

THE MELALEUCA COMMUNITY PAGE

From Melaleuca, The Wellness Company™

Understanding the Fireworks

Melaleuca is entering its twentieth year in business thanks to a staff of dedicated and loyal employees in Idaho Falls and thousands of hard working independent marketing executives around the world. Because of them, we have experienced a measure of success. We are convinced that the work ethic and environment of family values found in Southeastern Idaho can not be beat. That's why we have made Idaho Falls our home. We love the people here. And we love the community.

Over the years, we have tried to be a good citizen by supporting various community events. Among the many events and organizations that Melaleuca supports, I feel that the 4th of July fireworks show, now dubbed The Melaleuca Freedom Celebration, has been the most rewarding. Over time it has become the largest Independence Day fireworks show west of the Mississippi. It has also been gratifying for me to watch the audience grow year after year as word of mouth has worked its way from one state to another. The Chamber of Commerce tells us that the 4th of July weekend brings more visitors to Idaho Falls than any other holiday and the Idaho Falls police department tells us that the audience is now well over 100,000 people. We think that's a pretty good turnout for a city of a little over 50,000. It is a wonderful tribute to the men and women who have given their lives for the cause of America's Freedom.

Sponsoring the fireworks show seemed to me to be pretty non-controversial when we decided to do it. I had sponsored the fireworks show in Vancouver, Washington when I was Regional Manager for Cox Communications. It too was a large show, but it never created any type of controversy whatsoever. So it caught me a little by surprise when letters started showing up in the Post Register's "Letter to the Editor" section. For the past two years, the Fourth of July has brought a flurry of letters from well-meaning citizens who have argued back and forth clear through August, into September, then into October and this year even into November.

I have often thought to myself that it makes a wonderful statement as to what a wonderful, peaceful place Idaho Falls is when the hottest controversy in town is what to call the fireworks show or what day to have it. I know that for most, the whole issue has been all in fun and good humor, but a few appeared to go a little overboard. I have just watched the debate with interest and did not take any of it too seriously until a guest writer for the Post Register started attacking my employees. At that point I figured things had gotten a little out of hand and I thought I probably should say something. Originally I had assumed that my silence on the issue was the appropriate response, but I now wish I would have said something sooner because I fear that my silence has allowed for legitimate misunderstanding and ill feelings. So I will do my best to explain why we held the fireworks on Monday this year as opposed to Sunday, which was the 4th.

When the first letter appeared in the Post Register discussing the fireworks being on the 5th, it became apparent that this was an issue to some folks. Some people, not many, but a

few, did not understand why Melaleuca would consider it inappropriate to sponsor a fireworks show on Sunday. But I believe that if people understood why we did it, I do not think anyone would be upset with the decision. So let me explain. Around the globe, Melaleuca has thousands of independent marketing executives, all from different cultures, different ethnic backgrounds, and different faiths. There are Hindus, Muslims, atheists, Protestants, Catholics, Seventh Day Adventists and, yes, a few Mormons. Whenever we hold an event in any particular country we try not to hold it on a day that is a religious holiday in that country for any of the faiths in that country. Twice here in the United States we have unknowingly scheduled a large event on a Jewish holiday. Once was our national Convention. We were expecting over 6,000 people. We had already announced the schedule and had contracted with the Convention Center when we learned that it was on a Jewish holiday. Although fewer than 30 of the expected 6,000 people were Jewish, we changed the date. It was expensive to change it, but it was the right thing to do because those 30 people would not have been able to attend without violating their faith.

As I was growing up, my family believed the proper day for the Sabbath was Saturday. Much like the Jewish faith, we did not perform labor or go to entertainment from sundown Friday night to sundown Saturday night. My parents felt strongly about that.

