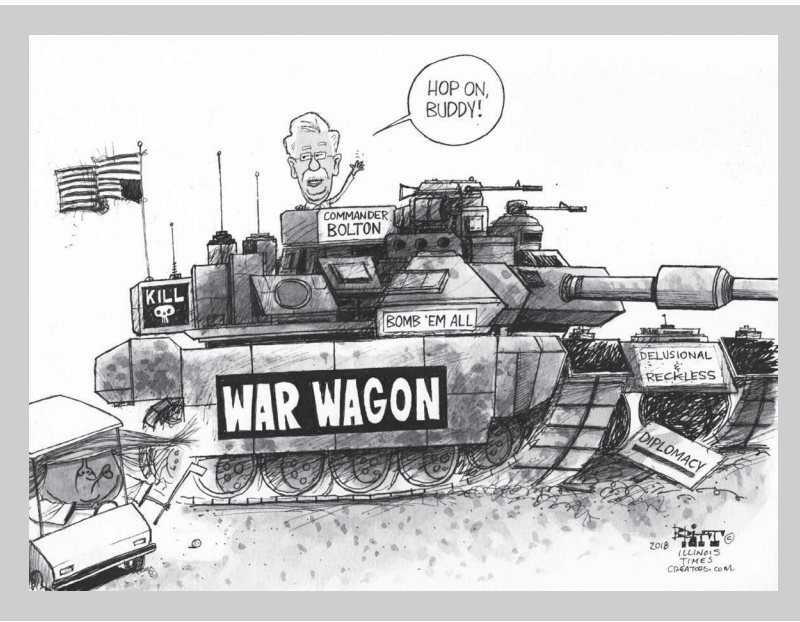


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Pucker up for Lemonade Day

An early 20th century American president was misquoted as saying, "The business of America is business." His actual quote was, "The chief business of the American people is business." The meaning can be said to be the same.

Small business will get a decidedly lemon flavor as the 2018 Lemonade Day event is held on Saturday, May 19. Organized by Salem-Keizer Education Foundation (SKEF), this year's event will be held on the foundation of the success of the 2017 Day, in which more than 500 lemonade stands dotted Salem and Keizer.

Lemonade Day, which was developed in Texas 10 years ago, has grown nationwide. The Day is designed to teach grade school kids what it takes to start a business. With assistance from the national organization, parents, mentors and advisors kids go through all the steps of starting a business.

Though it is a fun activity for kids it is a learning experience as well. After deciding to be part of Lemonade Day, a kid—either individually or with a team—must devise the best lemonade recipe. Then they must identify the best place to have their stand. Location, location, location.

This year a number of businesses along River Road will let kids put a stand in front of their businesses on Lemonade Day, which happens to fall on the same day as the Keizer Iris Festival parade. The eight or 10

stands that get to those businesses first will have a built-in, captive audience. The spots along River Road are not the only sites available. A lemonade stand can be sited anywhere (as long as they have the property owner's permission).

After a site is chosen, the fun of designing a stand including signage begins. Over recent years, there have been stands ranging from simple and humble to outrageous; you never know what can happen when you

unleash the imagination of a child. Lemonade Day is not just about having a stand and making some money. Learning how to start a small business means learning about expenses and profit. The Day is designed for the little businesspeople to use their profits for good. One third is to be designated for a favorite charity (animals, hunger and kids in need are popular choices). One third should be put into savings for college. The last third is mad money, the lemonader can use anyway they want.

Though adults play an important part in getting lemonade stands going, it is the kids themselves who make the lemonade, man their stand and serve their customers with a smile. On May 19 grown-ups throughout Keizer and Salem should get ready to pucker up, buy as many cups of lemonade as possible and show today's kids we support the little entrepreneur inside them.

—LAZ

our opinion



Go kids, go

To the Editor:

We have to support the kids. They are eloquent in their speeches, their signs and slogans, and their tenacity.

The Second Amendment is not at fault, but things change after 231 years or so. Our Founding Fathers could not have envisioned or imagined the weapons of today. The framers of the Constitution would not have approved of modern military assault weapons being so pervasive in our society and would be appalled at what is happening in our society today. They would want kids to live and thrive.

