

WE

Spring/Summer 2009

magazine for women

**Do You Have
a Social Media
Marketing
Plan?**

**Dating and
Your
Daughters**

Cover Story:
**Mothers & Daughters Working
Together in Business**

**Business
Across
Cultures**

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Something Old, Something New



Yes, it's wedding season and "no" WE Magazine is not about finding the perfect dress or event planner or even location to have the perfect wedding. Although you *could* honeymoon in Spain ... the subject of our travel section.

This issue is about the OLD being the familiar format of WE Magazine for Women ~ the same great content... and same great editors you have come to know, like and trust. And more!

The NEW is about our new **editorial team members** including Bobbi Palmer (relationships), Nipa Shah (technology), Jeannie Dvorek (wine), Simone Kelly Brown (business) and Pamela Archer (editor at large).

It's about our NEW Channels ~ Women in Business Interviews with small business leaders around the world and our Video Series (which will be unveiled this month). We began our new Women in Business channel during Small Business Week interviewing 50 outstanding women business owners who represent a variety of professional areas including coaches, authors, professional speakers, lawyers, realtors, bakers, retail owners, wedding pros and more.

We are continuing the conversations with this issue featuring Mother/Daughter Teams who work together in business and non-profit organizations. Be sure and read about these 52 amazing women who manage to work together, play together and never seem to tire of one another's company. If anything these dynamic women are cheerleaders and nurturers 100% committed to one another's success as well as that of the organizations they represent. I do have to thank **Help a Report Out (HARO)** for help in finding these fabulous women. I put a brief description in one of their thrice daily email messages and received more than 200 queries. It was tough to narrow down the field to only 25 teams. But stay tuned. Many more of these teams will be showcased on the site in the coming months. You can read more about our **Mother Daughter Teams** beginning on page 44.

Some of the interviews continue on the site so when you are finished reading, please do leave a comment and let us know your thoughts.

Other great articles in the magazine include:

Do You Have a Social Media Marketing Plan?
Business Across Cultures
Dating and Your Daughters
Just to name a few ...

We even have the ingredients listed for Paella and other mouth watering recipes to make your next meal sizzle! And our featured wine from Spain to go with it! Ole'!

Something New is also about our **NEW WEBSITE** look! My team and I are so excited to share the new site with you. **Heidi Caswell** is the genius behind the redesign and WE are very grateful for all the time she took to get it right.

Speaking of the Website, we have many exciting articles posted that simply could not make it into the magazine. Some of those stories featured:

No Excuse Summer Travel
Strong is Beautiful
Shoes to Choose
Stepping off the Hamster Wheel

And finally, be sure and check out the **Women Category** on WE magazine. In addition to our new Women in Business Channel, we feature Women on a Mission and Women on the Move (under 35) and would love to feature you! Check the criteria and submission guidelines for details. Speaking of *Something New*, who knows, *your* picture could grace the cover of an upcoming issue!

Wishing you a joy-filled summer full of love, laughter, family and friends,

Heidi

Heidi Richards Mooney - Publisher & Editor-in-Chief

Meet the Women behind WE Magazine



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Publisher &
Editor-in-Chief**



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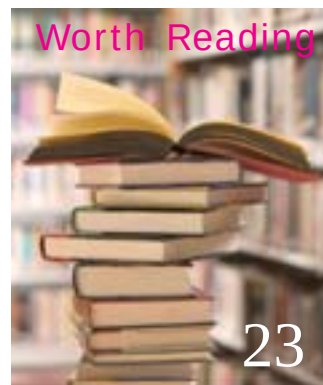
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Building a Team of Professionals for Independent Business Owners

By Suzannah L. Richards

When was the last time you met with your team of professionals to help you with a key business decision?

If you're like many independent business owners, you may be thinking "What team of professionals?"

As a business owner, you probably handle the running of the business yourself. Still, it is possible to run a business more efficiently and profitably by utilizing a team of professionals who can consult and guide you in the management of your company. The trick is to seek out team members for the long term — to build relationships with professionals who will understand your situations and needs on an ongoing basis.

Special bonus: Many of these professionals are also independent business owners just like you.

Here are four key players:

Attorney:

You may prefer an attorney who specializes in the needs of business owners and can consult with you on topics such as asset ownership, best-choice business form, succession planning, contract review and employee-employer relationships. A crucial component lies in establishing a relationship with your attorney, so that you can simply pick up the phone when you have a question.

Accountant:

Once again, you may prefer someone who understands the needs of independent business people and, if possible, also knows your industry. An accountant should help you "read" your books more effectively, translate raw data, help you effectively plot areas of profit and loss, and — perhaps most important — show you ways to manage your tax liability. In short, your CPA could save you money. To really benefit from your accountant, don't make the mistake of meeting only once a year at tax time: give your accountant the opportunity to work with you all year long.

An Officer at Your Financial Institution:

Credit is the lifeblood of many businesses. It's always important to maintain contact with the person who can help you access the cash flow you need at the time that you need it and at a favorable rate. In addition to issuing credit, many financial institutions frequently provide a wealth of other services at minimal or no charge. Regular contact with your institution will keep you abreast of new opportunities that can benefit your business.

An Insurance Professional:

An insurance agent familiar with the challenges facing independent business owners can act as an effective problem solver. Specifically, a trained, licensed insurance professional can play several crucial roles in your business:

1. Help your company meet its immediate insurance protection needs.

This includes helping select and fund insurance for key executive coverage, death and disability buy-out, pension, and other qualified plans.

2. Help meet your personal insurance and financial product needs.

Family decisions can be a key factor in making any business decisions. Your insurance agent can help you coordinate a cohesive insurance program that satisfies your needs and goals on personal and professional levels.

3. Help coordinate the work of other professionals.

Insurance agents will help you focus on the big picture and work to help you put together a team of professionals.

This educational third-party article is being provided as a courtesy by Suzannah L. Richards, CLTC. For additional information on the topic(s) discussed, please contact Suzannah L. Richards, CLTC at 954-895-8980 or srichards@ft.newyorklife.com.



Know Your Finances

Informed People make Better Decisions!

By Melissa Lang

1. Before considering to buy a house, get pre-approved by

- A pre-approval document is needed by the real estate agent to demonstrate that you are prepared and serious about buying a house. It will additionally empower you to negotiate a better offer to buy the house of your choice.

2. Get a copy of your FICO score

- Most people start off finding a home then applying for a loan only to find out later that there is something wrong with their credit. Don't let this happen to you. Get a FICO Report before looking for a home. What is a FICO Report?

3. Buy a house that you will live in for at least 3 years

- There are costs in buying and selling a home. Selling a house prematurely may be disadvantageous to you.

4. Aim for a house that you can afford

- You should buy a home that you can afford making the monthly payment. Don't buy a house that is unnecessarily expensive. Your goal when purchasing a house is to buy the house that is right for you.



5. Buy a house in a convenient location to you

- Your house is the center of your life. Always consider good future equity appreciation, safety, a good school district, and nearby freeway access.

6. Compare the price of the house you are going to buy with surrounding houses.

- When you have found a house that you like, compare its price with houses in the surrounding area. The house should be no more than 5 percent higher than the average cost of houses in that area.

7. Be sure to obtain a house inspection prior to closing escrow

- A house inspection is for your protection. This inspection will detect any house damages the need to be repaired by the seller prior to the close of escrow.

8. Know your loan programs

- Most home buyers don't know that they can get into a house with no money down.

9. Know all your options with prepaying your mortgage.

Did you know that you can pay your house off in as little as 1/3 to 1/2 the time? It is a good idea that you know all that entails a mortgage so you are not in the dark, and cost yourself tons of additional interest.

Melissa Lang, Eagle Nationwide Mortgage has started a new financial blog that she would love everyone to



express their opinions on. The covered topics are: Do you think high school students are getting enough financial knowledge? How can you keep your credit score up? The price others paid for freedom.

www.financiallyeducatingtoday.com



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Are Consumers winning or losing the battle for better customer service?

By Sonce Reese



The battle is being lost by the consumer.

No longer are they treated like the signer of the paychecks. They are treated as if they are the date from hell. You know the ones; high maintenance, demanding something for nothing and a general pain in the rear.

So what happened? When did retailers, airlines and the like decide that it was not worth the time of day to earn the consumer's money or business? The time is not really clear, but there has been a slow shift in power. Gone are the days of opening the door for you or holding your hand an option.

The consumer has become a cheap buy; in search of the best deal, the deepest discount or the hottest sale. Merchants are busy (and tired of) working to pry the dollars out of the public's tightly fist'd hand.

Take for instance United. No longer will you speak to a live person when and if you have a complaint. United is only accepting emails for them. Now if you decide you're going to speak to a live person anyway about your complaint, think again. You'll be directed to email.

US Airways has made the decision to stop offering free sodas, snacks and food on the plane. The airline will still have food, but it's going to cost you. Not something you care about, it will be after you pony out the dough to check your luggage and pay for the little blanket pack. (Yes, that's right, pay for the blanket.)

So if you're not flying, then how are you affected by this lack of customer service. Well, what used to be the norm is now a luxury. Great or even good customer service is not what companies are striving for. Companies went to great lengths to make sure the consumer was taken care of. It's no longer the case and if you're hoping to receive great service now, you're living in the stone age or in a cave.

In fact, you're lucky to see someone smiling at you when you walk into their establishment. Now it's can I help you, get what you want and get out.

Is it right? Is it fair? It is what it is. The consumer is walking into a mine field. The person behind the counter is barely making ends meet, so are they happy to serve you. Not when they're worried about how they are going to take care of themselves. It's difficult to care for the customer when you know the employer doesn't care about you. Employers are cracking the whip, demanding more from their employees and paying that same employee less (or the same amount for and the employee is now performing a two person job duty). So do they care when you walk in. Hell no.

How the consumer is treated is an indication as to how the employee of the company is being treated. It's a trickle down effect. Are consumers winning? No, it's a daily battle that's being lost everyday by consumers.

Sonce Reese officially started writing in March 2008 and unofficially for as long as she can remember. According to her, "Writing is outlet and a part of my mission - to be a blessing. I'm eclectic, adventurous and my dream is to live by the ocean, in South Carolina, as a full time writer."



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BRIDGING THE GENDER COMMUNICATION GAP TO BOOST BUSINESS SUCCESS

By Rosalind Sedacca

In the '60s and '70s thousands of women fought a hard battle in the workplace. The purpose was to prove what seemed like a fundamental point: that, beyond the physical, there are no intrinsic differences between women and men. The intention was certainly valid — opening doors to occupations and executive positions that were gender restricted or out of reach in the past due to the infamous glass ceiling. However, as the doors to equality began to open, an interesting reality also became apparent. Men and women are really not the same — in their thinking, acting, communicating or in many other behaviors. The truth is, we can never be the same, nor should we strive to be. Consequently, it is imperative that we recognize and understand just what those innate differences are — and then learn how to use them to our best advantage.

Understanding Primary Gender Differences

Researchers who have studied human beings from infancy through adulthood have found some universal differences between the sexes. By understanding how these innate differences show up in our lives we can arm ourselves with the awareness and skills that enable us to accelerate through the business hierarchy with minimum stress and maximum success.

To simplify any conversation about gender dynamics, we need to make broad generalizations about males and females. While individual personalities and other factors all play a part in determining our behaviors, gender differences are significant enough for us to acknowledge, study and discuss.

The primary difference between the genders is that men, in general, are **resolvers** and women are **relaters**. Being resolvers, men focus on doing, taking action, finding solutions, getting things done and solving problems. As a result they are very **externally** focused.

As relaters, women focus on pleasing, communicating, making connections, understanding feelings, exploring emotions and being understood. As a result they are more introspective and **internally** focused.

Acclaimed author Deborah Tannen sums these differences up quite succinctly by pointing out that “women talk to establish **rapport** ... while men talk to **report**.”

According to Tannen, this means women use language in ways that develop relationships; men use language to tell people what they know. Our basic intentions and perspectives are different, and those differences play themselves out in a myriad of ways throughout our culture.

This is complicated even further by the dichotomy of our internal versus external focus. “Mars/Venus” author John Gray says this difference is apparent very early on in children. When young boys have to deal with life problems, they tend to **act out**. They get more aggressive, even violent, and are likely to blame others for their dilemmas.

Gray notes that when young girls are faced with similar difficulties, they tend to **act in**. They get more introverted and usually blame themselves.

This is why, according to Gray, 80% of the people in our prisons are men and 80% of the people in therapy are women.

Transcending Historical Challenges

So what happens when the externally focused **resolver** interacts with the internally focused **relater** in the workplace? Misunderstanding, mistrust and enormous confusion in our perceptions of how to behave, communicate and get things done.

This is not surprising when you consider that females have been invading the male-dominated work environment for only a few short decades. Prior to the sixties and seventies women were relegated to a very narrow range of job possibilities: primarily as teachers, nurses, secretaries and sales clerks. Beyond these parameters the pickings were slim, the possibilities quite limited. As women accelerated their climb into the managerial and executive hierarchy, the differences in their approach to business — especially in terms of communication and relationship-building — became areas of contention at worst, and confusion at best.

In the male-focused business world both men and women agree on one thing: men have greater perceived credibility. They're more comfortable standing in their power as authorities. Women are fighting age-old perceptions to gain their credibility.

While men are judged by the position of power they hold, women in our culture are often still judged by the presence they bring into a room. In many cases they have to earn their influence through means other than perceived authority. That translates into working harder to prove themselves through overcoming more obstacles, achieving higher goals and demonstrating skills that measurably boost the bottom line.

A fundamental principle of psychology notes that people are more readily influenced by those they see as similar to themselves. Men have always taken this for granted when dealing with other men in business. Dissimilarity has become a major challenge for many career women who have trouble assimilating into the business world or corporate culture because they don't always know how to *"play by the rules."*

Here are some concrete suggestions for women who want to bridge the business gender gap through playing by your own rules — and making cross-gender communications work for you.

- Speak with authority. Avoid raising your voice in a questioning tone at the end of sentences. When your voice goes up, your credibility goes down.
- Don't wait your turn in meetings. Men assertively speak out with strong voices. If you have a comment, state it without waiting to be called upon.
- Be aware of listening style differences. Women listen attentively with direct eye contact, nodding and vocalizing which men often misconstrue to mean agreement. Be clear when expressing the difference between "I hear you" versus "I agree with you."
- Monitor your smiling. Women smile more readily in business contexts to be friendly. Men smile with women to flirt. Be careful your behaviors are not misinterpreted.
- Honor your skills as a **Relater**. When difficulties arise, use the **REAL** Communication Formula as an aid: **R** = **Repeat** and review what you hear him say; **E** = **Empathize** with his feelings; **A** = **Acknowledge** the validity of his message, even if you don't agree; then **L** = **Look and Listen** for subliminal clues — body language, voice tone, etc. — so you can better understand his message, eliminate any defensiveness, and open the door to authentic, respectful, clear communication in which you both WIN!

Rosalind Sedacca, CCT is a Certified Corporate Trainer, an award-winning marketing copywriter and public relations professional who began her career working at Conde Nast Publications and New York City advertising agencies. She now provides consulting, training and coaching services for businesses and professionals in all facets of business relationship issues as well as internet, print and electronic marketing. Reach her at talk2roz@bellsouth.net or 561 742-3537.



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The New Economy

Thirteen tips for challenging times

By Heidi Richards Mooney

Like many of you reading this I too have been affected by the current economic climate. Retail is definitely not what it used to be. People are counting pennies, looking for bargains and foregoing a lot of the “feel good” products and services they used to purchase on a regular basis.

Take flowers as an example. Up until May of 2008, I had several customers on “standing order” who had fresh flowers delivered to their homes and offices weekly or bi-weekly. Shortly after Mother’s day one of my best customers called and asked if I could design a large silk arrangement for her entryway as she was “cutting back” on fresh flowers from weekly to only when she entertained. BTW, she was known for having dinner parties every week or so in her home and these days she hosts only about a party every six weeks or so. Then on June 2 another customer called and “downsized her order.” Shortly after corporate clients started calling cancelling their weekly lobby arrangements. It was like they all got the same memo at the same time.

In September I realized this was going to be the “norm” from now on and that my once best customers were falling by the wayside. While this was going on, I was doing even more networking to try and replace the lost business. But no one was buying. Everyone was, however selling.

So I made plans to change my business model and move from a 3,000 square foot retail location to an 800 sq. ft warehouse - less space, less staff, less overhead. And it was perfect timing for me. In addition to moving I looked at every aspect of my business to see where I could “save money.” Here are some of the changes I made:

1. Got quotes from 3 insurance companies to get the best coverage for the money.

2. Changed phone service providers and saved 40% over the service I previously used. Tied into my cell phone and got a great rate.

3. Made the warehouse more energy efficient.

4. Built a compost to take care of the flower stems and cuttings that had previously been thrown in the trash.

5. Updated my website. Added more features, products and started heavily marketing to my database of 6,000 floral customers.

6. Started blogging and other social networking tactics to drive traffic to my website.

7. Started calling on hotels and event venues to introduce myself and offer my services.

8. Sent a postcard to database announcing the move and offering a discount toward the next purchase.

9. Review my books on a weekly basis so I know where I stand financially. Prior to this had only looked at them monthly.

10. Cancelled orders for products I would likely not sell in a warehouse location. And got smarter and learned about buying practices. “Waste not, want not” is a great business motto.

11. Reviewed credit card processing and got estimates from other companies. My bank referred a company that their customers use and I am saving roughly \$200 a month in processing and service fees.

12. Working with wholesalers and vendors to offer “specials” based upon flowers that are more plentiful and less expensive.

13. Network, network, network. I used to be much more active in the community and over the past 3 or 4 years have gotten lazy only attending 2 or 3 networking, and business events a month. Now I am networking 2 or 3 times a week (sometimes more) and have picked up an average of 2 new customers a week because of this.

The other thing I recommend that worked for me, talk to your staff about your business. Let them know what’s going on. You may have to let some go but it will be easier if they know that you care about their welfare too. My staff was wonderful. They said they would do whatever it takes to make it work. Some of them started networking for me, and referring people to our shop. Others decided to leave for better opportunities or to start their own businesses. And two people decided to “retire” and stay home. But the good news is they all said that if I ever needed them all I have to do is call ... and they’d be there!

