. Leave a message, and I will get it. Or e-mail: brandon@pikepulse.com.

And if there are other Pike-serving businesses and organizations you’d like to see become a part of our advertising/sponsorship base, let me know. I’ll contact them.

We believe 2021 will be a great year for Pike Township. Our advertisers and sponsors are our lifeblood, and they have invested in the life of Pike Township. Your readership of our paper and your support of our advertisers/sponsors is crucial and greatly appreciated!

Happy New Year! ▲

Girl Scout Cookies Kick Off

Girl Scouts across Pike Township have officially kicked off the 2021 Girl Scout Cookie season, and they're coming up with creative, socially distant, and contact-free ways to keep themselves and their customers safe.

This season, Girl Scouts of Central Indiana is partnering with the food ordering and delivery company, Grubhub, so girls have an additional way to safely deliver contact-free cookie orders. In Indianapolis, consumers can order Girl Scout Cookies for delivery on Grubhub.com or the Grubhub app starting the end of January. Local Girl Scouts will track and fulfill orders, manage inventory, and more. As always, the proceeds benefit the troop and council while providing another innovative way to safely run the cookie program virtually.

Girl Scout cookie season will go through mid-March this year. You can get your Thin Mints, Tagalongs, Samoas, and more in the following ways:

- If you know a Girl Scout, reach out to her to find out how she’s selling cookies in ways that meet local and state safety protocols. Girl Scouts will receive cookies to begin deliveries to customers in February.
- Next month, visit www.girlscoutcookies.org or use the official Girl Scout Cookie Finder app to find virtual, socially distant or contact-free cookie booths in your area.
- Visit www.grubhub.com/food/girl_scouts to order via contact-free delivery from Grubhub.

Girl Scouts is open to all girls K–12. Adults over the age of 18 may become volunteers. Financial assistance is available. For more information visit www.girlscoutsindiana.org/join. ▲

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New Strains of COVID-19 Are Evolving.  
“...We aren’t doing a good job...”

Dr. Scott Gottlieb, former FDA Commissioner, who sits on the board of Pfizer talked about new challenging strains of COVID-19:

These new strains may spread more easily. . . . and [we know] these viruses are going to evolve.

This COVID virus has been racing around the world largely unchecked. . . . [We know] we’re going to have to update our vaccines, and our antibody drugs to keep up with new variants as they emerge.

Wearing masks will continue to be important. It’s inevitable we’re going to see evolution in the virus strains. We don’t think the South African variant, or the UK variant are very prevalent here right now. But we need to get this vaccine out quickly because this is really our only tool — our only weapon — against this virus.

If we can get a lot of people vaccinated quickly, we might be able to get enough protective immunity into the population to stop the spread at the rate that it is now.

We aren’t doing a good job getting the vaccine to patients. It’s a distribution issue.

There’s 40 million doses sitting on a shelf somewhere. The Feds say, “It’s with the states.” The States say, “It’s with the Feds.” We have 50 million Americans above the age of 65. We must push it out to that population more aggressively.

I think we need to take an all-the-above approach and push it out from the different channels, including the big-box stores and the federal sites the Biden administration is talking about. We need to create multiple distribution points.

A lot of senior citizens aren’t going to want to go to a stadium to get an inoculation. They want to go to a local pharmacy or a doctor’s office. We need to provide more opportunities for people to get a vaccination where they’re comfortable getting it. And we do need to get it out more aggressively.

From a Face The Nation Program, January 10, 2021

The CDC reports nearly 7,000,000 doses of the vaccine have been given, but that’s only 30% of the total vaccine distributed across the country. Meanwhile, infections continue to soar. Thursday, January 7, was the deadliest day yet. Almost 4,200 people died from COVID-19. There have now been over 22,000,000 cases, and more than 372,000 are dead. There are more people in this country hospitalized with COVID now than during the spring and summer of 2020 combined.
The COVID-19 pandemic has thwarted efforts to maintain exercise routines, and waistlines! But you can still set and meet your New Year’s fitness goals on free trails within Pike Township.