In Idaho Falls, a large part of our community, including Protestants, Catholics and the LDS faith, hold their Sabbath on Sunday. Many of these faiths believe in keeping the 4th commandment of "honoring the Sabbath Day and keeping it holy." If we were to hold the fireworks on Sunday, a large number of our community would not be able to come. We simply felt that we should hold it when the most people could come to enjoy it and celebrate with us. Since Monday was when the city was holding the parade, it seemed like the most logical time to hold the fireworks. On the other hand, Saturday night would also have been a good option. We believe that there can be plenty of room in our hearts for respecting the beliefs of all people. We apologize to anyone we may have offended by our decision and I apologize for not explaining our reasoning sooner.

This event belongs to the entire community. It does not belong to Melaleuca. We just provide the fireworks. We appreciate the tremendous support that the community has given this event. Even though the Post Register has shut down further comments on the fireworks in the "Letters to the Editor" section, we would value your input on how to make July 4th a better event for the community. You can write us at 3910 South Yellowstone Highway, Idaho Falls, ID 83402, or email me personally at fvandersloot@melaleuca.com.

Sincerely,

Frank J. Vandersloot

Films Now Playing in Idaho Falls

Most parents today are concerned about the impact of popular media on their children (and on themselves). Messages or images derived from music, magazines and books, television, the Internet, and film leave impressions on the mind and in the emotions. They influence attitudes and behavior. Sometimes they leave scars.

As a service to the community, the first Sunday of each month we will offer a brief summation of the content of films currently playing, or soon to be released, in Idaho Falls cinemas. These "vital snapshots" are condensed from in-depth reviews available on other public sources (like www.screenit.com and www.filmvalues.com, and are not intended (with the rare exception) to be either endorsements or condemnations of any given film. This overview is simply our offer to be of assistance in your efforts to make an informed choice. May you choose well, and live well.

After the Sunset (PG-13)

S3, P3, V2, A3, T1

A pair of world-class jewel thieves are lured out of retirement by the promise of a world-class diamond soon visiting their tropical isle. Now everyone wants a piece of the rock. Awash in sexual innuendo, images, and dialogue.

Alexander (R)

S3, P1, V3, A3, T2

Oliver Stone takes license with this portrayal of Alexander the Great, the young king who marched across ancient Persia in a bid to conquer and consolidate under his reign that area of the world. Heavy-handed with extreme violence, and gay/bisexual encounters.

Bourne Supremacy (PG-13)

S1, P3, V3, A1, T2

Officially abandoned U.S. super agent Jason Bourne wants to know why his government now wants him dead. He intends to find out. And he always succeeds.

Bridget Jones: The Edge of Reason (R)

S3, P3, V1, A3, T1

A self-doubting, neurotically inclined, thirty-something woman must decide who and what will make her happy in life.

Cellular (PG-13)

S2, P3, V3, A1, T3

An immature young man is forced to grow up when drawn into a desperate situation involving a kidnaped woman and her soon-to-be kidnaped young son. Their only link is a cellular telephone call... and the signal is fading.

Christmas with the Kranks (PG)

S2, P1, V1, A2, T1

The neighbors are appalled when a suburban couple chooses to go on a Caribbean cruise instead of decorating the house for Christmas.

Forgotten (PG-13)

S1, P3, V3, A1, T3

A grieving mother struggles to cope with the loss of her 8-year-old son... who her psychiatrist tells her she never had.

Friday Night Lights (PG-13)

S3, P3, V2, A3, T1

A highschool football coach in Texas rallies his boys in an effort to win the town's respect... and another championship.

Grudge (PG-13)

S2, P1, V3, A2, T3

An American exchange student living in Japan encounters a house full of ghosts and mysteries.

Harry Potter and the Prisoner of Azkaban (PG)

S1, P1, V2, A1, T3

The young wizard discovers that the murderer of his parents has escaped from prison... and is coming after him.

Incredibles (PG)

S1, P1, V3, A1, T2

Animated: A family of former superheroes now living in suburbia as part of a federal relocation program comes out of retirement to save the planet from a new villain.

Ladder 49 (PG-13)

S2, P3, V2, A3, T3

A veteran Baltimore firefighter reviews the course of his career as a raging inferno threatens to take his life.

