

WE

Winter/Spring 2010

magazine for women

**Don't Wait
for the
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“Far away there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead.” Louisa May Alcott

This is one of my favorite quotes. It succinctly expresses what I believe is the essence of setting and achieving goals. And if you are like most people you started out the year with a big list of goals you wanted to accomplish and just like the quote above, you are trying to “follow where they lead.” Did you know that statistically speaking of those goals set at the beginning of the year (aka resolutions) 97% are never fulfilled? That is staggering! I mean why set ourselves up for failure? Perhaps it’s because they are not really our “highest aspirations.” We don’t “believe in them,” and so we don’t put 100% into accomplishing them.

To top it off, it’s already March! I mean where did the first two months of the year go? Since January 1st, of this year I have been going full-throttle. Trying to finish things. Finishing a book, finishing a website, finishing client projects. You name it. If it’s on my to-do list, I to-did it! Or at least attempted to do so.

How about you? What’s on your to-do list that you have yet to cross off? And what’s holding you back from doing so? **Victoria Holtz** said, “*Your role in achieving your goal must be giving your all. Involve yourself whole: with your heart, your mind and your soul.*”

This issue of WE magazine which we have affectionately dubbed the “Winter Spring Issue (don’t worry there is still going to be a Spring Issue, but it may be the Spring/Summer Issue) is filled with great advice to get you in gear to achieve your goals.

You can begin with Esther Kane’s article about **Beating Winter Depression**. I have seen Winter Depressing linger into early Spring for some people.

And the Article on Goal Setting ~ **Why New Years Resolutions are a Waste of Time** is enlightening and freeing.

In fact, this issue is filled with hope, positive thinking and inspiration. Be sure to read the article called “**Don’t wait for the Economy to Turn Around.**” It will really help you get on the right track in business and your life.

And if you really want to achieve greatness, “**Take Time to Take Back Your Time**” will inspire you to do just that.

In addition to the how-to articles and strategic thinking mentioned above, this issue has inspiring articles about people beginning with our Cover Story of Mercedes, a woman who gives wholeheartedly to her passion of serving others.

And the place we visit this year is Cuba. You will learn a thing or two that make you want to visit one day. And things, do we have things. One of my favorite channels is our Global Channel. In this issue Laurel Delaney shares her 10 Predictions that will Shape Our Global Business in 2010. ***A must read!***

Be sure to peruse our Tech Tips section. There are ten resources you simply must check out for your business and for fun. One of my favorites is ChaCha (www.chacha.com). You can ask ChaCha anything and get an answer! Go ahead, ask away.

And finally be sure to click on the Family Business Cover Story Competition link. WE magazine is looking for our next cover story. If you are in a family run business, you could be our next cover girl! Read all about it here: <http://bit.ly/WECover>

Remember all our regular channels including our newest Product Reviews. WE magazine is always looking for new and innovative products, tried and true solutions and every day things that women want and need. And WE magazine loves to highlight women doing great things in our community in our WOMEN Channel at <http://WEMagazineforwomen.com/women>. You could be one of them!

Andrew Carnegie said it best, “*If you want to be happy, set a goal that commands your thoughts, liberates your energy and inspires your hopes.*” My team and I hope reading WE magazine is on the top of your list of goals this month.

Special thanks to all our new contributors for submitting great content, to our editorial team for sending in articles, posting to the WE Magazine site and for finding exceptional articles written by others. You are what make WE a success. And to Joanne Estes and Kaitlyn Estes from Chicks in Red Heels, (www.chicksinredheels.com) a very special thank you for allowing us to use their photo on the back cover. Joanne and Kaitlyn were among our finalists in the Mother/Daughter Cover Story Competition in the Spring of 2009.

Thank you for reading WE Magazine for Women. And of course WE thank you for sharing it with your family, friends and colleagues.

To your success... and then some,

Heidi

Heidi Richards Mooney, Publisher & Editor-in-Chief

Meet the Women behind WE Magazine



Heidi Richards Mooney,
Publisher & Editor-in-Chief



Gina Aronoff,
Assistant Editor



Simone Kelly Brown
Business Editor



Carole Martin
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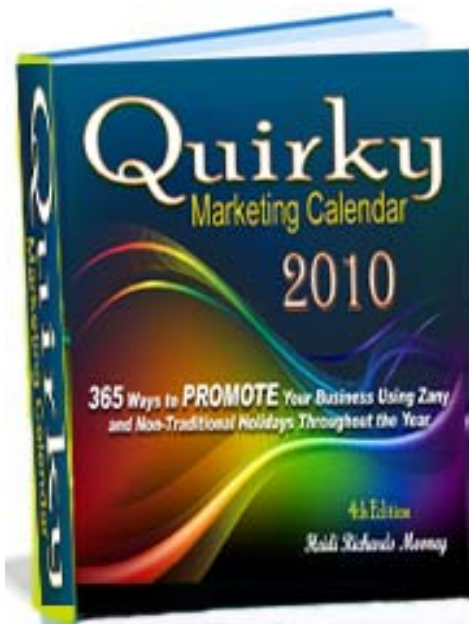
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RESOLVE TO MANAGE YOUR MONEY BETTER IN 2010 - TEN WAYS TO GET STARTED FROM THE ILLINOIS CPA SOCIETY

When you're making your New Year's resolutions consider the findings of a recent national survey done by the Financial Industry Regulatory (FINRA) Investor Education Foundation with input from the AICPA (American Institute of Certified Public Accountants). Nearly half of the survey respondents reported facing difficulties in covering monthly expenses and paying bills, the majority don't have "rainy day" funds set aside for financial emergencies and only 41 percent of parents have set aside money for their children's college education.

If you can relate to any of those situations, chances are you need to do a better job managing your money. With the economy still uncertain, it's a wise move for anyone to be a little more financially savvy. The Illinois CPA Society recommends your number one resolution for 2010 should be to improve your money management skills. They suggest these ten ways to help you keep that resolution:

1. **Determine What You're Worth.**

The first step to getting your finances in order is finding out exactly what you're worth to help you make the right decisions. List what you own - money in bank accounts and retirement plans, the value of stocks, bonds, investments and life insurance, the equity on your home and other property such as cars or objects of value, and then determine what you owe - outstanding mortgage balance, auto and student loans, and credit card debts. The difference, positive or negative, is your net worth.

2. **Let a Budget be Your Guide.**

Smart people make a budget at the start of each year. Show income from paychecks, retirement accounts and investments. Be honest and realistic about your food, housing and other expenses. Use Quicken or other software to input your budget and monitor it as the year goes on. As your situation changes (new job or

between jobs), adjust your budget. It's a great reality check for managing your money and keeping your financial house in order.

3. Set Goals. Working towards something you really want - a home, a car or simply paying off all your credit card bills or student loans - can provide motivation to put more time and energy into money management.

4. Keep records in order. Being a good record keeper helps to make tasks like doing your income taxes or completing a loan form easier, and saves you time and money in an emergency. Know where to easily find all important documents including birth certificates, property deeds, insurance policies and wills. Let a trusted family member or friend know their location.

5. **Get smart and ask questions.**

Compare terms on credit cards, check what your bank is charging in ATM and service fees, and watch for shipping and handling fees on purchases. If you don't understand a term on a bill, lease, bank statement, loan form or sales agreement - ask questions. Most importantly, ask for help when you need it.

6. Control your spending. Review bills and bank and credit card statements and save receipts. Use them to understand your spending habits. Find ways to cut back on some expenses - cable TV, phone services, entertainment, vacations, gifts and eating out - so you have more money to cover necessities and add to your savings. Be a savvy shopper; you can spend less if you use coupons, watch for sales and look for the best price, especially on big ticket items and even on non-tangibles like insurance.

7. Know the score when it comes to your credit. Check your credit reports for FREE annually. Go to www.annualcreditreport.com or www.quizzle.com and monitor what

the report shows. Make corrections as needed. And don't forget to always follow the basic rules for handling credit well - pay your balance in full whenever possible, use your cards with caution, carefully read all information sent to you by your credit card company and always check credit card statements for accuracy.

8. Save. It's not easy to find money to put aside, but save something even if it means cutting back on some expenses. Put a small amount away directly from your paycheck into a savings account each month to serve as your "rainy day" or emergency fund. Increase that amount whenever possible.

9. Plan for Retirement. Understand all the retirement options available to you - 401(k) or other plans available through your employer or action you can take on your own like contributing to an IRA. Make sure to at least contribute the maximum amount that an employer will match; for example, if there is a match for up to 3% of pay deferred, defer at least that amount. Don't miss any opportunity to save for your retirement; start saving as soon as you can and as much as you can.

10. Change your mind set about money. Don't take your money for granted. Since transactions are electronic, you don't get a check in your hand anymore or even realize how much you've put on that credit card. Money is real; it doesn't take care of itself and requires your full and constant attention.

About the Illinois CPA Society

The Illinois CPA Society, founded in 1903, is the fifth largest state CPA Society in the nation, with more than 24,000 members. It is the premier professional organization that represents CPAs in Illinois. During its over 100 years of existence, the Society has advanced the highest ethical and financial standards of the profession, and has been a leader in educating the public on financial issues.

Don't Wait for the Economy to Turnaround

Six Steps to Reinvent Yourself Now

By Dickie G. Sykes

Even though the wounds have long since healed, I still remember the day I was laid off. After fourteen years of working my dream job, it took the company less than five minutes to let me go. I wore a pair of rose colored glasses, thinking that because I received excellent evaluations I was exempt from termination. So I know what millions of you are feeling. Don't waste too much time letting fear, shame or anger guide your indecision. Indecision, USA, is an infertile destination where no seeds of creativity, vision or dreams can grow.

Don't waste anymore time. The people who will become successfully employed are those who understand they must reinvent themselves and learn new skills to compete in today's job market. When I moved away from Indecision, USA, I understood and accepted that I had to transfer my skills, talent and passion to a new career. Those skills took years to hone and were the impetus behind my success as a female executive in construction management. Instead of seeking another corporate job, I decided to use my skills and talent to help others talk their way to the top of their respective fields. I reinvented and repackaged myself as a motivational speaker, career coach and supplier diversity consultant. These six steps will help you move away from Indecision, USA.

Six Steps to Reinvention

(1) Understanding and Acceptance

You have to understand there is a new job market and accept the irrevocable fact that America is not returning to the abundance of highly paid manufacturing jobs of the past. Do not take on the role of victim or live in indecision for six months as I did. The majority of people entering or leaving the workforce today will not be getting a gold watch for twenty-five years of service. You must accept this and move forward. Research growth industries and the types of jobs they will create. Printout the skills, education and talent needed for these expanding fields and ask yourself how your skills, talent

and years of experience measure up. Bottom line: What is the need and how can you meet it? I could not have predicted my reinvention would meet such a critical need.

(2) Reinvention and Repackaging

I realized that because I had hit the glass ceiling and my skills and talent were no longer being fully utilized, I had become complacent and extremely bored on that dream job but was afraid to let go of the familiar. Like an unhappily married wife I hung around in misery way too long, blaming my partner for my unhappiness instead of myself. The funny thing is once I let go of what I use to have and got my ego out of the way, I started to get enormously excited about all the choices I had in front of me. I jotted down all the things that others said I did best and a pattern began to emerge. I motivated and inspired others, I was a great public speaker/presenter and I was a vehicle for important information. The challenge was how to utilize my day-to-day skills from my old job and repackage them into a new career. I decided to start my own consulting firm to teach laid off workers and college graduates how to conduct successful job interviews, business presentations and public speaking assignments. Tony Robbins, Magic Johnson and Eric Schmidt, CEO of Google all appeared on Larry King Live. Their message you don't have a choice you have to reinvent yourself. Call it, Three Men and a Lady; we're all saying the same thing.

(3) Everyone Has a Story – Learn to Sell Yours

I reinvented my career but I carried the authentic story of my life, the story that made me successful in construction management into my new life. That story gave me validity, credibility, notoriety and confidence to try something new. I had to communicate my history of giving successful presentations, forming strategic partnerships and creating contract opportunities for hundreds of businesses, in a format that would attract

new clients. My products are sold in bookstores and on Amazon.com. Recently, my storytelling was the impetus behind winning the Fit for Fall Contest with O, The Oprah Magazine. Learn to tell your unique story and all sorts of doors will open up. Notice my emphasis on confidence. In the book, "All Things Are Possible Through Prayer" Charles Allen states: "A man who has lost his nerve is a pitiful creature. He shrinks from every task and he turns away from every opportunity. But when he believes in himself, he develops power and strength he did not know he had."

