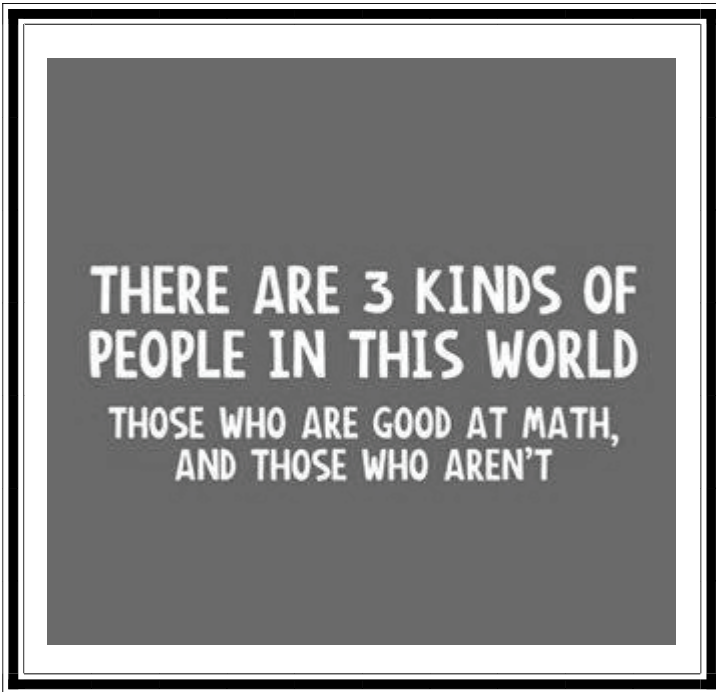


*The*

# SCAM

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# SPACE COAST AREA MENSA



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(All Area Codes are 321 except as noted)

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**All submissions must be received by the Editor before the 10th of the month preceding publication.** Please allow extra time for mailed submissions, which may be **typed** or **legibly handwritten**. Whenever possible, we prefer submissions via e-mail. They may be in e-mail text or any of most **word processing** formats. **All submissions should be sent to the Editor**, whose contact information appears on Page 2.

## Inside the Pocket Protector

Mike Moakley, Editor

**A**s you read these words, it will be October and most of the 90-plus degree weather will hopefully (and finally) be behind us. For those who are so inclined, Halloween will soon be upon us.

It is common knowledge that all good things must come to an end, and so it has. In this issue is the final column from member Stacy Strickland briefly encapsulating the lives of mathematicians who have contributed significantly to their field. I hope you have enjoyed reading these columns as much as I have. Many thanks go to Stacy Strickland for all his work.

Do YOU have a topic for a monthly series of articles? Perhaps you wish to write on a one-time basis on a topic or issue of interest to you. If so, by all means, send it in. Ultimately, the quality of The SCAM is in your hands.

You may recall that, back in August, in this column, I posed the question asking how many of you dream of becoming a proud owner of a small business. I have had several responses; one of them is included in this issue. Feel free to respond to this question, we do want to hear from you.

Is there a question you'd like to pose? Just let me know...

**The SCAM sells classified ad space.** SCAM members, non-commercial, no charge. Others: \$20 full page; \$10 half-page; \$5 quarter-page per month, we offer discounts for multiple insertions, and we can help with layout and design.

**Subscriptions:** SCAM members, included in dues; others, **\$10** for 12 issues.

**B**eing a scientist and making a discovery like Heisenberg's 'Uncertainty Principle' would be very difficult for someone who can't even stumble where Werner could dance with extraordinary grace.

Never-the-less, stumblers sometimes make important discoveries. I learned that playing scientist and gleaning fortuitous information can sometimes be helpful but extremely dangerous.

I was not trying to discover the fountain of youth, I was only trying to put a little giddy-up in my mother-in-law's step; one in-law who I love dearly. Her arthritis has slowed her considerably and I thought that physical action was the way to fight off increasing immobility.

I should have conferred with other DIYers about the limits of my scientific exploration. But...

My plan worked exceedingly well, it is the after effects that are so troubling.

I was in my Ninja suit with a rubber Richard Nixon Halloween mask when I lit the package on her porch. I rang the doorbell and leapt into the nearby bushes to observe.

