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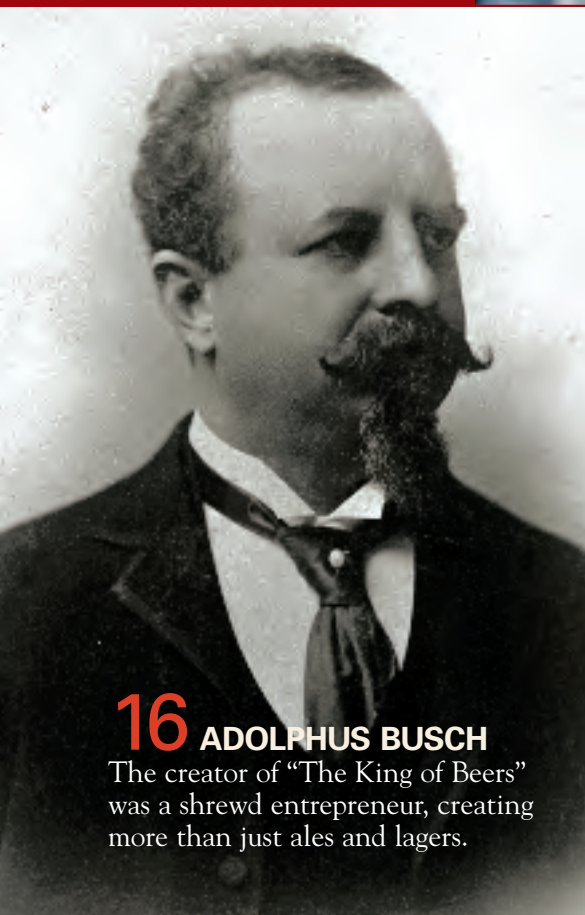
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Going the Extra Mile



Each month I sign anniversary cards for our employees. We think it is important to formally recognize the investment in time and talent that each employee brings to our company.

While I was signing an anniversary card for Rudy Vasquez, who works in our warehouse in Texas, I was thinking about how good people make an organization. It was then that I received a phone call from one of our customers.

According to my caller, an emergency condition had developed during a recent weekend and our product was desperately needed. As has hap-

pened many times before, we had the product to solve the problem and Rudy Vasquez was there to make the shipment.

I was very pleased to hear that, but not surprised. Rudy has been with Dixon for 32 years and is a key member of our Houston warehouse team. I first met him 25 years ago when I was traveling the country, taking inventory at Dixon's branch locations. Rudy's attitude toward customer service made a great impression on me. He does whatever it takes to get the job done. In this instance, he came in over the weekend, packed the order (more than 400 pieces), delivered it the same day to the end user and, according to the customer, did it all in a very pleasant and helpful way.

We love to be able to help customers when the chips are down – and our employees are willing to go the extra mile to do that. I know we're doing the right thing when a customer goes the extra mile to express appreciation for that superior service. Everyone should think about doing that a little more often.

Most importantly, this situation provided me with a perfect opportunity to reinforce positive action. I was proud of Rudy Vasquez and his eagerness to delight the customer, so I picked up the phone and told him so. Writing a note on an anniversary card was not enough. Over the years he has consistently served our customers and gone that extra mile – and that's what all of us at Dixon will continue to strive for.

Thanks for reading *BOSS* magazine. If you have comments or questions about what you read, please email us at BOSS@dixonvalve.com.

Thank you,

BOSS

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ASIA/PACIFIC – SPRING 2006

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The Children's Doctor

Dr. Bela Schick's Work Helped Millions

BY SUE DE PASQUALE

With his black mustache, twinkling blue eyes and Old World charm, pediatrician Bela Schick could put at ease even the shyest of his young patients. The office of his private practice in New York City was filled with dolls and toys he'd acquired from travels all over the world; a piano sat tucked in the corner.

Before ever taking out his stethoscope, the Hungarian-born doctor would noodle on the keys, offer a toy—even get down on the floor—all in an effort to relax his small charges. “The child,” Schick was fond of saying, “has more right than science.”

A surprising sentiment, perhaps, from a man whose medical research helped eradicate diphtheria—a deadly disease that, in the early part of the 1900s, annually claimed the lives of thousands of children all over the world. Considered the leading pediatrician of his day (he once estimated he'd treated 1 million children over the course of his career), Bela Schick

also made important contributions to the understanding of tuberculosis, scarlet fever and infant nutrition and helped lay the groundwork for the field of immunology.

Born July 16, 1877, in Boglar, Hungary, young Schick convinced his father to allow him to attend medical school and pursue pediatrics—rather than enter the family grain business—by quoting the Talmud: “The world is kept alive by the breath of children.”

After earning his M.D. at Karl Franz University in Graz, Austria, he started a medical practice and joined the medical faculty at the University of Vienna. It was there, in 1905, that he and colleague Clemens von Pirquet first described the concept and treatment of allergy—known until then as “serum sickness”—based on the body's antigen-antibody response.

Building on this work, Schick in 1913 devised a simple method for finding out who was most vulnerable to diphtheria. Known as the “Schick Test,” it involved injecting patients

with a diluted form of the diphtheria toxin. Those who had previously been exposed to the disease and developed immunity had no response. In patients who hadn't been exposed, the injected spot would turn red and swollen. Doctors then knew to administer an anti-toxin—a horse serum best given only when necessary due to potentially problematic side effects.

The “Schick Test” was widely used throughout the ensuing decade until, in 1923, scientists developed an anti-toxin with fewer side effects that could be given safely to all babies during their first year. Schick was a leader in the massive public health campaign to get children vaccinated against the disease.

It was also in 1923 that Schick left Vienna for the United States, where he became pediatrician-in-chief at Mount Sinai Hospital in New York City. His wit and warmth quickly earned him the respect of patients, colleagues and medical students alike at Mount Sinai and other academic medical centers where he maintained an affiliation, including Columbia University College of Physicians and Surgeons.

“Language was never a barrier, for Schick had a surpassing ability to make himself understood. If English did not suit his needs, German would; if his audience included children, pantomime would accompany the words,” remarked Dr. Howard Rapaport, who was a resident physician under Schick at Mount Sinai, and a longtime collaborator in allergy research, in the book *Aphorisms and Facetiae of Bela Schick*.

Rapaport and others noted that Bela Schick was a man with ideas ahead of his time—in many different realms. By extending opportunities for promising female physicians, Schick helped Mount Sinai become a training ground for women who would go on to pioneering careers in medicine.

As a pediatrician, he advocated the idea of newborns “rooming in” with their mothers in the hospital, long before the concept came into vogue. In his popular 1932 guide to child rearing, *Child Care Today*, Schick argued against spanking and talked about the lasting effects that early trauma can have on children.

Among the group of physicians that founded the American Academy of Pediatrics, the giant of medicine received many honors for his work, including the Medal of the New York Academy of Medicine and the Addingham Gold Medal.

Schick and his wife, Catherine, never had children of their own. They spent their later years traveling the world, and it was on a cruise to South America that the gentle pediatrician became sick with pleurisy. He died at Mount Sinai Hospital on December 6, 1967.

“I am an optimist in my philosophy of life,” Schick said near the end of his life, upon receiving an award from the American Jewish Congress. “Children are our future. The more I have studied the child, the more I have admired nature for accomplishing this miracle of creation.”



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BY MIKE FIELD

Brewing Beer

Beer is a drink that gets no respect.

Really.

Never mind that it is the oldest and most widely consumed alcoholic beverage in the world. Or that it is the third most popular drink of any kind, after water and tea.

To most of the world, beer is the everyday tippie of the average Joe. It's suds, brewskis, grog or, as oft remarked after five or six mugs, it's the liquid you don't buy, you rent.

Beer has been consumed since the dawn of civilization. The ancient societies of Egypt and Mesopotamia left extensive records of their beer production and consumption 2,000 years or so before the Greeks and Romans made a cult of their fancy fermented beverage stomped from grapes. It was probably those same Greeks and Romans who first insisted on the great dichotomy that persists to this day: we are *civilized*, we drink wine; they are *barbarians*, they drink ... well, uh, *beer*.