While I am sad about the fact that we are not together daily, I am happy that we parted on good terms. I am looking forward to the next holiday so we can have a “reunion.”

What are you doing to manage in this New Economy?

©Heidi Richards Mooney - is a Professional Speaker, Business Coach and the Author of 7 books including: “Quirky Marketing - 365 Ways to Grow Your Business Using Zany and Non-traditional Holidays.” She is also the Publisher of WE Magazine for Women. In February 2008 Heidi Was named a Woman on Twitter to follow by Only2Clicks.com. Stop by <http://www.speakingwithspirit.com> to get a FREE copy of Quirky Marketing Chapter One today!



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Do You Have a Social Media Marketing Plan for 2009?

By Carmina Pérez

Last year we saw how social media evolved from being a cool site for kids to hang out at, to a major marketing tool for corporations to engage with their customers. Are you making full use of this new trend? Nowadays a big chunk of marketing plans should be dedicated to social media, so I've put together a list of questions to help you get started on that:

Online Social Networks

Are you active in at least one online social network (signing up alone doesn't count!)? Selling is all about *repetition* - the more you connect with your customers — in a helpful, friendly way — the more they'll think of you when they're ready to buy the type of products you offer or refer you to a friend. Online social networks are perfect for this. These are some ways you could be using your networks:

- Facebook - update your wall & your status with comments, events and links of interest to your target market
- LinkedIn - showcase your talent in the "Answers" section, download your virtual resume, get testimonials
- Twitter - let others in your industry know when you attend conferences or networking events; comment on articles or breaking news

Make sure to also check out niche sites that fit closely with your brand, for example:

- A Small World - if you're targeting the luxury market
- MiGente - if you're targeting the Hispanic market

(For a more complete list visit this [Wikipedia page](#))

Strategy: Schedule 15 minutes a day to participate in one or two sites of your choice.

Blogging

Blogs are a great way to keep your community updated on your business/industry, *plus* they're great for search engine optimization. Are you regularly updating your blog? How long has it been since you changed the widgets on your sidebar? Have you explored the different affiliate sales programs so you can sell complimentary products and receive commissions? Do you know what the best sources of ad revenue are for you, whether it's joining an ad network or striking deals directly with advertisers?

Strategy: Enter at least 1-3 posts a week. Designate a special time or day to do this and stick to your schedule. Freshen up your blog's sidebar once a month by adding a new poll, or widget or product announcement. Track your site's analytics monthly (or more often if you have a special campaign going on) to see if there are ways to increase traffic/ad revenue.

Online Directories

Forget the phone book. The new online yellow pages offer you lots of space to add company info (including video), feature special promotions, offer discount coupons, and allow customers to engage with you by writing reviews and posting pictures. Users can also send a link with your information to a mobile phone, and this is important because *mobile* is the next *new internet frontier*.

Are you on these local online directories?

[Citysearch](#)
(basic package is \$149/mo)

[Yelp](#)

[Superpages](#)

[Yahoo local](#) (\$299/yr)

[Google local](#), maps

[Local.com](#)

[Judy's Book](#)

Strategy: Get on as many of them as you can, especially the free ones! Also check if there's any specifically targeting your industry, like if you're a restaurant there's MenuPages.com, etc.

Collectively these actions will help you build your online reputation the way *you* want to, and you won't have to wait around for the press to find you and write about you, when and if. The more you participate in social media, the more you'll get out of it, it's that simple. So start socializing!

Carmina Pérez ~
Writer/speaker/
internet marketing
consultant
"New Media
Strategies for Small
Businesses"





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Finding Your True Purpose in Life

By Naomi Tickle

We are born with an “inner blueprint.” However, we tend to get off track and end up being lost. We receive advice from well meaning friends, family members and teachers, which can often confuse things even more. We then take numerous tests and still are lost. The system I use for determining our blue print, Person logy, validates much of what we know about ourselves and helps us to get back on track with our life. Simply put, it connects the dots and gives us a clearer direction to take our career.

If you were to look back through your life and think about the activities that stirred your interest, you would see a repeated thread running through. At an early age my son showed an interest in cooking. More interest than any other member of my family. I just saw this as a passing phase. During the holidays, he would apply for jobs at restaurants where he worked in the kitchen. Then on leaving school, with no particular career in mind, he worked for a company making muffins. Today, he makes the most incredible commercial toffee brittle and enjoys developing new variations of the brittle. It just melts in your mouth. Sometimes I help him out at the farm markets, customers take a bite and the expression on their faces is of pure delight. He now plans to launch his own business full time next year. If we had taken his interest more seriously when he was a teenager, he would have been many years ahead of the game. He has found now his path. However, there are thousands of people out there still looking for their purpose in life. Many never do. That is why I enjoy the work that I do, helping others discover their purpose. Oh, if you are a toffee brittle fan, just

give him a call at the Happy Campers Candy Company 530 877 5505 you can order directly from him. Guaranteed to melt in your mouth. The brittle is soft not hard.

I was recently in a restaurant and noticed a four-year-old boy who had a gift for music. After some hesitation, I decided to go up to his father and commented to him “you have a musician in the family”. He responded “well yes, he is a very accomplished trombone player for his age and also plays the saxophone.” Then he said in a surprised voice “how did you know?” He probably thought I was some psychic. I then explained that his son’s “C” shaped ear indicated a love of music and that he too had this trait. Yes, he loved to play the drums and was a member of a band. Whenever I see someone with a gift, I feel the need to share these insights. Particularly children or teenagers. Who knows, it could make all the difference in their life. So if you hear of someone searching for their life purpose, suggest they contact me. A career profile could make a significant difference in that person’s life.

Trait discussion - Forward/ Backward Balance

When there is more head behind the ear compared with the front, these individuals dwell on the past. When there is more head in front of the ear these individuals will focus on the future.

To determine this trait, take a pencil and line it up vertically on the front of the ear and then take another pencil and place it horizontally on the back of the head. The end of the pencil will

be facing you. Position it at mid-point between the ear and top of head. Notice how much space there is between the two pencils. Now take the pencil from the back of the head and place it on the bridge of the nose, keeping one pencil still on the front of the ear lobe.

Be careful not to poke the eye. Now determine if there is more head in front of the ear compared with the back or more in the back compared with the front. To make an accurate assessment one does need to be trained. However, this will give you a general feel for what to look for. It’s easier to spot this trait on men than women, because there is less hair to deal with.

The person with more head behind the ear, backward balance, will run situations over in their head again and again to the point where it sounds like an old broken record. If you’ve heard about it once, you’ll hear it a thousand times. It is hard for them to turn it off. Add close set eyes to this trait, and then they will be consumed by what is bothering them until it gets bigger than life. If they experienced a negative outcome in the past, say like an exam, or getting lost, then that’s where they go to when that challenge faces them again.

Individuals with backward balance enjoy being in the background, rather than up front where they can be noticed. So if they had the dramatic trait (eyebrows flare upwards) which relates to the theatre, they would rather be the support person, rather than on stage.

We sometimes meet people or have a family member that goes on and on about what happened in the past.

They never seem to let it go. Check out the head next time. The merit of this trait is that these individuals are great support people. They will bend over backwards to help you. You will also find they enjoy antiques, reading historical novels, visiting historical places or researching anything that is of a historical nature. Women with this trait will enjoy wearing antique jewelry. During a workshop at an Image Conference, I asked a woman who was wearing a very old looking red to stand up. I explained to the audience that the shade of red had a more historical look to it. In response the woman shared that her major at University was history. No surprise, the red looked fantastic on her and captured a reflection of her blueprint.

An individual who has more head in front of the ear compared to the back, is generally more forward in their thinking. They focus on the future and do not dwell on the past. It's water under the bridge. They love to be recognized for what they have done. In children we might see they demand lots of attention. Look at me, see what I've done. If they don't get that recognition then they may well create situations that will bring them the attention they seek. We would expect to see this trait in leaders of countries, organizations and businesses. More forward thinking people.

If the above trait is combined with the flared eyebrow, they'll love to be "on stage". This could be as an actor or actress, a speaker or trainer or any activity that puts them in front of an audience. If you have a child with

this trait combination, you might encourage them to participate in an activity that gives them the stage. Even sports would be a stage setting. They will love it and it channels this need for attention in the right direction.

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**EXCESS FAT LEADS TO
DEMENTIA, STROKES,
HEART DISEASE AND
CANCER**

**Being Overweight Is Killing You!
Do Something About It**

By Karen Waters, Sublime Bliss LLC, CEO

The average American is battling a few extra pounds. We delude ourselves into thinking that the extra 5 or 10 pounds is not that big a deal. That is, until it becomes a crisis. We faithfully promise to start our diet on Monday. But before we get around to keeping that promise, the 5 pounds somehow become 20 extra pounds and the 10 pounds turn into 40 extra pounds before we realize what has happened.

Insulin

Personal accountability aside, we live in a world that greatly contributes to our increasing waistlines. Stress is one of the primary factors leading to the obesity epidemic. The stress in our lives is giving us extra pounds accumulating in the mid-section. This is due to overworked adrenals.

Adrenals are the small glands located above our kidneys and they are responsible for releasing cortisol into the system as a reaction to stress.

Cortisol stimulates the release of glucose for a boost of energy to help alleviate the immediate emergency when we are under stress.

However, if the blood sugar is not used by the muscles during the crisis, it triggers the release of insulin to encourage the cells to absorb the excess. Whatever is not absorbed gets converted to FAT. Fat that accumulates in you belly is extremely dangerous. Scientists are discovering that the extra fat is so dangerous because is a precursor to a number of diseases that are life threatening.

Abdominal obesity is also characteristic of what is known as metabolic syndrome™ or pre-diabetes. Again, this extra weight is extremely dangerous because metabolic syndrome places you at increased risk for cancer, stroke, heart disease, diabetes and dementia. Further, insulin is not the only chemical that affects one's weight gain or loss and that has the potential to cause health risks.

Leptin

Leptin is one of the latest hormones we are discovering plays a vital role in weight management. Leptin is a hormone produced by the adipocytes (fat cells) that is key to maintaining a lean body. It modulates appetite by binding to the area of the brain that signals us that we are full. Leptin also enhances the bodies ability to access and utilize the fat we've stored up as an energy source.

Studies have found that the fatter you are, the more leptin you will have in your bloodstream. This seems to defy logic, as it would seem that a hormone associated with maintaining a lean body would not be present in greater percentages in the overweight or obese.

The answer lies in the fact that being overweight leads to chronically elevated levels of leptin, and prolonged exposure causes the tissues to become immune to the effects of the hormone. In effect, the body becomes resistant to leptin and loses the capacity to respond.

Insulin and Leptin Resistance

Leptin resistance and insulin resistance have a lot of the same characteristics. Both insulin and leptin resistance are chronic inflammatory conditions that contribute directly to progressive weight gain, the inability to lose weight, and continuing to regain previously lost weight. While none of us want to look in the mirror at the extra pounds, insulin and leptin resistance have more dire consequences, as they both place you at increased risk for diabetes, heart disease, cancer, stroke and dementia.

How to prevent leptin resistance

If you are overweight, you're almost certainly suffering from some degree of leptin resistance. Lifestyle choices are an excellent method to control both insulin and leptin. Avoiding pro-inflammatory high glycemic load foods, avoiding processed foods, supplementing your diet with anti-inflammatory omega-3 fatty acids and engaging in regular physical exercise are but a few of the methods available to prevent leptin resistance and maintain a healthy body weight.

Think Sublime Thoughts!

Karen Waters is the CEO of Sublime Bliss, an anti-aging company, that offers nutrition counseling, weight loss management and fitness training. Sublime Bliss also features a line of natural and organic anti-aging skincare products. Sublime Bliss™ staff has extensive experience helping people manage the complications associated with being overweight. For additional information on the news that is the subject of this article, and help with battling the chronic inflammatory conditions that keep you fat, contact Karen Waters or visit www.SublimeBliss.com.

Testimonials

Dear Heidi, Your magazine is probably the best online magazine I've ever seen. It is phenomenal and packed with a wealth of great and useful information. I've seen a lot of magazines, but yours is the best!!! Sincerely,
Cyndi **Cynthia G. Boyer** ~ www.momsinslippers.com
Inspiration from my Heart to Your Home

WOW Heidi, WE just gets better with each issue. I read every article and I am just so impressed. I would compare WE to the best of all the magazines on the market. I love it, the information and people are so "special." I can only imagine how much time and effort goes into this project...you are a trooper my friend. Thanks for all you do. Bea Kunz
<http://www.sagehillfarmsandvintagestore.com>

Dear Heidi: I just took a look at your current issue of WE magazine, and I think it is wonderful. I love the colors, easy readability, format... Thanks for all of your time and effort devoted to this publication. You can be proud of it. Sylvia Hepler, President Launching Lives www.LaunchingLives.biz

Wow! What a fabulous issue! Well... biased opinion from your Brazilian friend yet candor from a reader. Heidi, words cannot describe the feelings that you made me experience... when I, finally, had the WE magazine in "my hands": highlights about my beloved country, magnificent spread about my Mom, along with very interesting women (including me!). With all my gratitude ... Cheers to your exponential success! Fondly, Rosana Santos, Big Chef www.bigchefonline.com

Heidi, What a great eMagazine, I love it. I'm printing this edition and sharing it with my local networking group. I've been trying to put a newsletter together for my group, but haven't had a chance too, sharing this one will do the trick!! Thanks for a wonderful edition. Keep up the good work! **Ingrid Gonzalez** [ALCO Consultants, LLC](http://ALCOConsultants,LLC)

Hello Heidi, I have gone over my article carefully and checked all the links and it looks perfect. I REALLY appreciate you using my articles and am so delighted to be a part of your wonderful publication. Cheers, Esther Kane, MSW ~
Registered Clinical Counsellor

Congratulations. Excellent article and beautiful photos!
I love this magazine. Smiles, Iris

Love how you lay out the articles. Looks great! Best, Rosalind Sedacca, CCT

Congratulations on a fabulous magazine. It's very inspiring to see what so many women are up to! Best, Diane MacEachern

Heidi, I'm thrilled to see today's issue of WeMagazine. I am so very pleased to see your taking green to a level everyone can appreciate. My moniker has been gogreen for some time now. Your newsletter today will open many eyes in a different way. It's great reading solutions and trendy at that. Warmly, CSea
Christian Sea Perkins Solution Resource - <http://GlobalWAH.com>

Worth Reading

Wake Up Women Be Happy, Healthy and Wealthy

By Shann Van Der Leek, et al

Sharing inspiring stories of happiness, prosperity and health are Loral Langemeier, Arielle Ford, Shann Vander Leek, Terri Amos-Britt, Debbie Allen, and other expert professionals, authors and master coaches from around the world.

Discover the courage to alter your thoughts, your perception, your reality, and ultimately change your life as you read the words of other women who have been where you are.



How Not to Look Old: Fast and Effortless Ways to Look 10 Years Younger, 10 Pounds Lighter, 10 Times Better

By Charla Krupp

Forget getting older gracefully—This is the beauty and style bible every woman has been waiting for! HOW NOT TO LOOK OLD is the first—ever cheat sheet of to-dos and fast fixes that pay-off big time—all from Charla and her friends, the best hair pros, makeup artists, designers, dermatologists, cosmetic dentists and personal shoppers in the biz. Packed with eye-opening details on hair color, brows, lipstick, wrinkle-erasers, jeans, shapewear, jewelry, heels, and more, the book speaks to every woman: from low maintenance types who don't want to spend a fortune or tons of time on her looks to high maintenance women who believe in looking fabulous at any price. There's also too-old vs. just-right before and after photos, celebrity examples of good and bad style, shopping lists of Charla's brilliant buys in fashion and beauty products, coveted addresses of "Where the top beauty pros go," fun sidebars—and more.



Now Boarding: Next Step – Your remarkable Life

By Kande G.

In Now Boarding, Kande G shows you how to: Find and unleash your creative genius ~ Focus and act on your dreams ~ Find your biggest stumbling block ~ Discover personal prosperity ~ what it is and how you get it. Learn the one rule you

must follow to guarantee success. Discover your own personal motivator and partner in creativity. Learn the powerful tool of Reclamation. Learn how the PPT Factor can change everything Board now and reclaim your remarkable life!

Get Off Your Lazy Assets 9 Assets to Building Your Wealth Team

By Loral Langemeier

In *Get Off Your Lazy Assets*, Loral teaches you HOW to uncover your talents, turn those talents into value, leverage that value by enrolling resources, and connect those resources with opportunities. This is the EXACT process that Loral, herself, has used for a decade to make millions, take control of her life, and build a community of wealth and abundance. **Discover The Nine Assets You Already Have To Build Substantial Wealth - In Any Economy**

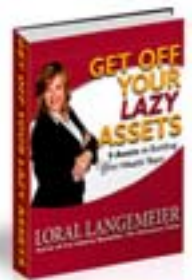


Table Talk – Food Family Love

By Carol McManus

What owner of a popular cafe tells you to stay at home and eat? And why does she start her book with the words, "We need to bring back the family meal."? Carol McManus, proprietor of Espresso Love, a well-known cafe on the Island of Martha's Vineyard, Massachusetts, raised five children and put a meals on the table each day, while still working full time. She has written a cookbook that stresses family meals and included 80 recipes that help you put your family back to the table. Citing scientific studies that show family meals impacting on everything from children's school grades (they get better) to premature sex (they wait longer), she recalls her own beliefs: "When my children were small and started to bicker, I'd gather them in a huddle and ask, 'Where's the love? We're family.' And one place we could always count on getting together, every night was the dinner table." This is family-friendly food, designed to help recapture life the way it was meant to be lived. The ingredients are from items grown close to home, and the recipes are easy enough for every day preparation — many simple enough to reassure even the most inexperienced cook.



The 11 Intentions – Invoking the Sacred Feminine as a Pathway to Inner Peace

By Lynda Terry

In this book, author Lynda Terry, founder of Vessels of Peace, explores how the presence of the Sacred Feminine in your life can support your attainment of inner peace—how it is, in fact, an essential component of that attainment, especially now, at this stage of humanity's spiritual evolving. You will learn that opening to the Sacred Feminine enables you to hold a state of peace more fully, to in essence become a vessel of peace—one who embodies the truth that lasting peace is created from within. And you will experience how invoking the feminine aspect of Divinity present in all hearts enables you to radiate the light of that peace in your day-to-day world.

