

MOMENTUM

The Voice of Mensa in New Hampshire and Maine

Vol. 25 No. 1

August 2005

LATE BREAKING NEWS!

NH Mensans Kick Tuchus at 2005 Annual Gathering

NEW ORLEANS -- The New Hampshire/Maine Chapter of Mensa, through various awards and appointments, has made quite a respectable showing at American Mensa's recent Annual Gathering.

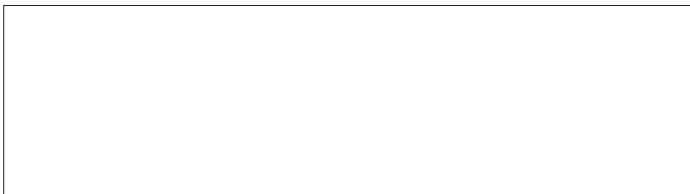
The American Mensa Awards Committee has recognized **Joe Zanca** with the Distinguished Service Award for his outstanding service at the national level. Included as part of this award is a life membership for Mr. Zanca.

Dr. John Sheehan has been appointed as American Mensa's new Development Officer, a voting position on the American Mensa Committee (AMC).

Claire Natola has been appointed by the AMC as Assistant Regional Vice Chair for Region 1.

Momentum and its editor (the aforementioned Miss Natola) won an award in American Mensa's Publications Recognition Program in the category of Mensa Recognition.

Further details in the September issue of *Momentum*...



New Hampshire Mensa

Send all correspondence to: *Officer Name*
New Hampshire Mensa
P.O. Box 7998
Nashua, NH 03060-7998



CultureQuest® Sampler

Each month, we'll publish some questions from the latest CultureQuest® so you can test your own cultural knowledge. Enjoy!...and think about joining us for the next CultureQuest®! Answers to these questions can be found on Page 10.

1. *Sagrada Familia*, a church designed by Antonio Gaudi, was not completed during his lifetime. Indeed construction continues to this day. Name the city and country where the *Sagrada Familia* is located.
2. Name the oldest continuously occupied city settled by Europeans in the continental United States, and the state where it is located.
3. What three early American statesmen contributed to *The Federalist Papers*?
4. In the measurement of horses, how long is a "hand" in inches?
5. The following quote is attributed to Oscar Wilde. Fill in the blank: "Experience is the name everyone gives to their _____."
6. In the comic strip *Dilbert*, the PHB acronym refers to what character?
7. The video game company Atari shares its name with a capturing move in what game?
8. Which constellation is named for the creature that was said to have killed Orion?
9. The Mekong River, also known as the "Danube of Southeast Asia," has its delta in this country.
10. In terms of "territorial morphology," Thailand can be classified as what type of country: compact, fragmented, protruded, or elongated?



Bauman's Quiver

LocSec John Bauman

Plans are afoot for the Micro RG at Allemanse, which historically is the best in the series of barbecues that we have been staging for the last few summers. If you have never been to Weare, I urge you to sally forth to see what takes place at one of these gatherings. If you have young children, please consider making an effort to load up the car and bring the children to this event. There is a solar-heated pool available, and Bill is usually willing, with very little prodding, to provide the bar graphs showing the temperature readings that he has meticulously recorded over the past years. There is plenty of adult supervision and lawn games and large breed dogs to take over the shepherding duties when the two-footed watchers become too engrossed in conversation. A recent development has been the increasing involvement of the host in the Free State Project. If you have seen some of the announcements concerning this organization that periodically make their way into *Momentum*, and have always been intrigued by them, why not use this as the catalyst for actually coming out to observe a Porcupine at close proximity?!

Since we anticipate that the weather would prevent al fresco newsletter-assembling beyond September, it is time to make another appeal to any NH Mensa member who might be aware of a suitable space to offer for wintering the FSM/ExComm meetings to make themselves known. We now desperately need a space until next June when we can return to the Allemanse. We have looked into conference rooms at several area hotels, but there is no such thing as a free lunch;

it is intuitively not a great idea to spend chapter funds on rental fees to secure a space. Various restaurants have been suggested, but have been found lacking for differing reasons. The ideal would be someone's home, where we could leave the requisite folding/stapling machinery, eliminating the need for an ExComm member to have to fetch and carry each month. However, any business owner who has a meeting room that could be used for a few hours once a month would be assured of his place in Mensa heaven. Please, help your chapter to conduct its business in a business-like setting.

