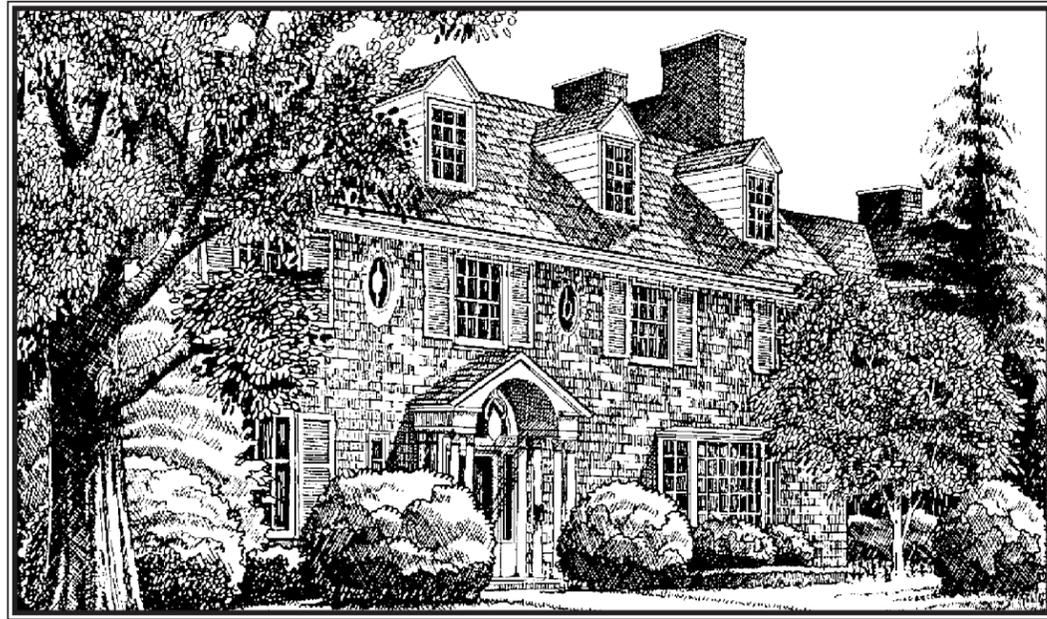


# LIU

School of Professional Studies



Hutton House Lectures

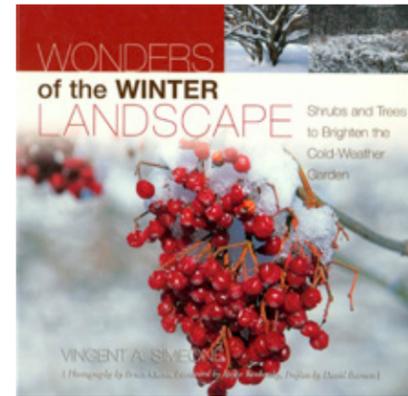
December 28, 2018

Volume 1, Issue 8

### An Education for the Winter Gardener

Winter is one of the most beautiful times of the year to appreciate the garden. Although plants lie dormant, interesting characteristics such as the growth habit, ornamental fruit, and bark interest become most evident. In addition, conifers and broadleaved evergreens can provide interesting foliage and texture.

Hutton House Lectures is pleased to welcome Vincent A. Simeone, director of Planting Fields Arboretum in Oyster Bay, to present "The Wonders of the Winter Landscape," a book he authored to horticultural acclaim. Mr. Simeone's book "...gives garden inspiration for an often overlooked season in the garden,"



read a review in the *Pittsburgh Post-Gazette*.

"The lecture will focus on the wonders of the winter landscape and how to enhance the aesthetic value and interest of the garden by using horticultural treasures such as winter fruiting plants,

broadleaved evergreens, conifers and trees with interesting bark," said Mr. Simeone, who has worked in the horticultural field for over 27 years.

Although the book is not required for the lecture, students may purchase a copy online at [www.ballbookshelf.com](http://www.ballbookshelf.com).

(Friday, February 8, 2019, 2 to 3:20 p.m., 1 session, \$30)

### Start the New Year with Hutton House

Twenty-three original lectures will be held in January 2019 at the Hutton House Lectures.



On January 8, Dr. William Reszelbach, the son of two Holocaust survivors, presents an oral memoir of the family dynamics following his parents' unimaginable loss and suffering during the war. (10:30 a.m. to 12 noon, 1 session, \$30)

On January 14, you will have a unique opportunity to talk directly with the president of the American Library Association, the largest and oldest library association in the world. Loida Garcia-Febo will share the ALA's mission to bolster diversity and equal access to libraries. She has spoken at 21 international venues, including Harvard, the European Parliament in Brussels, and the Puerto Rico Public Library. (1 to 2:30 p.m., 1 session, \$30)