Did I say my plan worked well? It couldn't have been more perfect! She hobbled to the door as an old woman then suddenly--- an immediate transformation. She was young and athletic again.

She jumped on the blazing blivet. She was actually airborne at times.

She was dancing the 'funky fecal fandango' like she was a teenager at a sock hop. She stomped and twisted like she had just cut her age by half—no! three quarters. She was thorough. She pounced on every little ember.

She could have been on 'Dancing With The Stars'.

She could have opened her own dance studio.

Then...she stiffened as the smell hit her...a stench so overpowering it would force a rutting polecat to take advanced stench lessons. It was as if a bank dye pack had exploded and contaminated everything in range. It hit me from my vantage point. I held my nose.

I saw the realization on her face as the pooh gushed up around her ankles and the retching started.

She bent over and almost fell into the goop. Ahhh---an unexpected bonus!

I could no longer maintain my cool, professional, scientific detachment.

I knew I should have maintained composure but for a brief moment my experiment was on hold. My stomach bounced uncontrollably. Then, I was over-come by a very unscientific guffaw.

Suddenly, I was choking and fighting for air. I was suffocating.

I bent over in a one-man Heimlich maneuver and spit out Nixon's chin.

*(Continued on page 13)*

**O**ne can hardly write about soda without mentioning Coca-Cola. In fact, whole articles can be written about Coca-Cola, such as this one, or even whole books.

In 1886, an Atlanta pharmacist, John Pemberton, developed a fountain syrup that he had hoped would replace alcoholic drinks that would be targeted during that year's prohibition drive. He combined cocaine and an extract from the Kola nut in his syrup. Cocaine was legal then and was considered to be a wonder drug. It was commonly used as an anesthesia and as a depressant, Sigmund Freud and Ulysses S. Grant used it. The Kola extract had a high level of caffeine. Caffeine is a stimulant. In May of that year, the first Coca-Cola advertisement appeared touting the Coca plant and the Cola nut. Both cocaine and caffeine are highly addictive.

Soon Frank Robinson joined Pemberton. Robinson began a mass advertising campaign including tickets for a free glass of Coca-Cola. The product succeeded, but because of various health and financial problems, after going through several changes of ownership, in 1888 John Chandler gained control of Coca-Cola. Robinson was retained as an employee.

Robinson reduced the amount of cocaine in Coca-Cola but retained the rest of the flavors extracted from the Coca leaf. Now there is no cocaine in Coca-Cola, but the remainder of the coca extract is still used. It should be noted that the cocaine extracted from the cocoa leaf is the main source of legal medical cocaine in the U. S.

In 1894, Joe Biedenharm first bottled Coca-Cola. Bottling proceeded slowly because of the expense of setting up a bottling plant. Coca-Cola avoided that expense by authorizing independent bottlers to bottle Coca-Cola. Gradually bottles, and then cans, overtook fountain sales as fountains began to disappear. As bottling took over the sales of fountain syrup, Robinson designed a unique bottle shape to identify the bottles in the icy depths of coolers. The shape was patented, and is now used on all Coca-Cola products. The shape backfired on Coca-Cola, when, at that time, Coca-Cola was available only in six-ounce bottles, Pepsi-Cola ran a massive advertising campaign with the slogan "Twice as much, and a nickel too". Coca-Cola had to supply its product in larger sizes.

There were and are many competitors of Coca-Cola. The most prominent were Moxie, Hires Root Beer, Dr. Pepper, and an outright imitation, Pepsi-Cola. None of them matched Coca-Cola's spending or aggressive promotions, except for Pepsi-Cola. One technique was to tie up fast-food restaurants and groceries to the sale of Coca-Cola products only. Today, you will rarely find both Coca-

*(Continued on page 6)*

*(Continued from page 5)*

Cola and Pepsi Cola in the same establishment. Both companies have sales agreements that prohibit the sales of the other companies products. Supermarkets will generally promote Coke one week and Pepsi the other week for fifty weeks of the year. The other two weeks are left for minor brands. Coca-Cola also was the only soda sold to the U. S. military world wide during World War II. These tactics, and the continued heavy advertising, was a psychological device to equate soda with Coca-Cola in the minds of consumers.