Turning to scholarship news, we will be presenting a check for \$500 to the inaugural Joe Zanca Scholar at the Road Rally/Picnic at Bunnyshire on 23 July. The winner of this year's essay contest is Heather Crosby of Westbrook, Maine, who is studying at the University of New England to become a nurse anaesthetist. The recipient of a \$300 Karen Cooper Memorial regional scholarship is Rebecca Peak of Farmington, Maine. These are the only recipients who can be announced at this point, since the vetting process is still underway for the three local winners.

NH Mensa has recently had two members appointed to National office: Dr. John Sheehan has been appointed to the AMC as Development Officer and Claire Natola has been named as the Assistant RVC for Region 1. Congratulations to the two of them and I trust that, at minimum, the next year will be an educational experience. I will be so presumptuous as to invite any NH Mensa member with a question or suggestion requiring

attention at the National level to contact either John or Claire. I have always found our current RVC, Marghretta, to be receptive and approachable, but for those who might feel intimidated in approaching the RVC, maybe the opportunity to have local contact will jumpstart an urge that you might have stifled to communicate with National. Again, Claire and John - may huzzahs be heaped upon you - I know that you will do us proud.

The 25th anniversary of NH Mensa is approaching in October and the

ExComm plans to hold some kind of suitable observance for this milestone. Any member who has an idea for a particular mode of commemoration is urged to contact any ExComm member. I trust that everyone's summer is going well; the Red Sox are in first place at the All-Star break for the first time since 1995, and Schilling may be ready sometime this year, after all. Now if Theo can just swing a few impact surprises again this year before the trading deadline, I will take October baseball as my 25th anniversary present. Play ball! 🏈



What's Cooking in Region 1

Region 1 Vice Chair Marghretta McBean

Summer is upon us and I'm about to depart for the Annual Gathering in New Orleans. First I would like to thank all of you who took the time to vote in the regional election.

Second, an especial thank you goes to those who felt that I deserved a second term of office. I am humbled and gratified by your votes of confidence in me and hope that I can continue to earn the trust that you have placed in me.

For those of you who, for whatever reason, felt a leadership change was due, I hope that your opinion was based on solid fact, not the half-truths and innuendos that surfaced during the election period.

Like all RVC candidates, I was asked by the editor of *Going Forward* (an independent Mensa-oriented publication) to write a short essay in answering the questions: *"From your perspective, what is the role of local groups within American Mensa? Are they important? What steps would you take to implement your vision of local groups?"*

My first reaction was to write a piece that would have mirrored the rosy picture the other candidates painted. I have been a member since 1976 and the Mensa of today is greatly changed. Having served on the AMC and seen more of the inner workings of Mensa's operations, I can say that yes, local groups are its life blood, but that blood is coagulating.

It's been years since my local group (Greater New York Mensa) has had contested elections. Our group is not alone, unfortunately. From national office down to local, it is becoming more and more difficult, impossible in many cases, to get people to run for office. (Of the 17 elected positions on the AMC, only 7 were contested.)

Once people get into office, they often stay for years, bound by a strong sense of duty and because no one is there to replace them. To me a healthy local group has active member involvement: people attending events, participating in running the group, a place where a new member feels welcomed.

For whatever reason, there are members who are never active. The lowball estimate is 80%. Out of over 2300 GNYM members, about 5% are active. From what I read in the other Mensa newsletters, that is not an unusual figure. Is this what “vibrant local group” means?

I suggested in the *Going Forward* article that eliminating the local group structure might be a solution. Members living in a certain area could continue to meet. Those with similar interests would still have a way of getting in touch with fellow enthusiasts. The biggest change would be the lack of a “local” newsletter — perhaps it would be replaced by a regional one, or planned activities would be posted to a central site where searches could be done by interest, location, etc.