REINVENTION DURING TIMES OF CHANGE

By Jacqueline Wales

In this time of change it is essential that we take time to continue our education. Instead of going into 'deer in the headlights' status, think about what you have always wanted to learn, and make arrangements to start next month. There has never been a better time to improve your skills. There are many teleclasses available for free, or networking events to improve your contacts. I know there are a thousand others out there looking too, but if you don't make the effort, you'll never know if you missed the opportunity you needed. Attend conferences on your subject, or related subjects. These are wonderful opportunities to network, and to hear some of the best speakers in your arena. Read books, listen to CD's, and download programs to listen to later. All of this is your way of saying "I care about my future," and "I have value in the world."

One of the biggest obstacles in a time of transition is to believe you have nothing to contribute, or believe that there is nothing worth while out there for you. There are plenty of opportunities for people with the desire to succeed. Like everything in life, the best way is to keep going, even when it feels like you are failing because there are more 'no's than yes's. It just means you haven't found the right fit yet. The biggest failure is giving up or giving in to mediocrity. By giving in to a belief that you are not qualified, or not good enough, you are giving up on life.

Another way you can increase your opportunities is to find a mentor or hire a coach. Frequently we don't see ourselves as others see us, and we need insight into behavior that might not be serving us well.

You can learn a lot about yourself by working with someone else, and by soliciting honest feedback. If you hesitate because you're afraid of what you might hear, the great part of this is you are usually wrong. We are all much more capable, much more courageous, much stronger than we think we are. Opportunities abound. The world doesn't function from limitation. Only you do. So stretch your horizons, open your imagination and set new goals for yourself. Whatever you are feeling right now is simply a hiccup in the grand scheme of things.



Above all else, promise yourself in this time of transition to improve your life. Celebrate your accomplishments to date. Look forward to meeting your new goals. And believe in you.

Jacqueline Wales is the author of *The Fearless Factor: Thriving Beyond the Jungle of Life* and *When The Crow Sings*, a novel. She is also the founder and CEO of Fearless Fifties LLC dedicated to helping women in midlife find solutions to the challenges presented at this time. For further information and to pick up your complimentary introduction to the 10 Healthy Habits of Fun, Fearless People go to www.fearlessfifties.com She is also an inspirational speaker and host of Fearlessly Speaking on AchieveRadio.com



Spring Entertaining Meal

By Betty Lynch

This meal is perfect for a candlelight dinner for two or a dinner party. The flavors are light, but oh so satisfying. Enjoy the menu!

Arugula, Basil and Strawberry Salad

3 cups fresh Arugula
1 cup fresh basil, roughly torn
2 cups fresh or frozen (thawed) strawberries, sliced
1/2 cup balsamic vinegar
2 tsp honey
1 shallot, minced
1/2 cup olive oil (optional)
Kosher salt to taste
Freshly ground black pepper

Remove any tough stems from the arugula and tear into bite-sized pieces.

Combine strawberries, balsamic vinegar, shallot and honey in a small bowl, mixing well. Allow to stand at room temperature for 1 hour or refrigerated for 3 hours.

Combine arugula and basil in a large bowl

Using a slotted spoon, remove the strawberries from the marinade and place on top of the greens

Taste the marinade to determine if you wish to add olive oil (The honey and shallot will temper the already mild vinegar and you may wish to use it without oil -test by dipping a piece of arugula into it)

Add oil if desired and drizzle some of the marinade over the salad. Toss very gently, being careful not to break up the strawberries. Taste and adjust seasonings adding more dressing and salt & pepper.

Chicken with Herbs

2 tbsp. butter or oil
6 chicken breasts, seasoned salt & pepper
1/2 tsp. crushed dried herbs, thyme, basil or marjoram
2 tbsp. fresh parsley
1/2 lb. mushrooms, sliced
1 bunch green onions, chopped
3/4 c. white wine

In a 10 inch skillet quickly brown chicken in butter. Add onions, cover and let cook for 3 minutes. Season with the herbs, salt, and pepper.

Add sliced mushrooms and saute until mushrooms are tender. Add wine to skillet and cover.

Simmer mixture for 15-20 minutes or until chicken is done and sauce has cooked down, adding more wine if necessary.

Remove chicken to serving plates and reduce sauce to thicken. Serve with rice on the side. Spoon sauce over chicken and rice if desired.

Lemon Creme

Serves 2 (double recipe for 4 people)

1-cup part-skim ricotta cheese
1/2 teaspoon grated lemon zest
1 teaspoon of lemon juice
1/2-teaspoon vanilla extract
2 packages sugar substitute (Splenda or Stevia)
Miniature chocolate chips for garnish (optional)

Before dinner mix all together and divide into in a individual ramekins or dessert bowls. Put in refrigerator. Top with a few chocolate chips just before serving

Betty Lynch, author of *Back to the Table with My Country Kitchen*, and owner of My Country Kitchen, Easy Answers to Bring Your Family Together. You may visit her website at <http://www.mycountrykitchen.com>



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From Spain...to Heaven...

By Linda Pereira

Toledo

In the course of my work I travel to Spain very frequently, mostly of course to the major cities such as Madrid, Barcelona or Valencia for example. However the awe never dies. There is something different in the air in this country...the moment you land you can feel it in the air or beneath your feet. A strange pulsating sensation and an aroma which makes your heart race just a little and creates expectation. Some say it is the climate, others say the light, others say it is because your expectations are so high due to of all the information continually being thrown at you about the history, the art, the culture, the food, the wine...and the Flamenco!

Maybe that is true. The Spanish have truly set the world an example on how to market their destination. Unless you are living in a hole 50 miles below the Earth's surface you will be more than familiar with Spanish music, Spanish cinema, Spanish actresses, Spanish food, Spanish wine, bullfights, olive oil and even many Spanish words.





OverView

So what else need to be said about this country that has not yet been said?

Spain receives more than 50 million visitors from across the globe each year. What do they go to see and what brings them in droves to this country on the edge of Europe?

Of course there are the many, many beaches. From North to south and from east to West, lots and lots of them and good ones too. Then there are also the Balearic Islands and the Canary Islands; both famous destinations for holidaymakers and specially the fun-loving youth.

However if this is the only reason you visit Spain then you have not seen Spain. This country has so much more to offer and there is no way that ten visits will even show you a glimpse of what is truly magnificent about it.

There is a Spanish saying that "there is no pain in life so cruel as to be blind in Granada". While these words address the unique beauty of that southern Spanish town, I believe it is perfectly applicable to the whole of Spain.

Spain has a very interesting and colorful history which has resulted in the personality and architectural geography it has today. All over Spain, but particularly in the southern region of Andalusia, there are many fine examples of Moorish architecture as a result of the Arabic conquest of Spain between the 8th - 15th centuries. Spanish culture is comprised of various diverse regional cultures. Spain's tumultuous past and history has produced some of the most beautiful monuments in history. The Alhambra Palace in Granada is so beautiful that it has made me cry. How could man create so much beauty? It lifts the spirit and enriches the experience.



There are 17 regions of Spain, known as the Autonomous Communities, which have varying degrees of self government. Did you know that there are four officially recognized languages of Spain, which are distinct from each other? The official language of Spain, Castilian Spanish, co-exists with the regional languages of the Basque Country, Catalonia and Galicia: whose languages have co-official status. Many other regions have dialects of Spanish, the users of which will tell you are languages in themselves! On top of this, every region in Spain has its own set of customs, traditions and cooking styles all of which they are fiercely proud of.

Spain has provided the world with the likes of Pablo Picasso, Salvador Dali and Joan Miró, perhaps the most famous contemporary names. Their works, along with those of other masters, can be found in the various major art galleries throughout Spain: the Prado, Reina Sofia and Thyssen Bornemisza Museums, the Guggenheim Museum (Bilbao) and Museu Nacional d'Art de Catalunya house many important examples of art forms from all periods.

However despite all of its beauty and character and amazing heritage, perhaps the best reasons to visit Spain are the people themselves. Wherever you go in Spain, you will generally be welcomed with opened arms. If you can make a little effort to learn some Spanish vocabulary and a few Spanish phrases, people will warm to you even more. Their sense of family life really does amaze the world. This of course is common to most Latin peoples but here it is evident in every detail of their life – even the way they view their Royal Family. Households always come first and abound in love, caring, and sharing with each other as the most important things in life. That spirit remains today as strong as it always did, even in the cities.

Royal Family





And then there is Spanish Food. I love Spain because of its food. And although it is said that traveling is supposed to expand your mind not your waist...be prepared for both when you travel to this country!

On a scale of 1 to 10, Spain's cuisine rates an 11. There seems to be an infinite variety of food, with variations in every region. You can eat at very inexpensive places and still have a great meal. Food in Spain is simply put... just PERFECT. There is also an amazing variety: Paella, Mariscos, Pastas, etc. But if you truly want to feel the essence of Spain you go to a Bodega. This is a small tavern which can vary from antique, to old to modern...each has its own specialty so make sure you go allow plenty of time for lunch and spend at least three hours eating one specialty in each one...believe me it will certainly familiarize you with all that is best about Spain.

As for another highlight of Spanish culture...the world famous SIESTA! That nap that one takes every afternoon right after a hearty lunch is the perfect set-up for an afternoon walking in the city, up and awake ready to explore what is on offer.

If you are a beginner to Spain and want a route planner then the following is a very personal one and my recommendation:

"From Madrid to Heaven" ...start with Madrid, the capital of Spain. Because of its central location and high altitude, Madrid has warm dry summers and cool winters. It is a city of great monuments. Among its highlights are the medieval center dating back to the Habsburg Empire and the Prado Museum. But Madrid is not just a cultural destination. It is also a lively metropolis with many pubs, cafes, discotheques and nightclubs open late into the night. Don't be surprised if you get stuck in a traffic jam at four in the morning, and the people you meet are not necessarily going off to work....

Then travel to Catalonia. Best known apart from the capital, Barcelona, is of course the Mediterranean coast, Costa Brava, with ample beaches and mild climate, doubtlessly a first rate tourist attraction. One shouldn't forget anyhow that Catalonia also boasts high mountain ranges, such as the Pyrenees in the north. Catalonia has a very marked culture of its own, most evidently of Mediterranean tradition, and is distinguished of most other Spanish regions

in several aspects, not at least by its language, Catalanian.

Here you must try the wines of great international reputation and traditional desserts like the famous "Catalonian Cream". Then visit the eternally romantic Castilla-La Mancha of Don Quixote fame. Of major interest to the visitor are of course the monumental cities and towns of great historical importance, like Toledo and the fabulous Cuenca. Follow the "Route of Don Quixote", named after Cervantes's legendary "Man from La Mancha".

Still today you will see many of those characteristic windmills Don Quixote was fighting with in all the land. Eat cheese!

A visit to Castilla y Leon is not only recommended but a must. The largest region of Spain, as well as the largest region of all the European Union. Its importance during that medieval epoch is still evident in many cathedrals, monasteries, castles and fortified towns, many of which are preserved in perfect state, not to forget its natural parks and miles of practically virginal nature, with woods of oaks and cork-oaks.



Food here is all about excellent meat, in particular lamb, and vegetables like the famous creamy beans of Avila. Visit Caceres and Badajoz and Merida for its fantastic Roman ruins.

Romantic Aragon would be next. Bordering on France with the Pyrenees, it is famous for its outstanding mountainous landscapes, with glacier lakes and several natural preserves where you still may observe animals which have been extinct in many other regions of Europe long ago. When you are crossing Aragon's three provinces, Zaragoza, Huesca and Teruel, with many monumental towns, the splendor of the old Kingdom of Aragon, one of the centers of Spanish culture in medieval times, comes alive.

Then, last but not least Andalusia. Three of my favorite cities are in this region, Seville, Granada, and Cordoba. Seville is the Andalusian capital, the third largest city of Spain, is among the most beloved places by tourists, thanks to its unique ambience and its great monuments.

It is the kind of place you visit and never want to leave. Granada is known as the Moorish Jewel, located at the foot of snowy Sierra Nevada mountain range, is a must-see. Most outstanding is certainly the great Arabian palace Alhambra. Córdoba boasts the Great Mosque of Cordoba which is unbelievably impressive.

This is of course just a tiny portion of Spain. There is so much more...but then the magazine has a space limit and if you want a recommendation for the second visit then I will be glad to provide another route planner. However I truly believe this is a good start. So where are you off to this summer? Viva España...oh and don't forget to send me a postcard...or maybe our paths will cross in Cordoba!! Olé!!



Achieving Maximum Altitude

By Adele Alfano

Like most people, there are not many things I like about flying. Except for one thing! When I fly, I always choose the window seat and wait for the best part of the flight! I just love when the plane cuts through the clouds and soars above them. I absolutely love flying above the clouds and looking down onto a sea of puffy cotton balls! It is at this point, when the plane reaches its maximum altitude. It is a moment of stability, weightlessness and pristine beauty!

How can we achieve our maximum altitude? How can we obtain those moments in life of flying above the clouds? Life's goals and personal visions are a lot like packing for a trip! The departures may be different, but the destinations remain the same. Here are some flying tips to reach you closer to your life's destinations:

Pre-preparation! It is the little details that get you to your final destination. Booking the flight, hotel, choosing your clothes etc. Making a list and checking it twice! Prepare a list to make your journey to your final destination a pleasant one. What are the little details that you need to check off on your list to bring you closer to landing your goals?

Pack only your essentials! When we have a goal or mission in mind, keep focused on only what you need to carry to achieve them. Packing for life's goals is a lot like reading a book: *take what you need and leave the rest!* If not, your luggage is too heavy to carry!

Compartmentalize everything! When packing your luggage, there is a place for everything: your shoes, your suits and your toiletries. Separate your life's goals much in the same manner. The immediate tasks, your short term goals and your future long-range goals. Like your luggage, tag and label them and check them often!

Listen to the instructions! On any flight, we are forced (we have no choice!) to listen to the instructions and know what to do in case of an emergency and where the exit doors are. Do we listen to instructions, advice and creative criticism from our mentors or family members? Probably not! But, like that flight attendant, they are there to protect us and make our journey a pleasant one.

Letting your loved ones know where you are! We have a family pact. When I am traveling, I always leave my hotel info and flight #'s with my family. It not only shows respect, but it is a way of keeping them informed of my journey. When was the last time, you informed your family/friends where you are in your life goal's, your dreams, your destination spot? Share your life's itinerary with the people who are most important in your life.

Encountering turbulence! I wish all flights of life were smooth sailing! In trying to reach our personal goals and missions, we sometimes will encounter air pockets and altitude shifts. Know that they are only temporary. Hold you breathe if you have to. Grab a friend's hand in panic. Know that your 'plane' will stabilize again. As the saying goes: this too shall pass!

Say a prayer! My sister is a white-knuckled, terrified passenger. I always joke with her and say that if something happens to me on a plane, at least I am closer to heaven! (To say the least, she does not appreciate the humour!). All joking aside, there are not many people who know, that when I fly, I carry my rosary in my pocket. I, invariably, always say a couple of prayers along the way. Touching the rosary brings me peace and some calmness. In the air or on land, know that your personal prayers do not fall on deaf ears.

Clap when you land! Many of us have been on flights, when the pilot lands us safely on that runway, that we give a round of applause. When your goals have been met, give yourself a round of applause. You have landed safe and sound!

Give thanks! When leaving a plane, the airline staff and crew are always at the door saying goodbye and wishing you a safe trip. I personally thank each and every one of them. When reaching your goal's destination, give thanks to those that helped you get there. We are not on this journey of life alone. Have an 'altitude of gratitude' for those who have helped you on your 'flight' towards your goals.

Enjoy your trip! Treasure your moments. Know that with every flight in life, you will reach greater heights, soaring with greatness above the clouds.

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Business Across Cultures

Learning about cultural differences is a key to success in global business.

By Emmanuel Ngomsi, Ph.D.



In the United States, both small and large companies are searching for overseas avenues for their products and services. New markets open, and the demand for U.S. goods increase daily. At the same time, we observe an increasing number of overseas business blunders, and subsequent lost opportunities for U.S. companies due to cultural factors.

Doing business internationally requires more than just an understanding of the myriad of foreign rules and regulations. Lack of knowledge about the culture of various partners and customers may create misunderstandings, frustration and embarrassment that can lead to loss of business.

Whether you are traveling overseas to make new business contacts, to sign a contract or expand your business in other parts of the world, the success of your venture may well be determined by your ability to understand the nuances of your customer's culture. It is estimated that U.S. companies lose up to \$4 billion annually in failed international business.

Without exception, culture shock is a way of life to most of us who travel and deal internationally in business. Each culture has its own rules and ways of doing things, especially when it comes to social business relationships like buying, selling, marketing or partnership.

It's been said that "You can buy in any language, but if you want to sell, you better speak the language of your customer." A famous example is the thousands of Chevy Novas that were shipped to Spanish-speaking countries. Chevrolet was shocked that these cars were not selling. The reason for the poor sales is that in Spanish, "No va" means "It does not go."

Cultural Observations

A U.S. military officer student attended a military meeting at the French Embassy. At the end of the keynote speech, the student was the only person in the room to applaud. Everyone else turned and looked at the student. It was embarrassing. Why? In the French Army, you don't applaud after speeches.

In the People's Republic of China, a U.S. businessman had his credit card confiscated for signing the bill in red ink pen. In China, writing notes in red ink pen suggests the writer will die soon. In Central Africa, writing and or signing a letter with red ink suggests that you wish death to the receiver.

In a Central African village, a Peace Corps Volunteer got a crowd of village children following her home as she repeatedly waved the U.S. "hello" sign (opening and closing the four fingers).

Why? In the village, the same sign was an invitation to receive gifts. She was embarrassed and the children were disappointed.

A U.S. woman who worked with an African national, announced to a male colleague with great enthusiasm that she was "expecting," even though she was not yet showing. In a defensive tone, he asked why she chose to inform him of the pregnancy. The woman walked away disappointed and offended. On his part, the man reported to their boss that she had falsely accused him. Why? By telling her colleague about her pregnancy, the lady was sending a message that he was suspected to be the father. In his African culture, only the father should be aware of an early pregnancy.

