

LIFE & ARTS

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MONDAY, JANUARY 30, 2012 ■ SECTION D

TV PICKS

'Southland,' 'Glee' and more of this week's viewing options ■ D2



FIT CITY

Pam LeBlanc's column returns next Monday

OMAR L. GALLAGA
DIGITAL SAVANTTwitter tired?
Fatigued with
Facebook? Try
a new network

Google+ growing quickly but lacks the passion of Pinterest in both its content, community

When you think of online social networks, the names that tend to come up are Facebook, Twitter, LinkedIn and, perhaps, Tumblr.

Two fast-growing social networks are poised to join that list. Google+, a network started by search behemoth Google last summer, already has 90 million users and, some estimates suggest, could reach 400 million by the end of 2012.

Pinterest, a much more niche network where people can post images of things they like (clothes, products, hairstyles), has had a scorching run the past two months, with about 17 million page views in January as of this writing. The company won't say publicly how many subscribers it has, but some estimates put it at about 4 million users. Started in mid-2010, Pinterest is still invitation-only and had a pretty low profile before exploding in popularity last year.

At first glance, Google+ and Pinterest couldn't seem more different. Google+ comes at you from a gigantic tech company that seems like it's trying to catch up to Facebook's success. It throws a lot at you, from the ability to video chat (a feature called "Hangouts") to its most significant innovation, "Circles," which help you put your contacts into groups, making it easier for you to decide who sees the things you share.

MUSIC • FESTIVAL

Genre's
fresh
squeeze

Accordion-heavy conjunto music is focus of 3-day fest

By Nancy Flores

AMERICAN STATESMAN STAFF

When you strip Tejano music to its core, you'll find the rhythmic pulsations of conjunto music. They're the same soulful beats that once regularly filled Austin ballrooms and brought even the most uncoordinated dancers to their feet.

Conjunto's squeezebox melodies and strong narrative lyrics, though not on the forefront of Austin's live music scene, have quietly been gaining the hearts and minds of music lovers. And for longtime fan Baldomero "Frank" Cuelar, this meant that the moment was perfect to launch the type of festival he dreamed of for years — a conjunto music festival in his native East Austin that would bring up-and-coming conjunto bands together with the genre's legends.

On Friday, the Rancho Alegre Conjunto Festival becomes a reality for Cuelar and the music's loyal fan base. This marks the first time in Austin's recent history that conjunto music will have its own three-day festival, which event organizers hope will bring the roots music to a wider audience.

The Rancho Alegre Conjunto Festival

When: Friday through Sunday. Music is scheduled to start at 5 p.m. Friday, 3 p.m. Saturday and noon Sunday.**Where:** Moose Lodge 1735, 2103 E.M. Frank-

invitation-only and had a pretty low profile before exploding in popularity last year. At first glance, Google+ and Pinterest couldn't seem more different. Google+ comes at you from a gigantic tech company that seems like it's trying to catch up to Facebook's success. It throws a lot at you, from the ability to video chat (a feature called "Hangouts") to its most significant innovation, "Circles," which help you put your contacts into groups, making it easier for you to decide who sees the things you share.

Pinterest, on the other hand, puts a strong emphasis on beauty and design through the images that users share on categorized "Pinboards." It feels focused and already has an identity. According to Google ad data, 80 percent of its users are women; the most popular postings tend to be gorgeously photographed food, stylish outfits and lusted-after items.

See **GALLAGA**, back page



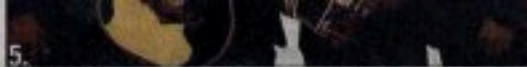
TOP: Pinterest.com's design and content are beautiful and inspirational. Users curate virtual pinboards with images uploaded or linked from other sites. **ABOVE:** The Google+ social network allows users to sort contacts into 'circles' and create group video-chat 'Hangouts.'

360

Read more technology news and reviews on Omar L. Gallaga's blog at austin360.com/digitalsavant



1. Los Wranglers. 2. Los Pinkys. 3. Linda Escobar. 4. Chano Cadena. 5. Jesse y Beto Duran y Los Aguilillas. 6. Conjunto Romo. 7. Those Guyz.