One big plus might be the elimination of the political wars that wreak havoc in groups; another would be the end of the “Volunteer Vacuum” — no more pleas to step forward to be on a committee or to run for local office. Scholarships go unrewarded because some local groups don’t have Scholarship Chairs. Prospective members can’t be tested because some local groups don’t have Proctors. Local group officers often end up serving in multiple capacities (e.g., President/Editor/Treasurer) because there aren’t any volunteers for these jobs.

I do not see this as anarchy. It means accepting the fact that most of our members didn’t join to meet people who live (more or less) near to them and that perhaps their special interests are far more important to them than membership in a specific geographically defined group.

I have absolutely no desire to dismantle Mensa nor any local group, no matter how floundering. While there are some on the AMC who think Vermont Mensa should be history, I don’t, if for

no other reason than there are dozens of other groups in the same boat: lack of volunteer leaders, members, small number of members in a geographically dispersed area. I also see no reason why if one group is having problems, subsuming it into a neighbouring group will solve the problems. All that means is another overburdened LocSec/President administering to an even larger area.

Too many Mensans spend their time criticising every idea that passes in front of them and doing nothing else. I got politically involved because I had questions that weren’t answered and ideas I felt needed airing. I learned young that if I wanted change, I would have to be the instrument. I invite all of you to become active members. This is your Mensa.

Bulgur wheat is a staple of the Near East. Like couscous, it requires little or no cooking, so it’s excellent for hot weather dishes. This is an Iranian version:

Overnight Tabbouleh

- 1/2 lb. bulgur wheat
 - 1/4 cup each: sesame seeds, finely chopped onion
 - 1/2 cup each finely chopped: carrots, celery, red pepper, green pepper
 - 1 tomato, chopped
 - 1 cup each: tomato juice, cold water
 - 1/2 cup lemon juice
 - 1/3 cup fruity olive oil
 - 2 tsp. fresh thyme (1 tsp. dried)
 - 3/4 tsp. salt
 - [Fresh thyme sprigs - optional garnish]
1. Put all tabbouleh ingredients in large bowl and mix well.
 2. Cover and refrigerate overnight.
 3. To serve: remove from refrigerator and mix well. Makes 4-6 servings. ■■



Executive Committee Meeting

Recording Secretary Claire Natola

Date: 18 June 2005

Present: Bill Alleman, Darlene Alleman, John Lewicke, Ann Majeske, Claire Natola, John Sheehan, Tom Shiel, Adam Smargon, Walter Wakefield, Ric Werme

The meeting was called to order by Darlene Alleman at 3:53 p.m.

Bill Alleman discussed using PayPal instead of a merchant credit card account for RG registration. Darlene has agreed to research PayPal further and will report back to the ExComm. Darlene will also discuss this with Deb Stone, RG Registrar.

Walter Wakefield arrived and commanded, "Succumb to my delights." The ExComm obliged and the meeting resumed.

Walter reported that our chapter has 2 new members, 10 renewed members, 2 reinstated members, 1 member moving in, and 2 members moving out for a total of 425 as of 5/31/2005 (300 in New Hampshire, 125 in Maine).

John Sheehan has requested that all proctors provide him with their testing information for the next four months (through National Testing Day) so that he may begin work to publicize NTD. John has also requested that he receive information as early as possible about the details of the upcoming 25th Anniversary Party so that he can generate appropriate publicity.

Claire Natola reported that Darlene will be completing an Application for Direct Billing with the Crowne Plaza Hotel so that the requested changes to the 2006 RG contract can be made by the hotel and resubmitted to us for signature. Claire will be bringing RG fliers to the AG. Claire noted that in last month's ExComm meeting John Bauman expressed opposition to early price breaks, but she has opted to keep them in place. Claire also noted that in last month's ExComm meeting John Lewicke was concerned about the 2006 RG registration price not including Saturday dinner as was done in 2005, but she is working on incentives for people to sign up for the Saturday banquet.

Walter told Lawyer the dog to shush.