(4) Don't Wait for Opportunity

To hear the words "you're hired" in this job market you must have a strategic plan-of-action that includes research, networking and becoming an expert in the brand called you. Based on your skills, talent and passion what industries and employers do you want to work and what quantifiable value do you offer? Look at all companies large and small, for profit and non-profit, federal, state and city agencies and the many fine educational institutions in this country and abroad.

When you target industries, you automatically position yourself above your competition because you have matched your skills, talent and passion to growing industries and companies. Go after those companies, knock on their doors, and send a proposal and video to each showing how you can improve their business. Don't wait for opportunity to come knocking because you'll be waiting a long time.

(5) You've got to move it, move it

The jobs in your town may have moved overseas, or the industries may have slowed down or shutdown; you may have to move it, move it. Don't let fear paralyze you from exploring all your options. Depending on where you live in the country, some manufacturing and skilled labor jobs are not coming back. You will probably have to get retrained in

something else or relocate. If you are able to move don't be afraid to relocate but before you do, research the area and the opportunities. Your research should include: career opportunities, housing, schools, cost of living and houses of worship so that you can reduce the number of surprises once you move. Will your spouse be able to find work? Do you need to sell or rent your home? You may have to move across town, across country or across the world to explore career opportunities. Internationally renowned bestselling author Dr. Wayne Dyer says "When you change the way you look at things, the things you look at change." So think of your journey as an adventure instead of something you dread. Don't be afraid to explore and live a big, bold, beautiful life.

Depending on your age, your grandparents or great-grandparents probably left their homeland to find work in America. I'm sure they were nervous and filled with trepidation, but they still moved it, moved it. At least research and investigate relocation; let it be an option you explore. During bad economic times such as the Great Depression people moved, people made tremendous sacrifice and they made tough choices.

(6) Face-to Face Networking

Nothing beats face-to-face networking because you are able to tell your story with enthusiasm and passion. Attend networking events on a regular basis because familiarity makes buying from, recommending or hiring you much easier.

Focus your networking on events where your colleagues, clients, and potential customers gather. In these hard economic times don't waste time or money attending events that don't meet your target demographic. Show up with your elevator pitch prepared and practiced so you can talk about your value proposition in a way that benefits the end user.

Use social networking sites very carefully as employers and clients search these sites for your name. In recent months, individuals who posted certain language and pictures on social sites have been fired. One woman even lost her disability insurance so use both privacy settings and good judgment in equal measure.

Dickie Sykes is a former construction executive and CEO of DGS Consulting LLC. She reinvented her career and relocated her business from New York City to Atlanta, Georgia. For more information on DGS Consulting, contact Dickie@dgsconsultingllc.com or visit the company's website www.dgsconsultingllc.com. They can be reached by phone at 404 567-5790.



"Dr. Joyce" Morley-Ball is an author, motivational/keynote speaker, and radio/TV show host. She also serves as a licensed psychotherapist and magazine columnist. Dr. Joyce is the 2009 First Place Winner of WE Magazine's Video Contest!!!

Dr. Joyce gives women permission to love themselves. She helps women to recognize and find their everyday superheroes; she helps couples and families to remain healthy; she helps women to find and sustain healthy relationships; and she helps women to not only believe that they have a choice in their life matters, but she empowers them to make decisions about their lives.

Join "Dr. Joyce" the first Sunday of each month as she co-hosts a relationship segment on Atlanta's Kiss 104.1-FM (www.kiss1041fm.com), at 6:30am EST.

"Dr. Joyce" is in your house, she's in your car; he's wherever you are!!!

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Network Into Relationships

How Do You Know When Your Network Contact Has Grown Into A Professional Relationship?

By Marleen Graham

Experts say that networking is about exchange and building relationships. However, how can one know when a network contact has developed into a professional relationship?

Here is my personal top 10 list (in no particular order) of how I determine when my network contact moves from a mere contact to a professional relationship.

1. If they did not give me their phone number from our first meeting, and one day after numerous conversations, their phone number pops up in their message or e-mail without me asking for it. Sometimes I don't even see the phone number because they did not say give me a call or anything. I will go back to the message to re-read or reply and then notice the phone #. I usually say something silly like "wow, I stepped up a notch in your network" or something else. When they give you their cell, home, work, mother's phone number (lol) etc, you really know that they trust you and a professional relationship has formed



2. When we speak on the phone and there is no awkward silence, and I feel like I am speaking to a long lost friend.

3. When they contact me out of the blue and say "I was thinking about you today and here is why your name popped up in my head." Hopefully it is for good reasons.

4. When I receive a LinkedIn recommendation without asking for one.

5. When they contact me to ask for advice, and don't feel sorry that they bugged me.

6. They feel comfortable to vent frustrations without fear that I will view them differently.

7. When I receive a gift via US Mail from a network contact and they did not tell me they would be sending something. This point can be scary if you don't know the person well because it is a surprise.

8. They recommend me for a job or forward job leads when I am not even searching for a job. This is a great one because I receive leads that I would have never come across on my own. Keep them coming... I usually share these jobs with my networking group.

9. When you receive a message that states that you don't need to register and pay for an event, and they ask you to come as their guest. This is mind blowing but really happened.

10. When people spread the word about my company without me asking them to. I am sure there is much more that can indicate when your network contact has grown into a professional relationship but that is my small list. I posted this question in my networking group, Success Through Networking, and people chimed in with additional information.

So, tell me how do you determine when a network contact develops into a professional relationship? Please don't reply when we got married or something like that. I am looking for professional relationships, not social, or dating.

Copyright 2009 Marleen Graham. You can see more of Marleen's Writing at <http://www.ehow.com/how/5694109/determine-contact-grown-professional-relationship.html>

Goal Setting

Why New Year's Resolutions Waste Your Time & What to Do to Accomplish More Goals

By Karim Ismail

If you're looking to accomplish more goals this coming year then forget about New Year's resolutions. The people that profit the most from New Year's resolutions are...

- * Owners of fitness centers
- * Authors of weight loss books
- * People who sell programs about how to make money online
- * Other sellers of things we use to try to fulfill our dreams and fantasies

The people that make the resolutions don't tend to benefit as much from their resolutions. Case in point: When is the last time you heard someone say something like, "I started my successful business as a result of a New Year's resolution?"

I've never heard anyone say that and I suspect you haven't either. That's because resolutions are mostly based on feelings. It's the beginning of a new year and we want it to be a new beginning for ourselves as well.

This desire for change is well and good, of course. The momentum that comes from change helps propel us forward. But instead of expecting a resolution to give you this momentum (it won't) I recommend trying this exercise instead.

What You Should Be Doing Instead of Relying on Your New Year's Resolutions

1. After the first of the year, schedule an appointment with yourself. Grab a notebook or a laptop and go to a quiet place—a coffee shop, a room in your house, or even a night alone in a hotel—and write a letter to yourself as if you were writing from the future, one year from now.

In my book [Keep Any Promise](#) I write about the importance of setting audacious goals. In this letter, describe what you are doing a year from now and make sure what you're describing—career, house, vacations or whatever your writing about is audacious as possible. But, don't make it totally outside the realm of possibility.

2. Remember, you are writing the letter to yourself from the future. Address the letter to yourself and sign it with your name. Here's an example of something I might write:

"Dear Karim,

No doubt that it is a freezing cold Canadian winter day as you're reading this. Rest assured that a year from this date you will be spending a vacation in the Fiji Islands. The weather here is perfect.

The Keep Any Promise Live Workshops were more successful this past year than I could have possibly imagined. Enrollment was more than triple what it was last year, making the Fiji trip possible..."

Write in this way for as many paragraphs and pages as you wish. Don't worry about grammar and writing style because no one else has to see this letter. The whole purpose is to get you thinking beyond mere resolutions and thinking much bigger and more long term than you normally would.

3. Don't restrict yourself to things like career and vacation. Feel free to talk about things like home decor and other small goals you might have. Those are important too. For example, maybe there's an expensive appliance you've wanted for some time but couldn't afford. Things like this have a place in the letter too.

4. After writing the letter, read it very carefully and meditate upon it. In your mind's eye visualize the things in your letter coming to pass. Then put the letter away until the next year. Resist the temptation to pull it out and read it during the year. Wait and reread it a year from now and before writing your next letter. I think you'll be pleasantly surprised at how close you've come to achieving the audacious goals of the previous year—maybe you will have even surpassed some of them!

Accomplishing Goals Can Become Automatic

If you follow my advice, you will accomplish more goals than if you just set mere resolutions that fade away before Valentine's Day. You'll find yourself automatically making decisions throughout the year that will make your audacious goals possible. This will happen without you even realizing it. For example, if I had set the audacious goal of a trip to Fiji, throughout the year I will automatically notice ads for Fiji. I would find myself making decisions in my business to increase my income so that I can pay for the trip. It has a snowball effect!

The story format really helps pull everything together and it will help you visualize your audacious goals and implant them in your subconscious. Now, you will be able to achieve more in the next 12 months than you have in the previous 12 years.

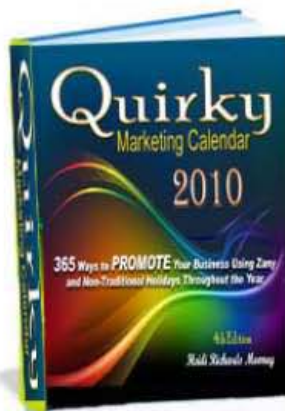
In his new book "Keep Any Promise," Karim Ismail provides many other exercises and tools that will help you achieve your audacious goals this coming year so you can be successful in business and life. Now, you can get started with my free Life Quiz at: www.KeepAnyPromise.com. This Life Quiz is a survey about YOU (think of it as a 50 Point Personal Check Up) and will help you create your successful life blueprint for a satisfying life.

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Introducing **Quirky Marketing Calendar: The Ultimate Ebook to Promote Your Business 365 Days a Year!** By Heidi Richards Mooney

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What Is A Consignment Shop.....

Consignment is the way to go for designer fashion

"Consignment shop" is an American English term for second-hand stores that offer used goods at a lower cost than new. Many offer new items as well. These items are generally in perfect condition and lightly used without any stains, damages or defects. The clothes will be priced at a fraction of their retail price (usually 1/3 to 1/4 of what they originally sold for).

Our closets are full of items that, for whatever reason, we no longer wear. Maybe we lost weight or bought on impulse a little too often, or perhaps we switched from a dressy professional environment to a casual one. Your quality castoffs can be turned into extra cash.

The reasons for the surge in popularity for consignment shops in recent years are varied — they range from the bargain aspect to the thrill of the hunt - It may sound chic to call your new secondhand find vintage. Here is how it breaks down

Vintage - Apparel from past eras — everything from Victorian looks in the 1800s to disco in the 1970s.

Consignment - Usually recent (1-2 years old) apparel in good condition — owners sell clothing through a store, which keeps a percentage of the sale.

Thrift - Term includes storefronts like the Salvation Army and Goodwill, as well as cheap "anything goes" venues such as flea markets.

Resale, Secondhand, Used - Encompasses all of the above.

Some general guidelines you can follow:

Buying consignment fashion

If you're looking to pump up your wardrobe with designer clothes, consignment is a great, cost-effective way to do it.

Expect to save about 70% off retail.

The best time to buy current merchandise is halfway through a season; you can find items brought in by style mavens who are already through with them.

The best bargains are usually the most expensive — it's difficult to get 30-40% off retail for an Armani.



There are a lot of brick and mortar shops in which I worked in one briefly. The owner asked me if I would be interested in starting an online consignment shop so she could put some of the clothes that didn't sell in the shop on my website. That got me thinking of a name for my website. Recycled Refinery Consignment. Lets Get Together And Reuse And Restyle!

I sell anywhere from designer brands to plus size. Chico's, Coldwater Creek, Liz Claiborne, handbags and purses, jewelry and vintage. I offer a flat rate shipping of \$6.00 so if you purchase 1 or 100 items it is only \$6.00

Look for core pieces, such as a Calvin Klein pantsuit, which can be purchased for a few hundred dollars. You can build from there and accessorize.

Enter Recycled Refinery Consignment an online consignment boutique. I started Recycled Refinery because there are no online consignment shops in my area.