Tips for Conducting Business Abroad

Learn about the target culture by asking questions about general aspects of the country's culture you are exploring for a business opportunity. Gather information about the business culture of your industry in the host country.

Respect others' values and beliefs, be open-minded and ready to learn. Develop nonjudgmental views of situations and interactions, and be tolerant of ambiguity. Interacting with diverse cultures requires that you be flexible and socially adaptable.

Develop the discipline to maintain personal control. Astute observations along with good listening and interaction skills will help you learn the nuances of a culture. When interacting in an unfamiliar culture, develop the mindset of seeing things as different, rather than negative. Refining your problem-solving skills and being a prudent risk-taker will help you be more comfortable in your ability to manage in unfamiliar territory.

Do not rush to the "bottom line." In the U.S. this would mean: "I am here for business only." Most people around the world spend more time interacting on a personal level before moving on to business. They like to build trust and a relationship before engaging in business.

Learn the target language of the country where you intend to conduct business. At least learn a conversational level of the target language and develop familiarity of common vocabulary used in your business. Also, get important documents translated into the target language as a courtesy even for international partners who speak English.

Emmanuel Ngomsi, Ph.D., specializes in teaching Americans about world cultures and languages. He is president of Universal Highways Inc., a consulting firm dedicated to culturally and linguistically preparing individuals and small and large businesses to succeed in their international endeavors and ventures.



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SHERRY -

SPAIN'S HISTORY IN A BOTTLE

Most visitors to Spain's Andalusia region go for the beaches of Cadiz, the abundance of wonderful Moorish architecture (a legacy of 700 years of Moorish rule starting in AD 711) to see the place where Spanish explorers launched their voyages to discover America, or to explore the abundance of Roman ruins. If it's wine that they are after, visitors will generally confine themselves to the Rioja region - but they would do well to make a side-trip to Andalusia, home of one of the most unique wines in the world. Nobody is sure when the Spanish started making Sherry (an Anglicization of Jerez, the town where it originated) in the form that we know it today, but its development traces a fascinating path through Spain's political and economic fortunes.

There is some dispute as to whether the Phoenicians or the Greeks brought vines and viticulture to Spain in the 6th or 5th Century BC - what is certain is that when the Romans invaded in 206BC they found many vineyards and an established culture of winemaking. Even the Moorish occupation (during which time drinking alcohol was banned on grounds of their Muslim faith) did not present much of an obstacle as the wines of Jerez were reputedly consumed "for medicinal purposes", even by the Moors. The unique combination of soil, climate and local grape varieties (such as Turrantes, Malmsey, Palomino, Pedro Ximénez, and Muscatel) meant that the wines from Jerez were fresh and aromatic and they soon became highly sought after.

As the wines' popularity grew, the possibility of exports lured producers to devise ways of prolonging the shelf-life of their wines, and the easiest way to do this was by fortification. After fermentation, early wines from Jerez contained no more than about 16% alcohol per volume, but the addition of fermented grape must raised alcohol levels to and meant that the wines could survive a sea voyage to, among other places, England where sherry became tremendously popular. The addition of extra alcohol also had another unintended consequence. There is a specific type of yeast called flor that grows on the surface of Sherry wines and imparts a unique flavour. The yeast grows so vigorously that it entirely covers the surface of the Sherry and prevents air from reaching the liquid. This means that the sherry cannot oxidise and remains fresh-tasting. But when the additional alcohol added in the fortification process killed off the flor and exposed the Sherry to the air, sherry producers realised that the oxidising effect of the oxygen created an altogether different and more complex wine. Sales around the world soared and Andalusia became a magnet for all sorts of Sherry entrepreneurs, including Englishmen whose names have become synonymous with Sherry: Williams & Humbert, Sandeman and Harvey's. Business boomed.

But the next chapter in the story of Sherry really did arrive as a heavily-disguised blessing. As hostilities in the War of Spanish Succession and the Napoleonic Wars increased, Sherry sales to principal markets in England and the Netherlands dried up. Suddenly Sherry merchants who had been selling their fresh stock as fast as it could be produced were left with excess stock that they could not sell. Rather than throw this excess

stock out, they decided to leave it to mature in oak barrels (often under the hot Andalusian sun rather than in cool cellars) until the market recovered. But they soon discovered that the warmth of the sun encouraged an active fermentation and natural aging, producing wines of a more concentrated, complex nutty flavour than anything that had gone before.

Orders for Sherry had slowed to the extent that customers were ordering a few bottles, rather than the few barrels of the past. When an order came in, Sherry merchants would bottle a little Sherry from the oldest barrel and then top up the barrel with Sherry from a newer vintage. Similar systems of fractional blending had already been in use in Germany for centuries, but the system had a much more pronounced effect on Sherry. The introduction of fresh Sherry each time a barrel was topped up stimulated the flor yeast, which imparted fresh flavours and aromas to the Sherry. The unique blending system developed in Jerez consists of several rows of small oak barrels stacked upon one another grouped by vintages, with the oldest is at the bottom and the most recent at the top. At bottling, approximately one third of the contents of each of the barrels on the bottom level is removed. Sherry from the row immediately above will replace what was removed and so on until a complete transfer is made from top to bottom. The fractional blending system also meant that producers could maintain a consistent flavour and quality to their Sherry year on year, rather than vintage wines where a great vintage could be followed by a disastrous one. The method used in Jerez is now known worldwide as *solera*, a reference to the fact that the Sherry barrels traditionally matured in the sun.

(continued pg 36)

(Sherry continued from pg 35)

Today, Sherry has *Denominacion de Origen* status (meaning that only wines produced by the traditional *solera* method in the triangular area of the province of Cádiz between Jerez, Sanlúcar de Barrameda, and El Puerto de Santa María may be called Sherry). And although you may think of Sherry only as the sickly-sweet stuff your maiden aunt used to sip before dinner, traditional Sherries range from light and lip-puckerlingly dry to unctuous and caramelized – here is a quick reference guide, in order of increasing sweetness:

Fino - delicate, extremely dry Sherry matured for a year. Pale in colour, fragrant, with a powerful bouquet. Best drunk chilled as an aperitif with olives.

Manzanilla (“little apple”) - dry, delicate Fino made from grapes grown near the port of Sanlúcar de Barrameda and matured for a year in local cellars. Sharp, aromatic, and some say they can detect a salty tang.

Amontillado - this has been aged first under a cap of flor yeast, and then is exposed to oxygen, which produces a result fuller-bodied and darker than fino but lighter than oloroso with a nutty flavour.

Oloroso – (“scented”) full-flavoured but naturally dry Sherry with a deep mahogany colour, matured for 10 years. The most alcoholic variety of Sherry at 18-20% alcohol per volume.

Cream – produced by sweetening Oloroso, usually with Pedro Ximenez. (pale cream is a sweetened Fino). Far more popular outside that inside Spain.

Pedro Ximenez – a rich, naturally sweet Sherry from grapes ripened in the sun for longer. Traditionally used to sweeten other Sherries, but fantastic to drink with puddings.



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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Recipes... PAELLA

Paella (pa-eh-a) is one of the most famous spanish foods. There are many versions on how it is made but here is, what I am told by a Spanish friend of mine, the original recipe.

Paella is the typical, rich rice dish from the Mediterranean coast of Spain. But we must choose the best quality ingredients and the correct utensils to make the paella in. You should not use regular frying pans. The paella pan is a special low border frying pan about 1 1/5 inches deep and has dips in the central part like a golf ball and two rather large handles on each side. The traditional, authentic paella propably the most well known spanish rice recipe is still made nowadays over an open barbecue with kindling wood which, although does not seem to be so important, adds to the correct cooking of the paella.

The Real Paella Recipe

Ingredients for 4 persons

- 1 medium chicken
- 1 medium rabbit
- 2 medium ripe chopped tomatoes
- 165 grs. wide green bean (spanish-bachoqueta)
- 130 grs. large white lima beans (spanish-garrafon)
- 1 level teaspoon of saffron
- 3 cups of spanish rice
- 8 cups of hot water or (even better chicken broth)
- olive oil (enough to cover the bottom of the paella pan)
- salt (to taste)
- 1 level teaspoon of sweet red paprika



First, heat the oil and when it is hot enough, add the rabbit and chicken (lightly salted) and fry until lightly browned. Then add the white and green beans and cook them together with the meat. While they are cooking, make a clearance in the middle of the paella pans and fry the chopped tomatoes until they look a little pasty, quickly adding the paprika, stirring quickly and immediately adding the hot water or broth until it is almost to the top of the paella pans edge.

Cook all the ingredients for about 20 minutes over a high fire and tasting for salt. After 20 minutes we add the rice, distributing it evenly, making sure the rice is covered with liquid. The fire should be fairly high, not interrupting the boil. It takes about 20 minutes for the paella rice to cook. Do not stir the rice once you have added it to the paella pans, just change its position so that the fire gets to all parts equally. All the broth should be absorbed when finished. Take the paella off the fire and let stand for about 10 minutes covering the top with newspaper. If the rice has been cooked correctly, the rice grains should be loose, not clumped together or having a mushy texture.

For a fantastic table presentation, small wedges of lemon can decorate the border and branches of romero (aromatic herbs) in the middle. Now you are ready to dig into your paella with wooden spoons and eat directly from the paella pans!

In other regions and even in some of the best recipes, you will find that peas and peppers are added. These are not authentic ingredients for a true Valencian paella recipe, but help to add to the flavor.

Happy paella eating!

The “Brazo de Gitano

The “Brazo de Gitano,” literally translates to “Gypsy’s Arm.” This type of cake is often called a Swiss Roll in English and consists of a light, spongy cake layer slathered with cream and/or jams, then rolled up and covered with rich melted chocolate. There are many variations of this traditional Spanish dessert, depending on the ingredients of the filling.

Prep Time: 20 minutes Cook Time: 20 minutes This *brazo de gitano* or swiss roll recipe makes 6 servings.

Ingredients:

- 2-3 Tbsp vegetable shortening
- 1 1/4 cups (5 oz) sifted unbleached white flour
- 3/4 cup (5 oz) granulated sugar
- 6 large eggs
- zest from 1 lemon
- 1/2 cup peach jam at room temperature
- 1/2 cup strawberry jam at room temperature
- 1-2 cups of whipped cream or 1 can whipped cream
- 3 oz baking chocolate
- 3 Tbsp powdered sugar
- 4 oz milk
- 1 tsp butter



Preparation:

Rinse and dry the lemon. Grate lemon zest into a bowl and set aside. Sift flour into a bowl, then measure and set aside. Pre-heat oven to 350F degrees (150C). Line a 9" x 13" glass pan with cooking parchment paper or waxed paper. Generously grease the lining with vegetable shortening. Separate the egg yolks from the whites. Set aside whites. Put yolks in a medium size mixing bowl. Add sugar and lemon zest to yolks and beat for 2 minutes with an electric beater. Wash and dry beaters. In a separate medium mixing bowl, beat egg whites to a stiff peak. Carefully fold the whites into the yolk mixture using a rubber spatula/scrapper. Gradually fold in the flour. Pour batter into pan, spreading to corners. Bake in center rack of oven for 15-25 minutes, until firm to the touch. Whip cream while cake is baking. Test doneness by pressing a finger on the cake. It should be firm to the touch and have a spongy texture. When cake is done, remove from oven. Lift cake from pan by using the lining and place on counter to cool. When cake has cooled for 5-10 minutes, place a clean kitchen or tea towel on top of cake and carefully flip over onto the towel. Carefully remove the paper from the top of cake. While cake is still warm, roll cake in towel and let sit for 5 minutes. Melt chocolate, butter and powdered sugar together in a small saucepan. Stir. Add milk and whisk until smooth. Mix the two jams together. Unroll cake and spread jam onto cake. Spread whipped cream and roll up cake again. Place on serving platter. Sprinkle with powdered sugar. Drizzle melted chocolate mixture over the cake.

Slice roll and serve with hot coffee or tea.

Variations: If you prefer a richer filling, use egg custard instead of whipped cream. You may substitute any kind of fruit jam in the filling. Instead of drizzling the cake with melted chocolate, sift powdered sugar on top.

Daily Food _____ Diary for Date _____

Food Group	Food Name and Amount
Breakfast	
Grains/Starches	
Vegetables	
Fruits	
Dairy	
Protein	
Fats/Sweets	
Beverages	
Comments	
Snack	
Lunch	
Grains/Starches	
Vegetables	
Fruits	
Dairy	
Protein	
Fats/Sweets	
Beverages	
Comments	
Snack	
Dinner	
Grains/Starches	
Vegetables	
Fruits	
Dairy	
Protein	
Fats/Sweets	
Beverages	
Comments	
Snack	

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CPL Events in Portugal

Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

I run a company which organizes international conferences and events. Plans and creates corporate incentives and generally markets and promotes international destinations. We provide a menu of services which ranges from choosing the destination to designing and pricing the event, creating WebPages and online payment and registration systems to designing dinners, opening ceremonies, to travel arrangements to content design. Recently we have added a wedding planner (specializing in the renewing of vows and second marriages). Our average conference can have 500 or 5000 attendees.

How did you come to work together in the first place?

I feel that in today's highly competitive world the more experience of the real world young people have the more successful they will be. So from the age of 16 when work becomes legal for young people my girls both I started working part-time both as congress hostesses and then as experience grew they took on more responsibility. It is important to start at the bottom so that you learn to appreciate hard

work, the value of Money and that life is not the same for everyone and that respect for other people's work no matter what it is, is fundamental.

b. Please describe your respective roles in the company.

Being the most experienced Alexandra now coordinates whole teams of temporary staff onsite during large events. She contributes to their training and then to management of these teams. She is very responsible and has great pride in a Job well-done. She has always had great work ethics. Although this is not her future – she is studying Economics & management at university – she dedicates herself with total energy.

Patricia is the youngest so she is still learning the ropes. Her talents lie more in computers so she Works on technological support of the event which is one of the most crucial aspects of any conference or event.

How has working together affected your relationship outside the "office?" In other words how do you keep family matters separate from work related issues?

When we work together they call me by my Professional title and is a totally boss-employee relationship.

WE have agreed that we do not talk about work outside the Professional environment. It has also helped our relationship in the fact that they understand the strains and stress of working life and what my day-to-day is like. And I have learnt to see them as responsible individuals capable of making excellent decisions and so the transition to adulthood has become much easier.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

I am very proud to say that this has not actually come up and that I have made sure that most of the time they work under another manager and not directly for me. However in situations when we have worked together more directly and for longer periods we have always been respectful of each other's opinions. They do say however that I am more demanding of them than I am of other employees with similar responsibilities – and I think they are right.

Read the entire interview here:
<http://wemagazineforwomen.com/this-mother-daughter-team-travel-the-world-together/>

**To Learn more about
CPL Events:**
www.cplevents.pt

Sue Johnson and Julie Carlson

Heartstrings Press

Tell us about your company, it's purpose, mission, target audience, goals, what makes it unique.

Sue: Julie and I have been writing together since 1996. We established Heartstrings Press in 1998 when we purchased back the rights to our book from our publisher. Our mission is to encourage grandparents and families to stay in touch and to create heartfelt memories.

How did you come to work together in the first place?

Sue: When our first grandchild was born we searched the bookstores and library for a good book on grandparenting. Unable to find anything helpful, I commented to my daughter-in-law, "Gosh, I could write a better book than what is out there!" To which, Julie replied, "Well, Mom!" .with a quick follow up of, "Hey how would you like a co-author?"

b. Please describe your respective roles in the company.

Sue: I am the researcher and sent out 150 questionnaires to families worldwide. It snowballed into over 350 responses - we had struck a chord and knew others were looking for ways to connect with their grandchildren too.

We outlined the book together and worked together on a dynamite proposal - sent out 22 inquiries and had three publishers who wanted Grandloving!

I then did the research, outlined all the material that came in to us from the 350 other families and fed

this to Julie who, as an editor for the Yale and Harvard Presses, obviously writes well. Julie put it into text format while I wrote up over 200 activities for the book.

We have done TV, radio and presentations together across the country. Julie created our website, and I run the publishing end of the business and follow up on publicity opportunities.

Our strengths and weaknesses balance each other beautifully.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

We are fortunate to have husbands who have been very supportive. In the initial stage when we needed to spend time outlining the book and our different duties, they kept the grandchildren occupied and put food on the table. When we wrote the first edition we were living on opposite coasts, so we used the internet daily. Since that time we've guarded our family gatherings and made it a point



not to spend much time discussing the book and promotions. Working with Julie has brought us even closer. I've always known she was a super Mom but working with her has given me a huge respect for her writing ability and her work ethic.

Julie: I think working together has enriched our relationship—it's fun to see Sue "do her thing" as a marketer, publisher, and writer; I couldn't respect her more as a grandma, but it's always exciting to appreciate her other skills, too! And we have learned to keep the "business" on the back burner during family gatherings, so we can truly enjoy the moment with the kids—even if it was harder at first, this comes naturally now.