The need to find a new Scholarship Chair was discussed. Christine Bartlett will be unable to continue in the position. However, Bill Alleman reported that Curry Bartlett is willing to run the web-based portion of the program (scanning essays, etc.) and reported that the judges are already lined up. Walter nominated Adam Smargon as Chair; John Lewicke seconded. The motion was approved unanimously.

In an update from National, Walter reported that the Culture Fair Test Battery now contains three tests instead of two.

At John Bauman’s request, Walter brought up the topic of non-Mensans attending events as non-invited guests. The ExComm agreed that it is up to the discretion of each individual event host.

Walter reported that our chapter will be reimbursed \$0.50 per lapsed member for contacting lapsed members if a request for reimbursement is submitted to National by August 5th. Walter reported that Bromley is aware of the \$0.50 per person amount.

Bill suggested asking Marty Capodice to spearhead the planning of the 25th Anniversary Party. The ExComm greeted this suggestion with great enthusiasm. Walter will contact Marty.

Walter reported that this month Bev Bryant tested two potential members in Maine, Bill tested two in Weare (including a Vermont resident), and John Bauman tested two in Nashua (which was observed by Claire and Adam as proctors-in-training).

Claire announced that she would like to contact the Mensa WorldConnect Coordinator to explore linking with a sister chapter, and the ExComm gave its blessing.

Walter moved to adjourn. Darlene and Bill argued over who would second; Darlene won. The motion was approved unanimously.

The meeting was adjourned at 4:43 p.m. ■■■



Upcoming Testing Sessions

Tell Your Friends!

Information on testing and prior evidence can be found at nh.us.mensa.org. Anyone 14 or older who wishes to take the Mensa Admissions Test should pre-register with the respective proctor listed below, who can provide testing site information. The test costs \$30; a photo-ID is required.

Date	Location	Proctor
Monday 22 August 2005, 6:00 p.m.	Cape Elizabeth, Maine	Bev Bryant 207-799-0888
Tuesday 23 August 2005, 7:00 p.m.	Portsmouth, N.H.	Bromley Baril 603-749-1088



Good Wine Cheap (and good food to go with it) John Grover

This month's column is all about the possibilities of Summer. Of course in my limited range of reference, this means foods for the barbecue and the wines to go with them. The recipe is from the *South Beach Diet Cookbook*. Don't let the term "diet" put you off. This cookbook is full of very tasty dishes. Naturally, we commit the cardinal sin of adding those evil carbohydrates to the meal in the form of potatoes, rice or couscous.

The wine this month is a red from the Mendoza region of Argentina, the 2002

Malbec by Bodega Norton. Malbec is a grape originally from the Bordeaux region of France. There it is used primarily to blend with other grapes. But, winemakers in Argentina have turned this grape into a very respectable varietal wine. This particular wine has a pleasant nose combining berries, spice and a hint of oak. The taste is a combination of berries and cherry with just enough acid and tannin to compliment and not overwhelm the dish below. This wine should retail for between \$7 to \$8 a bottle.

Garlic and Soy Grilled Pork Chops

(from the *South Beach Diet Cookbook* by Arthur Agatston, M.D., Rodale Press)

4 boneless center cut pork loin chops, trimmed of all visible fat
1 tbsp light soy sauce
2 tsp minced garlic
½ tsp paprika
½ tsp salt
¼ tsp fresh ground pepper
fresh herbs for garnish

Sprinkle the pork chops with soy sauce, garlic, paprika, salt and pepper. Cover and refrigerate for at least 20 minutes or up to 2 hours. Coat a grill rack or broiler pan rack with cooking spray. Preheat the grill or broiler. Cook the pork chops 4" from the heat, turning once halfway through the cooking time, for 10 to 12 minutes, or until a thermometer inserted in the center of a chop registers 155 degrees and the juices run clear. Garnish with herbs. A cooking hint from the Boss is to leave on the fat during the cooking process to aid in keeping moisture in the meat. You can always cut it off later.

I hope that you will contact me with your comments and favorite wines at jgrover@berk.com. I will be happy to share them with the broader Mensa group.

John Grover is a member of Mensa of Northeastern New York. He lives with his wife Sharon in the Hudson Valley of New York.



