

APRIL 2021

# OPENING



# STATEMENTS

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FROM THE DESK OF

**JOHN RAZUMICH**

## April's Odd Holidays

1. International Fun at Work Day
2. National Peanut Butter and Jelly Day
3. World Party Day
4. School Librarian Day
5. National Dandelion Day
6. National Tartan Day
7. National Beer Day
8. Draw a Picture of a Bird Day
9. Name Yourself Day
10. National Siblings Day
11. Barbershop Quartet Day
12. Grilled Cheese Sandwich Day
13. International Plant Appreciation Day
14. International Moment of Laughter Day
15. That Sucks Day
16. National Stress Awareness Day
17. International Haiku Poetry Day
18. Newspaper Columnists Day
19. National Garlic Day
20. Look Alike Day
21. Kindergarten Day
22. Girl Scout Leader Day
23. Take a Chance Day
24. Pig in a Blanket Day
25. National DNA Day
26. National Pretzel Day
27. Tell a Story Day
28. International Astronomy Day
29. Greenery Day
30. Hairstyle Appreciation Day

*- JOHN RAZUMICH*



## MAKING THE MOST OF APRIL SHOWERS

*DON'T LET THEM GO TO WASTE!*



"April showers bring May flowers." I've heard this phrase hundreds of times throughout my life, and now that April has arrived, so have those rainy days. When I wake up in the morning to find that it's cold and rainy outside, instead of beautiful and sunny like I wanted it to be, the weather could dampen my spirits.

It's easy to just shrug my shoulders and say, "Well, April showers bring May flowers, I guess." While it's true that the rain will make for some beautiful green days down the road, I always try to remember that the rainy days aren't a waste — they're an opportunity.

Let me explain what I mean. Sure, after a long, cold winter, we'd all prefer for every day of spring and summer to be sunny and cloudless, but those rainy days are good for more than just dreaming about the warm summer weather. Rainy days cause you to think more creatively about how to use your time; they might even force you to do some chores that you've put off! This April, if you're looking to do more on your rainy days than just sit around waiting for the sun to come out, here are a few ideas.

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### Make rainy days finance days (or other not-so-fun chore days).

Handling your finances and tweaking your budget can be stressful. It can also seem impossible to work on when the warm spring weather is beckoning you outside — at least that's the case for me! That's why I've often found that rainy days make the best days for sorting through any lingering finance tasks that I need to get done. I can't go outside, so why not tackle some not-so-fun chores while the nice weather can't distract me?

### Make a cozy nook for reading books.

Rainy days can make you want to disappear into another world where things are a little less dreary. So, why not create the ultimate reading experience for yourself with a nook specially designed to immerse you in another world? I always try to find the coziest corner of the house, whether that's on the couch in the living room or sitting on a bench with some pillows and blankets in front of a wide window. Hot beverages and snacks are always allowed to join me, of course!

### Learn something new.

Rain is often synonymous with boredom, but it doesn't have to be. The internet has opened up many new avenues for us to learn almost instantaneously. Why not find your next favorite hobby or learn some new, random facts to impress your friends? Here's a fun idea: Pick a country in the world at random and learn everything you can about it. You could even plan an imaginary vacation to that place if it seems like there's a lot of fun to be had there.



All in all, there are plenty of ways to make the most of April's rainy days and escape their dreariness at the same time. I hope that some of these ideas inspire you to maximize every day you're given — even the ones that bring you showers instead of sunshine.

# Vacation Destinations That Will Pay You to Visit

*In the wake of COVID-19, tourist destinations worldwide have been hit hard. To lure travelers back, some places are offering steep discounts and other incentives throughout all of 2021. With cheap airfare and great deals on accommodations, tours, food, and more, you can take a luxury vacation on a dime this year.*

## Mexican Caribbean

Few words evoke the image of beaches, sun, and saltwater like "Cancun" does. This Mexican locale has become synonymous with leisure, as have other destinations in the Caribbean — beautiful places like Isla Mujeres or the Riviera Maya. Tourists can visit all of them at a steep discounted rate until the end of 2021 thanks to promotions from the Hotel Association of Cancun and the Quintana Roo Tourism Promotion's council. Head to [En.Come2MexicanCaribbean.com](https://www.encome2mexicancaribbean.com) to find vouchers for two free nights in a hotel for every two you pay for, steeply discounted airfare, and even options for free food and drinks.