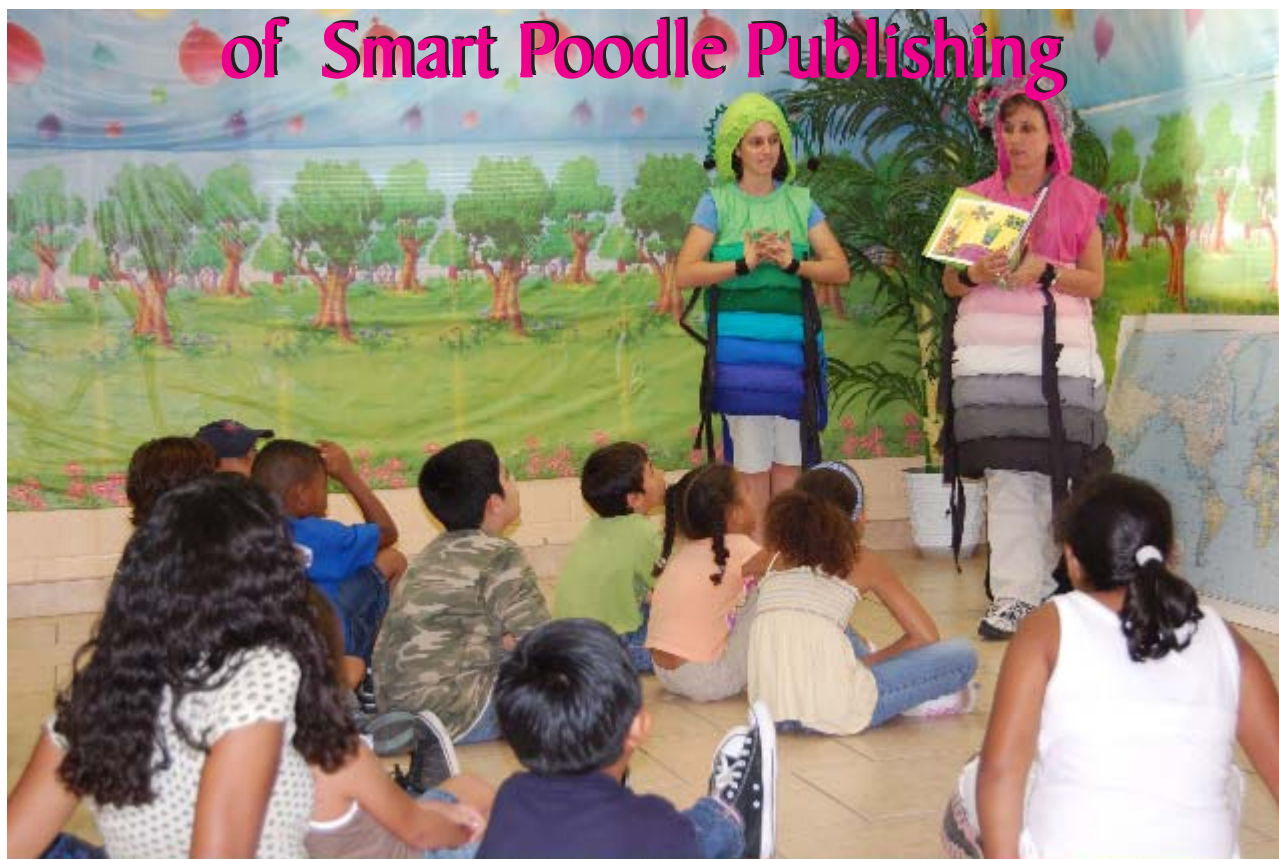
Read the entire interview here:

<http://wemagazineforwomen.com/stop-the-presses-for-this-mother-daughter-duo/>

To Learn more about Heartstrings Press:
www.grandloving.com

Interview with...

Debbie Glade and Rachel Glade of Smart Poodle Publishing



Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

Smart Poodle Publishing is a small press publisher of children's picture books. Last year we published our first book, ***The Travel Adventures of Lilly P Badilly: Costa Rica***. Our goal in setting up Smart Poodle, writing, illustrating and recording the book on CD was simply to have an outlet for introducing a unique, ultra creative way for young readers to learn. Our book is completely different than anything we've found out there. It is much more sophisticated than most picture books, yet it is fun, funny and educational at the same time. We wanted kids to enjoy reading without even realizing they are learning. Narrating the book on CD and setting it to an original musical score, offered an entertaining experience for the entire family. It also makes it possible for kids too young to read the book to enjoy the story.

When I wrote the travel adventure, I obviously had geography on my mind. But since I have been visiting schools

with my book and large maps, I have realized just how much our students are lacking in geography knowledge. I am now on a serious mission to improve the geography education in our schools. That is how my daughter and I created our fun and educational "[Ask Lilly Badilly All About the World](#)" Geography Q and A.

How did you come to work together in the first place?

Before I even wrote a word of my book, I worked out how to combine my travel writing/ geography background (I used to be a writer for upscale cruise lines), my silly cartoon voices, love of painting and my daughter's musical (piano and sitar) talents. What I came up with was my travel adventure for children, illustrated and recorded on CD using my voices and Rachel's original musical score. She was 14 when she wrote the music, and is now 16. When I started creating the book, we discussed her involvement in the music and helping me use her internet skills to market it.

b. Please describe your respective roles in the company.

I am the publisher and author. Rachel is the Director of Internet Marketing and the Musical Director of books and videos.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

Since Rachel is a junior in high school, she can only work with me part time. We set our hours for the week every Sunday.

Read the entire interview here:
<http://wemagazineforwomen.com/writing-and-acting-out-the-bond-that-ties-this-mother-daughter-duo>

To Learn more about Smart Poodle Publishing got to:
www.smartpoodlepublishing.com

Interview with...

Kelly & Mary Anne Fallis of The Remote Stylist, Ltd.



1. Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

Typing the words 'gray paint' into Google and getting 200,000 results didn't seem to be a good use of my time. The frustration of having to sift through pages of décor information to find out where I could get that chair locally, what colour would be hot in the next six months and how to do things around my own home drove me nuts. Decorating a home did not need to be so complicated! With my Toronto-based home staging operation, [Organized Outcomes](#), in full swing, I was determined to do something about it and creating the Remote Stylist was a natural progression. The Remote Stylist came together in 2008 and is an interactive, go-to decor destination site, that provides the latest in home decor deals, trends and advice - all under one roof. It's unique because it links brands, retailers, design professionals and consumers together in a one-stop shop; literally, every question you could possibly ask you'll find an answer to, and it doesn't matter whether you consider yourself a trendsetter or décor-challenged, the Remote Stylist helps you make great décor decisions, regardless of where you live!

How did you come to work together in the first place?

When I started my first company Organized Outcomes, my mother was an empty-nester, hadn't worked for 20 years, but looking for something to do. I needed help and with her background in decor and her passion for organization and order it made sense. When I started the Remote Stylist, she was eager to get out of the field (ie staging homes) and up for the challenge of the online world, so I brought her along.

b. Please describe your respective roles in the company. I run the company, as President and she's my right hand or Vice President.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

Because of the virtual nature of our business, we don't have an inside and outside the office line so all issues become one. Everything is blended, but I can certainly tell you it's made family discussions more interesting. Even when we're in the car on the way to the farm or cottage, or store, we're continually sharing ideas and working towards achieving that common goal!

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

Our biggest struggle comes down to the age difference and isn't so much a struggle but a challenge. I'm 32; I got my first computer at 16 and the internet showed up in a computer lab form at 19. That being said I've learned the online world, rapidly quickly. My mother is 61. It simply doesn't come as easily! The biggest struggle is finding the patience to teach her how to do something and waiting for it to "click in." That being said she's getting really good at it so I have to keep ratcheting up the learning curve.

Triumphs?

We get to share in the successes together and nothing tops that!

Read the entire interview here:

<http://wemagazineforwomen.com/this-mother-daughter-duo-adds-beauty-to-any-space/>

To Learn more about The Remote Stylist, Ltd.:
<http://www.remotestylist.com>



Beth and Jennifer Thieme

Thieme of Amigo Mobility

1. Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

Forty years ago in Bridgeport, Michigan, a young man was working as a plumbing and heating contractor when a family member began to lose their mobility due to multiple sclerosis. Witnessing the loss of independence, he worked in the evenings after his job to come up with an independent form of mobility. On November 12, 1968, Al Thieme invented the first power-operated vehicle/scooter – the Amigo.

Named the **Amigo** for being a “friendly wheelchair,” the product’s popularity quickly grew after people saw the independence it provided. Consequently, Amigo Mobility International, Inc. was founded and an entire industry was born.

Amigo Mobility’s purpose is its mission – *Improving Lives Through Mobility®*.

2. How did you come to work together in the first place?

Jennifer: My parents own the business, so I grew up spending my summers at Amigo working. I really enjoyed working at Amigo and everyone there – it felt like an extended family. In college, I started with a science major, but soon after switched my focus to business as I realized nothing could be more fulfilling than helping improve lives at the company my dad started.

2b. Please describe your respective roles in the company.

Beth: I am CEO and Vice President of Commercial Sales.

Jennifer: I am Marketing Coordinator. I oversee all marketing activities at Amigo Mobility and work with the different departments in the company to help them accomplish their goals. I’m also the editor of a monthly e-newsletter sent out to our Amigo owners – the Friendly Wheels.

3. How has working together affected your relationship outside the “office.” In other words how do you keep family matters separate from work related issues?

Beth: We try to talk about the business during work hours and about the customer during non-work hours.

4. What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

Jen: We joined the Family Business Program through our local university to help address any issues that might come up. My mom is part of the first generation group, and I am in the next generation group.

5. Triumphs?

Beth: Every time a customer buys one of our product’s for their personal use, we are excited. We truly have seen people’s lives improved through the Amigo. One of my favorite stories is about Amigo owner Ron Bachman. As a child, Ron had both of his legs amputated, but rather than slow him down he made it his mission to also improve the lives of others. Today, he is a motivational speaker at schools teaching kids the importance of kindness and the evils of bullying. In 2008, he won the Energizer “Keep Going” Hall of Fame award. He has touched thousands of lives.

6. What do you like best about working together? Least?

Jen: We both are very passionate about the business, and we love traveling together. The downside is that work often overflows into home life. I talk to my mom every day, but we hardly get any time to talk about the other parts of our lives.

7. What, if any big challenges or little annoyances have occurred as a result of working together and how have you managed to overcome them?

Beth: Generational differences. What it took to build the business is different than what it takes today to run the business. Younger generation values flex time and seems more casual.

8. What tips would you share with our readers for working with a member of the family?

Beth: See if your community offers a Family Business Program to help you successfully work with keeping your family happy in the business and succession planning.

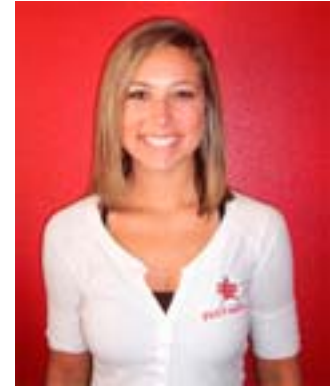


Read the entire interview here:
<http://wemagazineforwomen.com/mother-daughter-duo-helps-people-stay-mobile-with-amigo/>

To Learn more about
Thieme Amigo of Mobility:
www.myamigo.com



Stacy Stith Courtney Borders *Funtastics*



Tell us about your company, it's purpose, mission, target audience, goals, what makes it unique.

Funtastics is a gymnastics and cheerleading training facility. We teach children from 18 months to 18 years gymnastics, tumbling and cheerleading skills. We also have competitive teams for both gymnastics and cheerleading. What sets us apart from others is that our staff is all certified through USA gymnastics or USASF (United States All Star Federation) and we focus on Fun and building self confidence in young children and athletes.

Courtney: Funtastics Gymnastics & Cheerleading. The purpose of our organization is to offer the community a Fun program where children gain self confidence, self-esteem, and build great memories in a safe positive environment. Our simple goal is for every child to achieve their personal excellence. Our target audience is boys and girls ages 18 months to 18 years who want to do gymnastics, cheerleading, tumbling or dance.

How did you come to work together in the first place?

Stacy: The business was opened when my daughter Courtney was in the 8th grade. She began helping around the gym from the very start and took on more responsibility as the years passed.

Courtney: My mother is the owner of the gym. I was always a participant until the age of 18. I started working as an assistant at age 12 and went on to become an instructor at age 18.

b. Please describe your respective roles in the company.

Stacy: I am the owner and founder of the business and Courtney is currently a Full Time Manager. Her main areas of responsibility are the administrative and customer service areas, but she also teaches classes and coaches our competitive cheerleading squads.

Courtney: My role in the company is as a manager. I am currently the office manager as well as a tumbling coach and cheerleading coach.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

Stacy: It's hard sometimes because we will always be talking shop at home, but sometimes we will just say to each other – no more talking about work. It seems to work.

Courtney: Sometimes keeping family matters separate from work related issues can be difficult! My mother and I have always been the type who bring their work home with them and constantly think about it. It is especially tough since we do live together as well. My step dad is definitely a good mediator and tries to put us in our place. We have become a lot better at this!

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

Stacy: The biggest challenge for me has been learning to not be the Mom and think I know more than she does. She has great ideas and I have had to learn to keep an open mind and listen.

Courtney: Some challenges we face working together would have to be the measure of responsibility she has placed on me. I think she has done so just because I am her daughter and she trusts me however at the same time I have felt that to be challenging in the fact that I am not the owner of the business, she is however I know my role and we haven't had too many struggles.

Triumphs?

Stacy: I think our relationship has become closer because we see each other so much and have a chance to talk more often both about work and personal and family issues.

Courtney: As I have become older and now know exactly what it takes to run a business and to be the owner of the company I think my mom now knows she can lean on me and tell me things she never thought she could before make our working relationship that much better in most cases.

Read the entire interview here:

<http://wemagazineforwomen.com/this-mother-daughter-duo-leads-the-cheer/>

**To Learn more about
Funtastics:**

WWW.FUNTASTICS.COM



Interview with...

Abbey Greenberg and Margie Greenberg

The Flour Pot

Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

The Flour Pot is a custom decorative cookie company. We specialize in custom party favors and cookie gift boxes for special occasions. Our company is different from other cookie companies because we work with our customers to create a custom cookie that matches their theme, event, or personal taste. Margie has twenty years of experience in the party planning industry so she understands the importance details. Our customers range from companies such as Arm and Hammer, GE, Spanx, and Marriott Hotels ordering thousands of cookies to a woman in California planning a bridal shower for 30 people. And that's one of the great things about The Flour Pot—our minimum is 12 pieces. And we do not charge design fees. So the woman in California gets as much attention as a company ordering for a product launch or a trade show.

How did you come to work together in the first place?

Throughout my years in college, my mom (Margie) was taking cake decorating classes in New York and coming home and applying the techniques to cookies. She would take the cookies to friends and send them to me at school. I graduated with a degree in American Studies from Emory University in 2003.

I started working at a small vegan cookie company run by a husband and wife. I was hired for marketing. About two weeks in, my older brother said to me “you’re working for another cookie company while Mom is making these amazing cookies at home—you have to sell HER cookies!!!” I looked at my mom and said “do you want to work full time?” and she looked at me and said “do you want to work with me?” We both said yes and that was the beginning! We got our first job from a family friend and we made the cookies out of the house. From there a guest at that party ordered cookies, and we knew we’d have to move to a commercial space.

b. Please describe your respective roles in the company.

I handle the marketing for the company. Margie handles all the initial production design work.

How has working together affected your relationship outside the “office.” In other words how do you keep family matters separate from work related issues?

I can’t imagine not working with my mom. We spend so much time together in the office and out of the office. To be honest—we don’t separate our family matters from work matters. In the car on the way to a family event, we’ll talk about a new product or idea, for us it’s who we are—it’s what we love. My father and my brother work together in a family business as well. So it’s very natural for us all to offer advice or suggestions—we’re a family and a business support group!

A quick story: December is our busiest time of the year. We work long hours seven days a week. My boyfriend was planning on proposing at the end of the month on our 3 year anniversary. He asked my parent’s permission in early December. My mom and I share everything. She said it killed her to have to keep this huge secret from me for so long. So I was running an errand one day and she told the entire kitchen staff. Just a sample of family matters and work matters being one in the same!

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

For me, it took some time to adjust to the way my mom works. She is the most creative person I know—and creative people aren’t always the most organized! I like systems and forms—and my mom never writes in the right spot on the form. I’ve learned to just adapt to the way she works. And at the end of the day we send out a beautiful product—so can I really complain!!! My mom would probably say that I worry too much about forms and systems.

Read the entire interview here:
<http://wemagazineforwomen.com/this-mother-daughter-duo-is-rolling-in-dough>

To Learn more about The Flour Pot:
www.flourpotcookies.com

Interview with...

Law Offices of Milner & Markee, LLP



Nora E. Milner, Esq.



Tiffany E. Markee, Esq.

TELL US ABOUT YOUR COMPANY.

This firm is a specialty law boutique that provides extensive experience and knowledge in the fields of immigration and nationality law, federal criminal law, international adoption law and space law (see our website at www.milner-markee.com). The purpose is to assist immigrants from every walk of life, from the agricultural worker to the most skilled professional, to enter the United States for either temporary or permanent residence. The target audience is literally the world: there is almost no nation we have not represented. We represent artists, athletes, scholars, medical personnel, teachers, engineers, jockeys, ballerinas, investors and field workers. Our goals: to make entry to this country as seamless as possible and provide personal service to guide an alien through a long and complex maze that is immigration law. We also represent aliens in all levels of federal court, litigating constitutional issues such as illegal search and seizure. It is unique for several reasons: we stress personal service and treat every client, no matter their socio-economic level, with utmost courtesy and attention. In addition, we are recognized in our field as experts on complicated legal issues of immigration law. Our clients are our number-one source of advertising and referrals, and nearly all new clients come to us via word of mouth from others we have helped.

Our firm is also uniquely equipped to ride out any economic downturn that we may face (and are currently facing). Unlike many law firms that limit their client base to a particular sub-specialty (i.e. business immigration), our firm has a solid foundation of professional service in all aspects of immigration,

international law and federal court procedures. We are uniquely able to provide additional focus to one client base as others may slow down, and therefore retain our profitability. However, we remain dedicated to the complex field of immigration, and have not diluted our practice; as such, we are able to remain current and educated on all of the changing aspects of this politically-charged field.

HOW DID YOU COME TO WORK TOGETHER? WHAT ARE YOUR ROLES?

Founding a family-owned law firm was not a lifelong goal or plan. While Nora was sworn into the legal field in 1976, and therefore has dedicated herself for over 30 years to this profession, Tiffany was set to enter medicine. She graduated from college with a degree in Biochemistry, and attended the University of Texas Southwestern Medical School in Dallas, Texas. When she discovered during her first year that medicine was simply not in her heart after all (which is a story in and of itself), Tiffany entered law school simply to advance her education and obtain a professional degree. At that time, Tiffany did not know she would actually practice law. However, law school was a perfect match for her, and she excelled at her academics, graduating Magna Cum Laude from a top law school, and passing the challenging California Bar Exam on her first try. During law school, Tiffany worked for Nora as a paralegal; following graduation, the formation of the law practice was a natural and easy step. Milner & Markee, LLP was founded on January 1, 2002.