A Search Engine Primer

David Hallmark

It's All in the Numbers!

We have learned the difference between Search Engine Optimization (SEO) and Search Engine Marketing (SEM) and a clear call for action on a web site. Now we will learn about doing it “by the numbers.” The examples below are guidelines, but actual data was used as of this writing.

Imagine I own a small shop and one of the products I sell is automobile paint. I get a decent percentage of sales (ROI) for each can and want to pursue selling this product on the internet. What should I do? Research! Many of the “big guys” take little time to understand their customers, but rather use a “shotgun” approach to SEM and SEO. Why? Because it takes time to develop a good keyword list, which is the first step in a successful search optimization program.

The internet has been a great “leveler” for all businesses. The horror stories of spending large amounts of cash, then failing, are all too prevalent in the news. This is good news to you and me! This tells me they are not doing the basics, but buying keywords without regard to their customers. Here is how we begin:

First, I create a list of many potential keywords for my product or service. I try to think as someone from another part of the world who does not know who I am or what I sell, who just knows he needs ...? What would I search for? In this example I chose “automobile paints.” Let’s do some numbers.

Next, armed with the list of keywords I generated, I go to Overture.com (now Yahoo Marketing). From there I go to the Resource Center, where there is a

Keyword Selector Tool. I click there and enter my first keyword term in the new window. This generates an additional list of terms widely searched for in descending order of searches. My example of “automobile paints” generates a result for May 2005 of 2,771 searches. Pretty good. Scrolling down further, I come across “custom automobile paints” with only 120 searches. Not as good, but noteworthy.

Now, with the list of my keywords and new ones I didn’t think of, I go to the GrandDaddy of search engines, Google. I begin to enter each keyword twice. Twice? Yes, once with quote marks and once without. In the top of the search bar, I note how many pages Google has “indexed” for my selected keyword term, and jot down these numbers. By now, I have a huge list, filled with numbers.

Finally, my updated list is my master sheet to begin building a successful SEO campaign.

The example I have used plays out like this:

“automobile paints”:

searches = 2,771
Google indexed = 332,000
Google “indexed” = 676

“custom automobile paints”:

searches = 120
Google indexed = 282,000
Google “indexed” = 0

This example tells me that there are many pages that contain the keywords of ‘automobile,’ ‘paint,’ and ‘custom,’ and

ZERO pages have been optimized for “custom automobile paints.” The ability to get into the top 10 for this key phrase and potentially for “automobile paints” is there for just a few minutes of work on my site! The customers searching for “custom automobile paints” are clearly looking for a specific product. In this case “automobile paints” is considered a generic keyword phrase. I would keep it on the list, but I would target what MY customer is looking for, and with the right “Call For Action” page, the sale is only one or two mouse-clicks away.

I stumbled on a Google “index” page with zero returns, and with at least four searches a day for MY product, this

keyword term is a clear winner in an SEO campaign. Even the first keyword phrase less than 1,000 is a winner, but that’s for another day.

Next time we will learn about getting you from Zero to One. Dramatic results can be achieved by “crunching the numbers.”

I would welcome success stories any time from this series; please feel free to contact me directly at dh@cvwp.com.

David Hallmark works for CrystalVision Web Site Design in Portsmouth, New Hampshire as a Search Engine Optimization Coordinator. ■■



Our Northeast Corner

Momentum has received this note from Susan Flaherty: “I’m interested in hosting an event for people in the greater Portland area and I need feedback. What would you like to do? A Sea Dogs game? Dinner? A movie? Trivia night at Ri Ra’s? A game night? Once I have an idea of what event to host, I’ll follow up with details. Thanks!” No, *we* thank *you*, Susan, for offering to host an event!