By 1984 Coca-Cola was the last major soft drink producer using sugar as a sweetener. All the others had switched to high fructose corn syrup (HFCS). HFCS is considerably cheaper than sugar so Coca-Cola was at a price or profit disadvantage in respect to its competitors, however it was reluctant to make the switch. It feared that its base of dedicated fans would taste the difference and reject the product. Regardless of its claim of a secret formula, the ingredients in Coca-Cola are well known.

So, Coca-Cola came out with New Coke. They changed the formulary just enough so that regular users would recognize the difference, and possibly not like it. The main difference was that it didn't contain sugar, it used HFCS as the sweetener. The regular users didn't like it and made their dislike known. Coca-Cola let the New Coke run for several months until the regular drinkers got used to the taste of HFCS. The regular consumers didn't like the New Coke, they ran a big campaign for Coca-Cola to return to the old formula. Then, apologetically, Coca-Cola dropped the New Coke. They said that they were returning to the original recipe, but that wasn't true. The original Coca-Cola had cocaine in it. Also, the formula had been tweaked several times since then.

Coca-Cola meant that they were retuning to the pre-New Coke formula. But even that wasn't true. The post-New Coke had HFCS as it's sweetener, the pre-New Coke formula had sugar in it. Coca-Cola had hoped that their regular costumers would not recognize the difference given the intervening time of the New Coke. Most did not. A few did. That caused a mini-drive from southern California to Mexico. Those in the know and could taste the difference, created veritable procession to Tijuana, to load up on Mexican Coca-Cola and bring it back to the States. Because of governmental controls and regulations, sugar is much more expensive in the U. S. than in most other countries, especially Mexico, therefore the Mexican Coca-Cola bottlers continued to use sugar rather than HFCS. This desire to drink Coca-Cola with sugar was soon recognized by the grocers, so they soon began to stock Mexican Coca-Cola, albeit at a higher price.

*(Continued on page 13)*

In the August, 2014 edition of the SCAM, LocSec Wynn A. Rostek writes in his War Correspondence column of the undesirable aspects of Florida in August. I cannot help but note his grievous omission of the ubiquitous love bug.

Then, in the September, 2014 edition of the SCAM, editor Mike Moakley in his Inside the Pocket Protector column, solicits responses to the proposition of opening a small business. Having been a small business owner (I was proprietor of the now-defunct Ashes Cigar Tavern), I can attest to the difficulties, hurdles, and hardships appurtenant thereto. Be prepared to overcome a veritable plethora of regulations, restrictions, obstacles, inspections, and jump-through hoops just to open your doors.

**Money** (*lots of money*): Whatever you thought you needed to get started, double it. Better yet, increase the order of magnitude of your estimate.

**Competition**: if your venture is not absolutely unique (*a three-legged llama grooming parlor, perhaps?*), you need to somehow differentiate yourself from the inevitable surfeit of similar enterprises serving the relatively small customer base represented by Brevard County. Don't even think about going head to head with a corporate chain; your mom and pop hardware store is not going to compete with Wal-Mart or Home Depot. You are on a short path to failure.

**Time**: *fuggedaboutit*. You will be devoting all of your waking hours (many of which will come from what were formerly your sleeping hours) to your new undertaking. There is never enough time. If you thought your schedule was full before, starting up a small business will quickly rid you of that false perception.





Now, having presented reasons for not striking out on your own, it is only fair to counterbalance the negative aspects with the advantages, few as they are. There is a strong satisfaction in no longer "making money for the man." Of course, this requires that you make money, otherwise you are no longer making money for the man nor anyone else.

It is refreshing to not have anyone telling you what to do. It can, however, also be frustrating, especially in instances when you have no idea WTF you are doing and could use some serious guidance. Ultimately, although the fiascoes far outnumber the triumphs, you will never know what could have been unless you try.

*George*

# October 2014

Sun Mon Tue Wed Thu Fri Sat

			1	2		4 GO!
5	6 C.A.B.A.G.E.		8	9	10	
12	13 C.A.B.A.G.E.	14	15	16	17	18 GO!
19	20 C.A.B.A.G.E.	21	22	23	24	
26	27 C.A.B.A.G.E.	28	29	30	31	



## SCAM Calendar of Events for October 2014

### 3rd - Friday 5:30 PM

#### FIRST FRIDAY AT HOOTERS SIG

Come join us for drinks, open discussion and food (latter two optional) at the Melbourne Hooter's, 877 S. Babcock Street. Hosted by: Dennis Logan, 501-7547.