Nora Milner, the Senior Attorney, is primarily the litigator. She has earned a reputation of taking difficult cases and winning them. She represents aliens faced with deportation from immigration court up to the federal appeals courts. She is a skilled appellate lawyer and a Certified Specialist in Immigration and Nationality Law by the State Bar of California. Tiffany Markee is highly skilled in the administrative end of immigration law, working with investors and professionals. With a background in medicine (having spent a year in medical school), she is excellent with statistics and details that affect such highly skilled aliens and businesses. She is also among a small handful of attorneys in the United States skilled in international adoption law. She can lead clients through the intricate area of international adoptions from the petitions with the Citizenship Service to U.S. Embassies abroad to the foreign courts that deal with children being adopted, interacting comfortably with adoption agencies both in the U.S. and abroad.

Read the entire interview here:
<http://wemagazineforwomen.com/meet-the-multi-faceted-mother-daughter-law-team/>

**To Learn more about
Law Offices of Milner
& Markee, LLP:**
www.milner-markee.com

Interview with...

Joanne and Kaitlyn Estes Co-founder, Chicks in Red Heels



Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

Chicks in Red Heels is a community of confident, capable women striving to achieve MORE than they ever thought possible. Our purpose is to help women do just that via educational, motivational, and inspirational outlets. We provide the guidance and learning. Others share camaraderie. The whole becomes greater than the sum of its parts. Whether you're 20 or 80 you can be a Chick in Red Heels. It's all about the mentality...not necessarily the heel. The red heel is only symbolic of our powerful, yet feminine mentality.

We are unique because we not just another women's business networking group. Networking is the byproduct of what we do. We help women get their head in the game of life and success...and play it to win.

Our community is ageless. You can be 20 or 80 and still be a Chick in Red Heels. Plus you can be in any profession, have any background, and have a range of experience. Again, it's about the red heel mentality. That brilliant positioning was the brainchild of my then 16 year old daughter and co-founder of Chicks in Red Heels...Kaitlyn Estes.

Women try to lose weight. They try advance their careers.

They want a better lifestyle. They want better relationships. They seek out information in each of these areas and neglect the most important aspect of success...their mentality. We help them work on the psychological foundation...self-belief, visionary thinking, and positive attitudes.

How did you come to work together in the first place?

As I was formulating the idea of establishing this community, Kaitlyn came to me and asked if she might be a part of it. She liked the premise, she liked the philosophy, and she wanted to help those like her overcome self-imposed barriers and obstacles. As a mother it was more than I could ever have imagined. Of course I welcomed her with open arms.

b. Please describe your respective roles in the company.

Kaitlyn brings a youthful perspective to our endeavor. She keeps it "young." She is the "creative director" and freely offers her opinions, ideas and suggestions for connecting with women more effectively. She is my "advisor."

I manage the operational end of the business and do most all the presentations at our workshops and conferences. I am the speaker, yet she is the leader in all that she does. So she becomes the inspiration for what we offer. I have always said, "If only I could bottle Kaitlyn's fortitude, determination and energy, we could change the world." So we do that one step at a time, one "chick" at a time.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

Kaitlyn and I have always had a close relationship. I'm the one, however, who had to learn to balance my exuberance with establishing our new community with other facets of life. In other words, Kaitlyn wanted to do more than just talk about Chicks all the time. Everywhere I turned I would see an idea or an opportunity for the community. I wanted to share it with her. In the beginning it became so pronounced, it began to close down her interest in being a part of it. I knew I'd better adapt or I wouldn't have the brilliance of my daughter in the mix anymore. I sincerely believe her unique perspective drove the success of Chicks. She was spot on with her thoughts and ideas. Today, Chicks takes on a different priority for the two of us. It may be first on my professional list of interests, but I've recognized Kaitlyn has been first on my personal list of interests...and feel that she is.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

The best story I can tell is when we were getting started. We were finding our way and defining our roles. Kaitlyn wanted a 50-50 arrangement. She wanted 50% of the decision making "rights" and 50% of the money. I hadn't really given all that consideration in the beginning. I explained that if she wanted it to be 50-50, it required her involvement at a much higher level. She would need to be involved in the operations, the design, the planning and the implementation of the whole business.....

Read the entire interview here:
<http://wemagazineforwomen.com/meet-the-mother-daughter-duo-chicks-in-red-heels>

To Learn more about Chicks in Red Heels:
www.chicksinredheels.com



Cathy and Danielle Lanyard of ALYN Hospital

Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

The American Friends of ALYN Hospital is the fundraising and consciousness raising arm for ALYN Hospital – Israel's premiere rehab center for disabled children. ALYN's mission is simple - to provide comprehensive, multidisciplinary rehab so that each child can reach his or her maximum potential of mobility and independence. It is a one-of-a-kind facility in that absolutely everything needed for rehab - from state of the art equipment used by gifted therapists to specialized clinics fill an array of specialists that includes both social workers and medical clowns – is all under one roof.

How did you come to work together in the first place?

I have to tell you why I even took this job first....I was the Director of Development for another organization when my daughter was 2 weeks away from graduating high school and survived a car accident that killed her passenger. In addition to all the emotional turmoil, my daughter had some fairly severe injuries that confined her to a wheelchair that entire summer. Her injuries were temporary but they gave me a very good idea of what life is like for a disabled person. I worked at home during the months it took for her to recuperate, she could hear me working. I encouraged her to learn to walk again, and she encouraged me to think about moving to an organization that spoke more to my heart and passions. Six months after the finished her rehab I took this position to help ALYN Hospital.

b. Please describe your respective roles in the company.

I am the Executive Director. In a small international nonprofit such as ours that means I oversee everything involved with the local day to day operations and also everything having to do with global fundraising. I hire, train, fire, prepare materials, make solicitations, run missions....everything. My daughter's role is more "project specific." She appears when I need her....when I ran into a problem with the huge international bike ride a few years ago she agreed to come in and help out. One month became several. Now she works with me offsite...through emails, phone and often sheer mental telepathy!

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

This is very difficult to do because my work is a very large part of who I am. It does not define me, but rather who I am as a woman, mother and human being defines the quality of my work. We both push each other to be our very best. For me, ALYN is full time - every day, every week. For my daughter it is part-time. She has become the best consultant I could ever find. Actually, the shared work helps our relationship because if we hit a rough patch personally we can always come back together because of the work and that usually gets us back to where we want to be.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

The first time Danielle was in the office full time was several years ago and the result was mildly disastrous. My staff is young - my daughter's age - and until Danielle was here on a daily basis I did not realize that my "staff" sometimes thought of me as their Mom and there was no way they needed the competition of the real offspring here.

Triumphs?

The triumph is simply that we do work together, not in the office, or on a time clock, but in a symbiotic, natural way. I get to see how she grows and evolves constantly...how she helps me with my projects and then tackles her own. Currently, Danielle's consulting on a new project called *Bike for the Green*, which will launch this fall just as ALYN celebrates the 10-year anniversary of its annual *Wheels of Love* charity bike ride. The really miraculous thing is that she gets to see me grow and evolve, and I learn from her the social media and digital *next* practices that build upon my *best* practices.....

Read the entire interview here:
<http://wemagazineforwomen.com/meet-the-mother-daughter-duo-of-alyn-hospital>

**To Learn more about
Alyn Hospital:**
www.alyn.org





Bethany Jensen

Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

Our company is **42nd and Orange: a family creative**. Currently we write about food for a national nutrition and health website called nutrimirror.com, we also have a clothing and accessories brand called **m•o•m** and we just opened our first studio/shop this past October.

42nd and Orange is intended to bridge our talents. My mother is a great seamstress and fabulous cook. I went to Art Center College of Design and received an art degree in photography, plus I got the “used car salesman” gene from my father’s side of the family. Between the two of us we can cater your party, design and sew the “look” and photograph the event. **42nd and Orange** enables us to collaborate with different fields.

The brand **m•o•m** is currently all-handmade by us. Each piece is intended to last and be handed down. The new and vintage fabrics we use give a fun twist to classic designs with a decidedly laidback California ease. Just as my grandmother and great-grandmother did, we use every last bit of fabric. Scraps from clothing become ties, belts, and patchwork scarves. Leftovers are turned into beanbags to toss and dolls to love; remnants are given new lives as aprons, coasters, and rugs.

42nd and Orange

We strive to make cute, age appropriate clothes for kids. We have pledged to never produce rhinestone encrusted t-shirts that say *Diva* or *Princess in Training*. We feel kids should be kids.

Our color and pattern mixes aren’t for the faint; however, our use of vintage fabrics tugs at memories of childhood. Parents and grandparents that appreciate small run and one-of-a-kind pieces are intrigued by what we make. These families understand and seek out American made and especially locally made goods.

We look forward to the day we can produce our own line of fabric. We also have ideas for storybooks and coloring books based on a doll we make.

How did you come to work together in the first place?

I was living in Oakland working at Goodnight Room, a custom furniture shop for children, when the owner and I decided we needed aprons for little girls. I asked my mother if she would like to take on the job; she is the resident seamstress of the family, having made many of my childhood school clothes. A week later my mother sent us a dozen aprons (two styles). Within 1 week, they were gone. We reordered and reordered and reordered. After approximately 3 months of great sales, I phoned my mother and told her we were going into business together.



Tere Jensen

b. Please describe your respective roles in the company.

We say that my mother is the creative force and I am the driving force.

For **m•o•m**, we create the clothing line together, designing side by side. My mother has the best eye for color and pattern and she is the seamstress - I can only sew a straight line. I take care of the day-to-day business: web shop, blog, wholesale, paperwork, etc.

For nutrimirror.com we also divide duties according to ability. Together we research food, my mother does the testing and cooking, then I take the photographs and write everything up in a nice package for the website.

How has working together affected your relationship outside the “office.” In other words how do you keep family matters separate from work related issues?

We are able to move effortlessly between personal and business matters. Our relationship has become stronger, we believe, precisely because of the business.....

Read the entire interview here:
<http://wemagazineforwomen.com/events-food-and-clothing-set-this-mother-daughter-duo-apart/>

To Learn more about 42nd and Orange:
www.42ndandorange.com



Meira and Nurielle Tugendhaft of Meira T Designs

Tell us about your company, its purpose, mission, target audience, goals, what makes it unique?

My mother is a designer of gold and diamond jewelry line. We sell our jewelry to retailers worldwide. The target audience as far as consumers go is really women. Our slogan is "designed for a woman by a woman". The collection is designed for women who are self purchasers. The jewelry is affordable, very trendy and sophisticated. It's the type of jewelry that transitions well from day to night wear.

How did you come to work together in the first place?

My mother Meira T had been working together with my father her husband. I started working for her at the end of high school and part time all through college. I started at the bottom of our hierarchy and worked my way up through each position. After college I took a brief hiatus and worked for Arthur Andersen in International Tax. After the Enron disaster I went to work for my mother full time.

At the same time our company was changing from diamond and gemstone jewelry to our hammered yellow gold designer collection.

Please describe your respective roles in the company.

Meira is the designer but also oversees the entire operation. She is a woman of many hats. From production to customer relations to finances. She is essentially the CEO. I work on a lot of PR and marketing, customer advertising, customer relations and some production and finance.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

I think that this is one of the hardest aspects of working together. We try to talk business in the office and family life outside but that does not always happen. A lot of it is intertwined. We can be talking about customers one minute and family issues the next.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

Our biggest triumph is brand recognition. In the past years our brand was well known within the industry. Over the past few years we have worked on public relations to create brand recognition within the American public. Today we have retailers telling us stories of people walking into their stores requesting to see our brand. We receive repeat requests from fashion magazines and celebrities that want to shoot, be shot with and purchase our designs.

Read the entire interview here:
<http://wemagazineforwomen.com/meet-the-mother-and-daughter-designing-duo/>

**To Learn more about
Meira T Designs:**
www.meiratdesigns.com

Jessica Michael and Evonne Weatherby of Water Me

LINGA WILDLIFE CLUB



Tell us about your company, it's purpose, mission, target audience, goals, what makes it unique?

Water Me is a non profit organization targeting short term volunteerism in five specific regions (we figured that if we only go to specific areas, we can benefit them more). The reason why we called it "Water Me" is because everyone needs someone to pour love and hope into them at some point in their lives. We want to be those people that do that. Water Me works with Orphanages; help the elderly plant gardens, etc. Our target audience is anyone who wants to make a difference in the world.

Evonne- We are unique in that the owners have both volunteered overseas in: India, Nepal, Paraguay, China, Malawi and Ukraine. Our trips will be to places we have either been or have personal ties to through other family members or friends.

How did you come to work together in the first place?

Jessica - My mom finally decided to move back to the US for good and with both of our experiences in volunteering and our contacts overseas, we figured Water Me would be a great idea to make a difference in places where we had seen the most need.

Evonne - Jessica had this great idea that since we both had done volunteer work and enjoyed it that we ought to keep going and expand and offer this wonderful opportunity to others.

b. Please describe your respective roles in the company.

My title (**Jessica**) in the company is President but believe me, it's only a title because I thought of the idea. Evonne (mom) is the VP and Grant Writer. We basically split up things according to our experiences and knowledge and we go from there.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

I (Jessica-Daughter) think it has been great, we are already close so it was easy to do this together. My mom has always had all these great ideas and dreams for the future and now we finally put one to paper and got it started.

Evonne- Both of us are very respectful of the needs and desires of the other. We have a very easy working relationship. We tell each other honestly and compassionately what we like and don't like. We sometimes disagree, but always manage to reach a compromise that both are happy with. Jessica is the artistic talent of the organization.

4. What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.).....

Read the entire interview here:
<http://wemagazineforwomen.com/meet-the-mother-daughter-duo-on-a-mission/>

To Learn more about
Water Me:
www.waterme.org



Evonne Linga

Evonne- Our biggest role is to transcend the titles. We both bounce ideas off of each other almost daily. Each of us is working to make contacts where we live in Colorado Springs, CO, and Miami, FL.

Interview with...

Dawn McGarry and Kari Denton of Fun Bus Fitness



Tell us about your company, it's purpose, mission, target audience, goals, what makes it unique.

FUN BUS FITNESS FUN ON WHEELS, is a refurbished climate controlled, school bus that provides structured fitness and FUN to the younger child. We roll up to local daycares, preschools, nursery schools, camps, religious events, corp. picnics, parks, birthday parties etc. and allow children, ages 18 months-7 yrs. of age climb aboard! The bus NEVER moves while children are on it. My mother, Dawn and I, started this while owning a daycare together. We began in 2001 and franchised our unique concept, being the ONLY FRANCHISE doing this in 2003.

Our mission is to enhance the lives of young children by providing a fun and safe environment where they can build their self-esteem, improve coordination and gross motor skills through physical fitness and social interaction. Most importantly our goal is to make fitness FUN!!

Our target audiences are the parents, mostly moms, the decision makers of who wants fitness for their child at the school or for a FUN-Tastic party.

The uniqueness is that a 35 foot lime green bus rolls up adhered with multi-cultural children on it, and all these children and aboard is equipment that you would never imagine to see on a school bus, with a slide that you exit at the back of the bus with....

How did you come to work together in the first place?

We started by purchasing a daycare in NJ that had 12 kids in 1999. Dawn was in the mortgage industry and I was a certified NJ teacher.

b. Please describe your respective roles in the company.

In the FUN BUS, Dawn is in charge of the financial aspect working with the monthly royalty reports, the accountings, working diligently with the Quick Books.

I, do the day to day, operations of working with our support/operations person, following up with the franchisees, working with the sales guys, building our internal FUNNET, etc.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

It is NOT easy!!! We have been through some trying times. Separating work and personal is not always easy when you have been working together for the past 10 yrs. and so much goes on in business and in your personal lives. Being mother/daughter we see things differently at times, and with an age difference and life experiences we bring different ideas and opinions to the table. Which at times, can cause us to agree and disagree. We work on doing our best to realize there are roles as a mother-daughter, and boundaries when it comes to work. I will always be the daughter, she always the mother, but at work there has to be rolls too.

Read the entire interview here:
<http://wemagazineforwomen.com/hop-on-the-fun-bus-with-this-mother-daughter-duo/>

To Learn more about Fun Bus Fitness:
www.funbuses.com



Doreen Foxwell, Owner, Mom and Francesca Paglia

The Children's School of Yoga

Tell us about your company, it's purpose, mission, target audience, goals, what makes it unique.

My company is called The Children's School of Yoga . I founded it in 2004, and it has grown to be in over 25+ locations throughout the Hudson Valley ,NY area covering 9 Counties.

My program's mission is to teach yoga to children in a fun, age appropriate way with the goal that they will continue practicing yoga into their adult life.

It is unique in the way that we teach yoga to children, the growth that we have had, the curriculum we use.

How did you come to work together in the first place?

In my 2nd year of business, I went from a home office operation to opening an official site. At the time I needed a birthday party assistant. My, then 19 yr old daughter fit the bill. She was always good with kids, and wanted extra \$\$.

b. Please describe your respective roles in the company.

I am involved in all of the day to day transactions and operations of the business. My daughter is a teacher full time for the program and also helps in the office when she can.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

It is easy for me to do, as I can set limits and boundaries, and leave work at work, however, my daughter being only 21 has a much more challenging time with this and most recently showed her lack of maturity in this when she requested last minute time off and we were able to cover all but 1 of her locations for her. She had a complete tantrum (like a toddler) and proceeded to not speak to me for a week.

I communicated to her that I needed to know certain things that happened that week at certain locations whether she wanted to speak to me or not. She also at times shares with my son who is 12 that she does not get paid enough. I shrug this off to lack of maturity.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

We try not to share that we are mother/ daughter with locations and customers, as they feel funny about it. For ie: if a location or customer has a problem or concern or comment with their class, if they want to complain, who are they going to complain to? Her mother? So....whenever possible, we keep this to ourselves...However many people have guessed it because we look so similar.



My daughter also has a hard time with the recognition that I receive, ie: newspaper interviews, etc..so recently when I was contacted for a story I set it up for her to be the one they took pix of.

That being said, she does not have any idea the amount of time and energy I put into this business, or the sacrifices I make, or the stress I feel at times.

Triumphs?

The biggest triumph is the fact that we are able to work together. As she was growing up, I never guessed we would be working together when she was an adult. It is "freaking amazing" that we can work together. However we do have 2 totally different personalities, which helps..