Answers to CultureQuest® Sampler

(See Page 2 for the questions if you’re reading *Momentum* back-to-front.) ☺

- | | |
|---------------------------|--|
| 6. The Pointy-Haired Boss | 1. Barcelona, Spain |
| 7. Go | 2. St. Augustine, Florida |
| 8. Scorpio | 3. Alexander Hamilton, James Madison, and John Jay |
| 9. Vietnam | 4. 4" |
| 10. Elongated | 5. Mistakes |

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Calendar of Events

August 2005

Su	M	Tu	W	Th	F	Sa
July 31	Aug 1	2	3	4	5 Temperance League	6
7 Sunday Puttering Time	8	9	10	11	12 The Not-So-Moveable-Anymore Feast	13 RI Mensa Picnic at Waterfire
14 Second Sunday Brunch Bunch and League of N.H. Craftsmen's Fair	15	16	17	18	19 WinnepaSupper Baseball: Fisher Cats vs. Sea Dogs	20 Weare's the Micro-RG FSM/ ExComm/ Business Meeting Central Maine Dinner
21 Wet and Wild Adventure	22	23	24 Film Lovers: <i>Mad Hot Ballroom</i>	25 Harbor Cruise to Spectacle Island	26 Appetite for Discussion	27 Housewarming and Pool Party
28 Fourth Sunday Lunch	29	30	31	Sep 1	2 Temperance League	3

Mensa members are welcome to submit calendar listings to the Calendar Editor (calendar@nh.us.mensa.org) before the first of the month prior to the cover date. It is NH/ME Mensa policy to avoid conflicts as much as possible, but no conflicts are allowed to group-sponsored events. Mensans, members of their household, and invited guests are always welcome at NH/ME Mensa events. Abundant and continued thanks to our event hosts!

MFA Event Feeler from John Bauman

There was some interest in the listings for trips to Boston's Museum of Fine Arts during March through July, but not as much as I would have hoped. I will chalk this up to growing pains and a view that looking at static displays of racecars is not "real" art.

To go to a different extreme, beginning 21 August, the Gund Gallery at the MFA will open an installation of photographs by Ansel Adams. From some of the teaser publicity that has been released, they will have the expected images of stands of aspens and landscapes of mountain vistas swaddled in mist. But unexpected, at least to me (I do not pretend to be cognizant of the entire Adams oeuvre), are close-up still-lives of single blossoms, reminiscent of Georgia O'Keefe.

Another exhibit of photos, drawings, watercolors and prints, *American West:*

Dust and Dreams, is currently open, along with an installation of some 70 quilts from Gee's Bend, Alabama. These quilts are not your grandmother's simple squares stitched together. I have seen this exhibit highlighted on PBS, heard it reviewed on NPR and even seen replica bedding for sale in Filene's. The quilts will be on display only until 21 August, so there is only a one-day overlap to see both the quilts and the Adams photos.

For those who are unfamiliar with MFA policies, any exhibit in the Gund Gallery requires separate admission and timed entry. Anyone who wants to see the Americana and quilts prior to 21 August, contact John Bauman at locsec@nh.us.mensa.org or 603-883-7494. If we want to go in on a weekend, I can get free passes for the general admission. Anyone interested in the Adams exhibit, I can get 50% off passes. ■

Plan Ahead: Fall Mountain Climb

Join us September 16-18 at Pembroke Lodge in Woodstock, N.H. Pembroke Lodge is surrounded by woods with a snow-fed brook flowing by, and the Pemigewasset River a short walk away.

The weekend is low-key and basically unstructured. We generally have two hikes: one to a mountain peak, another over easier terrain. Of course, there's also the "null hike" of just relaxing around the lodge.

The weekend includes two nights' accommodations, two full breakfasts, Saturday dinner, snacks and soft drinks (BYOB for anything stronger), for just \$60 per person. For Saturday lunch, the hike groups stop at a store for people to buy

sandwiches and the like before heading out on the trail. Registration without accommodations is \$30 per person.

We generally pick out the hikes on Friday night. As for the cooking and housekeeping, we do them cooperatively using a chore sign-up sheet, which increases the feeling of closeness and camaraderie.

To reserve a place, send a check to David Heimann, 149 Water Street, #5, Wakefield, Mass. 01880. You'll receive confirmation and directions to the lodge by return mail, email, or phone call. If you have questions or need more information, call David at 781-245-2087, or Bob and Brendy Horn at 781-843-5581. ■