In addition to owning Recycled Refinery www.recycledrefineryconsignment.com, Paula Horlick also owns The Vintage Scarf The online women's fashion clothing boutique specializing exclusively in one of a kind vintage scarves and scarf accessories at www.thevintagescarf.com

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From the Inside Out

By Jaitin Dhillon



Keeping your skin healthy starts with what you eat. Your skin is an indication of your overall health – protect it by feeding it well.



Vitamin A and Beta Carotene

Healthy, glowing skin starts with vitamin A. There are a number of ways to get more vitamin A in your diet. Low-fat dairy products such as non-fat yogurt are an excellent source, as are foods rich in beta-carotene, which the body converts to vitamin A during digestion.

Super Foods for Vitamin A and Beta Carotene:

* **Sweet potatoes:** Sweet potatoes are one of the best sources of vitamin A (in the form of beta-carotene). Naturally sweet, organic sweet potatoes are in season in November and December, but can be found in markets year-round. Baking sweet potatoes with the skin on preserves the nutrients and packs the biggest wallop for your skin – one sweet potato provides up to 262% of your daily vitamin A needs. Other nutritional benefits of sweet potatoes include anti-inflammatory properties, which can help soothe your skin during the dry winter months. Choose sweet potatoes with the deepest colors – the deeper the orange or yellow hue, the better.

* **Turnip greens:** Turnip greens contain a wonderful array of skin-healthy vitamins and nutrients, including 158% of your daily recommended value of vitamin A. Turnip greens are the leaves of the turnip root and have a slightly bitter taste. Find them at farm stands and natural food markets still attached to the roots, and choose greens that are crisp with deep green colors. Be sure to rinse the greens well – the freshest will still usually have some dirt hidden in the crevices of the leaves. People shy away from cooking with turnip greens simply because they don't know how. Prepare the greens by removing the center

stem and sautéing them with olive oil and lemon juice for a delicious side dish, or add them to vegetarian lasagna.

Antioxidants

Antioxidants are essential for that healthy glow we all want. Antioxidants protect the body from free-radicals, which can damage the skin's cells, making your skin look aged, cracked, and unhealthy. Antioxidants are found in deep red, blue, and green vegetables and fruits, but the free-radical-fighting properties fade the longer the food is removed from the farm, so make sure your sources are as fresh as possible. Eat antioxidant-rich foods in season or choose organic varieties that were frozen at the height of their freshness.

Super Foods for Antioxidants

* **Walnuts:** Walnuts are one of the more surprising foods that contain antioxidants, and they are available year-round. Walnuts also help improve your circulation – a vital part of keeping skin healthy during the cold winter months. Eating just four walnuts per day will provide you with all their natural skin-protecting benefits. When choosing unshelled walnuts, choose those that feel heavy in your hand. If you buy pre-shelled walnuts, make sure they are fresh – stay away from nuts that look shriveled or rubbery, signs that the nut has been on the shelf and in direct light for too long and has lost most of its protective antioxidant properties. Add walnuts to sautéed vegetables or or salads. Roast your walnuts at only 160 degrees for just twenty minutes to preserve the natural oils.

* **Acai Berries:** Acai berries are one of

the richest sources of antioxidants available. The acai berry is a tropical fruit from the Amazon rain forest – so you won't find this one in your local farmer's market. Instead, look for frozen acai berry pulp – a thick, rich purple paste that can be combined with low-fat yogurt or banana and blueberries for a super-skin-warming smoothie.

Omega-3s

Omega-3 fatty acids make your skin glow no matter what the weather. Omega-3s make the membranes of your skin cells stronger, holding in moisture for firmer, fresher, younger looking skin. Omega-3s are found in a variety of foods – the most popular sources are sunflower seeds, almonds, and olive oil. Again, the freshest foods are the best sources, so make sure you store foods in airtight containers and away from both natural and artificial light.

And there's another added benefit – a diet rich in Omega-3s can help prevent skin damage from sun exposure!

Super Foods for Omega-3s

* **Hemp:** Ground hemp seeds are an amazing source of Omega-3 fatty acids. Hemp seeds have a light, nutty flavor, and just two tablespoons of the ground seed contain 300 mg of Omega-3 and 850 mg of Omega-6 with GLA. Nearly all store-bought preparations are 100% organic and contain no preservatives – just make sure that the "best before" date is well in the future – Omega-3-rich foods have a short shelf-life. Prepare hemp powder by blending it with banana, fresh juice, and berries for a fountain-of-youth smoothie that will make your skin smooth, soft, and healthy.

* Salmon: The essential fatty acids found in salmon, including Omega-3s, cannot be produced by the human body – they have to be consumed through food sources. Wild-caught salmon has significantly higher levels of Omega-3s than farm-raised, so be sure to choose wild, fresh-caught salmon whenever possible. Eating salmon just twice a week is enough to reap all of the skin-revitalizing benefits this delicious fish has to offer. Salmon is a bony fish, so be sure that all the bones have been removed before you prepare the fish – baking or broiling are the best ways to prepare salmon to maintain all of its skin-healthy benefits.

Jatin Dhillon is a freelance writer, web publisher and a fitness enthusiast. Don't forget to read his reviews on <http://www.the-idiotproofdiet.com> <http://www.beyondcalorie.com>">beyond calories diet – one of the most popular diets to hit the internet.



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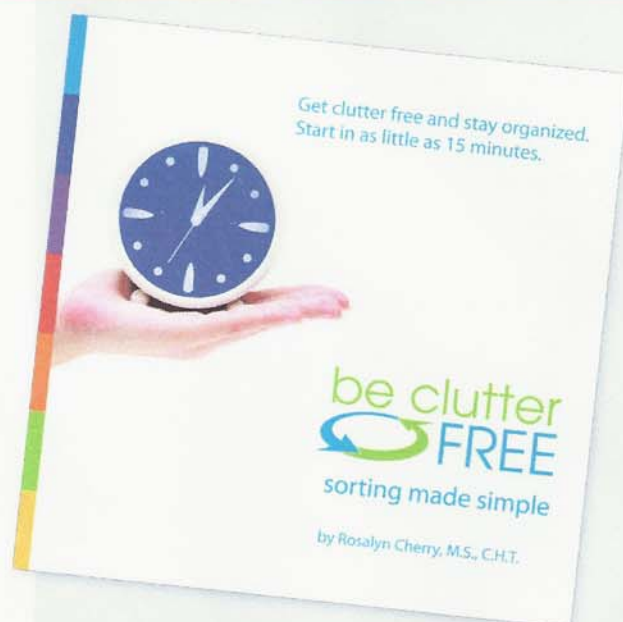
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ps18

Beating Winter Depression

By Esther Kane

As a psychotherapist, this is my busiest time of year. Why? Because a lot of people are really bummed out and don't understand why. They come to me feeling desperate in the hopes that I will help them get their "pep" back. Living here on the "Wet Coast" predisposes many of us to seasonal depression, otherwise known as Seasonal Affective Disorder (SAD). This is a very common form of depression, which is only noticeable during those months where there is very little sunlight (like now!).

Why are we so susceptible to SAD out West? It's because we tend to get a lot less sunshine than other parts of the world at this time of year and we experience dark, grey days for months at a time. I have worked with clients who have moved here from very sunny places such as Australia who never experienced "depression" before in their lives until they spent a winter on Vancouver Island!

Symptoms of SAD

The symptoms of SAD commonly occur every year between September and November and continue until March or April. Symptoms often include a number of the following:

Sleep problems: Oversleeping and difficulty staying awake but, in some cases, disturbed sleep and early morning wakening

Lethargy: Feeling of fatigue and inability to carry out normal routine

Overeating: Craving for carbohydrates and sweet foods, usually resulting in weight gain

Depression: Feelings of misery, guilt and loss of self-esteem, sometimes hopelessness and despair, sometimes apathy

Social problems: Irritability and avoidance of social contact

Anxiety: Tension and inability to tolerate stress

Loss of libido: Decreased interest in sex and physical contact

Mood changes: In some sufferers, extremes of mood and short periods of hypomania (overactivity) in spring and autumn.

*adapted from The Seasonal Affective Disorder Association's website: www.sada.org.uk

If you identify readily with all or most of the above symptoms and you've experienced them every winter for at least three consecutive years, chances are you are suffering from SAD. Luckily, there can be great relief found from a variety of non-invasive modalities available. I will outline those that the majority of my clients struggling with SAD have found most helpful:

ESTHER'S TOP THREE THINGS TO MINIMIZE SYMPTOMS OF S.A.D.:

Light therapy

Recent research has shown that 85% of people diagnosed with SAD have been helped by light therapy. This involves being exposed to very bright light (at least ten times the intensity of household lighting) first thing in the morning for 15-30 minutes every day.

Look into getting a special light used to treat SAD. The one I use and recommend constantly to my clients is called the "Litebook Elite". It's small, lightweight (8 oz), and durable. You can order one by calling 1-877-723-5483. If you use my professional # (BC 0007) when you place your order, you'll save twenty percent on the cost. I have registered myself with this company in order to make these lights more affordable to people.

The great thing about light therapy is that it is safe, has no side effects, and easy to use.

Regular Exercise

A 2001 study by the Duke University, in North Carolina, found exercise a

more effective treatment for depression than anti depressants, with fewer relapses and a higher recovery rate.

Researchers say a chemical in the brain called serotonin may be the key. People suffering from depression have low levels of serotonin, and exercise can boost those levels.

Find an exercise routine you enjoy and can commit to at least three times a week. Make sure it's active enough to get your heartrate up and your blood pumping- this boosts serotonin levels and leaves you feeling more upbeat and positive.

Talk Therapy

Engaging in regular sessions with a psychotherapist who specializes in Cognitive Behaviour Therapy to treat various forms of depression will give you the tools you need to re-train your brain from negative to positive thinking. When combined with other modalities of healing, this can provide much relief from SAD.

Practise lots of positive self-talk- much of depression is a result of what we say to ourselves- we need to learn to 'think happy': when we do this, the brain follows suit.

If you'd rather learn this own your own, I suggest you pick up a copy of David Burn's classic self-help guide to overcoming depression, "The Feeling Good Handbook". This is a wonderful resource and can be helpful to anyone who needs to change his or her thinking from negative to positive.

Esther Kane, MSW, Registered Clinical Counsellor, is in full-time private practise as a psychotherapist in Courtenay, B.C. Esther



has over a decade of experience counselling women and their loved ones with a multitude of presenting problems. Her main focus is helping women to become free of barriers which keep them stuck so that they can become all that they dream of being.

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Surviving a Sudden Life Hardship

By Kathryn J. Williams

It seems our life journeys, especially as women, can be very trying at times but in hindsight the experience really prepared us, gave us strength and offered insights we're able to benefit from during future endeavors.

Sometimes we feel fortunate, we had a close call and only the tip of an iceberg surfaced and, other times, we are less fortunate and it feels like the iceberg just took down our ship leaving us gasping for air!

When such tragedy strikes and our worst fears come to pass, it is so important to be present; to feel the situation. Do not choose to ignore it in hopes it will just go away; denial is not the answer it only prolongs the agony. It is scary to embrace a fear but it is necessary so you can begin to process and free the negative energy.

Otherwise, your raincloud will turn into a severe storm. Have you ever had a bad moment turn into a bad day that turned into a bad week and so on? Your destructive reaction to the drama fed the bad energy. Let's face it, we're all human and therefore, most of us initially react to drama negatively.

As women, we tend to take ownership of the problem regardless if we caused it or not. We blame ourselves; maybe if we would have done something differently or recognized the problem sooner etc, it may have been avoided. This second guessed self torture is unhealthy and only escalates emotions.

Beyond the initial reaction, it is critical to figure out how to get over the impact and how to find something positive from the misfortune to change your energy. It helps to think of what you might do to support a girlfriend if she were in the same situation you're struggling to overcome. As women, it is our nature to



nurture and help others; when we place ourselves in a loved one's shoes it helps us to see the situation more clearly.

This builds a new foundation; a grounding course of action essential to find our footing. Once the initial shock is over and the impact is felt, process the situation and begin searching for its silver lining. What lesson can this hardship teach? When we're able to find something positive from the trial, the glass is suddenly half full instead of half empty. Perhaps, now you are more educated and less naïve, maybe you are more cautious or maybe you found a new friendship, someone you would have never met without the mishap. It is critical to take something from the ordeal; this validates the encounter and

helps you to avoid reliving the tribulation time and time again.