But take heart, beer drinkers, and don't let the wine drinkers intimidate you. The reason beer is so popular, say the experts, is because it's so darn good. "There is a beer out there for everyone," says Charlie Papazian, president of the Brewers Association, and author of *The Complete Joy of Home Brewing*, widely considered to be the home brewer's bible. "Quality beer is not a geographic heritage. There are high-quality beers being made almost anywhere you go in the world."

Not only is beer less dependent on geography—as any wine connoisseur will tell you, the influence of soil and climate is the secret to great wine—but beer also has the advantage of great consistency of quality and taste, particularly with the modern brewing techniques developed in the last century. After all, when did anyone ever say, "Ah, that was a bad year for Budweiser"? Beer can deliver the same delicious taste, bottle after bottle, year after year.

And those years can add up, if beer is drunk in moderation. As strange as it may now seem, for most of human history beer was considered a health tonic, and was especially recommended for new mothers who were nursing. In part this was because most sources of water were suspect, often containing pollutants and pathogens that could cause



“... for most of human history beer was considered a health tonic ...”

disease and death, such as the cholera-causing bacterium *vibrio cholerae*. Beer, which is brewed by boiling, filtering and infusing with hops (which have strong antiseptic properties), is by contrast pathogen free. In much of the world, including major European and American cities, it was actually safer to drink beer than the local water supply until well into the 20th century.

In addition, since for much of human history the average person faced regular and prolonged periods of insufficient food supply, the calorie-rich profile of a hearty beer was an important dietary supplement. The ancient Egyptians, whose beer was produced as an adjunct industry to their barley-based bread bakeries, brewed their beverage from bread remains and served it unfiltered with hunks of old bread still in the solution. This they drank morning, noon and night, as often for the calories as for the alcoholic lift it provided.

That alcoholic content of beer—which typically ranges from 3 percent to 8 percent ABV (alcohol by volume)—is, of course, the matter that has made beer suspect in the eyes of many ever since the rise of the temperance and Prohibition movements in the mid-19th century. But more recently evidence has emerged that perhaps the ancients' belief in the value of beer was not as misguided as once supposed. Beer is

laced with significant amounts of magnesium, selenium, potassium, phosphorus, biotin and B vitamins, with the darker brews typically being the more nutrient dense. Many studies, going back to Johns Hopkins University researcher Raymond Pearl's 1926 book, *Alcohol and Longevity*, have demonstrated that drinking alcohol in moderation is associated with greater longevity than either abstaining or drinking heavily. In the late 1990s the American Cancer Society released a study surveying 490,000 people over a nine-year period that showed that men and women who had at least one alcoholic drink a day (such as beer) averaged a 21 percent lower risk of death than nondrinkers. Moderate drinkers in the study reduced their risk of heart disease by 30 to 40 percent, in part, it was thought, because of higher levels of HDL cholesterol (the good cholesterol) produced through moderate alcohol consumption. In persons who consume three or more drinks per day, however, total mortality climbs rapidly with increasing numbers of drinks per day.

All this from a beverage that is, at least at first appearance, surprisingly simple to concoct. Beer is an alcoholic drink obtained by mixing ground-up malted barley with water, fermenting it with yeast, and flavoring it with hops. Sometimes, other grains can be used in addition to, or as a



replacement for, the barley. The malted barley and yeast used to create fermentation are the basis of beer, but only part of the flavor equation. As one American brewery famously asserted, “it’s the water” used in making beer that has a strong influence on the final taste, and most especially, the hops.

But beer starts as a grain, and in 90 percent of all beers (the notable exception being the German weissbiers, made from malted wheat) that grain is barley, a notoriously hard seed that grows in clusters on a stalk of grass and that, once cracked open, leaves an unpleasant aftertaste if eaten. Luckily for all, about 10,000 years ago someone figured out that if you soaked the seed in warm water for two or three days and let it begin to germinate, then dried the seeds before they actually sprouted, the resulting half-germinated seeds—known as malt—were soft enough to be easily chewed or milled, and a great deal better-tasting to boot.

Malting barley is a science and an art unto itself, and from the earliest days of beer production brewers have relied upon maltsters—specialists who coax the seeds into germinating just enough before toasting them dry—to provide the fundamental ingredient in their craft. These days, malts are dried in a process known as kilning. Just like in coffee, the



Partially germinated barley seeds are dried in a kiln to produce a finished malt. Temperature increases are gradual so that enzymes in the grain are not damaged. Higher drying temperatures produce deeper colored and more flavorful malts.

Whose Beer is Better?



Unless you’re willing to insult his mother or stomp on his national flag, there is probably no surer way to pick a fight than to disparage another man’s beer.

All the world will readily acknowledge the supreme craft of Swiss chocolates and French wines, Colombian coffee and Turkish tobacco, Scottish whiskey and English gin. But beer, well, that’s another matter entirely. Even the most pacific of internationalists can become a fire-breathing loyalist xenophobe if greeted with the suggestion that maybe

another country’s brew is better.

Englishman Charlie Bamforth, when leaving his native land to take up teaching and research duties as the first Anheuser-Busch endowed professor of malting and brewing sciences at the University of California, Davis, was asked how he would be able to endure the “weak and tasteless” American brews after a lifetime drinking lovely English ales. His answer, recounted in his book *Beer: Tap into the Art and Science of Brewing*, captures perfectly the great variety of occasions where the right beer makes all the difference. An English ale with a plate of shepherd’s pie before a blazing fire on the hearth can’t be beat, he says, but “if I’m in a baseball stadium, seventh inning stretching with a pile of nachos topped with jalapenos ... an ice-cold Bud is to die for.” And as for American beers being “weak” he concludes: “Do remember that a U.S. lager will typically contain 20 percent more alcohol [at least] than an ale from England.”

If only the controversy over national brewing prowess could always be so amicably settled. There are, however, many national and international beer tasting and judging events, the most respected of which use a kind of “double blind” system so that neither the people pouring and serving the beer, nor the judges tasting it, know the brewer or nation of origin for each sample. One example is the 2006 Brewers Association World Beer Cup, held this April

in Seattle, which claims to be the world’s largest and most diverse international beer competition for commercial breweries. This year, 2,221 beers competed in 85 beer style categories, with 540 breweries from 56 countries participating. The event required the services of 109 judges from 18 countries (though half the number were from the United States, as were three-fifths of the breweries in competition).

When the dust had settled, American breweries came away with medals in 73 of the 85 style categories, and took four of the five Champion Brewery and Brewmaster awards. Brewers from Germany placed second, earning medals in 18 style categories as well as the Champion Brewery Award in the small brewing company category.

A ringing endorsement for the superiority of American beers? Not so fast, says World Beer Cup sales and marketing director Cindy Jones, who helped plan and run the event. “The brewing community is very open and very friendly,” she says when asked to describe the atmosphere at the competition. “Brewers are always traveling to other countries to visit other breweries and sample their beers. More than anything, this competition is about raising the bar to make better beer available everywhere. One of the gold-medal winners this year [in the category of American-style ‘light’ beer] was from Iceland. When that was announced, they received their award to thunderous applause.”

Craft Beers

Beer can be fragile. In the days before pasteurization, rapid transportation and widespread availability of refrigeration, it simply wasn't practical to package and ship beer great distances. Every city and town had its own brewery—sometimes several—and, through the influence of the water supply and local conditions, its own favored style of beer.

But with the advent of modern production and packaging techniques, and climate-controlled shipping and storage, beers began to travel. In the United States, a tremendous consolidation of breweries took place through acquisitions, mergers and bankruptcies, until by the 1960s there were fewer than 50 breweries left. For the most part, American beer drinkers could choose between a couple dozen similar styled lagers.

Then, in the late 1970s, President Jimmy Carter signed a bill legalizing home brewing. Interest in different kinds of beer began to grow, and soon the country witnessed the birth of the first microbreweries—small, often single-owner brew houses that produced fewer than 15,000 barrels of beer a year. These operations were then joined by brewpubs, even smaller on-premises beer production facilities coupled with some kind of restaurant that sometimes had production capabilities of only a few hundred barrels a year.

In the following decades, literally hundreds of these operations, focusing on traditional by-hand brewing styles, would pop up



all across the United States, and their product would eventually come to be known as craft beers. Today, there are nearly 1,400 breweries in the United States, the great majority of them devoted to making relatively small batches of hand-crafted beers and ales.