The Eagle Creek Trail is open dawn to dusk, with each day longer than the last after the Winter Solstice. While enjoying your outing, remember to adhere to trail rules and the Marion County social distancing guidelines: www.indy.gov/covid.

If you’re lucky enough to live near this trail, pick it up on foot, or park at the Geisse Soccer Park, also the home of the Mayor’s Community Garden, 7225 W. 56th Street. From there you have three directions for safe walking, jogging, or cycling. You can also go north through the park, but here we cover only the non-fee options for this trail from 56th street.

South. Going South, The Eagle Creek Greenway is a well-maintained, paved pedestrian trail taking you 3.5 miles, one-way. From the parking lot, pick up the trail running along the east side of Reed Road. Note the native plant and cover crop demonstration garden, maintained by the Marion County Soil and Water Conservation District. This plot holds year-round visual interest and habitat for our smallest native creatures, the insects and birds.

South of the gardens, the secluded, paved trail heads southwest, winding past athletic fields, wetland ponds and over several streams; all great spots for bird watching. As it turns south again, you’re flanked by a native prairie before the vistas open up to an actively farmed corn and soybean field beneath the Eagle Creek Airport’s landing approach.

From 46th St., the Greenway continues south along Eagle Creek Parkway to 38th street, where it turns west to Dandy Trail. For a side trip along this segment, venture onto the nature trail of the Eagle Highlands Neighborhood Park, around 4200 N. Eagle Creek Parkway.

South from 38th and Dandy Trail, the Greenway now crosses I-74, ending at Windham Lake Drive. If you’re on a bicycle, bike route #25 continues south on Dandy Trail, but for walkers, the trail ends here.

East. Heading East from the 56th and Reed Road parking lot, the Eagle Creek trail takes the form of a neighborhood sidewalk hugging the north lanes, three miles to Georgetown Road. If you live near this portion of the trail, you can walk from home to hook up with the rest of the trail network.

West. The newest segment of the Eagle Creek Trail system, nearly completed in 2020, takes pedestrians 2.6 miles west from Reed Road to Raceway Road. You can now safely cross the reservoir’s causeway in a protected pedestrian lane. West of the water’s edge, the newly paved trail veers slightly north into lovely woods, meandering past a historic cemetery and the Eagle Creek Golf Course. The new segment definitely improves the safety for cyclists heading towards Brownsburg.

Whether you head for the Eagle Creek Trail or others in Pike Township, connecting with nature is a great way to jump-start your New Year’s resolutions! See you on the trails! ▲
Solar Power for Pike Township

Join our 1st solar information session webinar on Tuesday, February 9 starting at 7PM.

Many years ago, 1973 to be exact, there was an Arab oil embargo. Arab oil producers cut off exports to the U.S. to protest American military support for Israel in its 1973 war with Egypt and Syria. As a result, petroleum supplies in the United States were in very short supply. At the time, I began thinking that it would be a good idea for my family as well as my country to be more self-sufficient when it came to energy.

About ten years later, my wife and I decided to remodel our home here in Pike Township by installing a second story on our single story home. As part of that renovation, we decided to slope the roof so that it would be compatible with installing solar panels one day in the future when they became affordable.

Fast forward another thirty years to 2013 — we finally thought that solar panels were affordable and that it would be a good investment. After doing some research, we hired a solar company to install a 5-kilowatt solar system on our home. A system that size meant that on long, sunny, summer days we would generate more electricity than we needed. But we knew that because of net metering we would still be able to benefit from that energy even when the sun is not shining.

Net metering is an agreement with our electric utility, Indianapolis Power & Light in our case. At the end of the month, we earn credit for the electricity we produce but do not use ourselves. This electricity is sent back through our electric meter and can be used by our neighbors instead. We earn the rate for that electricity that we pay for electricity we purchase from the grid.

This system nearly covered all our electric needs on an annual basis until we bought an electric car. We then needed additional solar panels to cover our needs. So, we purchased an additional 3.8-kilowatt system.

