



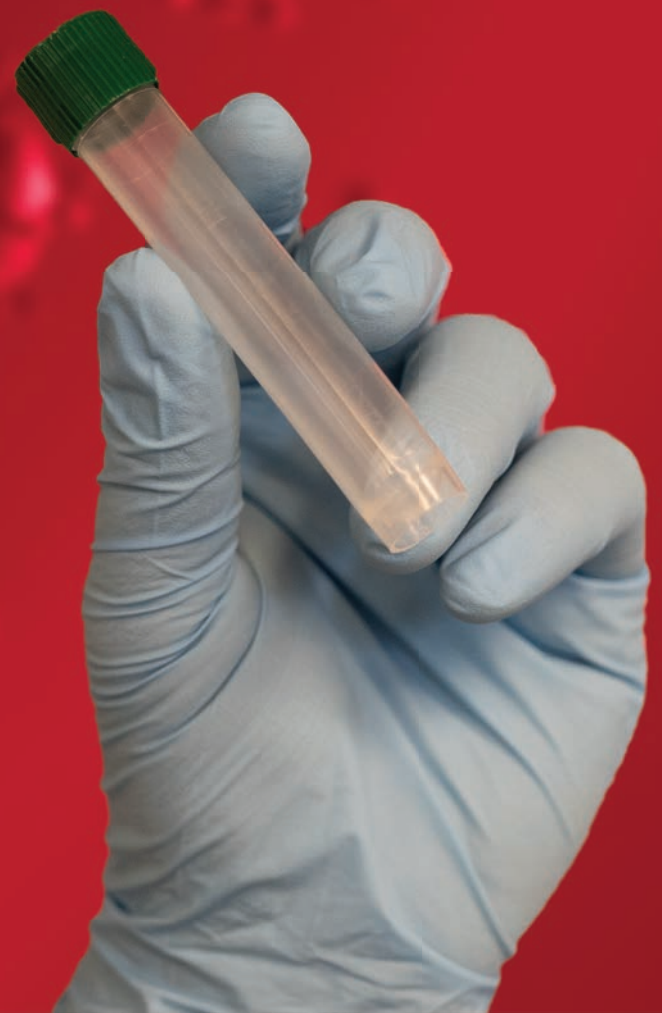
nonahood news®

CREATIVELY AND INDEPENDENTLY PRODUCED BY THE RESIDENTS OF LAKE NONA

APRIL 2020
Volume 5 | Issue 4

Local DNA Lab Joins Fight Against Coronavirus

With Sample Technique that Overcomes Testing Bottleneck **P5**



 **MicroGen^{DX}**
NEXT-GEN DNA SEQUENCING
FOR ACCURATE MICROBIAL IDENTIFICATION

THE 2020 LAKE NONA IMPACT FORUM **13**



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LEAD-ING THE WAY FOR SPORTS AND
HEALTH TECH START-UPS **2**



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EDITOR'S NOTE

Editor's Note: Yet Another Take on the Coronavirus

BY DEMI TAVERAS, EDITOR-IN-CHIEF



Well. Looks as if March did not turn out at all how we expected. Coronavirus, also known as COVID-19, an unprecedented pandemic, became the sole focus of our nation, causing us to drop everything – work, school, vacations, outdoor extracurriculars, etc. – and start to social distance or completely go into quarantine in order to prevent the further spread of the virus. Some of us,

especially professionals in the healthcare industry as well as essential personnel who continue to stock us with what we need or take us where we need to go during this period, still have to venture outside and attempt to combat catching the virus. Life turned upside down with the flip of a switch and into a state of unknown ... for now.

I'm sure you've heard the saying, at least once, that "everything is temporary." Everything, even this current situation that has erupted people into total panic, is temporary. As long as we do our part by social distancing, in the case you can't completely quarantine yourself, this pandemic will eventually subside, and the number of cases will decline. What won't help us overcome this pandemic is the spread of misinformation, a topic coincidentally covered in this edition's "To Genera-

tion Z." What will help us overcome COVID-19 is each of us putting in effort to fight this virus, even in the smallest of ways. What will also help us is to remind each other to be kind and understanding throughout this turbulent period and to work with our neighbors. We should be prepared to spend a few weeks in quarantine, but buying an absurd amount of toilet paper that could probably suffice for the rest of 2020 might help your family but could burden another.

As we progress, it can be physically and mentally tolling on all of us. Our minds will wander about the possibilities the future might hold, and the munchies ... oh, the munchies. All jokes aside, I'm confident in our community. Yes, we will face a difficult time, but if we lose hope, we've already lost against this virus. I would like to win. I can already imagine the time after COVID-19 when the streets will be packed with people enjoying the fresh air and outside interaction. A time when children will be glad to be back in school (at least for a few days), when we'll be excited to be productive in our original work environments, and when we can again share a hello, a handshake, and a hug.



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LOCAL LEADERS

Women and Men Taste Fat Differently, Med School Research Finds

BY DR. DEBORAH C. GERMAN, M.D.



Dr. Deborah German

There may be a scientific reason why men binge on bacon.

UCF College of Medicine researchers have discovered that female sex hormones

make women more sensitive to the taste of fat, helping them better regulate how much of it they eat.

“Our assumption is that the more you can taste it, the more sensitive you are to it,” said Naima Dahir, a Ph.D. candidate at the Burnett School of Biomedical Sciences, who is conducting the study. “And simply put, if you can taste it, you can regulate it. You’re a lot more aware of how much you’re eating and how much fat you’re consuming. You know when you’ve had enough.”

Dahir works in the lab of Dr. Timothy Gilbertson, an internal medicine specialist who focuses on the gustatory (taste) system and how the body uses it to recognize the intake of nutrients, including fats. Dahir’s research focus is whether sex hormones can affect diet and metabolism in men and women. Together, they have discovered that men and women taste fats differently, which influences how much fatty foods they eat.

“Naima’s results may explain differences in taste preferences between the sexes,” said Dr. Gilbertson, whose lab is funded by the National Institutes of Health. “And such broad concepts as why dieting success is different for the men and women, why weight gain is common after menopause, and how cravings may change during pregnancy, to name a few.”

Science has long known that female sex hormones help women live longer by protecting them against metabolic diseases, like diabetes and hypertension, and that

this protection diminishes when a woman’s estrogen level declines due to aging and menopause.