In the 1980s, Baltimore's Hugh Sisson opened the first brewpub in Maryland (a friendly state senator helped change state law to make it happen) and one of the very first brewpubs in the entire country. "It was exciting, I became the brewer," recalls Sisson, who had to first fly to England to get some pointers on how it was done. "Luckily, in those days, the market was much more forgiving. Some of my early beers were not very good by any standard. Mash control in particular was a prob-

lem, and it took a while to learn how to make beers that weren't kind of thin and grainy."

Microbrewing has come a long way in the past two decades, and today some of America's most prized and favored brews are craft beers. Sisson is now general partner in Baltimore's Clipper City Brewing Co., which distributes its three product lines in 12 neighboring states. He says that microbreweries, brewpubs and craft beers in general are here to stay.

"If you look at the overall trends, people are trading up. I mean, who would have thought of a Starbucks, and \$4 for a cup of coffee? But people don't bat an eye, because they realize they are getting more flavor for their money. And that's what craft beers deliver."

longer the time and higher the temperature used, the darker the malt and, ultimately, the darker and more full-bodied will be the beer. Malts destined for ales are generally kilned to a higher temperature, while lager-style beers usually rely on malts that are only mildly kilned.

Once the proper malt has been achieved (usually done in a malt house as opposed to a brewery), the toasted, half-germinated barley seeds are sent to the brewery. There, they are ground in a mill to a fine flour. This is the basic ingredient the brewer starts with, mixing the flour with warm water in a ratio of about three parts water to one of flour. This process is known as mashing, and takes place in a mash mixer, an enclosed vessel with a large mixing blade that can be adjusted to raise the temperature of the liquid contents to 65 degrees Celsius (149 degrees Fahrenheit) or more, a point at which enzymes in the malt will begin converting the plant starches into fermentable sugars. After about an hour the temperature of the mixture is raised again, this time to a point that will stop most of the enzymatic activity.

Now the mash is pumped into a large, shallow vessel called a lauter tun, in which the large particles and residual spent

grains will settle off, and the sugary liquid portion of the mash, known as the wort (rhymes with Bert), is filtered out and run to the kettle. The remaining spent grains are rinsed with hot water (or sparged) to extract all additional fermentable material, and then eventually sold off as cattle food.

Most people, if they have any mental image of a brewery, think of large, round-shouldered, gleaming copper kettles topped with a straight vent stack. In fact, most commercial breweries today use stainless steel kettles, though through traditional usage they are still called the "copper." Here the wort is boiled, which both sterilizes the drink and drives out proteins that might make the beer cloudy. Boiling also eliminates any of the barley's distinctive "grainy" aftertaste that might have survived the malting and mashing processes.

At some point during the boil, brewers add beer's "special ingredient," hops, which is derived from the flower cone of the female hops plant, a hardy perennial herbaceous vine that is singularly remarkable for the fact that it is grown only for beer, and has no other commercial agricultural purpose. Hops gives beer its characteristic nose and bitterness, depending upon how it is used. Although the cost of hops is



Above: Malt is ground to flour and mixed with water to produce mash, which is then sent to a lauter tun. Here large particles will settle off and a sugary liquid called wort is left. Right: After hops are added to wort, the mixture is sent to fermenting tanks for up to several weeks.



less than 1 percent of the cost of a pint of beer, the end effect on product taste and quality is enormous. There are many ways hops flavoring can be introduced into the beer-making process, as dried cones, in a pulverized pellet form, and as essential resin and oils.

After the boil, the hopped wort is filtered, cooled and transferred to fermenting tanks, where it is “pitched” with yeast. Here again there are many different strains of brewing yeast, and brewers jealously guard and protect their own strains to ensure a consistent and identifiable taste to their beer. Beer is best fermented at low temperatures (in the range of 6-20 degrees C or 43-68 degrees F), which is why, in centuries past, the best beers were made in the winter months.

Depending upon the kind of beer brewed, the fermentation process can last anywhere from several days to several weeks. When fermentation is complete and the correct alcohol content has been achieved, the yeast is harvested for re-use in the next fermentation, and the clarified beer is “conditioned” at about 1 degree below freezing for three days or more to encourage more proteins to drop out of the solution and prevent cloudiness. The final product is fil-

tered, “enlivened” with additional carbonation if necessary, and packaged in kegs, cans or bottles.

Unlike wine, the sooner a new batch of beer is drank, the better. “One of the biggest misconceptions out there is that canned beer lasts forever,” says Ray Klimovitz, technical director of the Master Brewers Association of the Americas, the trade association of brewers and maltsters in the Western Hemisphere. “I hear of these guys who buy cases of beer on sale and store it in their garage for months at a time. That’s not the thing to do. Beer is a foodstuff, like milk, and the fresher the beer, the better.”

Some specialty heavier beers, like very dark porters or stouts, will actually improve with age, and Klimovitz admits to having purchased 12 bottles of a favorite Alaskan Smoked

Porter that he is “putting down” and keeping from year to year. “But for the majority of beer, drink it right away,” he says, “and if you do keep it, make sure it’s refrigerated. That will extend the shelf life quite a bit.”

Although beer won’t support pathogens, it can spoil, and develop a flat and vinegary taste indicative of the presence of

non-lethal bacteria. And almost all beer, unless specially formulated, is extremely sensitive to light. Bitter substances naturally found in the beer, when exposed to light, create an aroma that brewers call “lightstruck” but consumers typically describe as “skunky.” Even a few seconds exposure to bright sunlight can start this process of degradation, which is why most beers are packaged in dark brown bottles, minimizing the light invasion and protecting the taste and aroma of the beer.

Which suggests, perhaps, that the ancients had it right: don’t let those six-packs just hang around. After all, with more than 1,300 breweries in operation in the United States alone, we may well be in the golden age of beer. A recent study by the Brewers Association found that the average American lives within 10 miles of a brewery. “Good beer is so ubiquitous now,” says Papazian of the Brewers Association, “that it’s a shame to always drink the same old brew. Get out and be adventurous. It’s amazing what you’ll find out there.”

Special thanks to Hugh Sisson and Clipper City Brewing Co. for their assistance with photography for this article.

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Blood Red Beer

Wine plays a ceremonial role in both Judaism and Christianity, but what about beer? Surely somewhere there is a religious rite that uses humankind’s oldest alcoholic concoction?

Turns out there is, though it’s not one that’s been practiced for a few thousand years. According to archaeologist Betsy Bryan, the ancient Egyptians celebrated a special rite in honor of the goddess Mut (pronounced like mute), in which beer was consumed—lots and lots of it.

“We have excavated a temple complex dedicated to Mut and found that it contained extensive bakeries and breweries so that supplicants could purchase beer and bread to provide offerings to the goddess,” says Bryan, a noted Egyptologist and professor at Johns Hopkins University. Much of that beer, however, was consumed by the supplicants themselves.

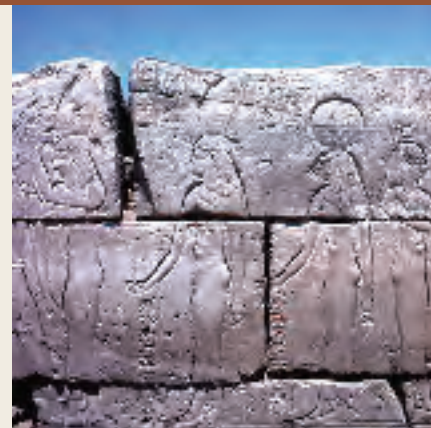
According to legend, in the ancient Egyptian religion, the sun god Ra once grew weary of the human race, and so sent his daughter Mut to destroy it. This she proceeded to do with a vengeance. When Ra decided that perhaps he did not want to destroy all

humans after all, he found it difficult to dissuade his daughter, who had developed a lust for their blood. So the sun god arranged to flood the fields of the upper Nile with beer colored red to look like blood.

“Mut drinks it all, and falls into a drunken stupor,” recounts Bryan. “When she awakes, she no longer possesses her former blood lust and forgets about punishing humans.”

In honor of this event, and to persuade the goddess to forget more recent human transgressions, the ancient Egyptians practiced a “Festival of Drunkenness” in which participants would drink the temple beers, which were specially dyed red to commemorate the occasion of Mut’s change of heart.