WALKING

Step to it for some useful exercise during TV's commercial breaks

By Jeannine Stein
LOS ANGELES TIMES

Fitness experts are always telling us that incorporating movement into our day is a good way to burn calories. But is it effective? A study finds that walking in place during TV commercials provides a pretty good workout.

On Sunday, the world will be watching the New England Patriots vs. the New York Giants in the Super Bowl. The game, including pre-

game and postgame coverage, will offer plenty of commercials for watching and walking.

Researchers from the University of Tennessee, Knoxville studied a group of 23 men and women ages 18 to 65 under a number of conditions to see how many calories they burned. The study participants also represented a wide range of weights, from normal to obese.

Their calorie expenditure was monitored

See **WALKING**, D3

Conjunto Festival

When: Friday through Sunday. Music is scheduled to start at 5 p.m. Friday, 3 p.m. Saturday and noon Sunday.

Where: Moose Lodge 1735, 2103 E.M. Franklin Ave.

Cost: \$10 a day pre-sale, \$12 a day at the door, \$25 for a three-day pass

Information: See the festival line-up and ticket information at ranchoalegre.texas.com

would bring up-and-coming conjunto bands together with the genre's legends.

On Friday, the Rancho Alegre Conjunto Festival becomes a reality for Cuellar and the music's loyal fan base. This marks the first time in Austin's recent history that conjunto music will have its own three-day festival, which event organizers hope will bring the roots music to a wider audience as well as encourage more conjunto groups to play in the Live Music Capital.

"When people think of conjunto music they think of Flaco Jimenez," said Cuellar, festival organizer and owner of Rancho Alegre Entertainment, a DJ service specializing in the preservation of hard-to-find conjunto and Tejano music. "That's great, but sometimes we only get half the story. There are so many more artists out there, from the Rio Grande Valley to Alice, Texas."

Austin-area conjunto bands scheduled to perform include Austin Music Award winners Los Texas Wranglers, veteran musicians Los Pinkys and Conjunto Romo, a Kyle-based family band featuring a father and his trio of sons. Fans will also have a chance to see a final, farewell performance for Jesse y Beto Duran y Los Aguilillas, whom the Austin Latino Music Association has recognized for their lifetime

See **CONJUNTO**, back page



Walking in place helps get in the daily recommended amount of exercise.

PHOTOGRAPH BY [unreadable]

It's

Citrus Season at **H-E-B**
Come squeeze what's new and get your grove on.



www.h-e-b.com

CONJUNTO: Younger artists will join veterans

Continued from D1

achievement in music.

As part of the conjunto festival's efforts to break down barriers and bring the music to new audiences, some of the festival's artists, such as veteran musician Chano Cadena and some members of Los Pinkys, will have in-store appearances Friday at Waterloo Records and Saturday at Antone's Records.

The strong lineup of legendary artists reads like a who's who of performers from all over South Texas: Linda Escobar, Bene Medina, Chano Cadena, Oscar Hernandez, Los Aguilares and Rene Joslin.

Many of these legendary artists came aboard after Cuellar began recording their oral histories for his online radio show on Rancho AlegreTexas.com. Cuellar went on the road, to their homes and ranches and learned about the stories that tell of conjunto music's history as well as their own.

"I asked them if they'd be willing to come to Austin," Cuellar said. "They said 'Yeah, but no one books us.' Don't count some of these guys out. Chano Cadena, who's like the B.B. King of conjunto music — he's 78 years old, and he's still on the road. They still have a lot to share with us."

Though Tejano music has struggled over the years to appeal to a new generation of listeners and musicians, conjunto music may be having an easier time with this.

While he was on the road interviewing veteran conjunto musicians, Cuellar also noticed the amount of new conjunto artists bringing a new energy to the genre, such as Sweetwater-based band Theoze Guyz, who describe their sound as "crunkjuno."