Over the years, we have become more and more informed and concerned about climate change. We know that since much of the electricity supplied by Indianapolis Power & Light is generated by burning coal and gas, it is more important than ever to be getting our electricity from a renewable source.

We saw a recent report from Indiana University that found that although only a small percentage of homes have gone solar like we had, 54% of Hoosiers are interested in installing solar panels to reduce carbon dioxide emissions. Support is strong across all Indiana communities, including rural areas and small towns. We hope our neighbors in Pike Township want to be leaders for the state.

For a long time, going solar was financially out of reach, it just didn’t make financial sense. But that is no longer the case. Now with the Indianapolis Solar Co-op there’s an easy way for homeowners and small businesses in and around Indianapolis to benefit from a group process to get the best value out of a solar installation - and the best part is that it’s completely free to join.

Now there is a 26% federal investment tax credit to reduce your installation costs and access to net metering to give you confidence in your electric bill savings. There’s no time like the present to go solar!

To learn more about the Indianapolis Solar Co-op you can visit SolarUnitedNeighbors.org/Indianapolis. You can also join our first solar information session webinar of the new year on Tuesday, February 9 starting at 7PM. You can RSVP for this session at the co-op website.

It is exciting to dream about Pike Township being the poster township for solar power in Indiana!

Ray Wilson, P.E. ▲

Treasures for Education

You are invited to our annual fundraiser, Treasures for Education, March 4th at 7PM. This will be a virtual event! Join us online as we celebrate #PikeMadness with a silent and live auction and some special guests! All money raised will go to support Pike students and educators. Last year, we raised over $4,000 in scholarships for our Pike seniors at Treasures.

Want a VIP experience? For $25 per guest, PTEF will deliver a charcuterie board plus our signature “Red Devil” cocktail for you to enjoy while you watch our VIP cocktail reception beginning at 6:45PM. Make it a date night while supporting Pike!

For more information, go to www.bidpal.net/pikemadness
We are in search of donations for our silent auction. If you would like to donate an item or a basket, email executivedirector@pike-ef.org for details.

Do you know a Pike High School senior? PTEF offers several scholarships. Go to www.pike-ef.org/scholarships to see criteria and to apply.

We are also still accepting donations for the Pike Red Zone Food Pantry. Since March, this valuable community resource has provided food to more than 5000 families and 14,000 students.

Please help your friends and neighbors with a donation at https://tinyurl.com/red-zone. ▲
A Talk with Annette Johnson, Township Trustee part 2

The Worth of Education

A lot of time and good planning is something I've always believed in. And education has always been my life. I remember when I was eight years old — maybe 10 years old — I always wanted to play school. I had everything set up. I had a little classroom for my brothers and sisters. I had assignments for them. My mom loved it a lot, but, of course, my five siblings did not. They got tired of playing school with me every day.

So, I already had instilled in me that education was important. My first-grade teacher really had an influence on me. Miss Johnson was an African-American, and we didn't have many African-American teachers then. She dressed up so nice all the time. So, for a first grader to see someone like that who was devoted to teaching us, I just really gravitated towards her and the things she did. I wanted to work hard, be the best student, and get all A's. I still remember her all the time. I told everyone, "I want to be like Miss Johnson."

I also had a wonderful counselor, Maddie Goens, who was on us to be the best we could be. She also was African-American and always expressed the mindset we were all going to go to college, we were all going to graduate, and we were all going to do something significant with our lives. She was my counselor for my first, second, third, fourth, fifth, and sixth grade years. She was there all those years! I have kept up with her, and she is 90 years old now. She's awesome.

She came back in my life when I decided to go back to school and get my bachelor's degree. She became my professor at Martin University, Indianapolis. She was my professor for all four years, and, just like grade school, she was on me again to go further. Then I went off to Ball State for my Masters' Degrees. I still talk with her and connect with her. And now I'm teaching at Martin University.