Read the entire interview here:

<http://wemagazineforwomen.com/this-mother-daughter-duo-teaches-yoga-to-youth/>

**To Learn more about
The Children School of Yoga:**
www.thechildrensschoolofyoga.com



Tell us about your company, it's purpose, mission, target audience, goals, what makes it unique.

At Mia Belle Baby we design baby gifts and accessories and wholesale to specialty stores and baby boutiques nation wide. We also have an online store. Vintage inspired chic for modern tots is our basic philosophy. Mia Belle Baby focuses on fulfilling modern parents demand for quality and function while preserving the beautiful timeless styles that our mothers and grandmothers cherished when they were young mothers. Each product is carefully selected based on what is most essential and most often used in babies first years of life. Our products are not only beautiful but they can also become the most useful and necessary staples for babies and toddlers. Our unique designs capture the essence of old world charm and make them useful for modern day function.

Coco Chanel said it best "Luxury must be comfortable otherwise it's not Luxury". With that in mind Mia Belle Baby defines itself with effortless luxury, exquisite fabrics and clever designs. Our target audience is expecting and new parents. Our goal is to be a well respected and widely known brand in the Juvenile products industry.

Lina Griner and Emma

Mia Belle Baby

How did you come to work together in the first place?

I come from a family of entrepreneurs. My family immigrated from

Russia when I was 9 and my father was my role model in terms of overcoming cultural and monetary obstacles to become a successful business owner. I went to business school and I always knew that owning my own business is the path that I want to take. It wasn't until my daughter was born in 2006 that I knew exactly what kind of business it would be. Although I have to say that I minored in Apparel and merchandising and fashion and design were always of particular interest to me.

My daughter was my muse and inspiration for all of our ideas and designs. Her name is Mia Anabelle, so the name of the company evolved to Mia Belle. This is in honor of my muse as well as a play on words in different languages Mia meaning mine in Italian and Belle meaning Beautiful in French.

As a young mom and a young and fashion forward grandmother we came across a lot of really nice products but eventually started adding our own little modifications to products or making new products all together to accommodate my daughter.

We became regulars at Jo Ann fabrics and started making all kinds of things for Mia. Other moms began to notice the products and give us really positive feed back and that is how Mia Belle Baby was born.

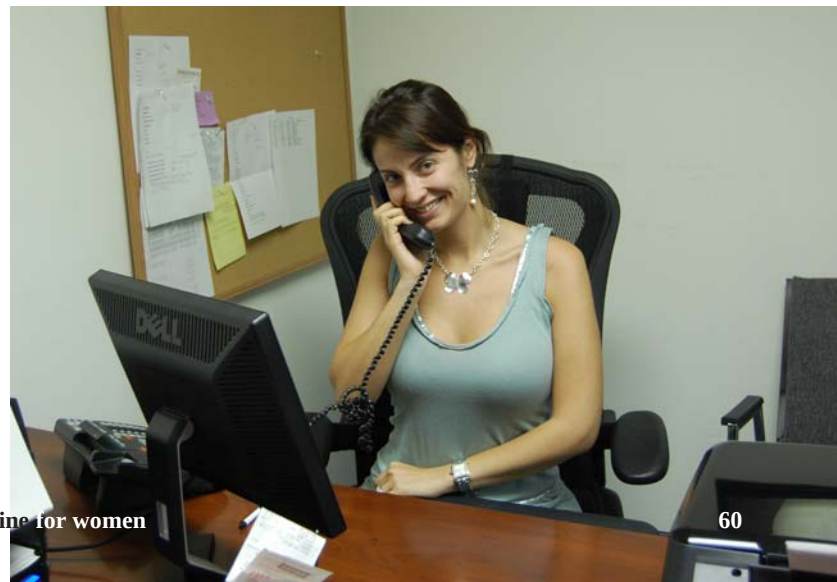
Our first idea was the slumber tote and slowly and naturally it just evolved into an entire collection and then to an exciting business venture. We always enjoyed shopping together and we are both really into fashion.

b. Please describe your respective roles in the company.

Lina manages all the business relationships with the factories, sales reps and PR. Emma handles the office logistics and is huge in contributing to the creative aspect of our designs.

Read the entire interview here:
<http://wemagazineforwomen.com/mother-daughter-duo-turn-talent-into-treasure-for-new-moms>

To Learn more about Mia Bella Baby:
www.miabellebaby.com



Interview with...

Hannelore Hahn & Elizabeth Julia Stoumen

International Women's Writing Guild

Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

Our mutual enterprise is the nonprofit International Women's Writing Guild (IWWG), which believes in the importance of writing — particularly in the importance of women finding their own voices through writing — and has an aggregate of some 20,000 participants over the past thirty plus years.

I was chosen to head New York City's Literature Committee to celebrate the United Nations first International Women's Year in 1976, and after dreaming up many events and readings that year, I founded IWWG.

IWWG was then, and continues to be, open to any and all women, published or not, with "No portfolio necessary" as its motto. The Guild strongly supports the writing of the autobiography and the memoir which, during these early years, was not deemed publication worthy unless the writer was already famous. It was thought presumptuous on the part of an ordinary person to write "her story." Thankfully, that perception has not only shifted, but is responsible for enormous personal insights on the part of women in general, as well as personal honesty.

How did you come to work together in the first place?

Elizabeth went to college in California and worked for temp agencies as a secretary. She came to visit me in the summer of 1978 and made New York her permanent residence again. As the Guild grew, it became clear that her help was needed.



b. Please describe your respective roles in the company.

When Elizabeth joined me in this effort in 1980, she would answer the telephone and take care of business in our home office, while for the next four years, I was still holding down a full-time job elsewhere. At the same time, we were starting to, and now mount, some eight conferences a year — the biggest being the "Remember the Magic" conference, our week-long summer conference at Skidmore College in Saratoga Springs, NY. I selected the sites and the workshop directors; we both answered mail and registered participants. I usually traveled to all of the conferences, welcoming everyone and overseeing that all went smoothly while Elizabeth, except for the "Remember the Magic" conference which we attended together (and still do), kept things running in our home office.

Elizabeth is the editor of Network, our 32-page newsletter, which is published four times a year. She is an excellent proof reader, I am more the "out-of-the-box" thinker. Except for an occasional quasi-volunteer, we are the office staff.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

As best friends it doesn't seem natural to us to separate family matters from work related issues, so we don't.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

A big challenge came about in the late 1990s when our new landlord wanted to use our "running a business in a residence" as reason to evict us. In New York City some apartments are rent stabilized (rents can only go up a few percentage points every one or two years). If he were to evict us, he would be able to substantially raise the rent.

Triumphs?

Now in its 32nd year, the summer "Remember the Magic" conference is attended by up to 500 women from all over the world and offers up to 70 writing workshops and other innovative classes every day.

To date, some 4,000 books have been published by IWWG members.

Read the entire interview here:
<http://wemagazineforwomen.com/writing-brought-this-mother-daughter-duo-together>

**To Learn more about
International Women's
Writing Guild:**
www.iwwg.org

Interview with...

Lynn Colwell and Corey Colwell-Lipson

The Green Year™, LLC



Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

The Green Year™, LLC, is the parent company for our efforts to “change the world one celebration at a time.” Two years ago, we started a community initiative, Green Halloween®. Alarmed at the fact that the average child hauls home 10 pounds of candy on Halloween, the prevalence of the obesity epidemic, the fact that this generation of children is the first in history expected not to outlive its parents, and a deep concern for the environment, Corey took the spark of an idea to create a communitywide effort to make Halloween healthier and more earth-friendly and within the course of a few months, created an initiative that took off like a rocket. Starting in the Seattle area where we live, last year Green Halloween went national, with coordinated efforts in six cities around the country. When Corey mentioned the idea for Green Halloween to Lynn, her mom immediately said, “This isn’t just about Halloween, it’s about every holiday and special event.” One month after Halloween, 2007, we had a book

contract and *Celebrate Green!* Creating Eco-Savvy Holidays, Celebrations and Traditions for the Whole Family, was published October 1, 2008.

Celebrate Green! and Green Halloween, along with speaking and consulting, form the foundation for our efforts to make people aware of how our actions as we celebrate, affect individuals, communities and the planet, and to encourage them to change their behaviors to ones that are more people- and earth-friendly while keeping all the fun.

Ultimately, we expect to create a not-for-profit business on the Paul Newman model, where profits from The Green Year support causes in which we believe. Along the way, we want to support other businesses, especially those belonging to women who are working just as we are, to make a difference.

Because women make the vast majority of the decisions when it comes to purchasing for celebrations and holidays, they are our target audience.

One of our advantages in this is that being mother and daughter, we can speak to women of all ages, all stages of life and different “shades of green.” Our company is unique for many reasons, but probably the most important is that no one else is addressing this issue. When we first talk to people about greening holidays, they tend to think, “What’s the big deal, so we overdo a little on Christmas?” If it were just Christmas, it might be fine. But take all the biggies—Halloween, Thanksgiving, Mother’s and Father’s Day, Valentine’s etc., and add the myriad special events like birthdays, anniversaries, weddings, baby showers, graduations to name just a few, then multiply these by millions of people and the problem becomes evident. We’re unique because we see the problem and we offer simple, easy, low or no-cost solutions that keep all the joy in celebrating and alleviate the harm. No one else is doing this.

Read the entire interview here:
<http://wemagazineforwomen.com/mother-daughter-duo-goes-green-together>

**To Learn more about
The Green Year™, LLC:**
www.CelebrateGreen.net

Pati Palmer and Melissa Watson

Palmer/Pletsch Publishing



Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

We design for The McCall pattern company which publishes sewing patterns. I, Pati Palmer, started with them in 1980. My daughter Melissa Watson was born in 1986 and was first in the McCall's office in NYC when she was 2 months old, so they have known her for her entire life. She and her partner who was my intern one summer, decided there was a missing piece to the McCall Pattern line for late teens and twenty somthings. I told them I'd give them a name to contact which they did and made an appointment. They presented their ideas in October of 2007, got signed and now have 8 designs in the catalog and they are selling well.

How did you come to work together in the first place?

Melissa watched her mom work from home running her companies all of her life and at times did odd jobs for her publishing company. She got the hang of how I designed my line for McCall's.

b. Please describe your respective roles in the company.

We come up with ideas, but for our own target markets. We both write guide sheets for the sewing instructions. I was previously the first licensee to do this. I told the girls not to offer to write guidesheets as it is hard work. McCall's asked them to because they want the reader to hear their young words.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

We are having so much fun working together, but then we've basically always been a family business. My late husband and I worked together importing ceramics from Italy, www.lavitavera.com and my brother and Jack's son work for me now in both businesses, Palmer\Pletsch Publishing and Mamma Ro Italian Ceramics. Melissa has always been in tune with these businesses.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

Mutual respect for what each person contributes is the most important thing in a small business.

Triumphs?

Everyone is rewarded if they succeed.

What do you like best about working together? Least?

For Melissa and me, SHOPPING which we do for ideas.

Read the entire interview here:
<http://wemagazineforwomen.com/mother-daughter-team-has-a-pattern-for-success>

**To Learn more about
Palmer/Pletsch Publishing:**
www.PalmerPletschPublishing.com

Interview with...

Lisa Amic and Pam Miller

The Goddard School



Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

The Goddard School is an early childhood center for children 6 weeks to 6 years of age. We are dedicated to providing an environment where teachers support the nurturing and learning children want and need, where children are offered the opportunity to develop their natural curiosity and creativity and where they can develop a lifelong love of learning. As the Goddard School owners we are committed to providing the best early childhood development experience for the children in our community. We are available to our teachers and our children's families every day.

How did you come to work together in the first place?

Lisa (daughter) was inspired by her three children to open a Goddard School because she saw the importance of a quality program to develop children to their fullest potential. Pam (mother) has taught primary-aged children for 26 years and sees the importance of an early childhood education as a foundation for lifelong learning.

As a team, we thought we could bring our expertise and enthusiasm together to provide a place where parents and children would love to come every day.

b. Please describe your respective roles in the company.

Lisa takes care of the financials while Pam focuses on marketing. Together they work on making sure that each and every family feels special.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

We know that is important to keep business and family lives separate. If one of us brings up the business we remind each other that we will talk about it tomorrow at work.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

When we started the business we didn't really know what our roles would be. We soon discovered our strengths

and weaknesses and it has evolved from there. Every day becomes a new challenge but we are enjoying our new found strengths.

Triumphs?

We opened our school with 11 children and after 1 ½ years in business we have 125 children. One of our families, coming from out of state, started their two children here. One month later they bought a house out of our area and signed their children up at another school close to their new home. They called us back after four days and asked if they could come back. They realized how happy their children were at The Goddard School and it was worth the drive!

Read the entire interview here:

<http://wemagazineforwomen.com/this-mother-daughter-duo-has-learned-a-thing-or-two-about-business>

To Learn more about The Goddard School:

www.goddardschool.com/Schools/Plymouth-MN/schools.gsp

Interview with...

Rebekah Dressler and Sharlene Boyle

505 Imports

Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

Our company and its purpose:

505 Imports is a retail furniture store specializing in exotic, hand-carved furniture from India and Indonesia. Our purpose is to create furniture that people will truly fall in love with...furniture that is hand-crafted and built to last a lifetime. We are totally against the idea of "disposable furniture" that will only end up in a landfill in 40 or 50 years; instead, we want to create the antiques of the future. In the process, we are also being responsible with the resources of our environment by creating many products that are made from renewable resources and salvaged pieces of architecture.

Our mission statement:

505 Imports is a growing and evolving company that was formed to help meet the needs of our globalized society. We have taken the responsibility to seek environmentally friendly wood products that not only are beautiful but also are recycled or sustainable harvested renewable materials. We passionately believe in our products, our design concepts and our mission. Our mission at 505 Imports is to create and design unique, functional furniture that the people of our community will cherish and treasure, that will reflect their

personalities and lifestyles...and that they will fall in love with.

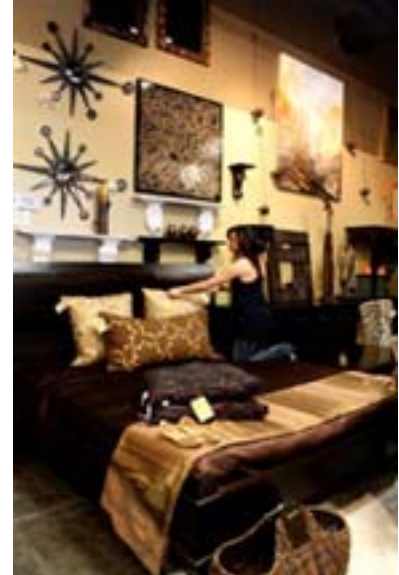
Our target audience: Our target audience is anyone who loves "all things beautiful." We cater to a wide range of age groups—from young professionals purchasing their first home to retirees outfitting their summer lake house. We appeal to a large group of people because overall, our prices are mid-range, and often on the low side of mid-range. The first impression many have of our store is that it is high end, but most are pleasantly surprised when they actually see the prices.

What we've accomplished: In 3.5 short years, we moved our retail store to a better location, trademarked our logo and name, franchised the 505 concept, created a manufacturing company, developed a manufacturing facility in India, and designed several original lines of furniture. Four years ago neither one of us knew what a cabriole leg was—now we design and make them in our own factories!!

What makes us unique:

We have unique items in our store that are not the "cookie cutter" traditional style of most stores in Lake Charles. Also, as owners, we have designed many original pieces and collections that cannot be found elsewhere. We have 5 different design concepts in the store—Nature Inspired, Bohemian, Coastal Cottage, Rustic Redefined, and French Villa

People are surprised when they walk in the door; our store has an unusual, exotic look, and we really work on providing creative merchandising displays. We develop new products every month.



Most recently, we have been designing and producing many products made of old salvaged materials from India (old wood, windows, architectural pieces, etc). These products will be featured on our online store when it's launched.

How did you come to work together in the first place?

We have always been a close mother/daughter team—truly "best friends"—and over the years sporadically threw out the idea that it would be fun to own a business together. One day in January, 2005, I called my daughter with the news that I knew what our business could be. Rebekah remembers the day, exactly where she was driving on her pharmaceutical sales route, and her reaction. When I said, "Let's open an import furniture store," Rebekah replied, "Hmmm, I like it. Actually, I love it!" We made our first contact for art and furniture in February, secured a site quickly, and miraculously opened on May 5, 2005. (05/05/05 – yet another sign for the name 505 Imports)

Read the entire interview here:

<http://wemagazineforwomen.com/its-not-business-as-usual-for-this-mother-daughter-duo>

To Learn more about

505 Imports:

www.505imports.com



Interview with...

Tricia Meyer and Cindy Ballard

Sunshine Rewards



Tell us about your company, it's purpose, mission, target audience, goals, what makes it unique.

Our company is called Sunshine Rewards, and we are an online rewards site. We help our members earn rewards by shopping online, participating in surveys, and completing offers. Our goal is to help people earn a little bit of money by doing things that they would be doing anyway. Our site is open to males and females but most of our social networking targets females. We are unique in our industry because we are family run and we take a very personal approach to the business. Our members know us personally, they see us in videos, and they even meet us at our various city meet-ups.

In terms of general uniqueness, neither of us started in this field. We came from completely different professions and separate geographically by hundreds of miles. But we ended up coming together to work virtually doing something that we have both come to love.

How did you come to work together in the first place?

Tricia had started the business after leaving the practice of law to be able to spend more time with her kids. As the business grew, it became apparent that she was going to need help. Cindy was working as a veterinary technician and was having some health issues. Cindy started working part-time from home in Florida for Tricia, who was in Indiana. After a couple of months, Cindy started really liking what she was doing and Tricia's business was continuing to grow. Thus, Cindy left her job to join the company full-time and permanently.

b. Please describe your respective roles in the company.

Tricia is the owner and manages the high level work, including the technical aspects of the business, advertising, the budget, and the business growth. Cindy interacts more with the individual merchants listed on the site, including negotiating coupons and promotions with the merchants. Both interact equally with the members in the forum as well as film videos for the videoblog.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

There have been times when it has been hard to separate being a mother and daughter from being a boss and an employee.