### 11th - Saturday 6:00 PM

#### GUEST SPEAKER MEETING

Come join us at the Red Ginger Restaurant at the Melbourne Square Mall, where the food is excellent. Speaker TBA.

Contact: Joe Janson, 338-5833, for more info.

### 25th - Saturday 5:45 PM

#### S.N.O.R.I.

Join us for some Japanese cuisine at The SCAM's best attended event at our new venue, **Hioki's**, 3200 NE Dixie Hwy. (US 1) in Palm Bay. It is about 2 miles south of US 192. Contact: George, 474-4075 for details.

### Calendar Updates

#### ATTENTION SCAM MEMBERS!

Every effort is made to bring to you an accurate up-to-date Calendar of Events. However, last minute changes can and do occur past newsletter deadline. For up-to-date info, visit [spacecoast.us.mensa.org](http://spacecoast.us.mensa.org) and click on "Calendar".

### EXCOMM MEETING

Tuesday, Oct. 7 at 6:00 pm. This is our monthly business meeting. See back page for location.

### MENSA TESTING

Oct. 18 at Central Brevard Library, 308 Forrest Ave., Cocoa. Please arrive by 9:45 am, as testing begins at 10 am. \$40 fee and photo ID required. Reservations encouraged but not required. Candidates must be age 14 or older. Testing next month will be Nov. 15.

Contact: Hank Rhodes, [mensatest@cfl.rr.com](mailto:mensatest@cfl.rr.com).

### Of CABAGES and Coffee: (Our Regular Events)

**C.A.B.A.G.E.: Every Monday in the Food Court**, Merritt Square Mall  
Host: Karen Freiberg, 633-1636  
**6 p.m.**

**GO! Every Saturday at Books-A-Million**, The Avenue, Viera. Hosted by  
the **Space Coast Area GO Association.**  
**1 p.m.**  
Host: George Lebovitz,

[the.rokkitsci@rocketmail.com](mailto:the.rokkitsci@rocketmail.com)

## Membership Notes for October 2014

### *WELCOME TO SCAM*

Ahmed Khalil

### *WELCOME TO SCAM AND MENSA*

Michael Hansen

Kyle Sellers

### *OCTOBER BIRTHDAY GREETINGS*

<i>4th</i>	Robert Barber	<i>18th</i>	Christopher Kalil
<i>8th</i>	Rex Repich	<i>23rd</i>	Barbara Byrnes
<i>8th</i>	Christopher Bucciari	<i>23rd</i>	Karen Todd
<i>9th</i>	Philip Devlin	<i>25th</i>	Frank Stockman
<i>11th</i>	Michael Hansen	<i>27th</i>	Maximo Salinas
<i>14th</i>	Frank Tremaine		
<i>17th</i>	Rudolph Hardick		



### ***The "Fine Print" for Calendar Events:***

Membership in American Mensa, Ltd. makes you eligible to attend SCAM social functions. Escorted and invited guests of a member or host are welcome. Adult family members of Mensans are encouraged to participate in SCAM activities, as are well behaved children. However, attendance at any social function in a **private home** is subject to the hospitality of the host. Compliance with published house rules is required, and "Kitty" payment is **not optional**. As a courtesy, notify the host if you plan to attend. Announced hosts should attend their events or arrange for a stand-in if unable. When reservations are required, you may not be able to participate if you fail to call.

**S-Smoking; NS- No Smoking; SS-Separate Smoking Area; P-Pets in the home; NP-No Pets present; BYO\_-Bring Your Own: \_Snacks, \_Drinks, \_Everything.**

I wanted to end my series on mathematicians by finding a famous mathematician who had a birthday close to my wife's birthday (24 October). I did in fact do that! Unfortunately, this mathematician did not live to enjoy many birthdays.

Évariste Galois (*evarist ga 'lwa*) was born on 25 October 25 1811 and died on 31 May 1832. His father was mayor of his village of Bourg-la Reine in France and his mother was a fluent reader of Latin and classical literature, who home schooled Galois through the age of ten. He attended the Lycée Louis-le-Grand and obtained first prize in Latin. Bored with his studies, at age 14 he began his serious study of mathematics. By the age of 15 he was reading the advanced mathematics of Legendre (*remember him of a previous essay?*) as well as Joseph Lagrange.