“The people would come into the courtyards of the temple and they would drink and drink until they were completely drunk,” says Bryan. “In the courtyard there was a statue representing the goddess which was also being given this drink. Eventually everyone would just pass out—and the idea was that she had passed out as well.” For a time, the inebriated celebrants were allowed to sleep where they had fallen. Then came the painful part.



“A couple hours later another group of people would come in and start playing music very, very loudly, beating on lots of drums until everyone began to awaken. It was believed at that moment, awaking from a drunken stupor, that you could actually experience the presence of the goddess Mut,” says Bryan. “That’s the moment when they could actually come at the goddess one-on-one and ask her for whatever it was they wanted. And that’s really what the Festival of Drunkenness was all about.”

By the Numbers: The Top 20 Beer-Loving Nations

Rank	Country	Consumption*
1	Czech Republic	156.9
2	Republic of Ireland	131.1
3	Germany	115.8
4	Australia	109.9
5	Austria	108.3
6	United Kingdom	99.0
7	Belgium	93.0
8	Denmark	89.9
9	Finland	85.0
10	Luxembourg	84.4
11	Slovakia	84.1
12	Spain	83.8
13	U.S.A.	81.6
14	Croatia	81.2
15	Netherlands	79.0
16	New Zealand	77.0
17	Hungary	75.3
18	Poland	69.1
19	Canada	68.3
20	Portugal	59.6

* Annual Per Capita Consumption in Liters

Source: Independent Research Survey, 2005; Kirin Research Institute of Drinking and Lifestyle at Kirin Brewery Co. Ltd.



Adolphus Busch

BY SUE DE PASQUALE

CALLING CARDS MAY HAVE BEEN FINE FOR THE TYPICAL SALESMAN, BUT NOT FOR ADOLPHUS BUSCH.





When the flamboyant, German-born beer baron tirelessly toured the United States promoting Budweiser, he instead left behind a gold-plated pocketknife with a peephole. Those who peered curiously through the hole were treated to a picture of ... Adolphus himself.

It was audacious acts of self-promotion like these, coupled with an uncanny ability to anticipate the next Big Thing, that enabled Busch in the late 1800s to build the beer empire that remains the largest in the world today. The family-owned Anheuser-Busch Co. produces more than 100 million barrels of beer annually, and Busch's signature brew, Budweiser, remains the "King of Beers," outselling all other domestic premium beers combined.

Adolphus Busch's exquisite taste and penchant for lavish estates with beautiful gardens also laid the groundwork for the contemporary Busch Entertainment Corp., which today owns nine theme parks throughout the United States that attract more than 20 million visitors a year.

Busch's entry into the business world was inauspicious enough. The 21st of 22 children, he left Hamburg for the United States in 1857 at the age of 18, hoping to make his fortune. He was among a huge exodus of his countrymen—an

estimated 4 million—that emigrated during the latter half of the 19th century to settle in cities across the United States.

Germans loved their lager, and the local brewery quickly became the nucleus within these German enclaves—nowhere more so than in St. Louis, Mo., where young Adolphus settled. "There was perhaps more beer consumed in St. Louis while the breweries were running full blast than in any other city of its size in the world," wrote Gerald Holland in 1919, in a four-part series for H.L. Mencken's *American Mercury*. "With beer at five cents a glass, it was a luxury within reach of everyone, however humble." Using money from a family inheritance, Busch purchased a partnership in a beer supply company.

One of his customers was Eberhard Anheuser—a partner in a struggling brewery—whose attractive daughter, Lilly, caught the eye of the young beer supply salesman. The two were wed on March 7, 1861 (in a double ceremony with Adolphus' brother Ulrich and Lilly's sister Anna) and three years later Adolphus joined his father-in-law's brewery as a salesman. Busch traveled to Europe to get a better understanding of the beer-making business, and in 1869 bought out his father-in-law's partner.

Adolphus Busch was poised to make his mark, and he did it by thinking big. Until that time, beer production was a local endeavor. All beer was brewed, stored in kegs, and consumed in neighborhood saloons. It couldn't be shipped because it would spoil within a few days. But during his European travels, Busch had seen a new heating process used to neutralize active organisms in drinks. He decided to implement the pasteurization process at the St. Louis brewery—a first for American brewers.

Now beer could be bottled and brought into the home, opening a whole new market. Before long, Busch was mass-producing millions of bottles of beer. This innovation coincided with America's burgeoning new railway system that made it possible, by 1869, to transport goods all the way across the country on the first transcontinental railroad. Busch had his product and the means to ship it wide and far. And, in the 1880s, he became the first American brewer to utilize the new-fangled artificial refrigeration—in stock houses, refrigerated railroad cars and icehouses strategically placed along the railway lines.

With the death of Eberhard Anheuser in 1880, Adolphus Busch became president of the newly renamed Anheuser-Busch Brewing Association, and he set out to market the company's popular light-colored lager Budweiser (named for the Bavarian city of Budweis, from which the recipe originated) with an unparalleled zeal. He bought up real estate and installed sales agents in cities in every state, purchased railroads, hotels and a coal mine, and launched billboard advertising and promotional giveaways at local saloons. Riding in his luxurious railway car, aptly named "The Adolphus," he spread the gospel of Budweiser across the nation.

A snappy dresser, with a carefully trimmed mustache and goatee, and a deep, accented voice, Busch was a commanding presence. According to one account, "He walked with the ramrod stiffness of a Prussian sergeant-major, relaxed with the loose-jointedness of an adagio dancer. He was stern in the hour of decision, jovial in the time for hospitality, and played the role of the merchant prince." The beer baron was the first to open his brewery to public tours, and enjoyed strolling through the production floors and walking around the brewery grounds, where his appreciative workers bowed in deference as he passed. "See, just like der king," he joked once to a reporter.

As production increased, the St. Louis plant grew, at 142 acres nearly dwarfing the city itself. By the late 1800s, the plant employed 7,500 men and had an annual payroll exceeding \$10 million, according to Holland's 1919 account. Busch expected his employees to partake liberally of free beer during the workday, an expectation that no



Opposite page: A brewery wagon is unloaded in New York after being sent from St. Louis, Mo., by the Anheuser-Busch Co.

This page, top to bottom: Brewery kegs; Eberhard Anheuser; one of the famous Budweiser Clydesdales.





Top: Busch's actual gardens behind his Pasadena, Calif., home opened to the public in 1905. Bottom: Anheuser-Busch Brewery in St. Louis, Mo.

doubt endeared him to his workforce. By the turn of the century, Anheuser-Busch was producing 1 million barrels of beer annually.

Adolphus Busch was a very rich man and he enjoyed living like one. A free spender, he made frequent visits to the restaurant of friend Tony Faust, where he bought rounds of drinks for everyone and showed off his knowledge of fine wine. On some evenings the connoisseur would ask to have 10 different wines brought to the table. After just one sip, Busch would ceremoniously identify each bottle's particular vintage, much to the delight of all assembled.

Adolphus and Lilly loved fine things, a passion reflected in their four sprawling estates—in St. Louis; the hops-growing region of Cooperstown, N.Y.; Pasadena, Calif.; and in Germany, in a castle on the Rhine. All their homes were beautifully furnished, with expensive paintings, and featured extensive gardens decorated with German-made statuary. Ever the entertainers, their guest lists were a veritable Who's Who of influential Americans—everyone from presidents Theodore Roosevelt and William Howard Taft, to actress Sarah Bernhardt, singer Enrico Caruso and the Prince of Wales (later Edward VII).

Philanthropy was not lost on Adolphus Busch. He made substantial gifts to Washington University in St. Louis and to Harvard University, among other institutions. (For some curious reason, he also donated \$5,000 each Groundhog Day to a convent in St. Louis.) And in the early 1900s, he and Lilly decided to open the gardens of their California home

to the public. Busch had selected Pasadena as the site for their winter home because he considered the area “a veritable paradise.”

“It has no equal in the world regarding healthful climate, scenery, vegetation, flowers, shrubberies, fruit and general comfort of living,” he said. Busch Gardens, which opened to the public in 1905, quickly became dubbed the “Eighth Wonder of the World.”