“Knowing that estrogen protects women from metabolic diseases and that our risks [vary] with hormone levels prompted us to take a closer look at the role of estrogen in metabolism,” Dahir explained, “particularly whether estrogen receptors were present in the taste system.”

Not only did she find estrogen receptors in the taste system but in the specific cells that sense fat. The next step was to test how these receptors work and whether they functioned differently in men and women. Dahir tested the taste threshold using various concentrations of fatty acids, the building blocks of the fats we eat, in male and female mice. She found that females were able to taste fat at much lower concentrations, up to 10 times lower than the males. She also found that stopping the estrogen secretion in female mice made them lose their sensitivity to fat. That led to weight gain, suggesting a reason that menopause can cause women to become heavier.

Dahir said these results indicate that estrogen plays a role in regulating diet and metabolism and hold promise for drug therapies that could prevent or treat obesity and other metabolic diseases. More



studies are needed to get a better understanding of the role of estrogen in the taste system, she said.

“The taste system is a first step in nutritional intake,” Dahir said. “So, it’s really important to discriminate what goes in your mouth. It is great that these mechanisms are there to sense how much fat you eat and can help signal the rest of the body to maintain metabolic activity.”

Deborah German, M.D. is the Vice President for Health Affairs and Founding Dean of the UCF College of Medicine.



Let’s Talk Lake Nona: leAD-ing the Way For Sports And Health Tech Start-ups

BY LAKE NONA



This summer, Lake Nona will welcome entrepreneurs in sports and health tech to a first-of-its-kind accelerator program in partnership with leAD Sports, a Berlin-based sports venture company inspired by the founder of Adidas, Adi Dassler.

Just last year, leAD Sport’s Berlin accelerator helped seven start-ups take their companies from idea to market. In Lake Nona, the accelerator will join a community of resources for entrepreneurs, including GuideWell Innovation Center’s Garage, where budding businesses have access to advanced technologies like 3D printing and digital prototyping software.

Early on, leAD Sports knew it wanted to expand to the U.S. and started looking for the right location and partner that could provide a supportive ecosystem for the start-ups to thrive. In Lake Nona, the leAD team found a community built on innovation, where entrepreneurs could dream big and test their solutions in a real-life environment while also leveraging our community’s exclusive Verizon 5G broadband capacity.

The six-month accelerator program, known as the leAD Lake Nona Sports &

Health Tech Accelerator, will be located in the new Pixon MS² innovation space. Located on the ground floor of Pixon Apartments, the 16,000-square-foot Pixon MS² will provide a variety of different programs and resources to support tech start-ups, in addition to being home of the leAD Lake Nona accelerator.

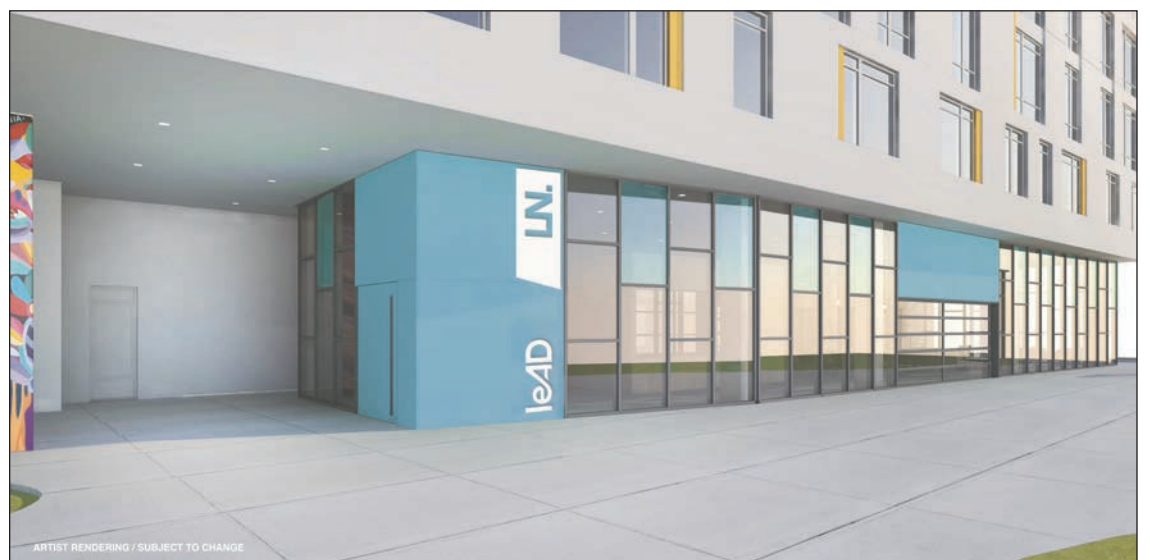
The program will focus on bringing in start-ups working on “future of living” solutions covering three areas: sports and health tech, smart cities, and the future of nutrition. From an onsite network of experts and mentors to strategic partnerships and investment opportunities, the accelerator is designed to help entrepreneurs bring their businesses to market. Following the accelerator, companies can stay local to take advantage of Lake Nona’s living lab and all of Central Florida’s entrepreneurial resources, designed to support their growing businesses.

In this Q&A, the leAD team shares their vision for the accelerator in Lake Nona.

Lake Nona: How is this accelerator program in Lake Nona different from the program in Berlin?

Program and Marketing Director Nathalie Sonne: “Entrepreneurs in the U.S. are very advanced in terms of tech. They are very fast and think big with less fear of failing. In Germany, there is a sense that everything has to be perfect and well-tested before you launch it, which is the opposite of the start-up culture. In the U.S., there is no stigma if you fail because it’s what you do when you’re an entrepreneur – you learn and do better next time.

“In Lake Nona, we’re looking for slightly more advanced start-ups than



our Berlin program. We expect to see prototypes or functioning products in place, even if they are not on the market yet.”

LN: What does being in Lake Nona bring to the accelerator?

Investment Manager Aaron Naisar: “Lake Nona offers start-ups a unique testing ground where they can experiment with their products in a real-life environment and get feedback from the community.

“The focus of the whole program is on the start-ups because we want to provide them with the right ecosystem to thrive, build their product, and test it. Part of that ecosystem includes local partnerships and mentors. We want to give our U.S. partners an opportunity to expand their networks and investment strategies through the work they do with the start-ups.”