In 1828, he attempted the entrance examinations for the École Polytechnique (*the Harvard of French mathematics at that time*) but failed for lack of explanations of his solutions on the oral examination. He found more sympathetic professors and gained entrance at École Normale, where he published his first paper on polynomial equations and continued fractions. Although the Academy of Sciences did not publish these papers, the mathematician Augustin Cauchy recognized their brilliance and suggested combining the two papers into one for competition for the Academy's Grand Prize in Mathematics.

Around this time, Galois seemed to suffer through a run of bad luck. Cauchy lost his two papers, Galois' father died, and Galois's second attempt at entering the Polytechnique failed yet again. Galois then passed his examinations at Ecole Normale and received his degree. Records show that although Galois was brilliant, he was very contemptuous of his instructors and often fought with other students who disagreed with his politics.

This was the period of political turmoil in France, during which Louis-Phillipe becoming king and there were violent demonstrations going on in Paris.. Galois had joined the National Guard, during which time he was developing many of his mathematical ideas. He was in and out of prison several times, and made several political enemies during his exploits. Galois was involved in a fatal duel that took place in Paris on 30 May. The actual motives behind the duel are obscure. What is known is that five days before his death, Galois wrote a letter to his best friend which clearly alludes to a broken love affair (the young woman in question being the daughter of the physician at the hotel where Galois spent the last days of his life).

Whatever the reason behind the duel, Galois was convinced of his impend-

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ing death. He stayed up all night and wrote down most of the work for which he is best remembered in mathematics. In these final papers, he outlined some of the work he had been doing in his analysis during prison terms and his military duty. His mathematical contributions were published in full in 1843, and were accepted into the French Journal of Pure and Applied Mathematics in 1846. His most famous contribution was the novel proof that there is no quintic formula (that is, that fifth and higher degree equations are not generally solvable by radical or  $n$ th root of a number  $x$ ). Although an earlier proof had been made by Norwegian mathematician Abel, Galois' method was more elegant and led to deeper research in what is now called Galois Theory. So that one now can use it to determine for any polynomial equation, whether it has a solution by radicals (no pun intended, although Galois was considered a French *radical* himself). Along with this, Galois' last paper made contributions to: group theory, algebraic solutions to polynomial equations, and the use of radicals to solve equations. In fact, some of his work (*Galois representation of elliptic curves*) was even used by Sir Andrew Wiles in the solution of the infamous Fermat's Last Theorem.

Galois died of infection of the abdomen, brought on by his wounds from a dueling pistol. His last words to his younger brother Alfred were: "*Don't cry, Alfred. I need all my courage to die at twenty*". Galois was buried in a common grave of the Montparnasse cemetery whose exact location is unknown. There is an honorary gravestone marker erected near the graves of his relatives in his native town. We can never know what other contributions could have been made by this young yet passionate mathematician, if only he had survived. The world of science and mathematics is filled with stories of brilliant people who have never had the chance to celebrate more of their birthdays.

### **References:**

1. Livio, Mario (2006), *The Equation That Couldn't Be Solved: How Mathematical Genius Discovered the Language of Symmetry*, Souvenir Press, ISBN 0-285-63743-6.
2. Rigatelli, Laura Toti (1996). *Evariste Galois*, Birkhauser, ISBN 3-7643-5410-0.
3. Stewart, Ian (1973), *Galois Theory*, Chapman and Hall, ISBN 0-412-10800-3.

*(Continued from page 4)*

My eyes were clearing just in time to see her look transformed into one of resolution, a dark, cold, hard resolution. Oh yes! She knew. I think it was her 'Eureka' moment.

The stench had somehow cleared her brain.

What had I done? Would she know positively it was me? I felt a, down to the bone, debilitating chill. I quickly retreated thinking that maybe I had left behind scientific evidence that might possibly incriminate me and be the downfall of my career, or worse.

She had heard my uncontrolled belly-bouncing laughter.

Did it carry with it a signature as positive as fingerprints or DNA? Would she recognize it as mine? Then, would she confront me face to face or would it be much more sinister?

I thought of her dexterity with a cleaver. I thought of Cathy Bates.