Busch employed 30 expert gardeners annually to maintain the grounds' 14 miles of pathways and 100,000 plants and shrubs. The tourists who flocked there (no doubt aided by the addition of a stop on the Pacific Electric Railway) delighted in the gardens' gorgeous plants, rare birds and unique statuary. In a nod to his Bavarian roots, Busch had imported 100 painted statues that brought to life the characters in Grimm's fairy tales—Snow White and the Seven Dwarfs, Cinderella, Hansel and Gretel and the gingerbread house. A popular filming location for Hollywood directors, Busch Gardens became the backdrop for a variety of best-selling movies of the period, including *Gone With the Wind* and *The Adventures of Robin Hood*.

When Adolphus and Lilly celebrated their 50th wedding anniversary in 1911, it was a cause of great celebration for the citizens of St. Louis. At a festive party held at the city's Coliseum, revelers consumed an estimated 40,000 bottles of free beer. The city's leaders sent a solid gold card of congratulations to the couple, who celebrated at a second event in California. Fittingly enough, Adolphus, the “king” of American brewers, bestowed upon his beloved wife a gift fit for a queen—a diamond-studded tiara.

Sadly, by this time Adolphus had been ailing for several years. He died on October 10, 1913 at age 74, at Villa Lilly, the castle on the Rhine he had named for his wife. All of St. Louis mourned the death of its merchant prince. In a stately funeral procession that included 6,000 brewery workers marching in line, some 25 trucks were needed to transport the funeral flowers alone.

Adolphus Busch left behind a fortune valued at \$60 million—and an admonition to his son August A. Busch Sr., who stepped up to lead Anheuser-Busch, to “build upon the good quality of our beer and our high standing with the public.”

The Woodsman and the Leprechaun

BY MICHAEL JOSEPHSON

Long ago, a woodsman saved the life of a leprechaun and was given one wish. The woodsman thought for a long time and finally wished that each of his three daughters find a good husband.

But the leprechaun was full of games: "How am I to know what's good in your mind? I'll give them husbands, but you can name only one quality and it's got to be the same for all. What'll you have? Wealth, fame, intelligence, beauty ... you name it."

The woodsman thought again. "Give me men of good character, then."

The leprechaun wasn't done playing. "And how am I to know what good character is?" he asked.

"Do you have children?" the woodsman countered.

"I do."

"And do you love them?"

"More than life itself."

"Then give my girls the kind of men you want for your children."

"Ah," the leprechaun said, "then you shall have honorable men with kind and loving hearts. And I'll throw in a strong conscience, too."

What would you have chosen? Sure, wealth can buy a lot of pleasures. And intelligence, fame and beauty are great assets that can make life more enjoyable. But through the lens of parental love, the importance of good character stands out. I call this the parent perspective, a worldview that defines good character with clarity and provides a powerful impetus for our own morality. Next time you face an ethical temptation or dilemma just ask yourself what you hope your children and the people they date and marry would do. Or what action would best earn their pride and make the world the kind of world you want your children to live in.

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INTO THE DEPTHS OF MEXICO

**Dive into the past and an assortment of seafaring adventures
in one of the world's friendliest destinations.**

BY KATHY H. ELY

The crowd, 40,000 strong, bursts into cheers as the angry bull surges. The suave matador, in traditional uniform, waves his red cape in defiance. This centuries-old contest between man and beast is a scene repeated each Sunday afternoon (at least during the dry months) in Mexico City's Plaza Mexico, the world's largest bullring. Not far away, soccer stars battle for dominance in the country's—and the world's—most popular sport at the Estadio Azteca, in front of more than 100,000 screaming futbol fans. It's the only stadium in the world to host two World Cup finals, the latest in 1986.

Two contests, the old and the new; both epitomizing the mix of tradition and wordliness that is the cosmopolitan Mexico City. But it also speaks of this varied country, the geographical link between the United States and Latin America. Bullfights, even the occasional cockfight, test some wills, but more are drawn to the myriad personal adventures to be found here, from dirt bikes in the challenging Baja to diving with sharks. The range of habitats caters to all personalities: the beach bum, the nature lover, the explorer and adventurer. This is a vast land—742,000 square miles and home to more than 107 million people. And the locals generally offer a quick smile and warm welcome to visitors from all over the globe.

The adventure begins in mysterious ruins, centuries old.



RUINS TO DIE FOR

The ambitious builders of the temples and buildings surrounding Nohock Mul were not daunted by the jungle closing in on the ancient city of Coba—they built their 12-story pyramid right in its midst. Here, in the Yucatan, the popular east coast peninsula that juts up into the Caribbean, Mexico serves up mystery and history in equal parts. Several clusters of temples and ancient structures dot the original footprint of this metropolis, scattered over 27 square miles. Many have yet to be excavated, seemingly swallowed up by the towering palms and ferns. Get a grand view of this even grander site from the main temple, one of the tallest in the region, amidst the echoes of jungle noises: birds, monkeys, and not much else. The remote location adds a hint of drama to the ancient site; stay to the winding paths lest you lose your way in the thick foliage.

Many more travelers head to the more accessible coastal ruins of Tulum, just an hour south of Cancun. Indeed, this is the most visited of all the Mayan ruins in Mexico. Despite the crowds in high season, the striking location, perched on a cliff overlooking the Caribbean, makes it more than worth a



visit. Most of the structures, including the main temple, are not open for climbing, so it can easily be explored in a half day (if you don't count some added time at the beach).

Allow time, however, to explore the most magnificent of all the Mexican ruins, Chichen Itza. If you see only one ruin, make it this fifth-century site just four hours from the coast. Hundreds of buildings remain of the metropolis, in two major clusters, but only a portion have been fully explored. Notable among them is one of the few round buildings built by the Maya, an observatory known as El Caracol. (Its name, which translates as “the Snail,” came from the spiral staircase within.) It stands as a monument to the astronomical expertise of the Mayan elders, with its alignment with the planet Venus and windows facing due north, south, east and west.

Astronomy also stars in the 98-foot-tall pyramid here called El Castillo (the Castle), which draws throngs of the curious each equinox to watch a rare natural event. The astute ancient architects knew that the sun, just a couple of times a year, would hit the serpent statues just right and send a shadow winding perfectly down the steps.

The Cenote Sagrado nearby, a 65-

foot-wide, seemingly endlessly deep pool, has given up other centuries-old secrets. Experts believe that human sacrifices were carried out here, probably after the city was abandoned in the 12th century. Scientists have discovered numerous skeletons in the depths, as well as gold and jade artifacts, most not indigenous to the region. More evidence of rituals long lost but still studied.

Equally compelling is the huge ball court, the pelota, the site of ancient competitions that make football or rugby seem tame—especially when you learn that the losers often literally lost their heads. Luckily, more enjoyable pursuits await the modern journeyman.

THE YUCATAN: ANCIENT FUN IN THE SUN

For some, plunging into the past may pale next to the seaside wonders of the Yucatan. For most travelers, the strip of formerly lonely beaches and barrier islands that make up Cancun is the picture of a Mexican vacation. This was a deserted area where the jungle met the beach a mere 40 years ago, when the resort began taking shape. The prevailing view today is a modern tourist Mecca packed with high-rises, docking cruise ships, and a raucous party going on most any time of day or night. But new resorts, nightclubs and a slew of fine



Photo page 23: One of Acapulco's famous cliff divers launches into the surf. Page 24: Panoramic view of the Kukulcan Pyramid at Chichen Itza on the Yucatan (top); Mayan ruins of Coba (bottom). Page 25: A variety of local eateries exist in Cancun (top left); Oaxacan woman wears regional clothing and jewelry (top right); a diver at a reef wall in Cozumel, one of the top diving sites in the world.

restaurants have added an upscale touch to the atmosphere, making it welcome to all. The folks here regularly weather the storms that hit (like Hurricane Wilma in 2005), bouncing back with hotel renovations and new attractions.

Silky white beaches are fine on their own, but add in water adventures: diving, snorkeling, parasailing, and the beach bum and water lover will both be in their element. Water skis and personal watercraft are available all along the coast for those interested in speed; fun banana boats, those inflatables that bounce behind motorboats, are hilarious fun for the whole family. Kayaks and sailboats offer a more placid ride. Numerous rental outlets (including at many of the hotels) lie all along the resort beaches and at local marinas.

