



**HONOR SOCIETY INDUCTEES** — Charlene Zoratti, broker/manager of the RealtyUSA Tonawanda office, left, and Miriam Treger, broker/manager of the RealtyUSA Amherst / Clarence office, right, have been named to the 2006 REALTORS Honor Society by the New York State Association of REALTORS. They are joined by John Leonardi, BNAR executive vice president. To achieve induction into the honor society, nominees must show that they are exemplary in their board/association involvement including serving in leadership positions and committee activities. Treger, an Amherst resident, is the 2006 president of BNAR and Zoratti, a Tonawanda resident, served as the 2004 president of the BNAR and was named its 2006 Realtor of the Year.

## Tech company, child psychologist develop gaming therapy

CyberJocks, a Western New York technology company, has partnered with child psychologist Drew C. Messer to develop innovative treatments for children and adolescents.

Electronic Gaming Therapy fuses traditional therapeutic processes with modern video games to facilitate social and emotional growth, foster self-regulation and promote good behaviors through a strengths-based approach.

The program was reportedly effective with a wide range of children, including those diagnosed with attention deficit and hyperactivity disorder, anxiety and autism spectrum disorders during its four-year development cycle in Japan.

Results of the study showed the program proved to be an unusually novel and effective application of video game technology.

"Today's children naturally gravitate towards video games," Messer said. "When you blend the emotional and social aspects of video games with the therapeutic process, children become

engaged in ways that we don't typically see with more traditional therapy. Electronic Gaming Therapy takes advantage of cutting-edge technology that appeals to children and adolescents."

A socialization program is held at 7 p.m. every Monday at CyberJocks, 3311 Sheridan Drive, Amherst. Messer and CyberJocks are developing custom video games and software applications specifically designed to enhance therapeutic goals for use in the program.

"Our goal is to develop a complete package that health professionals all over the world can use to aid in treating their patients," CyberJocks CIO Aaron Kondziela said. "The combination of Dr. Messer's research and development with our custom technology is opening up new avenues for treatment. It's exciting to be on the forefront of something so beneficial for families."

For information, visit [www.cyberjocks.com/egt](http://www.cyberjocks.com/egt).

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## What in the World is Milky Spore?

Master Gardeners use it. Savvy homeowners have tried Milky Spore. You may have heard about it, but what is it? Milky Spore was developed by USDA researchers after World War II and is considered the most important insect control ever devised by man. One USDA scientist, Dr. Samson R. Dutky, spent his entire 40-year career, at tax payers expense, perfecting Milky Spore and turning it into a fabulous product. But, what is it?

Milky Spore is a natural insect bacterium that infects and destroys Japanese Beetle grubs without harming any other life form. It turns out that the insect world has its own set of illnesses just as people are affected by people illnesses. Generally, insect illnesses don't affect people and people illnesses don't affect bugs. Just reading this story, you will breathe all kinds of bacterias, viruses and fungi, but they seldom cause a problem.



Japanese Beetles cause a billion dollars worth of damage in the United States each year attacking 275-different kinds of trees, shrubs and plants. Then, they multiply like crazy. Just 1000 adult Japanese Beetles lay enough eggs to produce over 2-million new ones in three years time. The eggs quickly turn into lawn grubs, which eat grass roots like a giant underground mowing machine. Grubs cause even more damage than the adult Beetles.

The grubs, however, are highly susceptible to Milky Spore, which, when applied to your yard as a dry powder triggers a below ground epidemic. The grubs swallow the spore, which grows inside them. The grubs die in about ten days and liberate into the soil millions of new spores that remain on guard for fifteen to twenty years awaiting more grubs to come along. Once established, the spores are always there like a standby army of good guys.

The spores won't affect people, plants, pets or good insects. Its safe around wells, ponds and streams. Birds digesting an infected grub are left unscathed and bird droppings that fall to the ground form new colonies of Milky Spore, which is recommended by the USDA, the Audubon Society, County Extension Agents and environmental groups.

Milky Spore is the safe alternative to chemical lawn and garden pesticides which are under attack by such ecology groups as Friends of the Earth and other organizations that urge a natural organic approach to bugs. Milky Spore falls into the natural category.

Milky Spore is available at good garden centers, hardware stores, farm stores and at [milkyspore.com](http://milkyspore.com).

*Courtesy of the ARA Content*

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## Morgan Stanley Announces Brian Wells, Wealth Advisor

Buffalo, NY 12/14/2006 Morgan Stanley (NYSE:MS) announced today that Brian Wells, a Financial Advisor in the firm's Global Wealth Management Group (GWMG) office in Williamsville, has joined its exclusive Wealth Advisor Group.

Morgan Stanley's Wealth Advisors provide customized investment strategies for affluent clients looking to manage, grow, preserve and transition their wealth. High net-worth clients with a Wealth Advisor will have access to specialists and additional resources and offerings at Morgan Stanley. To gain the knowledge and skills necessary to provide these affluent clients with premium advice, Wealth Advisors receive advanced training at Morgan Stanley's headquarters in New York City.

Brian, who began his financial career in 1984 and has been with Morgan Stanley since 2000, is a native of Buffalo, New York. He is First Vice President and holds the Certified Financial Planner designation. Wells, 48, currently lives in Lancaster with his family.

One of the largest businesses of its kind in the world with approximately \$650 billion in client assets, GWMG provides a range of wealth management products and services to individuals, businesses and institutions. These include brokerage and investment advisory services, financial and wealth planning, credit and lending, banking and cash management, annuities and insurance, retirement and trust.

Morgan Stanley is a leading global financial services firm providing a wide range of investment banking, securities, investment management, wealth management and credit services. The Firm's employees serve clients worldwide including corporations, governments, institutions and individuals from more than 600 offices in 30 countries. For further information about Morgan Stanley, please visit [www.morganstanley.com](http://www.morganstanley.com)

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