

Online Forums

More discussion can be found online at arizona.newsazp.com

Visit the North Valley home page and click on "Public Forum" to see what others in the community are talking about, or to join the discussion. These are hometown sites dedicated to free speech with civility, so no personal attacks or profanities, please. Excerpts are published in the newspaper as space permits.

A sampling of what's online:

Public forums

- Municipal courthouse to sprout in Paradise Valley
- Shelter for homeless women veterans opens in Phoenix
- Permanent housing may end cycle of homelessness
- Camelback Mountain parking issues solved by IGA
- Tentative Scottsdale budget balanced, yet unsustainable IGA

Local Voices Community Columnists Online Blogs

Check out our community columnists at arizona.newsazp.com! Visit our home page and click on "blogs" to read what our bloggers are saying -- and to respond and join the discussion. We invite you, too, to become a community blogger. E-mail the editor for additional information on how to sign up to become a blogger.

arizona.newsazp.com

Some stress can be turned into a positive motivating factor

By Nassim Sana

Special to the Independent

As much as we don't like to talk about it or hear about it, most of us have some level of stress in our lives.

How many times are we sitting in the office and thinking "How am I going to reach all my deadlines this week?"

When we hear the phrase "I'm stressed out," we can clearly visualize the famous painting "The Scream," by Edvard Munch in our minds, the never ending nightmare that follows us.

We live in a demanding and high stress society that constantly expects more from us. In addition various media and social media outlets are constantly telling us how stressed out we are.

As human beings we also have the tendency to associate stress with negative feelings, headaches and multitude of emotional and physical conditions. But what we don't really focus on is that some stress is actually good for us. Yes, good for us.

I think before we discussed what good stress is, let's understand how stress -- the vital warn-

GUEST Commentary

Nassim Sana



ing system in our brain really works.

The fight-or-flight response is when the brain perceives some kind of stress, it starts flooding the body with chemicals like epinephrine, norepinephrine and cortisol.

This creates a variety of reactions such as an increase in blood pressure and heart rate. Your senses suddenly have a laser-like focus so you can avoid physically stressful situations.

For example you're driving in traffic and someone suddenly cuts you off and you are able to avoid an accident, it's this fight-or flight response that helps you stay safe, and alive.

Now you may ask yourself have I ever experienced good stress. Yes, of course you have.

For example, when you were planning your wedding, buying

a new house, watching a horror movie or bungee jumping, good stress is what motivates us and is beneficial for our progress.

It can help us meet our daily challenges and accomplish tasks more effectively and efficiently. A little bit of stress allows us to stay focused and the end of the day and feel accomplished.

Studies have shown that good

stress or short term stress fortifies the immune system, improve how your heart works and protect your body from infection.

Other studies show that during vaccination or surgery your immune response enhances.

Now that we know good stress also exists in our lives, it's important for us to take the time and

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At Your Service

How to Reach Us

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To submit News

Submission: The Independent welcomes submissions from its readers. Items can be emailed to pvalleynews@newsazp.com or posted online.

Old Articles: Previously published articles are available at arizona.newsazp.com; click on "Archives."

To Become a Blogger: Community columnists are welcome at arizona.newsazp.com. Visit our online site and follow the simple sign-up process.

Celebration ads and press releases: Special announcements can be placed online and published in either a "Celebrations" ad or a specifically worded "Publish Your News" ad. Visit arizona.newsazp.com and click on "Celebrations."

Obituaries: The newspaper charges a nominal fee to publish an obituary. Send information to azobits@newsazp.com.

To place a classified ad

Online: Readers can place their advertisements to appear online or in one of 10 weekly print publications by visiting arizona.newsazp.com and clicking on "Classifieds." Ads appear online for free (400 words, four photos for four weeks). There is a nominal charge to have your ad appear in the newspaper. The deadline to have your ad appear in the newspaper is noon Friday prior to publication.

Email: iniclassads@newsazp.com
Telephone: (623) 445-2700
Fax: (623) 445-2720

To place a retail advertisement

The deadline to place a retail business advertisement is noon Friday for the following Wednesday's publication. Detailed information on rates, distribution area and more can be found at arizona.newsazp.com.

Email: needs@newsazp.com

Telephone: (623) 445-2777

Billing department: azbilling@newsazp.com

Preprint inserts: The Independent provides targeted distribution for those who prefer to reach specific neighborhoods, the entire city or multiple communities throughout the Valley. Contact the office for printing and insertion rates.

Online Advertising

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The *Scottsdale Independent* strives for accuracy and is pledged to bring errors that have appeared in our newspaper to the attention of our readers.

In addition, we offer a "right of reply" to the people about whom we write. Readers who disagree with the content of a news story or the way it was handled or edited are welcome

to respond with a letter to the editor or guest commentary and all such letters will be given priority over other submissions.

We invite readers to call our newsroom at 623-445-2777 to report an error. Readers may also e-mail their comments to nscottsdale-news@newsazp.com.

We Pledge ...

- To operate this newspaper as a public trust
- To help our community become a better place to live and work, through our dedication to conscientious journalism.
- To provide the information citizens need to make their own intelligent decisions about public issues.
- To report the news with honesty, accuracy, purposeful neutrality, fairness, objectivity, fearlessness and compassion.
- To use our opinion pages to facilitate community debate, not to dominate it with our own opinions.
- To disclose our own conflicts of interest or potential conflicts to our readers.
- To correct our errors and to give each correction the prominence it deserves.
- To provide a right to reply to those we write about.
- To treat people with courtesy, respect and compassion.

For More Information, See the at Your Service Box elsewhere in the paper.



Our Purpose...

The Independent is published by Independent Newspapers of Arizona. Independent is owned by a unique trust that enables this newspaper to pursue a mission of journalistic service to the citizens of the community. Since no dividends are paid, the company is able to thrive on profit margins below industry standards. All after-tax surpluses are reinvested in Independent's mission of journalistic service, commitment to the ideals of the First Amendment of the U.S. Constitution, and support of the community's deliberation of public issues.

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