Just a few miles out in the Caribbean lie the dual islands of Cozumel and Isla de Mujeres, drawing those interested in a less crowded getaway. Divers and snorkelers head here first, for the world's second-longest barrier reef puts Cozumel on the list of the top diving sites in the world. The extremely laid-back, seven-mile-long Isla de Mujeres ("island of women") is even more



serene. Plus, there are tales of "sleeping sharks" in nearby underwater caves for those adventurous types. But swimming with dolphins has become *the* thing to do. It's a life-changing event for many (even those skeptics who sniff at the reported stress-relieving attributes of such an experience). Numerous outlets offer this rather expensive swim; but those in the know suggest that meeting dolphins in the wild is the way to go.

WESTERN BEAUTY

The coastal area just to the south of the U.S. state of California has become known as Mexico's Wild West. Think of the Baja, and dry, dusty desert scenes

emerge (many with the buzzing of four-wheelers or motorcycles thrusting up over dirt-track hills). The interior of Baja, the long spit of land bounded by the Pacific and the interior Gulf of California, is indeed an unwelcoming, even deadly wilderness. But its dual coasts deliver more than a few hospitable recreational opportunities.

A drive down the coast past Tijuana (the large border town just 18 miles south of San Diego; worth a stop for a bullfight, perhaps, or to pick up fine Mexican cigars) is one to remember. Winding highways, running in many places high above the picturesque Pacific, thread between a number of



Left: Waves meet stunning rock formations at Solmar Beach, Cabo San Lucas. Bottom: Souvenirs for sale.

Mexico's most luxurious getaway, with high-end accommodations and major golf courses drawing international travelers. Great restaurants, beautiful beaches and close-by snorkeling lure sun lovers.

But a great many come for the world-class sport fishing: sailfish, marlin, dorado, wahoo, yellowfin tuna and more swirl in these fertile fishing waters—upward of 800 species just waiting for your lure. While many hotels can arrange a charter (most leave from the Cabo San Lucas Marina), there are several fleets with fine reputations that will take you for a day, or longer. Some even offer 50- to 70-foot cruisers, complete with state-rooms and numerous amenities.

Some game fishermen head northeast to the wilder East Cape (also big with windsurfers), or even farther up the inland coast to La Paz and Loreto, starting points for some of the best fishing around in the Sea of Cortez (also called the Gulf of California). Charter recreation fleets also head out of Mazatlan and Puerto Vallarta, Pacific coast ports on the mainland.

The Sea of Cortez is a nature lover's dream—with an amazing array of wildlife, more than 30 species of whales and dolphins alone, not to mention sea lions, marine turtles, 500 kinds of fish and more than 200 different birds. There are 900 islands here; Isla Espiritu Santo, about a 40-minute boat ride from La Paz, is one of the most diverse, now owned by the Nature Conservancy and protected as a federal nature preserve. Several marine parks in the area feature a tamer variety of marine wildlife. Besides the gray whales that arrive after their long trip to winter and calve, giant manta rays and more regularly ply these waters. Ecotour companies abound that are happy to arrange whale-watching trips, for an afternoon or a week, in small and larger craft. The intrepid explore these waters in kayaks, an exciting way to meet those marine creatures up close and personal.



beach towns along the way south. Many new hotels are sprouting up in these unfettered spots, each with an individual flavor. Surfers, for example, often head straight to Playas de Rosarito. And the fishing town of Ensenada, a medium-sized city with just enough shopping and regular folks to give you a sense of the real Mexico, also features a bustling seafood market where you can pick up today's catch. Whale-watching is the draw here in the winter, as the huge mammals make their way down from Alaska to mate. Excursion boats leave from Ensenada, but more popular spots are Scammon's Lagoon and Magdalena Bay (Mag Bay) further down the coast.

On Baja's southern tip, Baja Sur, lies the other major Mexican vacation destination, Los Cabos, the fastest-growing region in the country. Actually the combination of three distinct areas—San Jose del Cabo (the quieter, more residential area); hip Cabo San Lucas; and "The Corridor," cliffs hosting exclusive resorts and lodges—this has become



MEXICAN MISCELLANY

Weather or Not

Southern temps range from spring-like to tropical, except at the highest elevations. To avoid crowds and the rainy season, the best months to go are November, April and May. Easter and spring breaks are hugely popular; look up the festival schedule as well to judge the crowd potential. For more general information, check out visitmexico.com (hit the United States link for an English version).

Hit the Rails in Copper Canyon

The northern state of Chihuahua boasts Copper Canyon, with gorges deeper and wider than the United States' Grand Canyon, and some peaks soaring up to 12,000 feet. Here lives the dwindling population of indigenous, and very private, Tarahumara Indians, literally "the running people," known for their endurance and great long-distance running abilities—often barefoot. If hiking through the canyon's 6,500 square miles doesn't suit your fancy, take the storied railroad Chihuahua al Pacifico, which winds almost 400 miles through dramatic canyon scenery. The dazzling journey begins in the coastal town of Los Mochis.

Dancing with the Dead

Cemetery kitsch, like wedding cake toppers of skeletons dressed in bridal gear, is rampant each November when the Día de Muertos, or Day of the Dead festivals roll out across Mexico, especially in the Guadalajara region. Gravesites get spiffed up for all-night candlelight vigils, homemade altars are festooned with marigold wreaths and macabre baked treats in the shapes of skulls and coffins, dark breads are made into animas (human souls) and much drinking is enjoyed as the deceased ancestors come to visit. It's just one of many festivals throughout the country, which never saw a party it didn't like.

Dolphin Dreaming

Swimming with dolphins can be a life-changing, if pricey, experience (recent medical research cites it can alleviate depression). But much controversy surrounds the practice—several animals died a couple of years back in the hands of nefarious handlers—so visitors are advised to check into a site before leaping. It's extremely popular in the Yucatan: Fodor's recommends the eco-park Xcaret on the Riviera Maya outside of Playa del Carmen; Dolphin Discovery on Isla Mujeres has also received kudos for responsible treatment of the animals.



The Real Mexico On Display

Word has it that cockfights are held throughout the country (the only place in North America where cockfighting is legal, outside of Louisiana and New Mexico in the United States). But a "regulated" version rolls out each spring at the annual San Marcos National Fair in Aguascalientes. This 175-year-old fair, which began as a livestock show, also celebrates other longstanding Mexican traditions, from mariachi music and poetry to bullfights and the traditional artistry of charrería, horseback riding in traditional garb. Movies, food and a beauty pageant draw more than 200,000 to this central Mexican town every April.

Big Heads A' Rollin'

Before there were Mayan, before there were Aztecs, the Olmec ruled MesoAmerica, anywhere from 1,000 to 3,000 B.C. Huge carved heads, some more than 6 feet tall and almost as wide, were discovered at sites such as San Lorenzo Tenochtitlan and La Venta, as recently as 1987. Mystery still surrounds these colossal heads—are they rulers or decapitated warriors? Do they suggest African lineage? And how did the ancients move such massive monuments? It's a Mexican mystery on the order of England's Stonehenge.

DIVE INTO MEXICO

The striking ruins and ubiquitous water sports top the list for most Mexican vacationers. But there are those emerging pursuits drawing a whole new wave of travelers: Mexican cooking holidays, like at the upscale Los Dos in Merida; cultural art tours, finding silver in Taxco, amber and pottery in Oaxaca, and more. There's mountain climbing and vineyards; and there's always a festival going on somewhere, with great mariachi music and better food. Once again, the diversity of a country blessed by great weather draws all brand of visitor.

The 1950s saw Acapulco, farther south on the Pacific coast, reigning as *the* jet-set destination, with natural cove beaches ringed with high-rises and the high life—including all-night clubs and discos. The now ubiquitous sport of parasailing actually began here, as well, during those high times. After years of being eclipsed by more modern spots, it is seeing something of a resur-



The sweeping shoreline of Acapulco Bay.

gence, with luxury resorts once again welcoming travelers. Fine dining, shopping and the best nightclubs keep the nights hopping, after a day of beach sports or a trip to the Old Town.