LN: What does a partnership look like in the accelerator?

Partnerships Manager Ben Kerry: “The accelerator is all about the start-ups and finding the right partnerships that are

going to help them rocket. Partnerships could take many different forms in the accelerator. For example, a smart stadium start-up or an on-field analytics start-up may want to partner with training facilities where they have access to the right environment to test their product.

“Partnerships could also be more like a mentorship where the start-up taps into the expertise and experience of the individuals within a business. For other partners, it could be about finding value in a start-up that is doing something innovative that they can invest in and have early access to. It’s a really unique opportunity.”

Interested in joining the accelerator? Visit www.leadsports.com/lake-nona-accelerator to learn more about the program. Applications are being accepted now through April 30, and the program is scheduled to begin this summer.



Medical City Residents Join Fight Against Coronavirus with Groundbreaking Sample Technique



Marketing Director Grant Weiss and CEO Rick Martin

A pair of entrepreneurs in Lake Nona hope to help level the rising tide of the COVID-19 test shortages by creating their own coronavirus test.

As healthcare facilities across the nation scramble to negotiate the coronavirus testing bottleneck, a local laboratory, led by Medical City residents Rick Martin and Grant Weiss, introduced the most accessible and effective sample technique for identifying the SARS-CoV-2 (COVID-19) Virus.¹

“People across the country are lining up for testing and getting turned away,” says MicroGenDX CEO Rick Martin. “We recognized the need for a highly efficient and accessible sampling method and knew we had the tools to create it.”

This less invasive sample technique is designed to analyze sputum (essentially mucus coughed up from the lungs) against a diagnostic assay using polymerase chain reaction (PCR) at MicroGenDX Laboratories. While other techniques require specific “kits” that are dependent on swabs for collecting samples, the idea to validate a sample collection method, not tied to the supply materials that are in great shortage, would be key in overcoming the bottleneck that is causing the limit of testing. Additionally, sputum samples provide better detection results than nasal or pharyngeal swab samples. Patients may have higher viral shedding patterns at different collection sites, with sputum collection being the most consistent sample method after bronchoalveolar lavage.²



Sputum as a COVID-19 test sample

“We are the first commercial laboratory in the country to be validated for sputum sample technique to test for COVID-19,” explains Weiss. “Joining the effort for reliable COVID-19 testing at this moment gives us a unique vantage point on how to make our test accessible, efficient, and reliable.”

Another roadblock that would put the brakes on for streamlined testing is due to the steady depletion of VTM, or Viral Transport Media. VTM is the fluid that swab samples must be transported in to remain valid for testing. To get around the issue of not having enough access to VTM we needed to develop another path for getting the samples to the laboratory. The MicroGenDX Laboratory team moved very quickly to address this by validating sterile saline as a viable transport media

for testing.

“I’m extremely proud of our Laboratory team, its leadership and tireless effort to make certain we had this option for transporting samples,” explains Martin. “Our goal is to remove as many hurdles from people getting answers for this infection, simply due to lack of necessary collection and transport supplies. The abundance and accessibility of sterile saline safeguards our method from future sampling delays.” Tele-health is another top priority for MicroGenDX. MicroGenDX is working hand-in-hand with multiple physicians

who will be testing with limited in-person appointments as we are in a time of practicing good “social distancing.” MicroGenDX is carefully reviewing guidelines for patient testing outside of the office and will continue to prepare for supporting COVID-19 testing for telehealth protocols as national guidelines outline the approved processes. Check microgendx.com on telehealth processes in the coming weeks for updates.

“There are people in communities just like ours across the nation that are exhibiting symptoms and simply cannot get tested,” continues Weiss. MicroGenDX will run 4,000 COVID-19 samples a day and hopes to double that number in the coming weeks. Currently, our test results have a turn-around time of 24 hours from the

time of sample of receipt.

While the focus of public health is on COVID-19, Martin is adamant that MicroGenDX continue to provide DNA diagnostic data for those with existing infections.

“The current crisis presented by the novel coronavirus must not prevent those with existing chronic infections, such as chronic or recurrent UTIs, sinus infections, or stalled wounds to access the molecular diagnostics necessary for ongoing care. Our mission is to provide physicians with the best diagnostic data that technology has to offer through Next-Generation DNA Sequencing and rapid PCR screening, so they can make informed, clinical decisions for better patient care.”

“We’ve been doing this kind of testing for a long time, more than 13 years. Testing for infections using DNA diagnostic technology is our core business, and we are proud to be able to dedicate resources and expertise to assist in the time of need to add this test to our portfolio.”

About Southwest Regional PCR dba MicroGenDX



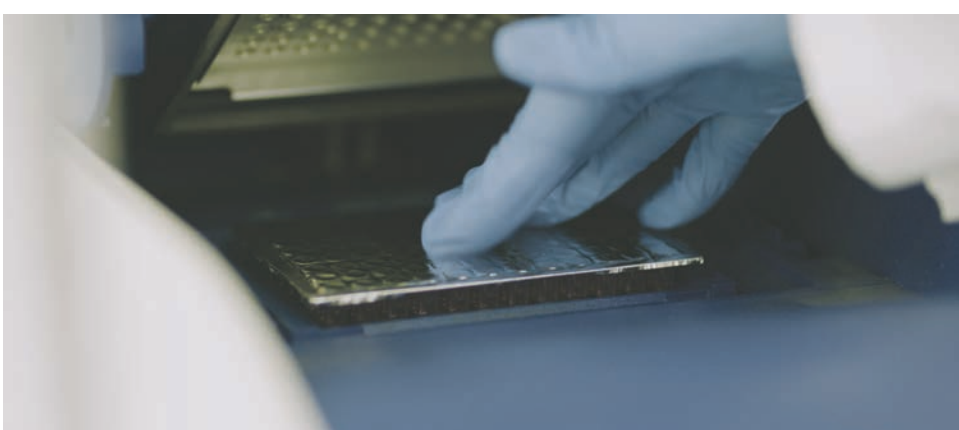
MicroGenDX is the global leader in molecular testing services through PCR and Next Generation DNA Sequencing to identify microbes in human samples. We are a state-of-the-art CAP accredited, CLIA licensed Molecular Diagnostic facility backed by a team of molecular biologists, biochemists, bioinformaticians, computer scientists, and physicians. Our advanced instrumentation provides the industry's most informative microbial diagnostic tests for ENT, Orthopedic, Urology, Wound Care, Podiatry and other areas of medicine.

