

MAKE HIGHWAY 1 SAFE

On San Diego freeways, 13 people were killed last year in wrong-way-driver accidents. Consequently, Caltrans began improving signs and designs at off-ramps and on-ramps to prevent these horrific crashes. Of course, driving under the influence (DUI) is the primary cause in most of these accidents, but poor signage and poor ramp configuration can contribute to the problem. A prime example of this is northbound Highway 1 in Pacifica at Milagra/Manor and at Sea Bowl Lane, where confusing or vague access points may have played a role in two different traffic fatalities in 2015 alone. All of us who drive this deadly stretch of road should worry about when the next drunk or distracted driver will make a wrong turn and come barreling into us head-on. We lost two young Pacificans last year in this terrible way. Let's honor the lives of Bruce Bernor and Jason Gilbride by insisting that the city and state work together to fix these two very dangerous ramps on Highway 1 with redesigns and new signs. Make Highway 1 safe for all!

GIBBERISH AND DRIVEL

"Every so often a new pop phrase arrives on the doorstep. You know the kind – those disarming little chestnuts that may catch your ear the first several times they're used in conversation, before inevitably moving from snappy descriptors to overused office jargon. Don't get me wrong: I'm all for finding fresh ways to invigorate meetings, spark discussion, and liven things up -- even if it means a few splashy additions to the business vocabulary. I'm sure I have used some of these phrases myself. But let's admit that some of the latest lingo can also be downright funny," writes Robbie Briggs, president and CEO of Briggs Freeman Sotheby's International Realty, in a Wall Street Journal advertorial titled "Verbal Gobbledygook." Some of Briggs' pet peeves (plus a few of mine): circle back with, win-

win, game changer, open the kimono, additional bandwidth, get all your ducks in a row, row in the same direction, drink the Kool-Aid, low-hanging fruit, criticality, in your wheelhouse, whiteboard it, push the envelope, think outside the box, get out of the silo, wrap your brain around, irregardless. What are your English-language pet peeves?

DUMBDOWN UNIVERSITY

“Colleges presume students regard reading as a strange and difficult activity, to which they must be introduced with careful thought and great caution. Since these colleges usually do not dare to enforce consequences for not reading the books, they instead have to allure the students with the sweetener of easy, exciting reading. The colleges therefore tend to assign no-fuss digestibles – memoirs, young adult books, science fiction, and comic book, books with young protagonists and books where the students might already have seen the movie, and affirming books that make the students feel good about themselves and what they can do with their college education.” (Executive summary, National Academy of Scholars report “Beach Books: 2014-2016”)

SWAMI SEZ

“Never go to a doctor whose office plants have died.” (Erma Bombeck)

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