## Thai Paradise

Although it's no longer the hidden destination it once was, there are still a lot of good reasons to visit Thailand. In addition to being an affordable place to travel, Thailand also has great food and an amazing climate. To make up for the financial hit due to suspended travel because of the virus, the Cape Fahn Hotel is offering incentives into 2021 including a complimentary upgrade to the next class of care, which gives economy spenders access to executive accommodations. Other incentives include free meals, round-trip airport service, and discounted beach picnics and boat tours. Check out [CapeFahnHotel.com/offers](https://www.capefahnhotel.com/offers) for more information.



## Whistler, British Columbia

Although this destination in British Columbia might be known for its winter activities, there's a lot to love about Whistler in late spring and early summer! One great thing? The amazing array of money-saving options you can find here. The Riverside Resort, for example, is offering mountain-view cabins at a 3-for-2 discount — pay for two nights and get a third for free! Traveling to Canada can be tricky at the moment, but if you use a good travel agent, you can take advantage of some great deals. Other incentives in the region include free meals (or a per diem meal rebate) as well as discounts on guided tours.

# MAN'S SMARTEST FRIEND

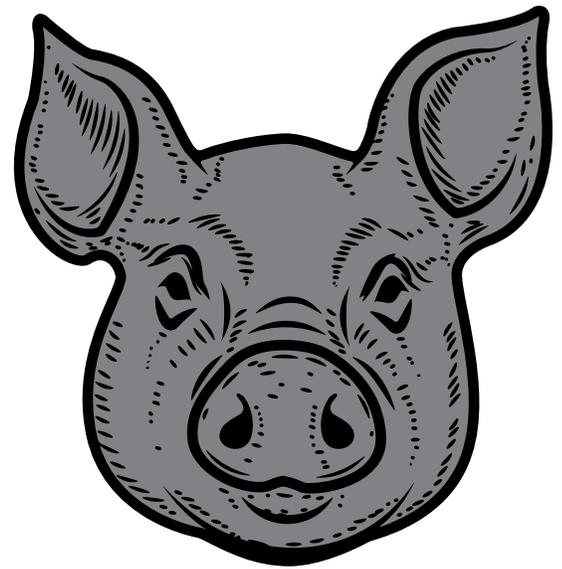
## LULU THE POT-BELLIED PIG'S CUNNING PLAN TO SAVE HER OWNER

According to animal experts, pigs are smarter than any other domestic animal, including cats and dogs. That may seem hard to believe, as you probably associate pigs with a pink, smelly animal that oinks and rolls around in the muck. However, the story of how Lulu the pot-bellied pig saved her owner's life might persuade you to reconsider.

Back in 1998 (otherwise this story would have certainly gone viral), Lulu the pig was a permanent fixture at Jo Ann and Jack Altsman's property in Beaver Falls, Pennsylvania. They had initially only taken Lulu from her original owner, the Altsmans' daughter, for a temporary stay, but they ended up bonding with Lulu, and she was with them for much longer than expected.

On Aug. 4, Jo Ann suffered from a heart attack. Jack was out of town on a fishing trip, and even though Jo Ann cried for help and even threw an alarm clock out the window, no one heard her cries from their somewhat secluded home. The family's dog, Bear, barked and barked to no avail. Lulu, however, knew Jo Ann needed help quickly and waddled into action.