Learn more about coronavirus testing at microgendx.com or email grant.weiss@microgendx.com.

All COVID-19 samples are tested at their Lubbock, TX location.

¹MicroGenDX was validated to run SARS-CoV-2 (COVID-19) testing on March 23, 2020 and is listed on the FDA website as a resource laboratory.

²As cited on 2020 JAMA I. Wang W, Xu Y, Gao R, et al. Detection of SARS-CoV-2 in Different Types of Clinical Specimens. JAMA. Published online March 11, 2020. doi:10.1001/jama.2020.3786





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Creator Mindset: A View From the Fringe

BY NIR BASHAN



How we pursue our goals matters. It matters perhaps more than what our goals are in the first place. I realize that this might be controversial. Or perhaps a good line for Twitter. And it may make you a bit uncomfortable. But

when looking at our goals, dreams, hopes and aspirations from The Creator Mindset, then this becomes paramount.

We all know stories of someone who has gotten to where they are, seeped in a tale of stepping over and on top of anyone they could. We know the stories of the cheaters, the shortcutters, the unprincipled. The ones who achieved their goals by acts that are perhaps unscrupulous or at best questionable.

And then the immediate question becomes if they have gotten to where they are with little or no ramifications – little or no consequence or accountability for *how* they got there – then why in the world is my approach to goals more important than the goal in the first place?

And when this question is looked at creatively, something very interesting begins to emerge. Because creativity is so in line with who we are as humans – and so innate to our central and unyielding identity, it becomes an expose of truth. Almost like a light onto the darkness where the scary monsters hide.

But what is it that makes us so drawn to stories of the fringe – elements of the occult and strange and immoral?

Why are we drawn to these things? It turns out that our minds are programmed to see the element that does not fit in. Quite naturally, we are programmed to recognize the fringe instead of the everyday glory. Our brains are focused on



seeing the margin. The extreme. A pattern of normalcy that is disrupted.

And that prevents us from seeing the everyday hero. And it's a shame. Because in the regular view – without looking at what is on the nightly news or on your app – you can see the guts, glory and the grit we should instead be recognizing.

And that is why it is so important to understand how we end up pursuing our goals. Because creatively, the path to the goal is a far more noble pursuit than the arrival. Sometimes, the point of a journey is not to arrive. Sometimes, it's to learn a thing or two along the way. For how you pursue your goals takes on a whole lot more meaning in the long term when viewed creatively.

Because along the way to pursuing your goal, a number of things might happen. You may get derailed. You may miss your goal entirely. Or you may encounter hardship after hardship. Or you may never reach your goal. Most folks don't. So what are we to do? Quit?

The Creator Mindset allows you to recognize that there is plenty of good you can take away from just about anything. And even when we fall short of our target, there is creative gold there if we are just willing to take a look. Life is full of these stories. Businesses and companies are no different. And the approach to how you deal with things *when they go wrong* is more important than your preparation for the realization of your goal in the first place. Because in these areas, you will find fuel for real creativity. Real solutions. And real sustainable success.

Nir Bashan is an executive creative director/managing director with over 19 years of advertising, entertainment, and business development experience. He helps teach folks in non-creative fields how to think creatively to solve problems. He leads workshops and lectures on topics relating to The Creator Mindset. McGraw/Hill is publishing a book on The Creator Mindset that will be released in 2020.

www.nirbashan.com

Work Well: Jump On a Trampoline

BY NATALIA FOOTE

Buy a trampoline and jump on it. I don't mean that as a metaphor; I don't mean that as a suggestion. I mean it literally. Buy a trampoline, put your favorite upbeat song on, and jump.

As adults, we forget true joy and the feeling of being free-spirited. We forget and ignore the Tigger within that once lived there when we were children. As adults, we are bogged down by bills, taxes, the worry about our professional future, the fear of something happening to our children, our aging parents, and our many insecurities and to-do lists. This is not mentioning the car that cut us off, the person who skipped the line, and the guy on the community Facebook page who keeps taunting everyone. We create and reinforce the habit and

the idea that adulting is hard and serious work. Joy, happiness, free-spiritedness aren't usually words associated with "being an adult."

Work Well is usually an article that gives you broad ideas on how to create a better mindset toward work and life. I tell you to add another thing to your to-do list in hopes that you'll create a bit of mental space. Mental space is intangible. Your habitual mindset is intangible. This article is literal and tangible.

Buy a trampoline. Jump on the trampoline for three minutes.

Read more: nona.link/20200301

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LAKE NONA REGIONAL CHAMBER OF COMMERCE UPDATES



From the CEO — BRINGING IT TOGETHER

Your chamber of commerce is here, Bringing It Together, as the community Convener, Catalyst, and Champion. Our focus during the coronavirus pandemic is helping you CONVENE with the people and organizations that you need help from or can help you. We will be the CATALYST of starting beneficial programs for the community. Let us know how we can help you with programs. We will be the CHAMPION for your needs by bringing information that you can use and working with government and civic organizations that can provide aid. For factual information, visit our website www.lakenonacc.org, and click on “News and Resources” or “News Releases.” There, you will find the latest news from verified sources and your chamber. In addition, use “Member Login” to visit the Member Information Center (MIC), where you can share information about your operations or read about what other members are offering. One particularly good page to visit is under the MIC “News Releases” tab. There, you will find “Social Feed,” where you can post updates and read updates from other members. Other locations that we update are our Facebook page www.facebook.com/LakeNonaCC/ and also our exclusive Facebook group, Lake Nona Chamber Members Private Group. As you may already know, chamber events and meetings are postponed or cancelled, and our staff is working offsite until further notice. However, we are working harder than ever to provide our members with valuable information and the support they deserve. As your hours, situation, or focus changes during this crisis, do not hesitate to communicate with us so that we can help share your message to the community. We wish you the best and look forward to bringing health and progress to the Nonahood. Your Board of Directors and Chamber staff constantly work to bring value to your community. Find out how you can benefit and participate in this process by calling us at (407) 796-2230.