But the famed cliff divers are still the reason that many tourists come to Acapulco. They perform their spine-tingling feats, jumping off the cliffs of La Quebrada, north of the city. The

famed 1940s hotel El Mirador is the place to watch these *clavadistas*, who pray at a shrine before plunging 130 feet into the swirling surf. Grab a seat at one of up to five “shows” a day; be sure to tip these natural entertainers.

It's an image that lingers, as are many of the myriad scenes of Mexico.



THE POTENT TASTES OF MEXICO

Beer Bits: It seems poetic justice that Cinco de Mayo, anniversary of the overthrow of Napoleon and Austrians in Mexico in 1862, is celebrated with Mexican beers, many with a strong European influence. Most Americans know imported cervezas—Corona, Dos Equis, Tecate and the rarer Negro Modelo; in Mexico, Superior, Victoria, and Indio stand out. But specialty microbrews are increasing. The “All About Beer” Website exclaims, “Look for Noche Buena (“Good Night”) ... described as a traditional German bockbier. Available only from September to December, Noche Buena is reason No. 1 why you should embark to Mexico on a beer holiday.”

No Worm Unturned—Tequila Basics: Tequila reigns as the famed Mexican potable. Myths swirl about worms in bottles (marketing ploy), what's real and what's not. Here are some basics:

- Tequila is made from the blue agave cactus plant, and must be at least 51 percent blue agave.
- It is named for the original town of Tequila in the state of Jalisco.
- Tequila must come from Jalisco and parts of Guanajuato, Nayarit, Michoacán and Tamaulipas (like only true champagne comes from the Champagne region of France)
- Mezcal, often confused with tequila, is made with other agave plants.

Blanco or Silver—a strong, clear version usually enjoyed shortly after the distillation process.

Oro or Gold—the blanco (white) with added flavors and/or colors, often caramel. Most popular in frozen drinks.

Reposado or Rested—white tequila that has been “rested” in white oak casks or vats for several months. The blue agave taste remains, and a smoother, more mellow taste ensues.

Añejo or Aged—when the reposado remains in the casks (no larger than 159 gallons) for more than a year, resulting in an amber color and oaky flavor picked up from the casks. Special *Reserva* varieties, aged up to 8 years, up the ante in flavor—and price.

If you can't decide, just go with a Tequila, the *cerveza* whose label touts “with blue agave nectar and the natural flavor of lime.”

SAFETY TRAINING TAKES THE SHOW ON THE ROAD

What has 10 wheels, 176 square feet, and uses state-of-the-art technology to showcase Dixon's product line and enhanced safety training?

If you guessed one of Dixon's mobile connections trailers, you're right.

In April 2004, Dixon introduced its first mobile training trailer, named "Boss," at the Association for Hose and Accessories Distribution (NAHAD) convention in Phoenix, Ariz. Since then, the trailer has toured the country logging more than 100,000 miles, including 165 visits to hose distributors and end-user sites.

Dixon sells its products through distributors who represent well-known hose manufacturers. These distributors are called upon to make sophisticated recommendations and help design material transfer solutions in various industrial settings. For many years, Dixon has provided distributors with an educational program to aid them in this process. The mobile training trailer takes that process one step further.

By creating a fully equipped traveling classroom, Dixon provides a forum where the company and its distributors can train an end-user's procurement, maintenance and engineering staff about product selection, hose assembly installation and safe operational practices.



Inside a Dixon mobile connections trailer, visitors find displays, which include a wide selection of Dixon products for sanitary, petroleum, industrial, chemical, agricultural and construction applications. Instructors take advantage of the trailer's classroom setting and large plasma screen television, along with hands-on product training and pictures, to make specific recommendations for each customer. The trailer also uses a sound system and special lighting to give it a high-tech feel and to better showcase products. Outside, actual connections are on display showing various products and industrial applications, and a stage area opens from the back to reveal larger pieces of equipment.

Hose assemblies in manufacturing and processing plants can be a source of equipment malfunction, dangerous product spills or even personal injury. With production requirements increasing, the demands placed on hose assemblies are greater than ever. Care must be taken to select the correct hose, fitting and attachment method.

When Dixon representatives visit a location with a mobile connections trailer, they can perform a safety assessment of the site they are visiting, explains Vice President Marketing and Business Development, Joseph Dawson. "They make notes reflecting where safety improvements can be made and then create a custom seminar using the photos taken during the actual survey," he says.

The seminars are not intended solely to promote Dixon products, Dawson says. "The bottom line is to stop folks from being injured."

More than 3,000 visitors have toured "Boss," and the mobile training concept proved so successful that a second trailer, "King," was added in 2005. Contact your Dixon representative to find out when a mobile connections trailer will be in your area.



Using the Right Connection is a Must in Food and Beverage Industries

BY PHIL KIMBLE

When times are busy, one way manufacturing facilities can increase production is to add additional shifts. This is particularly important in the food and beverage industries.

Additional shifts means equipment can run longer between cleanings. To keep bacteria from forming, the finished-process lines of any edible goods plant must be cleaned when the process stops or at predetermined intervals. A “bad” batch can wreak havoc with a company’s image as well as its financial well-being. Two methods are commonly used for cleaning. The Clean In Place (CIP) process runs a hot soapy solution through the system with all components, including hoses, in place, following with a hot water rinse. In the Clean Out of Place (COP) system all the component pieces are removed and cleaned in a wash tank or with steam.

One company had just added a third shift to help production meet demand. In many instances, these start-up shifts are undermanned, under supervised and overwhelmed. This new shift was having a particularly hard time keeping production going. The “gremlins” were having their way with bearings, valves, hoses, etc.

When a hose assembly failed, two workers, under the direction of their supervisor, went to the storeroom for a replacement, but found none. Fearing the wrath of the plant manager at the end of their shift, the workers decided to improvise. Although they were without the replacement hose, they did find some couplings that had the same connection as those on the assembly that failed. They figured if they could



replace the leaking coupling with one of the “new” ones, they could get production back up and running.

Searching the storeroom, they found clamps that they had seen in other parts of the plant and a tool to install them. They then went about removing the leaking coupling from the hose and installing the new coupling. The repaired assembly was put in place, the valves were opened, production was resumed, and the workers went about their business without mentioning this repair to anyone.

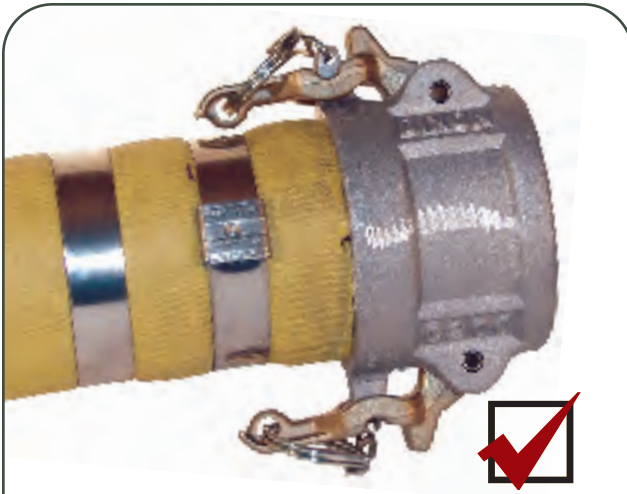
During routine testing, the Quality Control lab found unusually high bacterial counts in samples taken from the packaging line. Because all packages are coded, they knew the approximate production date. The entire plant came to a screeching halt and a national recall for this product was issued. The plant manager summoned all supervisors from all shifts for an emergency meeting.

The question was raised concerning

any recent replacements anywhere in the process line. The third shift supervisor answered that he had a couple of his guys replace a leaking hose several weeks ago. Upon inspection of this replacement assembly, both the plant manager and the shift supervisor were shocked to see one end of the assembly with a banded-on coupling. This style of coupling is to be used on the “raw” side of the plant only. Its traditional shank does not conform to Food and Drug Administration standards for sanitary couplings. Even though all CIP cleaning and sanitary procedures were followed after this replacement assembly was put into service, bacteria propagated at the end of this shank contaminated a vast quantity of product.