Maybe she would blame it on the neighborhood hooligans. Oh no! She knew. Didn't she? So many questions and so much 'uncertainty'. It was a tangled mess. Oh yes, 'entanglement'!

I became entangled with my mother-in-law when I said 'until death do us part' even though I didn't consider her, at that time, to be the one controlling that aspect.

And, I never ever considered the "Misery" I might eventually put myself into. It was enough to boggle my scientific mind. It was entangled in such a mess...entanglement again...ummmm...

A-h-h-h yes, entanglement' Now, that is real science and I know about entanglement.

That will be right up my alley. ...ummmm...now how can I used that to ...ummm...

*(Continued from page 6)*

American Coca-Cola made with sugar is still available certain times of the year. HFCS is made from corn, which is forbidden to Jews during Passover. Many products, especially dairy, is marked "Kosher for Passover" during that season. And so is Coca-Cola. To make it Kosher for Passover, Coca-Cola is made with sugar then.

What will Coca-Cola do now that Pepsi Cola has surpassed it in sales? It will certainly do something. Keep posted.

**I've just returned** from the AML Board of Directors' meeting in Grapevine, Texas, located near the National Office. It was a busy weekend, starting with a planning day on Friday and ending after 10:00 pm on Saturday. The planning day included introductions to many of the new staff hired since our last visit, and presentations by each of the staff directors. There was also a presentation on methods of strategic planning and an interpretation of the different roles of Boards vs. Committees, and later we broke into various national committee meetings.

The next day we got into the main event, the Board meeting itself. The minutes have already been posted on the American Mensa website, but I'll hit on the high points. Before we addressed any of the motions on the agenda, we received an IT Assessment from a representative of DelCor, a company hired to provide an independent, impartial review of our technology usage and status. This was an overview; the full written report will follow later in September.

Prior to the motions, we received initial comments from the audience, which consisted of a number of members who had traveled from various parts of the country to personally address the Board. Most of the comments were on the theme of membership value and against raising the dues. We then moved into the main part of the meeting.

Briefly: We passed a motion that will permit non-Mensan parents of gifted Mensan youth to serve as Gifted Youth Assistants to local group Gifted Youth Programs, helping the Gifted Youth Coordinators (or if the group doesn't have a Gifted Youth Coordinator, helping the LocSecs) to provide programs for our growing number of young members. We passed a motion approving AG registration discounts for Mensa members starting with the 2016 Annual Gathering. We approved the first two phases of a Local Group Revitalization pilot project, and we sent two Bylaws amendments to the ballot in the 2015 election (one for housekeeping and required changes to meet the Minimum Standard Constitutional Requirements of Mensa International, and a second for clarification of the Ombudsman role). Finally, we did not pass the proposed dues increase from \$70.00 to \$76.00 in 2015 and \$79.00 in 2016.

I voted against this dues proposal, but I should be clear on this: While I opposed this particular proposal, a dues increase is inevitable, albeit painful. Over the past few years Mensa International has increased the component that we have to pay them as a national chapter of Mensa from 4% to 7% of our per-member dues. Local Group support has not increased in many years, and as noted in the presentation by DelCor, we have failed to properly maintain the technical infrastructure that we already have, letting it fall into obsolescence. These are additional expenses that cannot be absorbed by any reasonably pro-

*(Continued on page 15)*

The ExComm did not meet in September. The next ExComm meeting is scheduled for **October 7th**.

## **A Mensan in the family?**

**A**re you the Mensan in your family? Or, is your spouse, child, parent or sibling the Mensan in your household? Are two or more (maybe all) in your household Mensans? If any of these apply, The SCAM is soliciting an article from *you*. All members of SCAM or family members are invited to respond. What are your impressions and experiences?

## **THE TENTH STORY**

**Continued**

*(Continued from page 14)*

posed cuts. Our Treasurer plans to propose another dues motion at the December 6 Board meeting in San Diego. Depending on the supporting material provided with the new motion, I may find myself supporting it the next time around.

Finally, we moved into closed session to discuss personnel and contract matters which must remain confidential, but afterwards a statement by Chairman Dan Berg was read into the minutes of the meeting, and sent directly to the LocSecs the next day.

I am open to any questions you may have, and as always can be reached at [RVC10@us.mensa.org](mailto:RVC10@us.mensa.org).

Thomas George Thomas

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