We all know the old sayings, "live and learn" and "what doesn't kill you makes you stronger." This strength carries us through life's valleys and instills our appreciation for life's mountain highs!

Kathryn J. Williams has transitioned her career to healing arts from an executive level business woman in the automotive industry. She works as an author and artist to increase spiritual well-being through inspirational poetry and unique commissioned drawings. Her book was written to help those suffering sudden life hardships. lifetimeartimpression@yahoo.com - www.lifetimeartimpression.com



If this article resonated with you, [click here](#) to review Kathryn William's book, *What Can I Say When Words Escape Me*, being present in times of sorrow.



Take Time to Take Back Your Time

By Nancy Black

As a businesswoman, do you find yourself spending more time fighting fires or sparking new ideas? Are you drowning in paperwork or making your business watertight? Are you getting lost in the details or finding better ways to run your business? If you have too little time to make big plans for your business or step back and see the big picture clearly, then chances are you have a clutter problem. That's right, clutter.

Not just the paper piles and congested files that the word implies, but also those day-to-day details that crowd your mind and get in the way of you accomplishing what's most important.

If you want to take back your time, then you must clear your plate, your office, and your mind — so you can spend more time thinking about — and then acting upon — your business priorities.

Where do you start? First assess the way you currently spend your time, and then develop an action plan for yourself.

Where Does Your Time Go? Henry David Thoreau said, "It is not enough to be busy, so are ants. The question is what are we busy about?"

The first step in taking back your time is being honest with yourself about how you are currently spending your time. People are often unrealistic about the number of directions they're trying to run in all at once, so the starting point is to analyze how you spend your time.

There are only 168 hours in a week — how are you spending them?

Each morning, your Time Bank credits you with 24 hours (or 1,440 minutes), and no balances are carried forward to the next day. How much daily credit are you wasting?

Now decide how you'd like to spend your time. Learning how to say "no" is an essential skill to master. What are your goals and priorities? Once you've identified them, you can focus on them.

Time management can help produce some dramatic changes in your business because you give yourself the gift of time to think lets you be proactive, not reactive.

Triumph Over Time. Stephen Covey said: "How different our lives are when we really know what is deeply important to us, and keeping that picture in mind, we manage ourselves each day to be and to do what really matters to us." We can identify our values and schedule our time so that we spend more of our time on the things we value most. This will put you ahead of most business-people, who don't consider taking time to get organized a top priority. They often don't realize the cost of being disorganized.

For example, people in offices lose an average of four hours per week — that's 10 percent of their weekly work time — searching for misplaced or mislaid items. If you've cleared away the physical and mental clutter, you can take that time back!

You owe it to yourself and your business to make the most of every day. It's never too late to establish a timesaving system that works for you

and improves your business' bottom line.

If you say to yourself, "There just are not enough hours in the day," remember your day has the same number of hours as Oprah Winfrey's or Nancy Pelosi's. It's all how you choose to spend those hours.

Exercise your power to choose and focus on the top priorities, and you will have more time to do what you want to do. You can take back your time; the choice is up to you.

Nancy Black is a Professional Organizer, who is well known in the Greater Boston area, for over 25 years of organizing excellence. She offers on site organizing, telephone consults, and organizing product research. She was quoted in the NY Times in March, 2009. You can find her online at www.organizationplus.com.



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Meet a Cuban-Born Beauty Who's Mission in Life is GIVING BACK

Mercedes Maria Casanova Mottek



Mercedes Maria Casanova Mottek considers herself to be a fully committed 'life volunteer'. Born in Birmingham, Alabama, 9 April 1964, she is the daughter of Mr. and Mrs. Juan Jose' Casanova who emigrated from Cuba in 1959. Growing up in Alabama, she and her older brother, Jose' Juan, considers that they had the best of both worlds...a conservative Catholic Cuban and Spanish-speaking "happy" household nurtured with profound love, yet with expectations of "doing your best, giving your best, helping + loving others"...and a Southern spirited environment that embraced life and instilled, "the land of the free and the home of the brave!"

Having earned a scholarship for her passion in 'Musical Theatre' (Alabama), she knew she needed to expand her horizons and also studied the world of finance, in Miami, that to this day absolutely fascinates her!

While working at a bank in Miami Beach, she met her husband to be, Peter Scott Mottek of Chicago, Ill., and after 23 glorious years of marriage they are considered to be a 'power couple' for charities and in the business world. Peter is CEO of Barclay's Bank Portugal.

According to Mercedes, "*Peter inspires me...his wisdom, loving heart and dedication to everyone and everything is an example to the world!*"

Mercedes is 'profoundly passionate' about helping people...she was quoted in a newspaper in Florida saying to a group of the philanthropic society..."Thank you for making MY dreams come true, which are...helping make YOUR dreams come true, too!" That quite sums it up. Her deeply passionate heart goes way beyond...as she says, "*words cannot express how passionate my heart feels towards all people in the world. I believe in the good that lies within everyone! I am blessed to have lived in a VERY positive family, a family that conveys ... YES, you CAN make a difference in the world, just always be your best!*"

Mercedes has been involved with many schools, charities, foundations, boards + societies through out her life, beginning at a young age inspired by her parents...from working along side social workers with abused, abandoned and neglected children, to AIDS victims, cancer patients, premature babies, habitat for humanities, MS, autism, drug rehab victims, abused women, the elderly in nursing homes, spinal cord injuries, Catholic charities food drives and Christmas 'givings' program, Jewish foundation LEAH awarded Peter + Mercedes "Pillars of Society 2007", also, she was awarded by the March of Dimes and the cover of Boca Life magazine as one of the top volunteers in "Charity and the Arts" Oct 2007 issue.

Until her move to Portugal last Dec 2007, Mercedes so proudly sat on the Board of Directors of the Centre for

the Arts in Boca Raton where she established an educational series 20 for the Festival of the Arts Boca exposing over 1000 musical students (free of charge) to masters in the world of classical music like.. Itzah Perlman, Nina Katova and Vladimir Jurowski. Presently, Mercedes is involved with the European Festival Association (Estoril Festival in Portugal), a Board of Director for the ESU British Council, volunteer ambassador for the ECIS (European Council of International schools), and a full time volunteer for many, many causes; most recently Red Cross Portugal, ...not to mention, a full time mommy and very involved and devoted corporate wife.

"I feel deeply honored to help The Nobel Family mission to inspire, motivate and educate the leaders of tomorrow"... "to me, it is a duty and responsibility in life ...with grand pleasure!" says Mercedes.

Mercedes and Peter are the proud parents of daughter Dominique Noelle (18 NSHSS member) and son Carl Theodore II (almost 15), they are no stranger to a

volunteer life and serving their community. According to their parents, *"They are amazing students, wonderfully caring children and a true inspiration."* They have lived in many different countries with their parents and adore making lifelong friends everywhere they travel.

Just a few of the many other organizations Mercedes and her husband support include:

Worlds Children Center in Georgia (USA) a global Orphanage, ECO Forum, Barclays reforestation projects, fundraiser for youth brain paralysis in Portugal and Mercedes is beginning the alumni program for Premios Infante at Duke in North Carolina. She also serves on the board of the British Community Council supporting fundraising efforts for the British Retirement Home and SOS village in Portugal, is the International Scholarship Chair for the NSHSS (National Society of High School Scholars) and the list goes on....

They truly believe it is one of life's blessings to embrace the world.



Cuba is salsa, soul and spirit

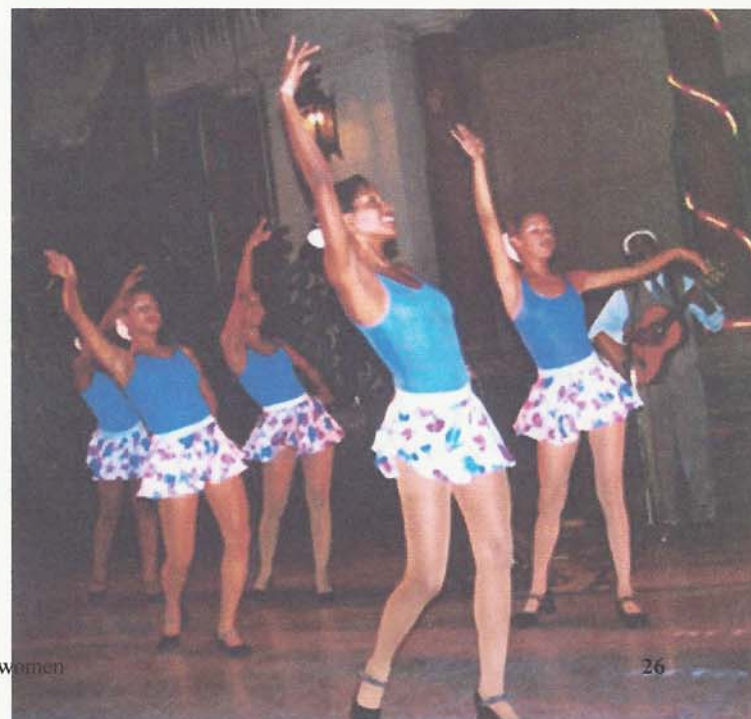
By Linda Pereira



Anyone who has read any of my previous travel articles will know that I often recommend that to really know a new destination you should visit its markets, eat local food and do as the locals do....but in Cuba this is even more so! Cuba is a feast for the senses, the colors, the aromas, the sounds and oh the music....unforgettable sounds that before you are even aware are making you sway as if hypnotized.
Cuba is soul, spirit and salsa.

During the first few centuries of its history, discoverers, colonizers, monarchs, chroniclers and sailors all tried to find the words to describe the radiant beauty of this island that so impressed Christopher Columbus when he first set foot in this land of contrasts. Since then, many of its attractions have been publicized, and the world has shown great interest in this tropical Caribbean island, in spite of its diminutive size.

When Christopher Columbus discovered Cuba, he saw a land of enchantment. That was a little over five centuries ago, and it is still extremely beautiful.



Cuba is known as "the key to the Gulf" because of its location between North and South America . This oasis in the middle of the Caribbean has always been an ideal place for ships to drop anchor and take on provisions. It has more than 300 natural beaches; many cays, valleys, mountain chains, natural parks and biosphere preserves; and abundant flora and fauna, including some species of birds and animals that can be found only here.

Its beaches range from intimate coves to stretches of fine sand several miles long. Some are bounded by lush vegetation; others, by steep cliffs. Their fine, warm sand comes in a wide range of colors—white, golden, black and gray—depending on their location, but all are bathed by a gentle, warm sea that has plenty of coral formations, fish and sunken ships for you to explore.

This world that so fascinated Columbus, its early European settlers and the millions of visitors who have come here over the last 500 years still retains all of its natural enchantment .

Cuba is truly memorable and packs a punch with its luxuriant natural beauty, its sweet Caribbean flavor, its scent of fresh fruit, its sensual music and its open friendliness. It also exudes an atmosphere of lasting antiquity combined with modern pleasures, creating the perfect atmosphere for those who want to live life intensively.

Every year, around half of the people who vacation in Cuba visit Havana , a charming city that enchants all who want to explore this island's historic-cultural treasures.

Seduction in Old Havana

Established as Cuba 's capital in 1556, Havana has captivated all who have taken the time to explore it. Its original nucleus contains more than 900 buildings of historic value, which is why UNESCO declared it to be a part of world heritage. Must sees are the Arms and Cathedral Squares; the La Maestranza sentry box, the last vestige of the wall that once protected Havana against attacks by corsairs and pirates; the Palace of the Captains-General; and the Real Fuerza Castle , the oldest defense fortification in Spanish America that has been preserved.



But, in addition to its historic attractions, Havana is also a center of pleasure, art, ceremony and fun. Set aside at least one day for enjoying one of its beaches; an afternoon for going to a classical ballet or theater performance; and an evening for letting yourself be taken back in history, listening to music or going dancing. All of Cuba is beautiful—from the westernmost tip of the archipelago to Maisí Point, in the eastern part of the country. The Valley of Viñales , in western Pinar del Río Province, is a natural scenic wonder whose perfection and unusual features deserve a detailed tour and will be a feast for the eyes and satisfy your soul.

East of Havana, Varadero, a world-famous beach resort in Matanzas Province , offers you its fine, warm sand and tranquil sea. Farther east, toward central Cuba , the cays at Caibarién, which are part of the Buenavista Biosphere Preserve, you will find nearly-deserted beautiful beaches; other interesting natural phenomena; and a wide diversity of fauna, including dolphins, turtles, iguanas and flocks of flamingos, all of which add to the sense of tranquility that means so much to modern man.