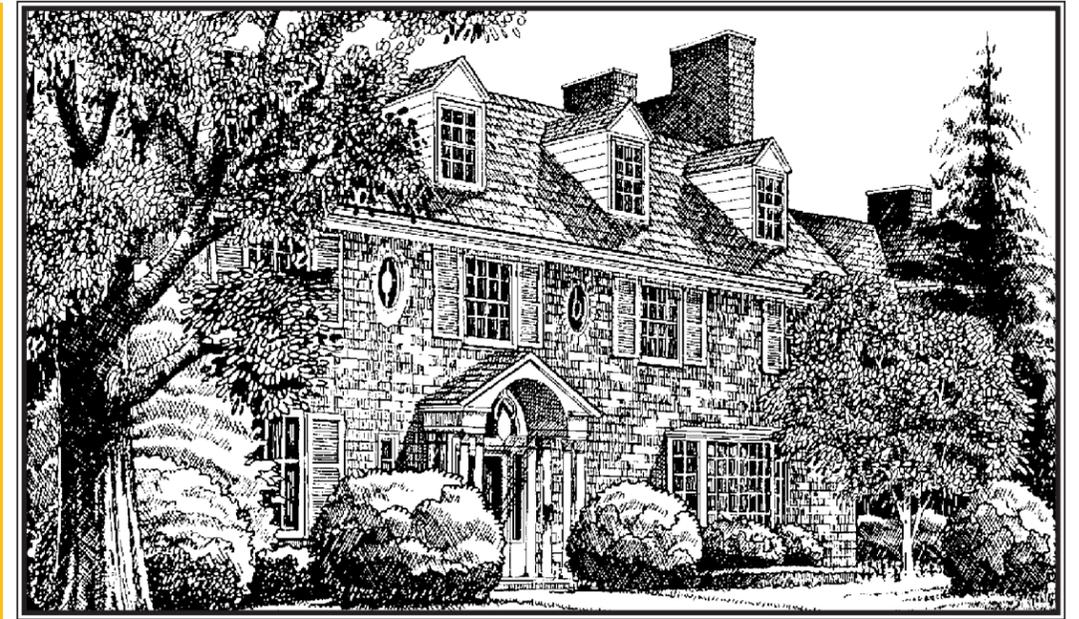


On January 18, world-renowned terrorism expert Dr. Harvey Kushner will be holding a class titled, "The State of Cyber Security: A New Definition of Safe." Learn about your vulnerabilities and how to protect yourself. (9:30 to 11:30 a.m., 1 session, \$30).

To view our winter catalog, visit the website at <https://webapps.liu.edu/HuttonHouse>

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# Our Heritage: *Healthy New Year!*



January 1, 1895 was a milestone day for Charles William ("C. W.") Post, for whom the LIU Post campus is named. It was on that day that Mr. Post invented a product called **Postum**, the first of several breakfast foods upon which he would build a multi-million dollar empire that still exists in every supermarket today.

Throughout his lifetime, Mr. Post was plagued with a nervous stomach that left him wheelchair bound for months at a time. In a revelation that is common now to today's consumer, he discovered that his poor health stemmed from what he ate and drank. The primary culprit, he felt, was the caffeine in coffee. In 1895, he made the Postum caffeine-free coffee substitute out of roasted grain and molasses, and sold it to the public through mass advertising, touting the benefits of "clean and pure food."

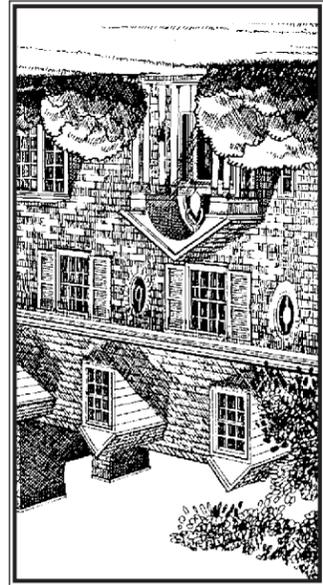
C.W. Post made print advertising and mass marketing into a foremost discipline. His ads were original as no one had



conceived that food could be advertised successfully as a medicine. As documentation of his state of mind, Mr. Post authored a book called "I Am Well," as well as a pamphlet titled the "The Road to Wellville," and tucked it into every jar of Postum. The brochure would become the premise for a 1994 movie starring Matthew Broderick, Bridget Fonda and John Cusack.

Postum's advertisements (see photo) would become legendary and unique within the industry. He was selling a health alternative much like today's food and beverage manufacturers serve gluten-free, soy-based products, and lactose-free.

Postum still exists today and is owned by Dale and June Rust of North Carolina, who have spoken at the Hutton House Lectures in recent years.



HUTTON HOUSE HIGHLIGHTS

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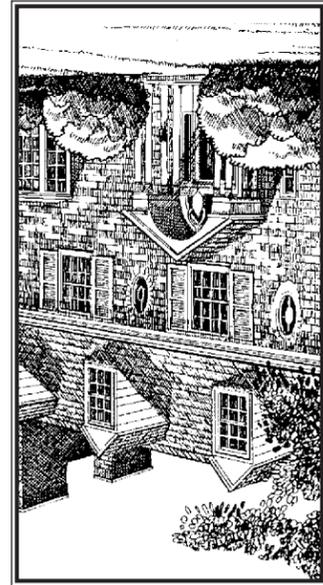
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