Don Long, President/CEO



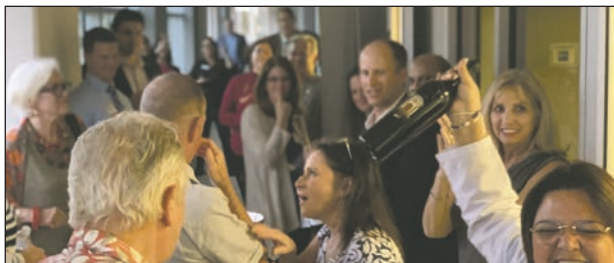
Feb. 22, Ribbon Cutting at F45 Training Nona – Congratulations to F45 Nona and a very big welcome to the Nonahood! (Photo by Madelyn Long)



Feb. 27, Ribbon Cutting at Advanced Endodontics and Premier Oral & Facial Surgery – Premier Oral & Facial Surgery and Advanced Endodontics hosted a gorgeous open house event for Chamber members and the Lake Nona community. Welcome to Lake Nona! (Photo by Felicity Gomer)



Feb. 28, Business Luncheon with AdventHealth – Austin Purkeypile, AdventHealth's East Orlando COO, and Rob Herzog, vice president of AdventHealth Research Operations, presented our Chamber and guests with the latest innovations in healthcare and information on the new emergency room. Thanks to Behavior Matters for being a fantastic event sponsor and to 310 Nona for a magnificent meal and event space. (Photo by Felicity Gomer)



March 3, First Tuesdays After-Hours at PrimeMed Medical Offices – Bobby Bridges of V3 Capital Group welcomed us into one of his properties, the PrimeMed plaza. PrimeMed tenants provided free health screenings and goodies to our members and visitors. Thanks to Manlio Dermatology, Institute of Aesthetic Surgery, Mindful Behavioral Health, My Kids' Doctor, and Regenerative Sport and Spine for participating. (Photo by Felicity Gomer)



March 12, Breakfast Connections with Nir Bashan – Nir Bashan, author of *The Creative Mindset: 63 Tools to Unlock the Secrets to Innovation, Growth, and Sustainability*, showed members and visitors how to utilize creativity in business. Thank you to Eagle Creek Golf Club and The Belfry Restaurant for a terrific breakfast and elegant space. (Photo by Felicity Gomer)



March 12, Ribbon Cutting at Rukus Cycling Lake Nona – Welcome, Rukus Cycling, to the Nonahood! We are happy to have you in the community. (Photo by Felicity Gomer)

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CHAMBER EVENTS UPDATES

All monthly events and ribbon cuttings within the next eight weeks have been cancelled per the CDC's recommendation. Though our offices may be closed, we will continue working to keep you informed. You may contact us through phone, email, or on social media.

Our 2020 Nona Festival has been postponed until the end of the crisis, at which time we will announce the new date. The festival will be a wonderful, well-needed opportunity for recreation following the end of the pandemic. This will also present a great opportunity to learn about resources and support available in our community.

Many of our businesses (restaurants, grocery stores, gas stations, etc.) will remain open to support the community as best they can.

If you have any information to share about special offerings or needs, please utilize your Member Information Center on the Chamber website. Member-to-Member Deals, Hot Deals, and the event calendar are all available free of charge.



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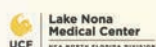
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SCHOOL'S OUT!

ACTIVITIES TO KEEP KIDS BUSY THIS SUMMER

Summer is finally here, and with it the added responsibility of keeping your kids busy for several weeks of summer vacation. While this might seem like a daunting task, there are infinite things you can do with your children over the course of an entire summer. The worst thing you can do is let your children sit in front of the TV and play video games 24/7. Here's a list of things you can do with your kids this summer:

- Go strawberry picking. Going to pick your own tasty strawberries (or any other type of seasonal fruit) is a great way to spend time with your children out and about in the beautiful summer weather. You'll get some fresh air and well-needed exercise along the way.
- Play outside in the sprinklers. When it's not raining, it's time to go outside and have a good time. Have fun running around and jumping through the sprinkler, or get creative and make your own rain using the hose. There are tons of fun ways to cool off in your own backyard this summer.
- Host a game night. On rainy days, invite friends over for a game night (or day) to keep your children occupied. Some things to include are board games, cards, arts and crafts, and puzzles.

This summer, keep your children busy with indoor and outdoor activities alike. Be sure they (and you) wear the proper sun protection (sunglasses, hat, sunscreen, etc.) to prevent burns while you and your kids are out and about.

PC : [Picking berries is a great way to stay active with your children this summer.](#)

SIGN YOUR KIDS UP FOR A TEAM SPORT THIS SUMMER

You want your kids to stay active during the summer. Sitting on the couch all day in an air-conditioned house just won't cut it. Why not sign your kids up for a team sport to pass the time during summer vacation? Not only is it a great way to have fun, but it's also beneficial to your child's overall development. The following are just a few ways in which playing a team sport can benefit your child.

IT WILL IMPROVE THEIR PHYSICAL HEALTH

It's no secret that one of the main worries every parent has is that their child isn't getting enough exercise. Health is important, and being part of a team will keep your child active and in good physical shape — all while having a great time!

IT WILL HELP BUILD THEIR SELF-ESTEEM

We all know that practice makes perfect. In this case, practice can actually help improve your children's self-esteem. Over the course of learning a new sport, your children will subconsciously set goals for themselves (learn to kick the ball better, practice stick handling, improve shooting). When they complete these goals, they feel a sense of accomplishment that will improve their self-confidence.

IT WILL HELP DEVELOP THEIR CRITICAL THINKING SKILLS

Playing a sport forces you to think about what you're going to do next. Every play is a problem that needs to be solved. Continued practice will improve the way your children think in life and in the classroom.

PC : [This summer, sign your kids up for a team sport \(soccer, hockey, basketball, baseball, etc.\).](#)



NONA SOCCER

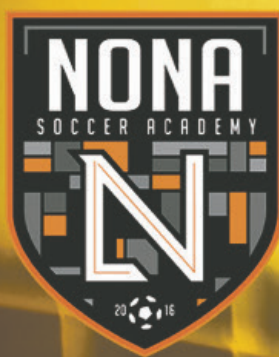
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BIRTH YEARS
2013 - 2006

KIDS SHOULD BE DROPPED OFF BY 9AM. PICK-UP BEGINS AT 12 PM (HALF DAY) & 4:30PM (FULL DAY)

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USTA: Summer Camp 2020

BY DANIEL PYSER

The start of April means that summer is just around the corner, and as families begin to make their summer plans, the USTA National Campus is gearing up for another successful year of summer camps.