Teaching at Martin U

I teach servant leadership which exposes my students to community service. I teach: Community Leadership. They learn how everything is not available just for a price. They experience various areas of political things, like a political party or a Home Owners Association (HOA).

The first part of this year we didn't meet in the classroom because I had them meet at one of my (HOA) meetings so they could see community service in action. They could hear the questions HOA members ask.

They loved it, but they were shocked and confused. For instance, they wondered why some of the people were so angry about having to fix their mailboxes. Well, we told them the mailboxes needed to look nice, because it reflects who we are, just as our yards need to look nice. It also may be where the fire department looks for a house number. They need to be able to read it.

In one of the meetings I went to, one community had certain color patterns for the houses. Home owners would say, "I don't think that's fair. I just want to paint my house whatever I like."

We told them, "Well, you're in a community that decided how to keep everything looking nice, and it helps keep the value of your home as high as possible." So, I get interesting questions. And it is fun.

And I tell them, "The HOA complaints came from members who were not active. You don't have a voice if you're not an involved member." If you're not a member, and you're not at the table to know what's going on, things will skip past you, and you won't understand what's going on.

Serving the Community:

I've really been blessed. I've always wanted two careers, believe it or not. I wanted to be in both politics and education, and I've been able to do both. I started off as a township board member for 14 years. That was 3 terms and the two years before I ran for Trustee. As I was on the township board, I just knew more could be done for the township than what was being done.

For instance, the Township never had a website, and so that was one of my visions coming to this office because I want residents or people in need to be able to better access our services. You know how we are with social media and the computers. You should be able to go to our website and see what our Township Office does. Now you can: visitpiketownship.com.

I had my eyes set on sitting in one of these offices, working hard for the community for a long time. I always felt there was a possibility I was going to be a part of the Township operations. At one point when I was on the Board, I thought up a position which I wanted to fill. I suggested being the community liaison for this area and really doing a lot of wonderful things. I had a proposal and everything, but it was shot down.

Continue on page 8
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“Serving the Westside Community since 1997”
I didn’t consider running for the Trustee position until later. You know how that came about? I worked at the Department of Education with Superintendent Glenda Ritz and volunteered to help on her campaign. I was her grassroots coordinator. She had said, "Annette, if I win, you’re going with me to the State House."

So, she offered me this great position at the State House after she won, and after 13 years; I retired from IPS to do the job. Can you imagine being at the State House and education every day with legislators and talking and advocating and all that? I loved it!

I was there for four years, and our second term around, we did not win. We were very surprised. The new administration comes, and they give you your papers that say "Thank you so much, but you need to leave."

So that’s where my Pike Township proposal came in. I needed a job, and I put together my proposal, presented it to the trustee. I told her, "Well, I don’t have a job. I’ve done a lot with the party. You know me. I live right here in Pike, right around the corner." I thought I would have been perfect for the job. But the Trustee said no. My mom said, "Annette. Don’t worry. There is something bigger for you."

I did get a position at the sheriff’s office. My education saved me. My master's degree in adult community ed opened the door. The sheriff's department said, "We need you, and you would be wonderful to teach down here."

It was such a different kind of school. When I taught in a classroom, there were all these nice little smiling faces. It wasn’t like that working with inmates.

The sheriff showed me the classroom. It had four empty walls. I put up posters and all types of phonics and stuff because these were individuals who were going to be housed in the jail for one year, and my role was to make sure when they left the jail they had their GED.

The first week, I was shell shocked, but I got over it. I had both men and women. Some, not too good because some were never getting out. They had done some terrible things and were serving 60 years. But guess what? They still earned a GED. I told them, "You know what? You can now use all this educational energy." We had a 100% success rate.

I made sure they had graduation caps and gowns. We really made it a great celebration. The graduation was held in a chapel. They were able to have two of their family members come. Most hadn't seen their family members for a long while. The graduation ceremony was really special for all involved. I loved that job.

To the ones that did graduate, I pointed out, "Use this educational energy now because you might’ve been in a category where you were making $7.25 an hour before. But Now you have your GED, and you can get jobs for $12 an hour."

