

Family Living Focus
by
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Take A Closer

Look at Grandparenting
Sunday, September 8, is Grandparents Day in America. A 1998 American Association of Retired Persons survey tells us that 31 percent of adults, or 60 million Americans, are grandpar-

ents. Another study tells us that the relationship to a grandparent is second only to the parent relationship. While not all of us are grandparents, everyone has been a grandchild. As we celebrate this special day in our country, let's take a closer look at grandparent roles and relationships.

Experiences we had with our grandparents while growing up can influence how we grandparent. What roles did your grandparents play in their relationship to you? My maternal grandparents lived next door to us, so there were plenty of opportunities for grandparent involvement in our daily lives.

It was Grandpa who quickly pulled that baby tooth that was hanging by a couple threads. Grandma taught us geography by sharing her National Geographic magazines and viewmaster reels. They passed on their religion, hard work ethics and morals to us.

We never wanted Grandma or Grandpa to find out when we got in trouble for doing something we knew was wrong! Although the two-hour drive seemed long to us when we were young children, we also looked forward to visits with our paternal grandparents and kept in touch with them.

Grandpa Crago played the fiddle and Grandma was always laughing! They entertained us with family stories and treats.

If you are a parent, the relationship between your children and your parents can also influence how you grandparent. My children developed strong bonds with their grandparents that continue to exist in their busy adult lives in spite of distance.

Grammy would take them out for ice cream when they stayed overnight. At the campground, they would sit around a campfire and tell stories with Pop and Gram. One child won a blue ribbon at the county fair for the strawberries Pop taught him how to grow. Gram always had time to listen when a grandchild had a problem to solve.

As children grew and times changed, the roles and activities

varied, but there remained one common theme — one-on-one time together with undivided attention.

Arthur Kornhaber, M.D., founder and president of the Foundation for Grandparenting and a leading authority on the grandparent and grandchild relationship, says these are the essential ingredients of a close grandparent-grandchild bond.

How can grandparents make the most of the grandparent and grandchild relationship? Stephen Covey, author of the book, "The Seven Habits of Highly Effective Families," suggests writing a mission statement for grandparents.

Think about what roles you want to and are able to play to promote the growth and happiness of your grandchildren.

What can you do as a grandparent that will also support your children in their role as parents?

Beef Industry Joins With Quizno's To Introduce Bistro Beef Sub
DENVER, Colo. — Sandwich shops are one of the fastest growing segments of foodservice, and the beef industry is taking advantage of this growth to sell more beef. Through a new checkoff-funded promotion program with Quizno's restaurants, the fastest-

growing sandwich chain, beef producers will help Quizno's launch the Bistro Beef Sub this September.

About 1,750 Quizno's sub locations will feature the Bistro Beef Sub from September 16 to October 27. During that time the sub will be promoted via radio and TV spots in Quizno's key markets. The Beef Check logo will appear on all merchandising materials and in the TV spots.

Quizno's Bistro Beef sub features sliced roast beef, herbed mayo, a blend of Romano, Asiago and Parmesan cheeses, sautéed onions and side of au jus dipping sauce. The sandwich will be offered as small (with two ounces of roast beef), regular (with four ounces of roast beef) and large (six ounces of roast beef) sizes.

The roast beef is a top round cut of beef. Efforts to promote the new sub are part of a beef industry initiative to encourage the

sale of products made from the chuck and round, which are undervalued cuts of beef.

"We are excited about partnering with Quizno's because of its phenomenal growth in the restaurant industry," said Lisa Hefner, Seminole, Okla., beef producer and chairman of the Joint Foodservice Committee.

"Research from NPD Food-World shows that sub shops are enjoying traffic increases at a rate about five times the quick service restaurant average, and sales increases at a rate about four times the quick service restaurant average. That makes Quizno's a perfect place to move more beef."

"Quizno's is excited about the upcoming launch of the Bistro Beef Sub; we expect it to be a big hit with our customers," said Stacie Lange, Quizno's vice president for Public Relations. "We look forward to working with the state beef councils on the promotion of this great beef product."

Ask yourself what obstacles, such as lack of time, distance, differing family forms and generations, personality differences and divorce, are getting in the way of being the best grandparent possible.

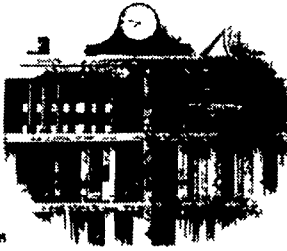
Tell your children what roles you want to play. When issues arise, work with family members to find a solution.

Ask your children and grandchildren for feedback about how you are doing in your grandparenting role.

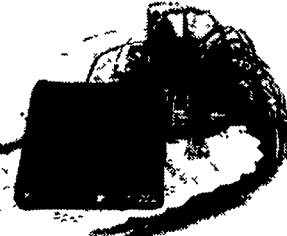
According to Kornhaber, "Grandparenting is about growing, changing, and learning. You can set a wonderful example for your children and grandchildren by doing all three."

For more information on grandparenting, contact the family living extension agent at your county cooperative extension office.

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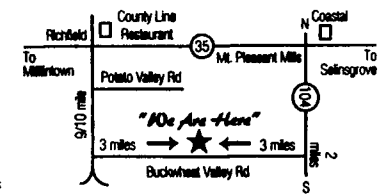
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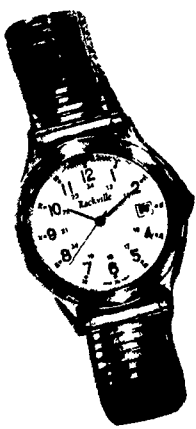
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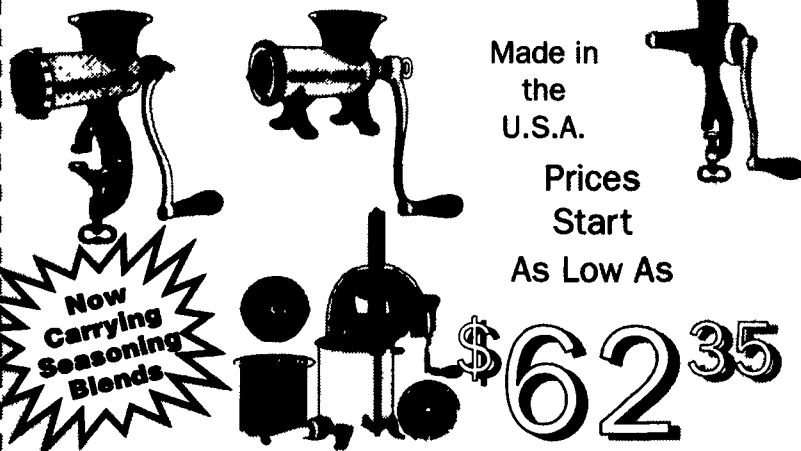
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