Registration is now open for Summer Camp 2020 at the USTA National Campus. This year's camp offers a wide variety of options for kids of every skill level, ages 5-17, including both morning and full-day sessions.

Summer Camp 2020 will feature professional coaching and tennis training, combined with the perfect blend of competition, camaraderie and fun.

In addition to morning on-court tennis training and afternoon match-play opportunities, the camp's expert coaching staff will help guide players in developing comprehensive and individualized training plans. They will also offer personal guidance on tournament play and competitive scheduling.

Summer Camp 2020 consists of 10 one-week sessions that can be registered for individually. The sessions begin on Monday, June 1, and run through Friday, Aug. 7.

Full-day camp runs from 8:30 a.m.-2:30 p.m. and includes lunch for each camper. Morning camp runs from 8:30-11:30 a.m. Prices vary, based on age and skill level.

Summer Camp 2020 is divided into three main categories: Red & Orange Ball, Youth Development, and High Performance.

Red & Orange Ball is designed for players ages 5-10 (must be at least entering kindergarten in the fall of 2020). The programming will be held on smaller courts designed for beginning players. The summer camp staff will ensure that all campers learn how to play tennis and learn the required tennis and athletic skills to enjoy the sport now – and stick with it for a lifetime.

Youth Development is designed for players ages 11-17, who are either new to the game, are experienced Junior Team Tennis/high



school team players, or are currently enrolled in our Campus Youth/Campus Youth Plus programs. Players will train with others who are similar in age and ability. Mornings will focus on drill-based coaching, while afternoons will be centered around match play, giving campers opportunities to practice their game under the guidance of coaches.

And, finally, the High Performance program is designed for players who compete in state, sectional, and/or national USTA tournaments. Players will train with others who are similar in age and ability. Morning training will focus on technique, shot selection, and patterns of play. Skills designed to help players deal with pressure tolerance will be emphasized. Afternoons will consist of match-play opportunities with expert coaches, who will also guide players in developing comprehensive and individualized training plans. Coaches will also offer personal guidance on tournament play, competitive scheduling, and nutrition and hydration. The program includes fitness sessions to improve speed, flexibility, agility and core strength.

The USTA National Campus is offering a special promotion for families who want to register early for Summer Camp 2020. All players who register for a week of full-day camp by April 15 will receive a \$50 gift card to the Pro Shop. Players who register for three or more weeks of full-day camp by April 15 will receive an additional \$100 in Pro Shop spending.

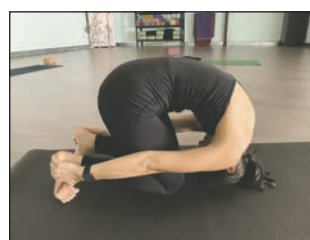
Anyone interested in Summer Camp 2020 or any of the other USTA National Campus programs are encouraged to visit www.ustanationalcampus.com.



Namaste With Natalia: Rabbit Pose

Your Monthly Yoga Pose
Sasangasana

ARTICLE BY NATALIA FOOTE
PHOTO BY LAURIE HASSLE



Spring has sprung, and the birds, bees and bunnies are out and about. With the Pig Run of Lake Nona and Easter right around

the corner, kids may be getting ready to run and open some Easter baskets from the Easter bunny. For this month's yoga pose, I found it fitting to try rabbit pose, or *sasangasana*.

Rabbit pose is a back opener with emphasis on the top portion of the spine. It is considered a counter pose to camel, which opens the chest, hips and front portion of the neck. In addition, it is a playful pose because, as adults, we rarely find ourselves in this type of position. The posture is gentle yet effective at experiencing a degree of weight at the crown of the head.

The full expression of the posture requires a deep contraction of the abdominal muscles and a full rounding of the spine. This may limit breathing space, but the pose reminds us to keep an even breath, even when "space" is limited in our body or in life. The hands holding on to the heels allow the shoulder blades to widen, and as you breathe easy, you notice you can expand and create "space" in

places you aren't used to.

1. Begin on your knees, sitting on your heels.
2. Bring your torso toward your thighs.
3. Let your forehead come toward the mat.
4. Wrap your arms around your thighs and hold on to your heels.
5. Being mindful of the neck and shoulders, roll the top, or crown, of the head on the mat.
6. Let the hips be high, but modify their distance to your feet to create a gentle rounding in the spine.
7. Continuing to hold onto the heels, open the shoulder blades and broaden the back of the neck.
8. Breathe into the top of the back and create space throughout the spine.
9. Breathe for 5 breaths.
10. Release the grasp of the heels and come into child's pose for a couple breaths.
11. Lift the torso as you inhale to return to a seated position.

The arms for rabbit pose can be modified as well. You may try and clasp hands behind the back in lieu of holding on to the heels. Be mindful if you choose this variation of this posture. It is harder to control the amount of pressure placed on the top of the head.

As with all postures, be mindful in your movement and let your body be your guide.

Namaste.

Natalia Foote is the owner of threeR, a company bringing mindfulness, meditation and yoga practices to the workplace. Her mission in life is spreading love and light in the world. When not spending time with her family, you can find Natalia taking and teaching yoga all around Lake Nona.



Esophageal Cancer: Know Your Risk

BY SUNINA NATHOO, M.D.

April is Esophageal Cancer Awareness Month. There are two types of esophageal cancer risk factors: Those we can control and those we can't. We don't have any say over our sex (men have a far higher risk of esophageal cancer), age (adults over 50 are more likely to have it), or a family history of this cancer. But we can change other risk factors, including:

- Smoking
- Alcohol use
- Unhealthy diet
- Obesity
- Habit of drinking very hot liquids

Patients who have one or more of these risk factors, heartburn, or acid reflux should be taken seriously, even if it doesn't happen every day or even every week. You probably know that heartburn is actually a misnomer as it has nothing to do with the heart. Instead, it happens when the acid our stomach uses to digest food travels up into the esophagus, damaging it.