Lulu made her way to the nearest road, scraping her skin in the process and leaving it torn and bleeding. Once she reached the road, she laid down as if to play dead. Not long after that, a passing driver saw Lulu and stopped to check on her. Once Lulu was sure she had the driver's attention, she got up and waddled back toward her home, leading the driver to where Jo Ann lay on the floor.



When the driver found Jo Ann, he immediately called 911, and emergency services took her to a medical center for open-heart surgery. Had just 15 more minutes passed without help, Jo Ann would have died.

For her heroism, Lulu received the Tiffany gold hero's medal from the American Society for the Prevention of Cruelty to Animals and made multiple television appearances as her fame spread. Hopefully, she was smart enough to know just how much she was appreciated.

## HAVE A LAUGH!



## SHEET PAN CHICKEN DINNER

Inspired by [TheSpruceEats.com](http://TheSpruceEats.com)

*You're probably heard of a one-pot meal, but how about a one-pan meal? This easy sheet pan dinner comes together in just 30 minutes without dirtying many dishes.*

### Ingredients

- 2 boneless skinless chicken breasts, cut into 1-inch chunks
- 2 medium sweet potatoes, cut into 1-inch chunks
- 1 tsp salt
- 1/4 tsp pepper
- 2 tbsp canola oil
- 1 tbsp soy sauce
- 1 tbsp lemon juice
- 1 tbsp honey
- 1/2 tsp cayenne pepper
- 1 large head of broccoli, cut into florets

### Directions

1. Preheat oven to 425 F.
2. On a large baking sheet, combine chicken, sweet potatoes, salt, and pepper. Drizzle with oil and toss to coat.
3. Bake for 15 minutes. In the meantime, make the sauce by combining the soy sauce, lemon juice, honey, and cayenne pepper.
4. Remove pan from oven and use a spatula to flip the chicken and potatoes, then add broccoli florets.
5. Drizzle sauce evenly over top and return to the oven to bake for an additional 15 minutes or until chicken has an internal temperature of 165 F and vegetables are fork-tender.



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# UP IN FLAMES

## THE FYRE FESTIVAL'S LEGAL FALLOUT FOR INFLUENCERS

Influencer marketing has long been a legal gray area, but recently settled celebrity lawsuits related to the Fyre Festival — a failed luxury musical festival — have definitely added some color to the debate.

The idea for the Fyre Festival came from rapper Ja Rule and his business partner Billy McFarland, a 25-year-old CEO of a luxury concierge service. The duo created the event together and touted it as the world's most expensive music festival. They'd also launched an attractive marketing campaign which included celebrity promotions by Kendall Jenner, Bella Hadid, and other influencers. All the while, the organizers knew the Fyre Festival was doomed from the start. In lieu of a multiday, luxury experience, thousands of people were scammed and left stranded in the Bahamas instead.

"[The organizers] had six to eight weeks to pull off something that should have taken close to a year," says Chris Smith, who directed a Netflix documentary on the festival. "But what was most surprising to me was going to the Bahamas and seeing the aftermath of what was left behind and the effect on the people there."

The local economy was devastated. "They had engaged with so much of the local community to try and pull this off. There were hundreds of day laborers working," says Smith. "Fyre had such a high profile that I don't think anyone could have assumed that it wouldn't work out."

As the Fyre Festival fell apart, Gregory Messer — the trustee in charge of overseeing the bankruptcy for Fyre Media — looked into the finances. He began to suspect that there had been "fraudulent

transfers" between the founders and many of the event's promoters, and he began to sue the celebrities and influencers that drove the hype behind the festival.

For example, McFarland and Ja Rule reportedly paid Kendall Jenner over \$275,000 to publish an Instagram post promoting the festival. Although Jenner denied liability, she did not disclose on the post that it was paid and sponsored. Messer's attorney further argued that Jenner had not told her Instagram followers that she'd pulled out of the festival after learning of its disastrous problems.

Although more legal parameters will likely spring up in the future to further define the limits of influencer marketing, this will certainly make any celebrity think twice about accepting money to promote events and brands. And that's definitely for the best!