Our current leaders will not fix this. So kids, it is up to you. Stay in school and study hard. Keep your message simple and clear. Resist compromise and don't agree to meaningless offers. Don't let up and don't give up. Don't let outside interests take over your cause. Be patient and expect ups and downs.

As soon as you are old enough, get registered and vote. Don't worry about politics, parties and party lines.

letters

Support candidates who support your ideas and goals and who have a vision for our country that you share.

As soon as you are old enough, run for office and get elected! Hand out fliers, stand on corners, and knock on doors.

Don't sell out and don't get bought out. Stay true to yourself and to those who support you. Run for local and state office and eventually for Congress. Bring fresh ideas and needed change to our government and our institutions.

Today's kids will one day be our leaders and their youth and idealism will serve our country well. Among them are our future presidents. Let's not dampen their enthusiasm.

Jim Parr
Keizer

Share your opinion

Email a letter to the editor (300 words) by noon Tuesday.
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Women's teams make bball thrilling

Negative comments can follow statements where a writer who initiates them has been judged to over-glorify his subject. Nevertheless, this writer risks the negative reactions to write about a sports phenomenon that did not come to his attention through the National Collegiate Athletic Association (NCAA). The matter shines a spotlight on women in college basketball, competing throughout their various college regional conferences as well as seeking national title fame.

The writer could have—but did not—get more interested in college women's play until the 2017-2018 season mainly because the two Oregon basketball men's teams previously followed most closely, Oregon State and University of Oregon, have not done as well as in some years past. So, while competition-level successes wax and wane from one year to the next and, as the basketball bounced in courts at OSU and UO this year, it's the women who've far and away done better than the guys.

Several generally apparent conditions of play with the women in their games make them quite appealing. Play is almost exclusively conducted without dunks and, from this observer's vantage, also without trash talk, the first, a show-off practice that breeds arrogance and disgust, while the second simply fosters anger, resentment and a focus on retaliatory language rather than playing a skill-based game. Mostly, college women play basketball with a grace and style reminiscent of how it was played back when there were regular displays of sportsmanship (now "sports-womanship") and Good Samaritan-

like caring for each other.

Meanwhile, one of America's items of unfinished business is race relations. Young Americans are our future and—as certain as certain can be—it is the young people of our nation who will finally take us to that place of inter-racial relationships where we can declare indisputable greatness. What's seen with these college women playing together as teammates and in competition with other college team players is a mix of all our races, creeds and sub-cultures. Across the U.S. there are players from many an overseas origin, affording international favors for everyone involved. These young women—and the young men—who play in competition

break all the old barriers and will ultimately form a more perfect union.

There's another angle to college basketball and all sports: the corruption due to excessive profit-hungry business entities that have crept into college men's sports at present, most poignantly displayed in the ranks of college basketball teams. Big money thrown around by the nation's major sport shoe and clothing makers is being used to recruit individuals down into high school levels with huge payoffs to agents, coaches, and the youth and their family members. Articles in the press throughout the country reveal and decry these highly illegal, corrupt practices. Such activities must cease. Although Adidas, Nike and Under Armor do not appear interested in cleaning up and too often deny their unlawful business dealings, the NCAA is purportedly on the job while it's hoped that the NCAA will continue to work

aggressively to return basketball and all college sports to true amateur status.

We need to recapture our integrity, our honesty and our very souls in the world of amateur sports for their worth in building character and constitution. As things therein stand now amateur sports are under attack not only by sports leaders and the sports industry but also by the bad examples of far too many American leaders at the federal level. It is sincerely hoped that what's underway by nefarious conduct in men's basketball will not infect women's basketball, although will if walls are not built to prevent it. Such downgrades in conduct place the U.S. in ever lower esteem at home and abroad and introduce foul play and making money as the only important value and consideration.