Trinidad— Cuba 's museum-city, which was declared a part of world heritage in 1988—has a colonial ambience that dates from the 18th century. Its public squares are surrounded by graceful buildings that now contain the riches of that era, when this was the wealthiest city in Cuba .

To the northwest, you come to the Jardines del Rey Archipelago, off the northern coast of Ciego de Avila Province, whose cays: Cayo Coco, Cayo Guillermo, Cayo Paredón Grande and Cayo Romano are especially beautiful, both for their natural attractions and for their hotels and extrahotel facilities, which will ensure that your vacation or business meeting is a real pleasure.

Then come the cities of Camagüey, Holguín, Granma and Santiago de Cuba , all of which are a delight, offering you centuries of traditions and history to explore.

Sustenance for Body and soul!

Cuban cuisine is the result of the combination of ingredients and tastes from several cultures: aboriginal, Spanish, African and Asian. Be sure to sample several of these dishes, the descendents of this mouth-watering *transculturation*.

I love Cuban food so for me a typical Cuban meal may begin with a salad of juicy tropical fruit or shrimp cocktail, followed by slow-cooked black beans and white rice or the popular kidney beans and rice; yucca with a lime-juice-and-garlic sauce; and roast pork, ground beef a la Habanera or chicken with stuffing. Accompany this by a glass of cold beer or delicate wine, leading up to a homemade dessert of baked custard, cream custard or boiled fruit in syrup that is eaten with cheese—all topped off with a cup of delicious Cuban espresso and a drink of Cuban rum! Heavenly!!



While you are in Cuba , eat local, sing loud and often and dance...take every opportunity to dance...for in Cuba that is truly what the heart desires...





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CUBAN WINES

EXPECT THE UNEXPECTED

By Jeanne Horak-Druiff

In the late 1800s, Cuban political writer Jose Marti wrote of Cuban wine: "Let the wine be made of plantains. If it turns out bitter, it is still our wine." And I must confess that when somebody first mentioned Cuban wine to me, I had a sneaky suspicion that it probably would in fact be a concoction made from plantains, much like country wines in England are distilled from berries and plants rather than grapes.

When one thinks of Cuba, it is rum, cigars and revolutionaries that come to mind, not rolling hills covered in vines. There is good reason for this - the Caribbean island's subtropical climate and summer rainy season are far better suited to growing sugar (for rum) and tobacco than grapes.

In fact, soon after the arrival of the Spanish colonists arrived in Cuba in the 1500s they tried to grow grapes so that they could make wine. The ability to make wine was considered important not only because wine was the beverage of choice at the time, but also because it was essential for celebrating Communion in the Catholic Church. But despite the colonists' efforts, the wine grapes could not survive in the Caribbean climate. In fact, the priests who had accompanied the Spanish colonists to Cuba became concerned that they had entered a world created by a devil that had no use for wine and its relationship to Christ.

Grapes are generally an adaptable fruit and grow in many countries around the world. However, annual weather conditions are critical to the success of a vineyard. Extremes of heat or cold can disrupt the proper growth cycle and can even lead to the ruin of a crop. Too much precipitation can drown vines, and too much humidity can lead to parasitic problems, such as vine rot. And even if the amount of precipitation is just right, the vines prefer their precipitation in the winter months rather than the summer. So although vines grow in many countries, a quick study of the map will show that they grow best in temperate climates with winter rainfall, and that most wine regions that are well-known for their grapes generally fall between 20 and 50 degrees latitude, either north or south of the equator.

Cuba lies at 21 degrees north of the equator, so literally on the cusp of the ideal wine making latitudes, but its climate leaves much to be desired if you are a grape. Summer temperatures routinely reach 30C and winter temperatures seldom drop below 20C, meaning that the grapes never get the cool winters they need. The average monthly rainfall in summer is 160mm - which is too much rain and at the wrong time. And we won't even discuss the Cuban hurricane season between June and November each year that can bring winds of up to 250km per hour!

So on paper, you may be justified in thinking that any wine that the Cubans are planning to make will in fact *have* to be made from plantains. But you might be in for a surprise.

In 1994 third-generation Italian winemaker Marialena Fantinel, looking to expand the family's wine operations, researched vineyards springing up in unlikely places such as Chechnya, Moldova, Venezuela and the Dominican Republic. She realized that many of these countries previously thought to be inhospitable to vines were now producing wine grapes thanks to advances in technology. In particular, innovations in the industry had led to the development of grapes resistant to Cuba's tropical weather.

Later that year Vinos Fantinel S.A., a joint venture between the Italian winemakers and the Cuban government, was established with the goal of transferring winemaking culture to Cuba. Wine production started in 1998 on Fantinel's 80 acres in the foothills of western Pinar del Rio province. Initially the company imported grape concentrate from Italy and blended it with local grape juice at its Bodegas San Cristobal winery before putting the juice through the fermentation, filtration and bottling processes. The wine was labeled and sold as "Cuban-made wine" and in their first year of operation, Bodegas San Cristobal produced 300,000 bottles of wine. By 2003, this had risen to one million bottles of red, white and rosé wines per year.

Vinos Fantinel started expanding their operations almost immediately, acquiring an additional 30 hectares of land in western Cuba on which to plant grapes.

The first seeds of the six varieties of grapes planted in the San Cristobal vineyards were donated by the Italian cooperative Vivai Cooperativi di Rauscedo. The vines yield some 20 tons per hectare in two harvests a year, and the first 15 acres of Vinos Fantinel's Cuban-grown grapes were harvested in 2004.

The company is cultivating classic Old World grapes that were genetically engineered to allow them to thrive in the Cuban climate, with an eye to gradually replacing grape juice concentrate imported from Italy. Varieties being grown include Cabernet Sauvignon, Pinot Grigio and Chardonnay. More than 80% of Vinos Fantinel wine is sold to hotels and restaurants in Cuba, with the remainder exported to other countries, including Britain, Hong Kong, Sweden and Curacao.

Another wine-making joint venture, this time between Spain's Palacio de Arganza and Cuban company Centricos Caribe, is Bodegas del Caribe, who are also producing Cuban wine from grapes harvested on the Caribbean Island. The venture was started with the introduction of 19 varieties of grape from the Spanish region of El Bierzo, of which the four best-performing varieties (including Tempranillo) were chosen to create the first stocks, and there are already plans for expansion.

So are the wines any good? Bodegas del Caribe's Castillo del Wajay (a dry red wine made from the Spanish Tempranillo grape), and San Cristobal's Merlot are the most promising, but experts say it takes at least five to ten years of harvesting to produce quality wine from new vines. But even if you don't care for the wine, the beautiful labels feature designs from some of the island's most famous artists – and as Jose Marti said: at least the wine is *theirs*.




Jeanne Horak-Druiff lives in London but her heart and her palate remain resolutely South African. Although she works in the legal field to fund her expensive travel habit, her true passion is for food, wine and writing. She maintains a food blog at www.cooksister.com and has been interviewed by the Wall Street Journal Europe and the BBC. She also contributed to the *Digital Dish*, a collection of food writing from the Web. When she grows up she wants to live in Plettenberg Bay and lead culinary tours of the Garden Route!



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10 Predictions, Forecasts and Trends That Will Shape Our Global Small Business World in 2010

By Laurel Delaney

The Best Is Yet To Come!

Wake up, world, to today's way of doing business. This is no time to hide behind a rock and think you have every good reason not to produce results in 2010. Guess again. All vital signs on globalization indicate that the best is yet to come. How so? For one, longevity. Globalization has been around since well before I started my business in 1985. Even back then I was tooting the "go global" horn loud and clear, but in a very different manner — through Telexes, faxes, expensive overseas telephone calls, in person visits with customers 12,000 miles away and, eventually, e-mails. Second, the Internet. This powerhouse tool makes it a heck of a lot easier and cheaper to find and connect with folks worldwide, transact business across borders, get paid efficiently, follow up whenever needed and continue this precious and prosperous business cycle until we retire.

So what can I tell you that you don't already know? Let's start with last year and review the "[Top 10 Global Trends for Small Businesses for 2009](#)" that we put together. How did we fare? Nine out of ten of our predictions are pretty much on target. No. 2, where we said dotMobi "will take global root in 2009," did not happen. Everyone lately is reporting that mobile computing is going to be hot, hot, hot in 2010. And we can't fail here to reference our admired and trusty colleague Steve King's forecast at Small Business Labs, for he always stretches our minds with his [spot-on trends for the year](#).

He didn't let us down this year, either. In particular, look at No. 7: Social, Mobile and Cloud Computing Converge. Need we say more about this segment?

Back to what you might not know for 2010. When it comes to globalization, whether for big companies or small, new trends are on the horizon. Let's examine them.

1. Globally integrated future - better known as cheap, quick and global. [Thomas Friedman summed up this notion nicely here](#). It boils down to the ability to access cheap tools anywhere, anytime, to get a job done. Global small businesses will take advantage of this because they are active, engaged and builders of ideas and wealth in our online world. They know how to make connections, share experience and execute on brilliant ideas. The attitude is and will continue to be: Invent the future.

2. World power. We will witness a new kind of colorful online place — the creation of clusters, crowds and armies formed right before our eyes, drawing us into their cause, crusade, mission or development that helps people solve their own problems in the world. As a result, we will be empowered to take action in real time. For example, more than [300,000 women from across the U.S. have signed up for the Love/Avon Army of Women](#) as potential volunteers for breast cancer clinical research studies.

Most were recruited through social networking resources like Facebook. These figures speak to the number of people available at our fingertips who can spread the word about anything globally, and fast. Think of it as world power.

3. Technologically enabled future. The iPhone was a tremendous breakthrough for smart phones and their users, but watch for bigger and better technology advances coming out soon in your local theater, automobile, kitchen, television and gas station. Every time technology advances, we as a global society advance. This makes for a very bright future.

4. China Ltd. China is going to show us a thing or two this year and over the coming decade. With an economy that expanded 8.9% from a year earlier in the third quarter of 2009, China is on the fast track to economic domination. To forge ahead, watch for entrepreneurs in China to borrow many of our ideas, such as YouTube, iTunes and Hulu, and improve or develop their own niche versions in China. One size does not fit all in China, and they will prove it. You can sit back and watch what takes place or jump in and ride the wave to global prosperity. How do you get in on the action? Find a trusted colleague on the ground in China who knows the language, gets around and can quickly show you the ropes on how things are done. Look for American companies that are already doing business in China and collaborate with them.

Apple is selling iPhones in China, but who are their suppliers for accessories? Could it be you?

5. Thick as a BRIC. We will continue to see a power shift in the large, emerging BRIC countries: Brazil, Russia, India and China. Once considered growth explosive markets, all four might pull back this year — especially Russia, which has fallen to the bottom — and take a breather. Reassess the markets before you attempt to do business there. The only country that looks poised to outpace all others, including Japan, is China, soon to become the world's largest economy.

6. The Young and the Restless: The Radical Global Entrepreneur. These entrepreneurs will finally recognize that what they are doing on the side as a hobby generates revenue locally — making jewelry to exhibit at an art fair, running a regional virtual assistant business out of their home or offering yoga expertise on the weekend at the local gym — and can be performed anywhere in the world with anyone at any time. They go for it full time. They chuck the security of a paycheck from a company that until now appeared to be a safe bet with good benefits but was a boring place to work. They strike out on their own, regardless of how tight their finances are. The RGE would rather own it than work it for somebody else. They know that all it takes to get an idea off the ground is a snappy name, [trademark protection](#), domain reservation, a few words describing what they are good at, a crisp marketing campaign via all the free social media and networking platforms and voila: A global small business is born. Most likely it's started for less than four hundred bucks.

7. Come-out-of-nowhere theory. Often referred to as the element of surprise. Look for lots of that in 2010. It's only natural that after such a dreadful year people are tired, worn down and overwhelmed by the same old, same old. They will be ready to be bold and take calculated risks to shake things up. We will discover there is life after the near-death experience of last year.

So watch for countless reverse course, correct course, cover your a** course work ahead. Here's a hypothetical example. You read a blog post by Chris Brogan, and the next thing you know, Jack Welch stops in 'live' to challenge him or do a guest post. Alternatively, you learn that the new Dubai Khalifa project failed, and China's central government is coming to its rescue. It can be good news or bad on the "come-out-of-nowhere" theory. Brace for it and figure out how to leverage the concept for your own global small business success.