I decided the time was right for me to run for the Pike Trustee position. But when I won the election, I was like, "Oh my God, I have to leave my inmate work!"

The inmates said, "Annette, you don’t care about us."

I was like, "Yes, I do. I’m going to miss you!"

I loved teaching inmates even though it was a crummy environment. I’d never been in an environment like that before. Never.

My Election:

I was elected in 2018. I’m just finishing up my first two years of a 4-year term. It’s going fast. I hope to stick around after the next election, but it is up to the community.

It’s been two good years. A lot of learning. A lot of learning! I have a lot of ideas because I’ve been thinking about what a trustee could do for the past six years. It’s really something that was in the making in my life.

In 2018, the Democratic primary election for Pike Township Trustee was really close. 7836 people voted. I won by 300 votes! Which was awesome!! It was a surprise to everyone. The incumbent had been there 16 years, and she was practically an institution.

I had a lot of opposition from within the party. It is taboo for an agency board member in the same party to run against an incumbent. You're not supposed to do that. But I said I’m going to do it and make a dent and win.

I took a big chance, but I realized, "If I win the primary, I’m going to win it all." Nobody believed me, but my team of grassroots organizers here in Pike Township, supported me. They really follow me and helped with my work. Mr. John Gibson was part of my team. He passed away, unfortunately. He was a mover and a shaker in Pike Township. I miss him.

With no support from my party, I was going up against an established incumbent and that hadn't been done in 30 years. The last person to do it and win was Julia Carson. There were repercussions.

I was president of the Pike Township Democrat Club and had built that club up to a huge capacity, huge. Because I ran against an established Democratic leader, I was removed from that position.

The good thing about the Trustee position is it’s bipartisan. I tell everybody, even though I’m a Democrat, "I work for everyone." And that's how it works, and that's how it should be. Of course, you choose who you want to be with in the office, but you shouldn't choose who you serve because of their political party. I don't believe in that at all. ▲
GREAT PAY AND BENEFITS: Looking for a career in manufacturing? Look no further! C&R Racing, a division of PWR Performance Products, has been manufacturing high performance cooling systems in Pike Township for automotive, race and industrial applications since 2001. We are an exclusive supplier to NASCAR and IndyCar teams located on the northwest side of Indianapolis with easy access to I-465 and I-65. We offer competitive wages and full benefits.

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Judy Woodruff: Let me introduce Michael Curry, the Presiding Bishop of the Episcopal Church in the United States. His latest book is, Love is the Way: Holding on to Hope in Troubling Times. It’s about how love has shaped his life as a descendant of slaves who rose to the top position in a predominantly White church. We spoke earlier, and I began by asking whether he foresaw any of the conflicts of this moment?

Michael Curry: The perfect storm of a pandemic, racial reckoning, and a polarized American society wasn’t in my mind, but I knew we were divided. I knew we had some racial history with the past, with difficulties. And I hope my story will contribute something positive and constructive.

Judy Woodruff: I’m struck, Bishop Curry, that you say your book is a look at what love is like even “In a world that feels at times closer to a nightmare than the dream.” You’re pointing to the fact that we’ve been through some really tough times.

Michael Curry: Yes, we have been through really tough times. And the reality is, that happens. That’s just the nature of life. It’s good and bad, it’s the alchemy of all of it mixed in together.

I’ve been blessed — in the course of my life — to have been around people who have not given into fate, if you will. They have been people of faith: people who have struggled against the odds.

Judy Woodruff: That’s good advice in a book that is full of good advice and full of a lot of wonderful, wonderful stories. It’s Love is the Way: Holding on to Hope in Troubling Times. Bishop Michael Curry, thank you so much. It’s very good to see you. And happy New Year.
The Worth of Worry — Catastrophizing vs. Realty Checks

by John Sullivan, Adjunct Professor, MSW, LCSW (Ret.) wrote: PIKE Township is a good place to live and raise a family — I know from experience. I submitted this piece to the Greenwood Gazette a number of years ago. It still seems relevant for Pike families today.