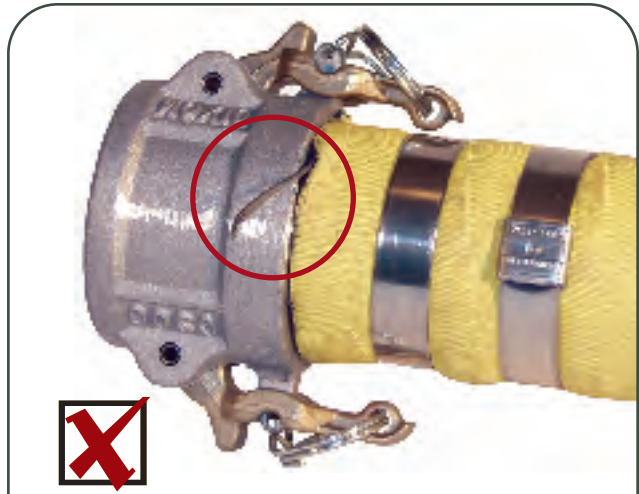
Improvisation is great for stand-up comedians, not for hose assemblies. Contact your local Dixon distributor for the Right Connection. Remember, you can have your cake, but you might not want to eat it.

DOs AND DON'Ts - HELIX WIRE



DO:

- Trim helix wire extensions 1/8th of an inch into the carcass of the hose.



DON'T:

- Allow helix wire to extend past the end of the coupler. It is a safety hazard.

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10 Ways to Control Your Weight

BY ANGELA PAIK SCHAEFFER

Diet crazes and fitness trends aside, the basic formula for managing your weight hasn't changed. "I've yet to meet anyone who has managed to defy the laws of physics," says Dr. Lawrence Cheskin, director of the Johns Hopkins Weight Management Center. "You will lose weight if you eat less and exercise regularly."

Eating Healthy

Should you go high-protein and no-carbs, or count calories? When in doubt, aim for a diet low in fat, sugar and salt, and full of variety and vitamin-rich foods, including:

- **Whole grains**
- **Whole fruits and vegetables**
- **Lean protein**
- **Low-fat or fat-free dairy products**

Simple enough, but anyone who has tried knows it isn't easy. So, if you're thinking about making a change, here are some tips for success:

Get real. You say you'd like to lose 5 or 10 pounds, but do you really need to drop 20 or 30? "It's important to have a reality check," says Susan Hill, a certified fitness trainer in Sunriver, Ore. Today, two out of three Americans are overweight or obese, according to the U.S. Department of Health and Human Services. Is your weight interfering with everyday life? Are you having weight-related health problems? Are the pounds sapping your energy, limiting movement? Then it's time to take action.

Set a goal. Or two. "Set goals that involve a reasonable pace of weight loss that you can achieve without too much sacrifice," Cheskin says. If you're losing weight on your own, a pound a week is a safe rate of loss. For motivation's sake, sign up for a 5K run/walk a couple of months down the road. After that, aim higher: a 10K, a mini-

triathlon, or a bike race in your community. Hill says she motivates herself by every year taking on something completely new—for the non-swimmer, that meant setting a goal to complete a triathlon. "Overcoming things that you either think you're not good at or that you fear is really, really powerful," she says. "The satisfaction is very motivating."

Be safe. Rather than risk injury or illness, check with your doctor before starting any new exercise or diet plan that's substantially different from what you're doing.

Get off the couch. Don't worry about buying a gym membership or some expensive piece of equipment for your basement just yet. Instead, re-prioritize your evenings by taking a 30-minute walk after dinner. Or grab the kids and a soccer ball and head to a field down at the local school. "It's really just about getting the heart moving and getting the body moving to make you feel good about yourself,"

Hill says. Other ideas: Bike, jump rope, play basketball or tennis.

Start slowly if you're not exercising much now. Go at a pace that makes you breathe deeply but doesn't leave you gasping for air.

Work your whole body. "It used to be all about body-part training," says Hill. These days, fitness training is all about exercises that work several muscle groups at once. The good news, Hill says: "It speeds up your metabolism even more and can get you in better shape more quickly." While you can do whole-body training in the gym, you don't need to. Try incorporating some regular push-ups, sit-ups and squats into a 30-minute walk.

Drink up. Water, that is. When you get home from work, do you head first for the pantry or refrigerator for a

snack? Hit the faucet instead. Often what you think is hunger really is thirst. But steer clear of soda: A can of regular soda may contain more sugar than a piece of cake!

Take stock. Assess both why you're eating and what you're eating, Cheskin recommends. Eat because you're hungry, not because you're stressed, bored, sad or happy. Keeping a log of your eating habits for even just a few days can help identify patterns that may sabotage your weight-control plans, whether it's a couple of beers every night or a midday meal that's three times the size it should be.

Simplify. "Most people rebel when given too much direction," says Hill. So, instead of counting calories or carbs, use your clenched fist to determine portion sizes. A healthy dinner

would consist of a fist-sized portion of protein (lean red meat, chicken or fish, for instance), another of starch (rice, potato or bread), and a third for vegetables (the more color, the better).

Think balance. The balance concept should apply to your dinner plate and your whole day. Don't let more than a few hours pass without eating, so your energy levels and metabolism will remain fairly constant. Hill recommends men eat six small meals a day; women, five.

Savor the moment. How many times have you broken your gaze at the TV to realize the bag of chips is empty? Eating slowly and mindfully—and not in front of the television—will help you enjoy your food and eat less.



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The Tin Can

Its creation forever changed the way we eat

BY ANGELA PAIK SCHAEFFER

Maybe you don't often think about cans, but the containers that keep your beer cold, your soup fresh and your shaving cream foamy have a long history that started with an unlikely hero: Napoleon.

Today valued for its convenience, safety and affordability, the can that pervades everyday life developed out of the French emperor's quest for dominance, according to a history compiled by the Can Manufacturers Institute.

Napoleon was desperate for a way to keep food unspoiled for long periods of time, to save his troops from the ravages of hunger and scurvy. In 1795, the French government offered a prize of 12,000 francs to anyone who could invent a method of preserving food. Fifteen years later, the emperor himself presented the prize to Parisian Nicholas Appert, who successfully "canned" food by partially cooking it, then sealing it in glass bottles and immersing them in boiling water, which expelled the air from the containers.

Englishman Peter Durand improved upon Appert's invention with a patent for preserving food in containers made of tin plate — iron coated with tin to prevent rust and corrosion — which he knew would be more durable than glass. By 1812, the first commercial canning factory using tin plate cans had opened, with tins of food supplying the British army and navy within a year.

The can-making business soon took off in the United States, thanks to another Englishman, Thomas Kensett, who, with his father-in-law, Ezra Daggett, received the U.S. patent for preserving food in "vessels of tin" in 1825. (Today, most food containers are made of steel, although they're commonly referred to as tin cans because they're coated with a thin layer of tin that protects the cans' contents.)

Over the years, innovations in the industry improved food production and distribution time and again, extending the reach of farmers and making foods cheaper and more available to the public.

Enhancements in production processes, as well as to the can itself, meant that cans were soon commonplace containers for not only food, but household products such as



cleaners, shaving cream, pet food, paint and beverages.

After World War II, use of the can "just exploded," says Tom Hale, senior vice president of sales and marketing at Broomfield, Colo.-based Ball Corp., one of the country's biggest can manufacturers. "The supermarket industry started developing ... the homemaker could now go down to the store and buy canned corn, canned meat and vegetables," Hale says.

The Reynolds Metals Co. introduced an exciting new competitor to the soda can market in 1963: the aluminum can. Encasing a diet cola called "Slenderella," the can was made with just two pieces, a body and an end, making possible 360-degree printing on the body of the can. Its ductility (ability to be molded), lighter weight, recycling value and resistance to corrosion made the container an overwhelming success.

More than 1,500 varieties of food are now available in cans, and, according to Can Manufacturers Institute president Robert Budway, the U.S. industry produced 133 billion cans in 2005. About 75 percent of those cans were for beer and other beverages.

Of course, debate continues over whether beer is best in bottles or cans. In his book, *The Man Show on Tap: A Guide to All Things Beer*, Ray James takes on the deep discussion with an assessment that comes out even in all categories (including taste and cost). His "TV toss" tiebreaker goes to the can, because, after all, it's still satisfying but considerably less messy to throw an empty can at the TV in disgust.



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