8. The Age of Online Factory Direct (OFD). Brick and mortar stores will suffer enormously over the coming years as more customers like the experience and convenience of shopping online. We are already witnessing this with Google shifting into a whole new gear by marketing its own smart phone direct to consumers online. We are waiting for Amazon and eBay to follow suit and allow consumers to buy case quantities "globally" of their favorite things or household staple items: soup, detergent, snacks and toilet paper. Watch for more of this in the future.

9. Global Small Business Heroes. Say bye-bye to Tiger Woods and Michael Phelps as once famous corporate spokespeople and say hello to the engine of our economic growth: global small business owners, ordinary folks doing extraordinary things. You will start to see more and more Fortune 500 companies cutting ties with the bad-boy behavior of celebrities and spotlighting real people, doing real work to ensure we live on a safe and superior planet. It doesn't take a village to make a difference. It takes one global small business hero.

10. Borderless venture capital (BVC). In addition to QVC, we will have BVC, caused by the fact that money and credit have evaporated. There is less money to go around, with lots more businesses that need it locally.

But have you looked outside your own borders? Have you chatted with anyone who has actually secured funding from another company in another country? (I have and it works brilliantly.) More folks will be looking into borderless venture capital infusion for their businesses. Be ingenious. It's as simple as this: Take a picture of your idea, draw one or write eloquently about it. Send it to your constituency base with a price tag attached. Give everybody a chance to contribute. Make it easy to pay. Watch the money flow in from all over the world.

Blaze new borders in 2010. Expand your circle of friends, colleagues and clients. The possibilities are endless and so is the upside. You can grow your business into a global small business. You just need to open your eyes to globalize.



Global business expert Laurel Delaney is the founder of [GlobeTrade.com](#) (a Global TradeSource, Ltd. company). She also is the creator of "Borderbuster," an e-newsletter, and [The Global Small Business Blog](#), all highly regarded for their global small business coverage. You can reach Delaney at ldelaney@globetrade.com. Article First Appeared in Small Business Trends at <http://tinyurl.com/ybjz7ex> ~ Used with permission.





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What You Say Before You Speak

By Lillian Bjorseth

The success of any personal encounter begins the second someone lays eyes on you, usually before either of you speaks.

- ✓ Someone sees you across the room.
- ✓ You exchange smiles, and both of you "eye" each other.
- You are the presenter or the meeting chair, and everyone watches as you prepare in the front of the room.

While there are 86,400 seconds in a day, it takes 10 or fewer for you to make a first impression on others. The decision is based on your image, a combination of appearance and behavior. That's why dressing appropriately is a key factor in your success in the workplace and social settings.

Because you are in charge of how you look and how you act, you are in charge of the impression you make. I call it Impression Management. You need to decide what impact you want to make and then how to make it. This article will examine how your appearance "speaks."

The Messages of Color

Color, style and fit are the one-two-three punch in your appearance arena. Color elicits conscious and unconscious reactions. It appeals to you or sidetracks you, and, thus impacts your opinions of others and vice versa. What is most important in business is people's response to color. Secondary is what colors are most complementary to your skin tone, your eyes, your hair color, etc. This may turn upside down what you have learned from an image consultant or read in fashion magazines. There's hope: you may be able to use accessories in your best colors to accentuate your features.

Here's a sampling of what colors "say"

- **Black** – most powerful color, dignity, sophistication and slimming
- **Blue** – calm, reliable, serene
- **Brown** – dependable, practical, stable (not a power color)
- **Gray** – success, perception increases as shade deepens
- **Navy Blue** – authority, knowledge, responsibility
- **Pink** – friendly, flexible, sensitive, approachable,
- **Red** – adventurous, exciting ... but also sexually arousing
- **White** – clean, formal, sophistication

What Style Says

Style, the second punch, encompasses both the style of the garments you choose as well as your distinctive manner of putting outfits together.

Men have long dictated the look of success in traditional Corporate America. Their fundamental uniform is the business suit, with long-sleeve shirt and tie. Their business casual look is dress pants and a long-sleeve shirt. The former is a powerful uniform because wearing a jacket with long sleeves, slightly padded shoulders and a collar makes you appear one-third more powerful.

The debate has long raged as to whether women need to adopt the "male look" to be taken seriously and considered powerful.

My contention is the most powerful, professional look is a suit, and it is non-gender. I don't understand all this concern about looking like a man. I have always felt 100 percent a woman when I wear a suit. I certainly look a lot different than a man looks in his! A good business casual look for women is a dark skirt or slacks and a solid or coordinating long-sleeve blouse.

Women in business are often more concerned about looking attractive in the office. I agree, however, ensure that others listen to you rather than look at you. You want to be feminine, but not frilly or fluffy. You want to be stylish, but not to the point where your clothes speak louder than you do.

Women have such a plethora of choices that you need to be particularly astute in choosing proper attire for the work place. While it may appear that rules have relaxed, my experience shows unwritten dogma still prevails. I know firsthand from my days in Corporate America that top-level people do discuss the dress and behavior of others ... behind closed doors.

Fit Has a Voice, Too.

You may have selected the right color in the proper style; however, if your clothes don't look as if they were made for you, you still are lacking a piece of the puzzle.

You don't have to buy custom-made clothing. Department stores and boutiques typically have tailors on the premises. If not, find a neighborhood tailor who can do wonders with a nip here and a tuck there.

The money you spend to make the sleeves, pants and skirts the right length and the waistline fit perfectly will give you increased self-confidence and that indescribably good feeling that you are a winner!

When in doubt, buy one quality item instead of two less expensive ones. You will feel and look better in a well-tailored outfit; therefore, you exude more confidence and garner more respect. Good quality means fine fabrics such as wools and linens; sturdy construction – pockets that lie flat, plaids that match at the seams and no gimmicks that will date the outfit.

If budget is a concern (and it is for many of us!), watch for seasonal sales at higher-end department stores rather than shopping at discount stores. Sales items can be double-edged swords.

They can add quality to your wardrobe. A sale item, however, is *not* a bargain when it doesn't complement or coordinate with anything else in your closet. Also, the most stylish piece is wrong if it pulls, puckers, bags or droops on you.

What do you "say" without speaking? The choice, as always, is yours!

Lillian Bjorseth is a highly sought after communication and networking skills speaker, trainer, coach and author. Her best-seller, *Breakthrough Networking: Building Relationships That Last*, is in the third edition. Which you can read about here:

<http://www.duoforce.com/ldb/bookorder.htm>

She also has a popular online course, "What You Say Before You Speak." Visit her at: www.duoforce.com



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SEDUCING A SON ~ A Short Story

By D. R. Hamilton

Mismatched ages not withstanding. . .

I suppose you could say that when I answered his email on one of those Rate me/Date me sites, I was beginning to entice him. There really was no such intention- he was 25 with a model's good looks, and I was 54, tall and awkward. I never would have approached him first- he simply would not be on my radar screen. But his emails were so sweet and respectful. He was very complimentary and asked only if we could chat. I couldn't resist. I'll admit that I took it as quite a compliment that he would even notice me.

He was a culinary arts student in New York City and since I made routine trips to there, our email conversations blossomed with the possibility that we might actually meet someday.

I had been divorced for some years and my return to the dating world was less than stellar. Men in my age group were so boring. They talked about their medical problems, the latest pill, what the ungrateful kids had done, and what the government owed them. I developed more last minute headaches during that time than I've had my whole life. Every one of them seemed to regard themselves as the Don Juan of Senior Citizen City. I was constantly fighting off their pawing and their crude attempts to be romantic.

Hunter was so dynamic. Exciting things were happening in his life and he was eager to share them with me. He freely consulted me about his course work, his career plans, and even some relationship issues with girls. I listened and gave him my best advice and like conspirators we plotted his next move.

We finally met in Central Park in the spring. In spite of myself I had given my heart to this young man. The next few months were deliriously happy ones as we explored and deepened our feelings for each other. Out intimate moments were natural and joyous.

Nevertheless, Hunter had some rough edges. He was naïve in many ways. He had never been to a symphony, an opera, never owned a suit or ordered wine in a restaurant. It was my privilege to address and remedy these deficiencies in his experience.

He needed a little help with his appearance. He appeared one night to escort me to the Philharmonic, followed by dinner. He had three days worth of beard, and rumpled jeans paired with a shabby sport coat. I was in a black sheath, stilettos and black Donna Karan hose. The next day I bought him a suit and several shirts and ties. I had to show him how to tie the tie.


Young men, I discovered were often shy and unsure of themselves. Hunter was likely to blow the slightest mishap all out of proportion. I suppose this was a consequence of having less life experience to draw upon. If his soufflé didn't rise that morning he would despair that his culinary career was over. So I guess chefs begin to develop their emotional volatility early on. I'd always put my arm around him and soon his perspective would be adjusted.

I never understood what he saw in me. When asked, he said that it was my poise and elegance, and my confidence in managing the affairs of my life. In short, these are the attributes of any woman in her 5th or 6th decade. He also noticed and appreciated the way mature women package themselves in dresses rather than jeans, and their hairdos, perfumes, nails and makeup.

Hunter was as generous as his situation would allow. But he had no appreciation of age-appropriate gifts. Consequently I collected several large chunky necklaces that any 20 year old would love. His final gift was a tartan miniskirt, obviously of excellent quality. And so this 50 plus year old woman found herself prancing all over midtown with cold January wind caressing her tush.

In the end, I had to let my little cub find his own way. I became aware that I was regarding Hunter as the son I wished for but never had. This realization however, made it increasingly difficult for me accept him as my lover. I rejoiced in his growing confidence and sophistication, and hope that my time with him has helped him become a more polished gentleman.

*D. R. Hamilton has authored a number of articles on life in today's culture for *Maine Boats & Harbors*, *Soundings* and *The Ensign**



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Great first dates; Guaranteed

By Cristy Stewart-Harfmann

As a matchmaker and friend to many I am often the first call after a date. I have heard all the stories good and bad and through my experience I have determined the steps needed for a great first date. Warning, a great first date is not always a love connection. It could actually be a terrible match; but they can all be fun stories to tell if you have the right attitude.

• **Self-Discovery** - The first step is self-discovery. You may need to ask yourself some difficult questions. What type of relationship am I looking for? Do I want someone to take me out every Saturday night or a serious relationship?

What am I passionate about? What qualities do I have that make me attractive to a potential match? This step is essential to your dating success. Hopefully, on a first date your match will ask questions about you. So take some time to think about yourself before your date. If you are having trouble coming up with a list of why you are fabulous ask a friend. It is a fun exercise and helps with your confidence.

Am I ready to date? Think about how much time has passed since your last relationship or life changing experience. If you cannot go a meal without talking about your ex, you may not be ready to date.

Finally, can I make the time to date? Dating is fun, but it will take time and effort on your part. Wait until you are ready.

• **Dress for Success** – We all have that outfit that transforms us. If you don't go out and find one that does. I recommend having one or two "first date outfits". This can be anything from a dress to pair of jeans and a top that make you feel great. Having your outfit already picked out will help you with your confidence and with the next step.

• **Be on Time** – This is the most difficult one for me because I am guilty of "one last thing". I always want to do one last thing before I leave the house, don't do it. The worst first impression is being late. You are telling your date that your time is more valuable than theirs.

• **Be Open Minded** - Often we have a picture in our mind of the ideal match for ourselves. I always looked up to my parent's marriage and subconsciously imaged the same life for myself. My mom is a stay at home mom and life-long learner/student who is almost 10 years younger than my dad, who is a surgeon, athlete, and family man. So I always thought I would end up with an athletic doctor, lawyer or business owner, who balanced family/work and was able to put family first while still being successful. He would also be 5-10 years older than me, over 6' with brown hair. So when I fell in love with photographer who traveled around the world,

Five years ago I moved back to my hometown and realized I was the only one of my friends who was unattached. Since most of my childhood friends had moved to larger cities I focused on dating as well as my career. Living in a town of more than 75,000 people I thought this would be an easy task, at least easier than finding new lifelong friends. I quickly realized that the average age in my town was over 40, but felt like 75 and that 60% of the guys over the age of 15 were married. Working 60 hour weeks in an office with all married men and only one other woman, divorced, slightly bitter and over 65, I was in for an adventure.