It's important not to ignore long-term heartburn. When it continues for a long time, a condition called gastroesophageal reflux disease, or GERD, occurs. If GERD is not treated, it can lead to **Barrett's esophagus**. In Barrett's esophagus, the cells that line the esophagus begin to change in ways that make cancer more likely. Identifying and treating this condition is a key way to prevent esophageal cancer, and one way to do so would include getting an endoscopy.

Barrett's esophagus: Watch for these symptoms.

Though it's best to catch Barrett's esophagus before it turns into cancer, it's also important to be on the lookout for "alarm symptoms." If you experience any of these, tell your doctor:

- Difficulty swallowing (dysphagia)
- Weight loss without trying
- Chest pain, pressure, or burning
- Chronic heartburn



- Coughing or hoarseness

Although the symptoms above can be symptoms associated with Barrett's esophagus, it is also common that Barrett's esophagus may have no symptoms related to the condition.

Esophageal cancer doesn't occur overnight. It starts with inflammation, pre-cancer, and then turns into cancer. Stopping that cycle by controlling your heartburn or treating a damaged esophagus is the best way to prevent esophageal cancer.

About Dr. Sunina Nathoo



Sunina Nathoo, M.D., is a board-certified gastroenterologist with advanced fellowship training in gastroenterology and hepatology. Dr. Nathoo has received multiple awards for her distinguished scholarship, and her clinical interests include capsule endoscopy, acid reflux, and inflammatory bowel disease.

For more information or to schedule an appointment, visit GetScreenedToday.com or call # (07) 609-7395.



How Sleep Benefits the Immune System

BY KRISTINA GRABNICKAS, APRN

While there's still a lot to learn about the new coronavirus,



prior research has shown that well-rested people are better at fending off viruses. Making sure we consistently get a good night's sleep is one of the best ways we can improve our immunity and defend ourselves against viruses and disease. Sleep is a natural immune booster.

Your immune system is activated when it recognizes antigens or toxins and other foreign substances to your body. This triggers a response in which the immune system develops antibodies, or cells specifically developed to fight the invader. Once these are produced, the immune system will keep a file and use it again.

One way sleep helps the immune system is in how it fosters T cell production. T cells are white blood cells that play a critical part in the immune system's response to viruses. Their activation is an important step in how the body handles invaders, with T cells attacking and destroying virus-carrying cells.

Sleep improves the immune system's response to threats and viruses. Your body relies on a full night of rest to replenish the cells and proteins it needs to fight diseases.

The immune system's response time is also improved by getting a good night's sleep. By completing the four sleep cycles, you're supporting the release and production of cytokine, a multifaceted protein that helps the immune system quickly respond to antigens.

Focusing on better sleep habits is a good way to strengthen your immune system. The sweet spot for sleep is six to seven hours a night. Stick to a regular bedtime and wake-up schedule. Avoid screens, night-eating, and exercise right before bedtime.

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February 2020



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New Listings

SOLD LAST MONTH: 18

Average sold price:

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98%

List to sold price ratio



69 DAYS

Avg. Days on the market

Eagle Creek



22 HOMES
Active Inventory



5 HOMES
New Listings

SOLD LAST MONTH: 8

Average sold price:

\$434,352

97%

List to sold price ratio



=104 DAYS

Avg. Days on the market

Village Walk



35 HOMES
Active Inventory



10 HOMES
New Listings

SOLD LAST MONTH: 8

Average sold price:

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List to sold price ratio



104 DAYS

Avg. Days on the market

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The 2020 Lake Nona Impact Forum

Day One: Policies, Innovations and Community Impact on Health

BY DENNIS DELEHANTY
PHOTOS COURTESY OF THE 2020 LAKE NONA IMPACT FORUM

Early each year, a group called the Lake Nona Institute convokes a three-day conference, the Lake Nona Impact Forum, which brings together, right here in our humble neighborhood, the nation's top leaders in the fields of wellness and health. The Forum is a highly exclusive, invitation-only assembly of the best and brightest brains – and celebrity advocates – who are engaged in bettering our nation's health. In other words, the Forum is a really big deal, not just for Lake Nona but for the entire nation. This year's celebrities featured familiar names such as Brooke Shields, Chris Evert, Andrew Young, René Fleming, Mariel Hemingway, and Talking Heads keyboardist Jerry Harrison. Luckily, Nonahood News secured a ringside seat at the Forum, where we took copious notes to help unlock for you the wisdom dispensed during the conference's fast-moving discussions. Below is our summary of Day One of the Forum. In the coming months, we will publish similar summaries for Days Two and Three.

One could hardly imagine a more sparkling host for the Lake Nona Impact Forum than Gloria Caulfield of Tavistock Corporation. "Eight, I am told, is a lucky number," Caulfield announced cheerfully as she opened the 2020 Forum, the eighth in a series launched in 2012. Welcoming the crowd, Caulfield rattled off selected names of the 75 experts, innovators, policy makers, and celebrity advocates who were to share their expertise and experience with the 375 assembled guests tucked into the state-of-the-art auditorium at the University of Florida's Research and Academic Center. Participants and speakers would "bring magic" to the discussions through "transformational conversations," proffered Caulfield, and many of the presenters appeared to be her personal friends. Eight, of course, is a lucky number for the Chinese, and as the Forum opened, the Chinese – and all humanity – would need all the luck available to battle the global coronavirus pandemic.

For the first panel discussion, Toby Cosgrove of the Cleveland Clinic interviewed Seema Verma, administrator for the Centers for Medicaid and Medicare Services, the federal agency that manages our \$1 trillion national healthcare budget. The Forum had opened in the wake of the first presidential primary elections, where a debate about Medicare For All had emerged front and center. In Verma's view, the American public continues to regard a larger government role in managing healthcare with skepticism, and, presaging an opinion expressed frequently at the Forum, Medicare For All would be a non-starter in Congress. In contrast, Verma advocates a more competitive environment for healthcare. Oddly, at this panel, Verma also argued that federal health policies – the same policies her agency administers – are failing the American people. Much of her time, she says, is spent "unraveling



Civil rights icon Andrew Young shares a laugh with John Hope Bryant of Operation Hope.



Urban Yogis get Forum participants on their feet and moving.



Gloria Caulfield of Tavistock Corporation welcomes Forum attendees.



Dean Kamen atop his all-terrain wheelchair invention.



A warm welcome for Forum invitees.