"There's a lot of youth in conjunto right now," he said, noting that the sons in the family band Conjunto Como are all younger than 20.

"It's almost like a renaissance is happening," said festival spokeswoman Piper LeMoine.

She describes the phenomenon like this: "If you think about it, it's almost like you have two age (groups). The legends are getting up to their 60s and 70s and then it wanes a little bit, almost like a trough as far as age distribution. Then you have the young guns. It's like grandfathers and grandkids playing together."

Perhaps, it's a back-to-basics move for new generations who are starting to make the music their own.

"I've been told that when you start playing guitar, you should start with your gospel and blues before you move to rock, you know what I mean," Cuellar said.

Cuellar has a particular soft spot for conjunto music. He remembers accompanying his parents to a conjunto dance as a kid and falling in love with the accordion and the atmosphere. And as an adult, it was conjunto music that helped Cuellar cope with the temporary blindness he experienced after a stroke.

"That was my escape," he said. "At my sickest, I felt a lot better listening to the music."

Cuellar had launched the Rancho Alegre online radio project to help keep conjunto music alive, but when he was bedridden for three months he thought about how if he recovered he wanted to do more to not only preserve the



Photographer Rolando Medina's photos of Conjunto music culture will be on display and available for purchase at the Rancho Alegre Conjunto Festival.

music but bring it live to the masses.

"I thought, I'm not going to stay with my arms crossed," he said. "I'm going to promote it to whoever wants to listen. I'm no longer taking a back seat."

Serving as a nostalgic backdrop and nod to those popular ballroom dance days is the festival's location at the Moose Lodge 1735, where a conjunto photo exhibit by San Antonio photographer Rolando Medina will also be featured as well as a canned food drive for the Capital Area Food Bank.

"I don't care what color you are, what your background is, when a cumbia plays you can't sit still," LeMoine said. "You can't beat it."

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Etiquette maven offers tips to help during flu season

By Jane Glenn Haas

THE ORANGE COUNTY REGISTER

Don't laugh but there is a socially proper way to have the flu.

And Anna Post, great-great-granddaughter of the doyenne of proper etiquette, Emily Post, has put together the flu etiquette ground rules.

The National Foundation for Infectious Diseases says flu cases usually peak in January and February. With only half of Americans vaccinated against the flu, there is a good chance many will get this disease.

The flu is passed off as a common cold, but up to 49,000 Americans die annually because of this virus, says Dr. Susan Belam, medical director of the foundation. In addition, hundreds of thousands are hospitalized with pneumonia or other problems stemming from the untreated flu bug, she says.

"Don't be 'That Guy' who spreads the flu to family, friends or colleagues," says Anna Post. "By following appropriate flu etiquette, we can all play a role in preventing the spread of flu virus."

Too many people "go about their daily business instead of taking care of themselves — which also takes care of others," Post says.

"This is very inconsiderate but we see it a lot — especially in this economy. People are not putting their own health first, and they don't care about anyone else."

Here is Post's basic message:

In the workplace: If you have flu symptoms at work, let your boss know right away that you need to get to the doctor. Just let him or her know, "I don't feel well — I think I might have the flu." Better to have others pitch in at the office than risk others on our team becoming sick.

In social situations: Normally it would be rude to cancel on a dinner party or a big event at the last minute, but if you're sick, call with your regrets and instead, go see a doctor.

Air travel: It's tough to point out someone's behavior midflight with hours left to go. However, flu is highly contagious. If there's no other seat available, consider saying, "I can see you're not feeling well — would you mind covering your mouth when you cough? Thanks." Most people when prompted are eager to show good manners and do the right thing.

Post's complete flu etiquette tips are available on all flu facts.com, where you can test your flu knowledge and take quizzes. The site is kid friendly to reach a larger audience, Post says.

"No one likes to be the 'Etiquette Police,'" Post says. "But someone has to fill that role."

When she travels on airplanes, Post personally takes extra tissues and alcohol-based hand sanitizer. If she sits next to "that guy," she asks the person to use the items.