A final thought has to do with guiding our children and youth to find things to do with their spare hours that lead to healthy developmental outcomes. The example best known to this writer was a couple of sisters, who, from their earliest ages, were involved in competitive swimming and singing/piano music programs. It was by and through these activities that their focus was on doing well in extracurricular activities while that attention in turn positively influenced efforts for higher grades efforts in their school studies. They're grown now: One is an industrial/manufacturing engineer with a Fortune 500 company while the other is a high school teacher who instructs in business courses and career-building school-learning functions. Sustained parental guidance and support for them paid off in life successes that can serve as a template for other families.

(Gene H. McIntyre lives in Keizer.)

gene h. mcintyre

the opinion of others

The hope-mongers' march

By E.J. DIONNE JR.

For several hours on Saturday, cynicism was banned from the streets of what on many days seems to be the most cynical city in the world.

Thousands estimated to number up to 800,000, and perhaps more, gathered because a group of determined, organized, eloquent and extremely shrewd high school students asked them to come, and because too many Americans have been killed by guns.

Suddenly, hope-mongers were stalking the nation's capital. They believed, against so much past evidence, that the National Rifle Association could be routed.

The crowd seemed to expect it would require an election to usher in the reforms they seek. "Vote them out!" was one of the day's dominant chants. All along the march route, clipboard-wielding volunteers sought to entice the faithful to register so they could cast ballots to achieve that end.

Cameron Kasky, one of the heroes of the Marjory Stoneman Douglas High School mobilization, drew raucous cheers when he began his speech with the words, "Welcome to the revolution." He was not imagining the storming of the Bastille or the revolt in Petrograd. His promise was peaceable and refreshingly practical.

"The voters are coming," he declared.

Cynicism, of course, was quickly restored to its normal place in the nation's discourse. Tired complaints were hauled out to discount the

break an alliance with the gun lobby that has served them so well.

But there are tough-minded reasons to believe that the cynics are wrong, even if the fight ahead will be as hard as they say. To begin with, Saturday's marches achieved something that has never been accomplished before. Guns have long been a voting issue for those who insist that any and every restriction on firearms is a danger to freedom. These marches finally established guns as a voting issue for those who (as the signs carried by demonstrators declared in various ways) place the desire to save innocent lives ahead of preserving unlimited access to weapons.

The Stoneman Douglas activists, including their able debaters and theater students, understood that their task was to alter the terms of the nation's quarrel over guns and to take on the NRA's shibboleths, right down to the basics. "Guns don't kill people. People kill people." So goes the old NRA slogan. "Actually, guns do kill people," read a placard at the D.C. march.

And the new revolutionaries have been making the essential argument: that our current approach to firearms undercuts the rights of the unarmed far more than any restriction would ever impinge on the rights of gun owners. The NRA imagines a nation of universal gun-toting, an idea brilliantly mocked by Alex Wind, a student speaker who asked: "Are they going to arm the person wearing the Mickey Mouse costume at Disney?"

The unmistakably political character of this movement is another change. No phony bipartisanship. No pretending that everyone approaches this issue with good will. Thus the importance of "Vote them out." Thus the imperative of casting the NRA as the adversary and all who welcome its money and support as complicit.

And the short-term agenda is very clear, as is the price of resisting it. Here is Kasky: "The people demand a law banning the sale of assault weapons, the people demand we prohibit the sale of high-capacity magazines, the people demand universal background checks. Stand for us or beware."

Finally, this march established the gun safety alliance as multi-racial and intersectional, reaching far beyond its traditional base among suburban white liberals. Few voices echoing from the platform were more powerful than 11-year-old Naomi Wadler's. She declared that young African-American women who were victims of gun violence would no longer be seen as "simply statistics instead of vibrant, beautiful girls full of potential."

In 1960, the nation's attention was captured by young civil rights activists who sat in to integrate lunch counters in Greensboro, North Carolina. It is not romanticizing the young to say that at times in our history, only those not beaten down by the defeats of the past could find the courage and the strategic initiative to win old fights in new ways. On a crisp and beautiful spring day we witnessed a new dawn in the struggle to end gun violence.

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EDITOR & PUBLISHER
Lyndon Zaitz
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