Michael Dobbs conferring with Richard Carmona before an afternoon panel.

bad government policy," while "regulations stand in the way" to achieving greater competition in our national healthcare system.

In their conversation, Cosgrove and Verma raised two important issues, interoperability and price transparency, that found an echo in later panels. Interoperability means deploying appropriate and compatible technology to give both patients and healthcare providers better access to individual health data, while price transparency seeks to pin down the real underlying costs for the delivery of health services. Verma conceded that privacy and security concerns could impede the wider application of interoperability. To achieve greater price transparency, hospitals and insurance companies, said Verma, should post their costs so that apps could be developed to provide detailed costs for each individual patient, combining the two threads of interoperability and cost transparency. Challenges await healthcare policy makers in the near future as individualized genetic therapies "just around the corner" may carry price tags in the millions of dollars. Affordability in healthcare and prescription medications will therefore remain of crucial concern. In a comment that seemed to garner acceptance throughout the Forum, Verma asserted that the United States must move beyond fee-for-service healthcare; if not, we will not be able to contain or reduce costs and will be stuck with an unworkable "sickcare" system.

In one of the day's liveliest panels, Michael Dobbs, a member of the House of Lords and creator of the *House of Cards* television series, traded amusing stories about past world leaders with former Surgeon General Richard Carmona, a loyal Impact Forum attendee. Dobbs had served in the 1980s as chief of staff for Prime Minister Margaret Thatcher, whose behavior during her 1987 reelection campaign showed how the health of major world leaders can impact political events. During that campaign, Thatcher suffered from a nagging toothache but refused to see either a private dentist or National Health Service dentist for political reasons. Treatment by either, she feared, would be viewed as a political pronouncement. So, Thatcher suffered quietly as her poor dental health nearly lost her the election. Dobbs challenged our gullibility with other examples where a lapse in health may have caused a turn in historical conflicts. Napoleon, Dobbs alleged, lost the 1815 Battle of Waterloo due to an sudden irruption of hemorrhoids that prevented the general from mounting a horse on the day of battle, while John F. Kennedy's Addison's disease, which induces terrific back pain, caused his judgment to fail as he approved the disastrous decision to go ahead with the 1961 doomed Bay of Pigs invasion.

Read more online: nona.link/20200302

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Sir Windsor

Owner: Emily Wrzesinski
Breed: Miniature schnauzer
Age: 6 months (at time of submission)
Dog's Quirk/ Story: Windsor is a true hero. He loves anything to do with family and enjoys long walks with our other dog, Rosie. His favorite treats are bones, and if you happen to see him, he should love to say hello.



Do you have the cutest, weirdest, smartest, or coolest dog in Lake Nona? Let's hear about it! Your furry friend could be featured in an upcoming issue! Submit your Dog of the Month nomination at <http://nonahood.to/pet>


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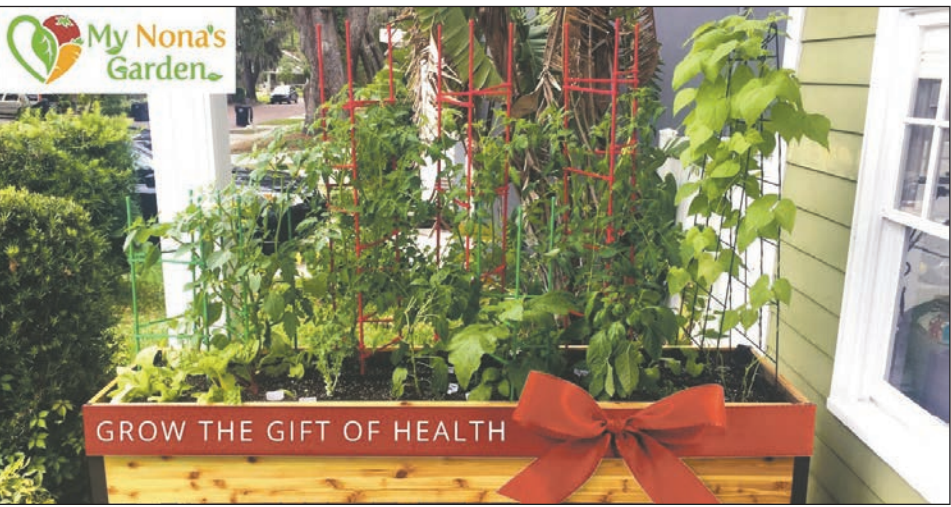
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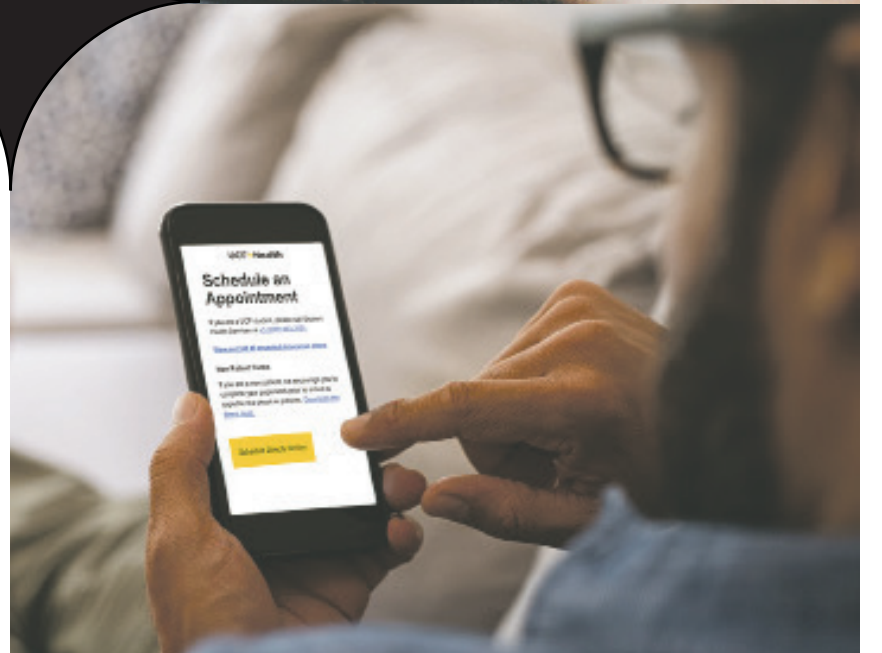
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