One night under the cloak of darkness I made a life changing decision and vowed to tell no one. The commercials had finally broken me down; I signed up for eHarmony and became an online lover seeker. What I did not know that night was that it would be the best decision of my life. Not only would I meet my husband, but it also helped me realize my passion for matchmaking and helping other singles who were looking for love online and in person.

I love dating. This may sound like a strange statement from a happily married woman, but I believe you should never stop dating. I have been married for almost two years and my husband and I still have date night. Every Thursday night we start the weekend early with a date, just the two of us, no phones, a rule we often break, but we try.

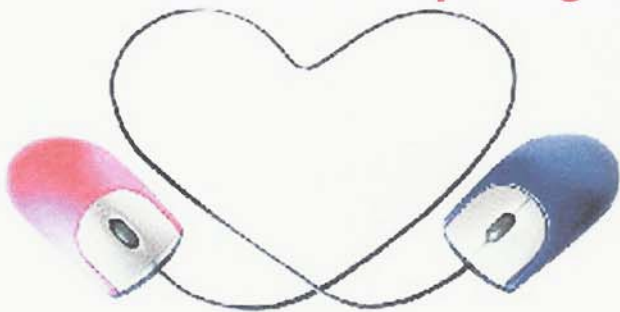
who was a year younger than me who was passionate about music; playing three musical instruments I was totally caught off guard. We all think we know what is best for us, but often we are wrong. If you find yourself on a first date with a teacher instead of an accountant give him a chance. You may find you have more in common than you think and that what is opposite will help you find balance.

· **Focus** – Focus on being interested in your date instead of being interesting. You will find the less you focus on yourself and what you are doing, saying, or looking like the more fun you will have. This also means no cell phones. Turn your phone to silent or off and leave it in your purse. Checking email, texting or answering your phone tells your date you are not interested. Even if you are not interested it is simply rude.

· **Fun** – The final step is to have fun. Give yourself permission to have fun. Even if your match is not a love connection, they could be a friend, or a good story.



Follow these steps to guarantee every first date is a great date.



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Green.....More than a choice.....

More Like a Must

By Bea Kunz

I believe that every human being is ultimately responsible for his or her own actions. Therefore, as individuals and as citizens, we should endeavor to make choices that are wise, healthy, informed and responsible. We should know that our choices matter greatly to others, both in the present time and in future times, and act accordingly.

We should honor the past but avoid repeating the mistakes of history. We should celebrate the present with a sense of perspective and gratitude. Above all else we should take action today that will work to create a better future for us all.

There is so much more to "green" than so many seem to believe, it is not the best word for the movement but it is here and the need for education on the meaning is needed and a must if it is to take root and become a lasting and successful change.

Education isn't hard to come by...just google "green" and you'll get enough starters to cover all your questions.

One of my all time favorite places to go for quality information is "National Geographic"....I never doubt the information or the sources.

www.thegreenguide.com/ ~ www.nationalgeographic.com/

Do you know....

US consumers use an estimated 100 billion plastic shopping bags per year – 99% of which are never recycled.

Worldwide, between 500 billion and one trillion plastic bags are consumed each year.

In 1986, the Environmental Protection Agency (EPA) ranked the 20 chemicals whose production generates the most hazardous waste.

Five of the top six were chemicals commonly used by the plastic industry.

Paper bags are recycled at a higher rate than plastic, but at the expense of our most valuable and dwindling resource – trees. (EPA)

Plastic bags are dangerous to marine and terrestrial animals, pollute the landscape, and take between 20 and 1,000 years to fully break down. (Nolan-ITU Report)

Cities estimate the costs of plastic bag cleanup and recycling to be millions of dollars each year. (San Francisco - \$8.5M per year)

Reducing your speed to 55 mph from 70 mph could increase your fuel efficiency by 23 percent... (this I know for fact)

Using moisturizers and lotions made from natural plant-based (rather than petroleum-based) ingredients is not only healthier for you, but it keeps non-renewable resources out of your medicine cabinet.

Greening our home and business can make a wonderful family project.

In a time when jobs, money, and financial security are on the minds of the majority, it seems the perfect time to set new practices into motion that will over time become habit and in turn will be profitable, both for personal and for business.

A few simple things we can all do to make a difference in the now and train a generation of children to start with better ideas. **A major good thing...recycle, recycle, recycle.**

Eliminate as many disposable products as possible from your home and your business.

Reduce paper use by considering a two sided printer...Brother has the MFC-9840 that works beautifully.

Install time and motion sensors—it's amazing how much energy is wasted on appliances and gadgets that are left plugged in/or on when not in use.

Yard and security lights that come on and go off at a set time can be a super energy saver.

And, the really easy one...turn off the lights when leaving a room, it's just a matter of flipping the switch.

Now, if we consider how much is wasted and how much can be saved by using some simple and easy to do practices in our homes and small businesses...just think how much is at stake when talking about big companies and large cooperations.

Now is the time to take stock, pay attention to who we do business with and what their practices are. Ask if it isn't obvious, suggest if needed.

Make choices and changes if the option is available and warranted.

**Make 2010 the year for
"Green Education and Implementation."**

Bea Kunz, owns and operates [Sage Hill Farms](http://www.sagehillfarms.com). A Sustainable farm project that grew out of Bea's desire to return to her childhood roots of living on a farm, and her growing concern for our earth and our food sources. She also works in the area of teaching others how to live and practice a sustainable lifestyle.

www.sagehillfarmsandvintagestore.com





Women on a MISSION

Meet Sherry Lynn Simoes, Founder & President of Women of Today



Sherry lives on 50 acre farm with her husband and 15 year old son where they raise pure bred boer goats. Sherry says: *"I was not born a country gal but now that I am here, I love the peace and quiet and being an animal lover love the fact that I can enjoy*

having many animals." She currently has 2 horses, Najomi Spirit Jac and Cute Candy Girl, an African Grey Parrot named Thunder, a Guinea Pig named Monkey, two cats, Smokey and Red, a Chihuahua named Petey and 5 other farm dogs!

Sherry's background and natural talent is design and marketing and she run Creative Concepts Design & Marketing Group which she started in 1994 when her son was born so she could work at home. Sherry also runs Women of Today, a professional group that helps women connect and grow in business and supports them in marketing their businesses in professional, affordable ways which has just gone global. **Read Sherry's Story at:**

<http://bit.ly/SherrySimoes>

Meet Walethia Aquil, Founder of Grace and Charm Success System

This women on a mission is married; has two daughters and seven beautiful grandchildren. Walethia loves action movies, good food and good books. Ballroom dancing is one of her favorite pastimes.

She's also recently taken up golf. She says: *"I try to take care of my health by eating right and exercising on a regular basis. I have to say potato chips and chocolate chip cookies are my weakness. I love life, meeting new people and just having fun."*



Walethia is the founder of Grace and Charm Success System, which includes over 30 unique training programs designed to improve organizational and personal behavior, business and social graces and effective team building. She also hosts **Success with Grace and Charm** radio show and has been a guest on over 100 other television and radio programs. It airs every Tuesday at 2pm est. on Blog Talk Radio. **Read Walethia's Story at:** <http://bit.ly/Walethia>



Meet Angil Tarach, Owner/Director RN of Visiting Angels



Angil is 48 yr old woman, nurse, business owner and senior advocate. She has cared and advocated for seniors since she was 17 years old. For the last 7+ years she has owned a Visiting Angels franchise in Ann Arbor, Michigan.

Angil says, *"I love seniors! I feel honored and privileged to meet, spend time with and help seniors and their families. For a better explanation of why I chose what I do, I invite you to see what I mean at: <http://bit.ly/angil> ~ click on the "Love Letters" link. It is a guest blog I wrote for Great Places Inc. describing an experience I had while working in a nursing home at 17 yrs old."* This job at 17 set in motion Angil's lifelong passion caring and advocating for seniors. **Read Angil's Story at:** <http://bit.ly/AngilTarach>

Meet Ginny Mees, Founder, The Independent Women Homeowners Network



The Independent Women Homeowners network serves women both professionally and personally. First, they provide female business professionals a means to brand themselves as specialists in the fastest growing segment of homeowners:

Independent Women. Second, they provide an online resource for independent women to connect with professionals in their community that understand the unique needs and wants of independent women.

As a real estate professional, Ginny has in essence been an entrepreneur for a long time. Ginny says, *"The benefits of owning my own business far outweigh the disadvantages. I am doing something that I am passionate about: connecting women with savvy business women to make sure their most significant financial investment process goes smoothly and with people they can trust."* In her ten plus years in real estate a good deal of her clients have been single women, divorced or widowed, many of which were completely overwhelmed; with Ginny's guidance by the end of the process they were ecstatic, and felt a sense of accomplishment that for Ginny was extremely rewarding. **Read Ginny's Story at:** <http://bit.ly/ginnymees>



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The New Wave in Networking
for Women Entrepreneurs

Taking Networking to the Next Level

Are you looking for ways to market your business professionally and affordably and get results? Would you like to connect with a diverse group of women to collaborate and grow your business? Do you want support with your marketing efforts? Then take the next step and join *Women of Today*.

Women of Today is a networking group for professional women entrepreneurs. We help members grow their business through networking meetings, our quarterly co-op magazine, our website, joint advertising, special events and education. Our mission is to support women in business by providing opportunities to network effectively and connect at a deeper level.

Women of Today was founded in 2005 by Sherry Simoes of Creative Concepts and Pauline Hoffman, a professional organizer and owner of Just in Time Solutions. Their goal was to connect business women in Lucan, Ontario, where they both ran home-based businesses. News of the group quickly spread and *Women of Today* grew to handful of chapters within the first year.

Women of Today also offers a Collaborative Mentorship program to help members work together and support each other. This strong emphasis on collaboration and mentoring is the secret of the group's success, as members naturally encourage their friends and colleagues to join.

Sherry believes that women also need support in other areas of their lives if they are going to be able to run a thriving business. This led to the creation of Official Women of

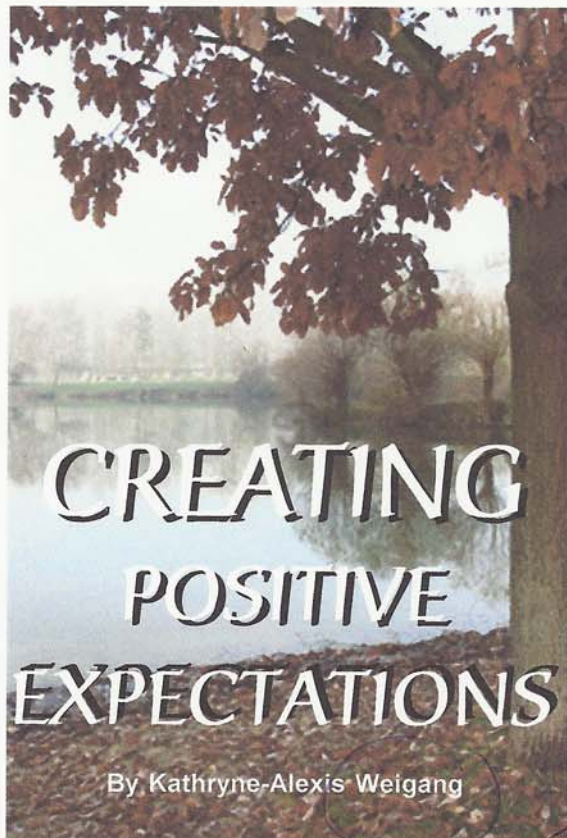


Today Mentors who specialize in areas such as Self-Esteem, Health & Wellness, Organizing and Marketing. Discounted rates are offered on any paid Workshops, Coaching, Mentoring and Pod casts. Many of these services are offered free.

Members at Women's Conference in London, Ontario

So if you are ready to take your business to the next level, join *Women of Today*. Take advantage of our Celebration of Global Expansion and receive a credit back of half your membership cost to spend on special services and offers! **Just mention Promo Code Global when you join!**

Learn more about *Women of Today* at <http://www.womenoftodayinc.com>



The memory groove of expectation can be consciously managed and changed when intending to monitor your thoughts and how they feel. Are they positive or negative; new viewpoints or habitual attitudes; chronic judgments of self and others, or conscious and considered objective perceptions that lead to aha!-understandings, peaceful choices, and happy surprises.

We create each step into our future by our thoughts and expectations.

Making a practice of spending 10-20 minutes in "tuning in" to your mind chatter, clearing, focusing and creating your day with a new sense control of how you think and choose to feel will lead to a centered and empowered A momentum of manifestation gathers with each repetitive expectation that joins wishes, intentions and goal setting decrees.