Napoleon Dynamite (PG)

S1, P1, V1, A1, T2

This low-budget film produced and shot in Preston, Idaho was an audience favorite at last year's Sundance Film Festival, setting it on a lucrative path to fame and (so far) fortune for its creators. It is already earning cult status as a clean-cut, almost offense-free anthem of sorts to highschool nerd-ism.

National Treasure (PG)

S1, P1, V3, A1, T2

A modern-day treasure hunter and his wealthy financier are convinced that the final clue to the whereabouts of a legendary fortune is somehow encoded on the original Declaration of Independence document. One of them sets out to steal the document, and the other to stop him from doing so.

Polar Express (G)

S1, P1, V1, A1, T1

A young boy and several chums in various stages of maturation or disillusionment get the ride of a lifetime when they catch a lift on a magical train bound for the North Pole.

Raise Your Voice (PG)

S1, P1, V2, A3, T3

Various family tensions beset a talented teenage singer attempting to find her way into a career as a singer.

Ray (PG-13)

S2, P2, V1, A3, T1

Jamie Foxx gives a universally acclaimed portrayal of the late, great blues singer Ray Charles (who died in June of liver failure).

Saints and Soldiers (PG-13)

S1, P2, V3, A1, T2

Caught behind enemy lines at the Battle of the Bulge, five allied soldiers give everything they have to bring vital information to their commanders. Completely shot and produced in Utah, a vital, well-crafted exploration of honor, courage, and faith.

Shall We Dance? (PG-13)

S2, P3, V1, A1, T2

A successful, married attorney flirts with extramarital romance, but then finds that his clandestine ballroom dancing lessons are the factor in returning joy to his life.

Shark Tale (PG)

S1, P1, V2, A1, T2

Animated: A little fish in a big pond deals with the consequences of taking credit as a shark-killer when the mafioso sharks bait the hook for him.

Shaun of the Dead (R)

S1, P3, V3, A3, T3

A pair of major slackers try, half-heartedly, to save the world from flesh-eating Zombies.

Shrek 2 (PG)

S1, P1, V2, A1, T2

The green ogre (with help from sidekick Donkey) and Princess Fiona contend against forces that would destroy their happy marriage... like disgruntled in-laws with a Fairy Godmother. And you thought you had challenges.

Sky Captain and the World of Tomorrow (PG)

S1, P1, V2, A1, T2

An ambitious reporter and her dashing companion join forces to save the world in this stylized computer-age reincarnation of the Hero tales of yesteryear.

SpongeBob SquarePants Movie (PG)

S1, P1, V2, A1, T1

Hard to explain: a talking sponge and his starfish sidekick go to great lengths to get back King Neptune's stolen crown and save the underwater world. Adults, take your earplugs.

Surviving Christmas (PG-13)

S2, P2, V1, A3, T2

A wealthy young businessman returns to his childhood home and hires the family now living there to include him in their "family" Christmas.

Taxi (PG-13)

S3, P3, V2, A3, T2

An inept New York City detective and a NASCAR-wannabe taxi driver team up to catch a quartet of beautiful Brazilian bank robbers.

Without A Paddle (PG-13)

S3, P2, V2, A3, T2

Two goofballs search the Oregon woods for the body of famous highjacker D. B. Cooper... and the money he escaped with.

Key to Symbols:

These content scores are offered in view of the MPAA rating the film carries. In other words, a film rated PG-13 by the MPAA and receiving a "moderate" score (2) for sex/nudity probably contains sexual material that would earn it an "extreme" score (3) were it a G or PG-rated film.

Degree (as per a film's MPAA rating)

- 1 = not present or minimal
- 2 = moderate
- 3 = extreme

Element

- S = Sex acts, nudity, sexual innuendo
- P = Profanity, vulgarity (a single use of the 'F' word will earn an 'extreme' rating for any film)
- V = Violence, weaponry, gore
- A = Alcohol, drugs
- T = Thematic elements such as child abuse, violent crime, homosexuality, horror, etc.

Thus, a film receiving ratings of S1, V2 and P3 would have little or no overt sexual content, a moderate amount of violence, but a large volume of profanity or use of extreme profanity/vulgarity.