Don’t worry. . . .
How many times have you heard that? How many times have you said this to others? It is much easier to recommend than to follow this advice.

The New England Journal of Medicine reports the following: Of all the things we worry about,

- 40% never happen,
- 35% can be changed,
- 15% turns out better,
- 8% is needless worry,
- 2% is legitimate concern.

You may find these figures difficult to believe, as I did. However, if you start jotting down the various things you worry about and keep track of the outcomes, the figures are surprisingly accurate.

Catastrophizing

A lot of people don’t simply worry about situations, they take it a giant step further by imagining the worst possible outcome. This is called “catastrophizing.” This means you expect a catastrophe. You notice or hear about a problem and start “What ifs:”

“What if tragedy strikes?”
“What if it happens to you?”
“What ifs” can go on and on unless you put a stop to them.

If you ask people why they expect a disaster, the most common response is, “Well, if I think the worse and it happens, I am prepared. If it doesn’t happen, I am relieved.” On the surface this seems reasonable until you look at the “percentages of outcomes” cited above. If only 2% of your worries are legitimate, it means you are putting yourself through an awful lot of grief that is unnecessary 98% of the time!

Worrying and catastrophizing produce a lot of stress. “Your nervous system cannot tell the difference between an imagined experience and a “real” experience. In either case, it reacts automatically to information which you give to it from your forebrain. Your nervous system reacts to what “you” think or imagine to be true.

This means you will actually have an emotional and physical reaction to something that is not even occurring. Then, if the worse does happen, you now have to go through the emotional and physical turmoil again. Beyond that, if the situation you are worrying about turns out the way 98% of all situations turn out, then you have put yourself through this grief for absolutely no reason whatsoever!

Simply telling someone “not to worry” or “you shouldn’t catastrophize” doesn’t do the trick. I tell my patients the best non-medicine approach to treating the anxiety that can accompany prolonged stress is commitment to a plan of action. Another aid is to talk about the thoughts running around in your head. When we dwell on things without talking about them, they magnify and get “bigger than life.”

On the other hand, talking about our concerns and getting feedback makes the issues more manageable. It might be helpful to post somewhere in the house the “outcome percentages of worry” cited earlier. Keep reminding yourself of the reality: 98% of what we worry about is not of legitimate concern.

Reality Checks

The distorted thinking called catastrophizing can be offset by doing frequent “reality checks” as to how realistic or unrealistic your “runaway disaster thinking” has become. As soon as you catch yourself stewing and feeling anxious, make an honest assessment of the situation in terms of odds or percentage of probability.

Are the chances one in 100,000 (.01%) it would happen?
One in a thousand (.1%)?
One in twenty (5%)?

Looking at odds helps you realistically evaluate whatever is frightening you. You owe it to yourself to actively work against the habit of worrying.

“Worry is like a rocking chair; it gives you something to do but never gets you anywhere.”

(Prochnow & Prochnow, A Treasure Chest of Quotations for All Occasions) ▲
**Pike Pulse** is the only township-based, independent trade publication in Pike.

Every issue of *Pike Pulse* reaches decision-makers in Pike Township. Whether you’re a retail business looking to boost your market share or a manufacturer looking for ways to support your local community, *Pike Pulse* connects you with the people making things happen. Issues are mailed to everyone in Pike twice a month. It is also bundled and delivered to hotels, libraries, schools, select restaurants, and other strategically determined locations. *Every issue is accessible to over 100,000 readers.*

**YOUR AD COST PER HOUSEHOLD:**

- Business card ad = less than 1 penny
- 1/4 page ad = 4 cents
- 1/2 page ad = 5 cents
- Full page ad = 8 cents
- Glossy cover ad = 13 cents

**THE FACTS:**

Your message can reach over:

- 32,000 households with
- 76,000 readers, and
- 3,700 businesses with
- 58,000 employees

*twice a month.*

*Pike Pulse* publishes 22 editions annually — 2 issues every month except 1 each in November and December.