Meditation is a disciplined way to tune in to your expectations and activate your imagination towards what you desire to come into your daily life.

Fill in all the delicious details you choose and invite the universe to add and multiple them with complimentary ones.

Often times there is a push-pull or cancellation effect when the expectations are negative or failure based. Stop them as you recognize them, cancel and rewrite what you have realized is a potential set back and pause a moment to imagine and call in a sense or feeling of the accepted expectation or outcome.

It takes a determination, trust and focus to listen to one's thoughts and become aware of their impact on your future experiences. You can do it!

Many individuals and businesses still use the flow of the earth energies between new moon and full moon cycles to receive support for their intentions and goals.

Motivational coaches utilize the technique of a 21 –28 day action/ affirmation plan to change an old habit into a new and improved one that creates change, you can add the wisdom of syncing up to the moon cycles.

Photinia – Coherent Value, the first Gaia's Own Nature Essence (garden collection) for the 2009 season was made on the 24th, on April's New Moon and adds nature's vibration of coherent value to assist your new practices and choices when used with intention for the new–full moon cycle.

What is coherent value? It is your revelation, recognition, and knowing of the sovereign uniqueness and value of your life's experience and contribution to life here on earth, and the growth and expansion of your own divinity. Photinia offers an upgrade of the meaning and use of self-value, in every "sense" of the word

Remember Expectation = conscious and considered objective perceptions that lead to aha! -understanding, peaceful choices, and happy surprises.

*May you have a magical abundant life
of love, abundance, synchronicity
and opportunity.*

Blessings, Kathryn-Alexis,

Kathryne-Alexis Weigand is the Founder Gaia's Own Ltd; visit Gaia's Own at www.GaisOwn.com.

TRY TRUTH

By Roberta Hart

Why don't people ever just say what they mean? We teach our children not to lie, but what we are actually saying is, "just lie when it is a NICE lie." If we are going to be honest, then just do it already.

I was in an elevator the other day, and a pompous ass backed up like he didn't see me when he got on the freakin' thing in the first place, and stepped on my foot. He didn't even bother to turn around when he mumbled a half-hearted, disingenuous "uh, sorry". Now sir, if you are reading this, I would have been perfectly fine if you had just said what you thought, which was, "how dare you insignificant cretin be standing in the way of where I need to stand, after all, I am me, Dr. Whatever, and I have more value than you." You see? Then I could have responded with, "Your cologne is gagging me, please move forward."

Frankly, this whole thing is an enigma to me. How many times have we all done the same things? You are in the grocery store, or at the bank, or "adult" store, whatever, and you see someone that you haven't seen for years. I bet there is a reason why you haven't seen them. Nine times out of ten, it is due to the fact that you no longer had the desire to do so. So why in the hell do we say "oh, hello, it is sooooo good to see you again!" (insert forced excitement at the word "so") Listen, neither one of you want to say it. You both want to just pretend like you didn't see the other person. So, if you are just compelled to say something due to the awkward nature of the situation, tell the truth. Try this, "Oh damn. I thought that I would never see you again, and frankly, I was unprepared for seeing you now. I am not going to hug you with the phony pat on the back. I am just going to walk away and spare us both the phone call to our friends later just to say, 'ugh, guess who I ran into today.'" Now, doesn't that sound better?

Then you can still call your friends and describe the look on the other person's face. Trust me, that is a much more entertaining call to make.

If you get your hair cut and change the color, and your friend says, "Oh, you cut your hair? I love the color, it compliments your skin tones." Well, that means you look like crap. When they notice your haircut and state it in the form of a question, that is their way of avoiding the statement that they actually want to make, and that is, "What the hell were you thinking, as if you didn't look old enough with that wispy, mousy, out-dated hair-do that you had before, now you look like my grandmother did when they laid her out for her viewing." Then when they compliment your "skin tone", trust me, they wouldn't know a complimentary skin tone if their lives depended on it. I know this because of the multitude of women running around with the wrong color foundation on their faces. It is just something that they say because they heard someone else say it, and you really can't question it because YOU don't know what the hell a complimentary skin tone is either. Try this, "How much did you pay for THAT? You should get your money back, and I really hope that you didn't tip the stylist. Please don't ever do that again, on occasion I have to be seen in public with you, and then I look like an ass for not telling my friend that they look awful." She may cry. But really, you are saving her the embarrassment of hearing it from her mother-in-law.

Now that is a truthful creature right there, the mother-in-law. I have come to the conclusion that is the reason that so many people love to hate their in-laws. There is a profound truth that is carried within the separation of an in-law. By separation, I mean that they can re-direct their short-comings, as a parent by pointing out the failures of yours. The sad thing is that most of the time, they are right. So, the next time your mother-in-law asks you why you don't visit more, instead of telling her that you are too busy, or the kids are sick, try this, "If you would ever just enjoy our company, and the company of your grandchildren WITHOUT your constant reminders that you did a better job with your kids than

I am doing with mine, maybe we would visit more. Oh, and by the way, I talked to grandma *insert her in-laws last name here* and she says the same about you." It may cause some strain at the next holiday function, but hey, the other in-laws will secretly love you more, I promise.

So you are thinking that I am just trying to stir up some crap, huh? Nope. I am telling you that we have convinced ourselves, as a society that to be "polite" is ALWAYS the best policy. It isn't. It promotes bad behavior. You perpetuate it every time you tell one of those "harmless little lies". This all feeds into my "some people just suck" theory. If they can't hear the truth, and feel that they maybe should modify their behavior accordingly, well then, they are just people who suck. We need to know who they are! Since tattooing them with "I SUCK" isn't a viable option, then we just have to sort it out for ourselves on an individual level. The only way to do that is with the truth. The truth reveals so much about a person, whether it be good or bad. I firmly believe that relationships, friendships and family would be a more appropriately matched if it is based on the truth. Try it. The next time a lady rams into you with her cart in the grocery store, even though she clearly saw you there, and says "excuse me.", then just say, "no, you ignorant, self-absorbed jerk! I bet you park in the fire lane, and handicapped spots because you just have to 'run in for a minute', don't you???" I will NOT excuse you, because you saw me, and ran into me anyway. Go around me, and watch out for someone else who doesn't care that you are in their way." At least she will shut up for a minute, and the rest of the day, she will think twice about parking in the handicapped spot.

Roberta is the mother of three young sons rapidly approaching adolescence. She is a 34 year old small business owner and Freelance Writer residing in Western PA. Roberta's most recent articles and essays have been published in Lilipoh Magazine, Cynics Online, WE Women Magazine, Power Women Magazine and Healthy Place.com. She has lived all her life in a middle class, real world, suburban setting, and uses her skills as a communicator and writer to convey a message, purely in the hopes that someone, anyone is listening. Read more of the wit and wisdom of Roberta at: <http://welcometowords.blogspot>.

WE Magazine's Top TEN TECH Tips



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Check out this Slideshare Presentation: **How To Make Google Fall In Love with YOUR Website** at: <http://www.slideshare.net/CarolineMelberg/How-to-Make-Google-Fall-in-Love>

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The **HTML Color Picker** has a complete list of the color names supported by all major browsers. You can click on a color name (or a hex value) to view the color as the background-color along with different text colors. <http://bit.ly/HTMLColor>

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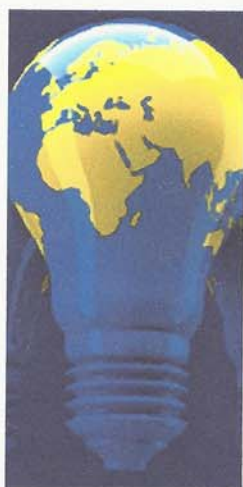
YouTube Marketing:

11 Ways to Promote Your Business on YouTube

By Zeke Camusio

Millions and millions of people visit YouTube every month. Some of the most popular videos on YouTube have more views than Oprah's show. If you are not promoting your business on YouTube yet, what are you waiting for?

I am about to reveal some of the coolest techniques to promote a video on YouTube. We've used them with clients from all over the world and most of them have seen thousands of new visitors as a result of these powerful tactics.



Here they are:

- 1. Copy the Top Performers.** Look for the three videos with more views in your category and get ideas from them. Copy their video title, tags and description. Don't copy anything verbatim, change things up a little.
- 2. Create Your Own Channel.** Create a channel and customize to feature your best videos. This alone will drastically boost your views.
- 3. Use the Bulletin Board.** This is a great feature that lets you start a conversation around your own videos. But don't limit yourself to your own bulletin boards; use others' too.
- 4. Add Friends.** People often forget that YouTube is a social network. Add friends to your list and engage with them.
- 5. Use Video Responses.** Search for popular videos related to yours and post your video as a response to them. Leverage the views that other videos get.
- 6. Create Something Worth Spreading the Word About.** If your video is boring, all these tactics won't do much for you. The videos that work best on YouTube are either hilarious, controversial, unique, or very useful.
- 7. Complete Your Profile.** YouTube allows you to fill out a profile; do it. And by all means include a link to your website here.
- 8. Link the Videos to Your Profile.** You can link your videos to any page within YouTube. Set it up so when people click on your video they go to your profile. And from your profile they can click on the link to your website.
- 9. Create Playlists.** Create a playlist of related videos. Include a lot of popular ones on a certain topic and, of course, your own video.
- 10. Join Some Groups and Start Your Own.** Join some groups and post both text and video comments. You can also start your own group.
- 11. Encourage Viewers to Subscribe.** End each video asking viewers to subscribe. Many people don't know they can subscribe or they will forget unless you remind them.

These are some of the techniques that we have used for our best clients. Most of them got more than 500,000 views in less than one year. How would you like to get your business in front of half a million potential new clients?

Zeke Camusio is a serial entrepreneur. His sixth endeavor, *The Outsourcing Company*, is an Internet marketing agency with offices in Aspen, Colo. and New York. Zeke writes an entrepreneurship and Internet marketing blog called *Let's Do It!* Check it out at www.TheOutsourcingCompany.com/blog



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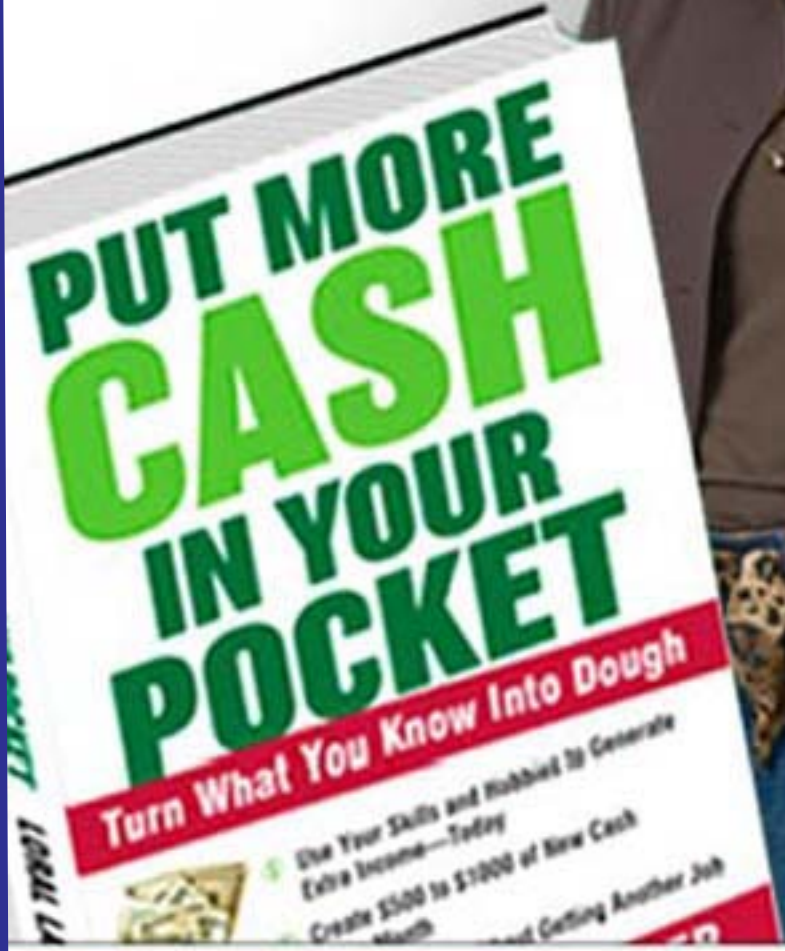
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