In particular, we have to be sure that we do not dominate family time with talk about the business because not everyone wants to hear about it.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

The biggest challenge has been putting aside our normal dynamic. It's natural for the mother to be the leader and the daughter to be the follower. But the roles are reversed in our company. So we have to remind ourselves (and each other) of our strengths and weaknesses and work without regard for who is older, who is younger, who is the boss, etc. Instead, it has to be about who has the most knowledge about the particular task at hand and whose skill-set is best suited for it.

Triumphs?

We are probably the most recognized mother-daughter team in our industry, affiliate marketing. We were both on the cover of Feedfront Magazine recently as the "Women of Affiliate Marketing." Despite a falling economy, we manage to keep our business growing each year by working together closely. Most other people say that they can't imagine working with their mother/daughter. We can't imagine not working together anymore.

Read the entire interview here:
<http://wemagazineforwomen.com/mother-daughter-duo-have-a-rewarding-business>

**To Learn more about
Sunshine Rewards:**
www.SunshineRewards.com



Interview with...
Massage Envy

Sharon Wright, Wendy Wright and Misty Clark Massage Envy

Tell us about your company, its purpose, mission, target audience, goals, what makes it unique.

My mom and I are franchise owners of Massage Envy located off highway 360 in the South Grand Prairie/Mansfield area. Our clinic offers different types of massages ranging from deep tissue to Swedish to hot stone and we even have couple massages. Unlike your typical spa, we don't try to cater only to the wealthy. We believe massage therapy should be convenient and affordable for everyone—which is why we offer a \$39, hour-long massage session and are open seven days a week with hours that actually work for working people. That's what makes Massage Envy so special, in my opinion. You're getting a quality massage just like you would at a fancy spa, but you're getting it for a reasonable price. That's something we all could use these days.

How did you come to work together in the first place?

I've always wanted to own my own business, but I never had a clear picture of what I wanted to do. While working as a lawyer in Houston, a friend introduced me to a Massage Envy clinic near there, and I tried it out. I had such a great experience

there and found that I could actually afford to go more often, so I did. I was really intrigued by the business model, too. Applying the membership system to a massage clinic to ensure affordable prices seemed like such an innovative idea. I looked into further and got excited thinking, "I could really do this." But I knew I didn't want to do this alone. I talked to my mom and dad about it because my parents have always been my biggest supporters. My mom, who is a school teacher approaching retirement, was super excited and wanted to be a part of it. We decided to go into the business together as partners to build a business we already enjoyed and could both rely on for our futures.

b. Please describe your respective roles in the company.

While we are co-owners of the clinic, we share very different roles in the business right now. For me, Massage Envy is my career and so my entire focus is on making it successful. I primarily run the business, making behind-the-scenes decisions and trying to promote our clinic to the public. My mom has a full-time job as a first grade teacher, so she can't be at the clinic all the time. Eventually after she retires, she wants to take a more active role, but it's just not an option right now. One of the decisions mom and I made together early on was

to hire my older sister to work as our clinic administrator and manage the day-to-day operations. She has wholeheartedly stepped in to make this her full-time career. We really are family-owned and operated now.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

Because my mom is still a full-time teacher, she has chosen a less active role. She leaves most business decisions up to me, so it has not been difficult to keep work issues separate from family issues when it comes to her. She still wants to be a part of making our business successful, so I do come to her with decisions we can make together. Sometimes, when we clash about a decision, we have to take a step back and look at how we would approach this situation if she wasn't my mother or if I wasn't her daughter. She's very easygoing, so we don't have too many problems.....

Read the entire interview here:

<http://wemagazineforwomen.com/meet-the-mother-daughter-team-behind-massage-envy>

**To Learn more about
Massage Envy:**

www.massageenvy.com

Interview with...

Pamela Heller and Jessica Heller

Avon Independent Sales Representatives

Tell us about your company, it's purpose, mission, target audience, goals, what makes it unique.

Avon is the world's leading direct seller of beauty and related products, with over \$10 billion in annual revenues. Avon markets to women around the world through over five million independent sales Representatives. As an independent sales Representative, we own our own businesses. The purpose of selling Avon, is to try to offer men and women the best product in the world with the best value and top notch service. We also want to empower women to be able to provide financial independence on their own terms. Avon is diversified so we as sellers can relate to the most people of all different level of socio-economic standings. It is unique because we can make our own hours and determine how much money we make by how much time we put in.

How did you come to work together in the first place?

Jessica started out as Pamela's assistant and became aware of the possibilities in Avon. She was in college and she had to make a career choice decision. Jessica had been part-time with Avon, starting a business of her own, and not necessarily serious. Knowing what Avon has to offer – the flexibility, the people, the support that is available – was so appealing to her. Jessica decided to join her mother on her own, without any influence or direction from Pamela. With a mother and daughter you cannot influence each other in any particular way so working should always be organic. Seeing successful



top people in Avon are, and seeing how self-motivated Jessica is, Pamela was able to balance her work as an Avon Representative and her full-time job as a mother. Jessica worked full time as an Avon Representative in her senior year.

b. Please describe your respective roles in the company.

Role – Pamela and Jessica both do their own thing. Pamela has total ownership of her part of the business and Jessica has full ownership of her own part of the business. But, we are connected in that Pamela supports Jessica and her team. Pamela is Jessica's leader. We do not consider it to be a case of "my business" and "her business." Each of us have our own approach.

How has working together affected your relationship outside the "office." In other words how do you keep family matters separate from work related issues?

It's intermingled with the personal side, but working together has definitely enhanced the closeness that we share. We are so proud of each other. We wouldn't be so close if not for the opportunity to share the business together. Pamela thinks

she is especially fortunate. We both share the same goal and aspirations and we as a team as mother-daughter at the same time. Our business opportunity has allowed us to take their non-business relationship to a different level.

What are some of the challenges you have faced working together (such as power struggles, division of responsibilities, etc.)

The biggest challenge is allowing each of us to make our own mistakes. Pamela says that as a mother, letting Jessica make her mistakes and learn from them builds a sense of personal ownership and confidence. Pamela says that as a mother, it is so easy to want to jump in and help her daughter learn to run her business. But, in general, there is no need for power struggles with Avon because you are CEO of your own business.

Read the entire interview here:
<http://wemagazineforwomen.com/mother-daughter-duo-share-the-gift-of-beauty-in-business>

To Learn more about Avon Independent Sales Representatives:
www.youravon.com



Interview with...

Cindy Smith and Courtney Smith The Lakeside Group Association



Tell us about your company, it's purpose, mission, target audience, goals, what makes it unique.

The Lakeside Group Assoc. Inc. is an executive search firm based on the philosophy of Total Life Improvement. The Lakeside Group offers career advancement throughout the United States in the Aerospace/ Defense, and Alternative Energy sectors. We provide our Clients top talent in these industries while cultivating our network of Candidates. However, our goal is to change the perception that one's career is the defining factor of their success. Genuine success is measured in several aspects of one's life such as family, health, spirituality, etc. We intend to be a resource for Total Life Improvement, as well as career opportunities.

How did you come to work together in the first place?

Cindi: First and foremost I am a single mom. In 2002, my husband unexpectedly passed away. At the time, my daughter was just 15 years old and my son was just 6 years old. This tragedy, as well as other challenges we have faced throughout our lives, have shaped Courtney and I into very committed, strong and determined women. We have learned to persevere even under the most challenging of times. Although this was a devastating time in our lives, we have

each learned a great deal about ourselves and our inner strengths which gave us the confidence to pursue our vision of The Lakeside Group.

In 2006, my industry was caught in the economic crisis. I had been self employed for sixteen years, eight of which was spent as a Consultant/Realtor to a custom home builder/developer. This entailed interviewing and hiring architects, subcontractors and employees; as well as identifying and negotiating on multi-million dollar land development projects and homes. It became evident that this builder would have to close his doors, so I put together a resume for the first time in sixteen years and sent it off. I was contacted by an executive search firm to see if I would have interest in recruiting. During my time with the recruiting firm, I found that it was quiet similar to my real estate career. Rather than match people with homes, I was matching them with career goals. Unfortunately, due to an unforeseen situation, I was laid off from this search firm. Because of the success I had had while at this firm, I decided to open up my own executive search firm, The Lakeside Group Assoc. Inc. The first person I recruited was my daughter, Courtney!

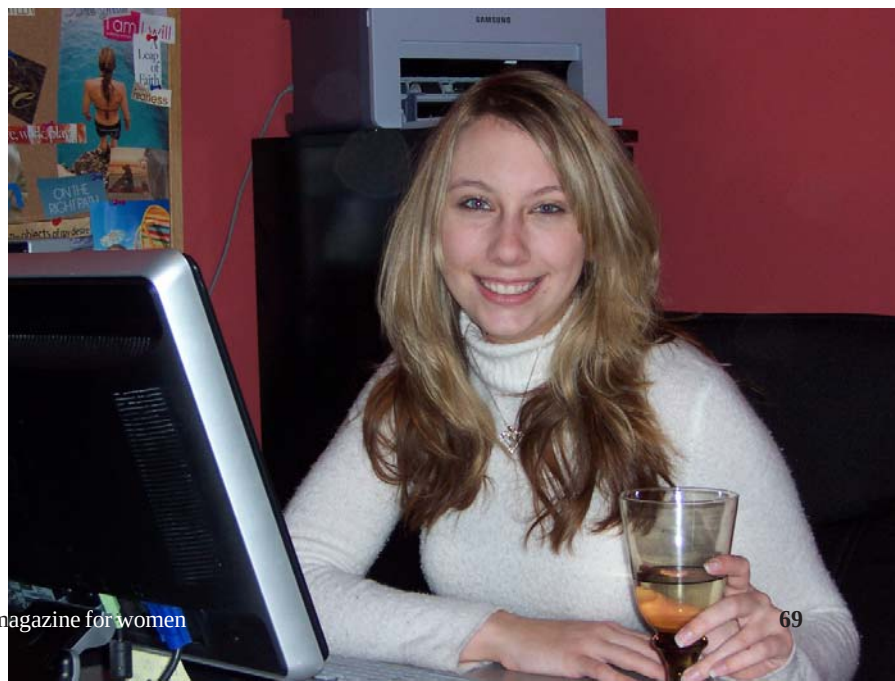
Courtney: When my mom established The Lakeside Group, I was working part-time as an Assistant Manager and also was a full time student at Baldwin Wallace College . I helped her with the initial setup of the office, computers, phones, etc and would stop by in my free time to assist with the recruiting. After six months, I left my position as Assistant Manager and joined The Lakeside Group full time. I have been here ever since!

b. Please describe your respective roles in the company.

Cindi: My role in the company is to be a leader and visionary. There is not one part of the company that I haven't done or wouldn't do. Because of my background, my strengths lie within marketing, negotiating, business development, and strategizing.

Read the entire interview here:
[http://wemagazineforwomen.com/
searching-for-the-best-is-the-mission-of-
this-mother-daughter-duo](http://wemagazineforwomen.com/searching-for-the-best-is-the-mission-of-this-mother-daughter-duo)

**To Learn more about
The Lakeside Group
Association:**
www.lakesidegroup.info



The Highly Sensitive Personality

By Esther Kane

I wanted to share with you some valuable information that I give to a lot of my clients when they come to me with labels like, "depressed" and/or "anxious". What I am about to share with you has made a HUGE difference-for the better-in my own life and for many of my clients who have lived in this world their whole lives feeling 'different' and often misunderstood by others. It comes from a fabulous book I recommend you run out and buy called, **The Highly Sensitive Person: How to Thrive When the World Overwhelms You** (Broadway Books: New York. 1998). The author is a psychologist named Elaine N. Aron. You can purchase it directly on my website by going to <http://www.estherkane.com> and click on "books"- it's listed under "Other books I recommend" under "Depression/anxiety".

In short, Ms. Aron explains in her well researched and beautifully written book that 15-20% of the population is "highly sensitive". These are the folks who are often given the clinical diagnoses of "depression" and/or "anxiety disorder". I'm not ashamed to say I'm one of them myself. What does being "highly sensitive" (or HSP for short) mean you ask? In short, it means that 15-20% of us have highly attuned nervous systems. I describe this state as "wearing your skin inside out"- we are like cats with big whiskers that reach far out and our 'antennae' are always "on". Aron calls this a "difference in arousability" in that HSPs notice levels of stimulation that go unobserved by others. This can be a plus as HSPs tend to be visionaries, highly intuitive artists, or inventors, as well as more conscientious, cautious, and wise people. On the down side, being highly sensitive means being stimulated more intensely by everything around one which can often feel overwhelming. Ms. Aron puts it this way: "What is *moderately* arousing for most people is highly arousing for HSPs."

What is highly arousing for most people causes an HSP to become very frazzled indeed...until they reach a shutdown point" (p. 7).

Many of my HSP clients describe situations in which they feel frazzled and overwhelmed. Recently, a woman described working as a teacher all day at an elementary school and coming home feeling frazzled and worn out. She said she just needed a night in with the phone off and curled up with a good book. When she woke up the next morning, she felt that her batteries had been recharged and was ready to face another day. Her non-HSP colleagues found this odd as they recharge their batteries by going out after work with their friends and shooting some pool and listening to loud music. That's a big difference between HSPs and non-HSP's- they recharge their batteries in completely different ways- the former by retreating and being quiet and the latter by going out and being in a group with lots of outside stimulation (like loud music).

To end, I'll leave you with Elaine Aron's self-test from her book (pp. xxi and xxii) for determining whether you are an HSP. If you answer true to 12 or more of the questions, you're probably highly sensitive. If this is the case, I highly recommend you read Ms. Aron's book(s) to learn how to thrive in the world being an HSP.

When I must compete or be observed while performing a task, I become so nervous or shaky that I do much worse than I would otherwise.

When I was a child, my parents or teachers seemed to see me as sensitive or shy.

Esther Kane, MSW, Registered Clinical Counsellor, is the author of the soon-to-be-released book and audio program, "It's Not About the Food: A Woman's Guide To Making Peace with Food and Our Bodies" (www.endyoureatingdisorder.com) and "Dump That Chump" (www.dumpthatchump.com), and "What Your Mama Can't or Won't Teach You" (www.guidebooktowomanhood.com). Sign up for her free monthly e-zine, Women's Community Counsellor, to uplift and inspire women at: <http://www.estherkane.com>.



True or False?

I seem to be aware of subtleties in my environment.

Other people's moods affect me.

I tend to be very sensitive to pain.

I find myself needing to withdraw during busy days, into bed or into a darkened room or any place where I can have some privacy and relief from stimulation.

I am particularly sensitive to the effects of caffeine.

I am easily overwhelmed by things like bright lights, strong smells, coarse fabrics, or sirens close by.

I have rich, complex inner life.

I am made uncomfortable by loud noises.

I am deeply moved by the arts or music.

I am conscientious.

I startle easily.

I get rattled when I have a lot to do in a short amount of time. When people are uncomfortable in a physical environment I tend to know what needs to be done to make it more comfortable (like changing the lighting or the seating).

I am annoyed when people try to get me to do too many things at once.

I try hard to avoid making mistakes or forgetting things.

I make it a point to avoid violent movies and TV shows.

I become unpleasantly aroused when a lot is going on around me.

Being very hungry creates a strong reaction in me, disrupting my concentration or mood.

Changes in my life shake me up.

I notice and enjoy delicate or fine scents, tastes, sounds, works of art.

I make it a high priority to arrange my life to avoid upsetting or overwhelming situations.



Strategies for Conquering Adversity

By Christopher Novak

"Nothing marked that moment as the start of something horrific, no hint that my world had already started to collapse, no warning that an inconceivable nightmare was unfolding. It was just a phone call. As I picked up the receiver and glanced out my (office) window at the overcast day with its gathering clouds, I could barely comprehend the words being spoken. It was just past 3:30 on the afternoon of August 10th ..."

Excerpt from, *Conquering Adversity* (Cornerstone Leadership Institute; Novak, 2004)

The reality of life is that we are all never far from adversity, never far from that moment that changes us forever. It can be in the uncertainty of tomorrow or the harshness of today but adversity finds us – at work and at home. It's not a matter of if – it's a matter of *when*.

So how can we prepare to meet a challenge we cannot yet define? How do we anticipate the answer before we even know the question?

In truth, we need a hero but the good news is we have one. There is a hero inside each of us waiting to be discovered and unleashed. The secret to conquering adversity is to unleash that hero and I have found six strategies that make a difference:

Strategy #1: Affirmation

- § Identify bedrock values
- § Recognize what is and is not lost
- § Accept a "healthy selfishness"

Affirmation recognizes those unshakable elements of your character that do not change with outside influences. Heroes don't just stand for something, they stand on something – and that something is an unwavering set of principles and values that help them regain their footing when they've been knocked down.

Strategy #2: Expectation

- § Life is not fair, so don't expect it to be
- § Apply optimism
- § Avoid the "Why? Traps"

The underlying truth is that life does not adhere to a fairness standard – bad things happen to good people. We are often faced with situations that are unjust, uncalled for or

untrue but even in the midst of these disappointments, we must still excel. It starts with the conscious decision to act rather than lament, an acknowledgment that some questions need action, not answers.

Strategy #3: Communication

- § Communicate with your heart
- § Communicate now!
- § Invite others to help

We must be as comfortable speaking our hearts as we are speaking our minds. Communication is about sharing what we feel, not just what we know. Effective leaders have the ability to connect with those they lead on a more personal level. Give people a plan, and they will follow it. Give them a vision, and they will move mountains.

Strategy #4: Locomotion

- § Develop a "speed-is-life" mentality
- § Develop the mindset of the traveler, not the settler
- § Master the power of persistence

In the struggle between stone and water, in time, the water wins. This Chinese proverb captures the essence of the Locomotion strategy. Purposeful motion is a powerful tool for reshaping our reality, especially in the face of adversity or crisis. It is impossible to create momentum without motion, so engage the challenge.

Strategy #5: Collaboration

- § Create a Collaboration Circle
- § Welcome empathy, not sympathy
- § Seek work-life balance

Collaboration is about building a network of relationships before adversity strikes. "You can't build shelter in a hurricane," so developing a strong circle of support now is critical.

Who can you count on? People are more than willing to help when they know that help is both welcomed and appreciated. Develop your support team before you need them.

Strategy #6: Celebration

- § Experience laughter
- § Mandatory downtime
- § Create positive consequences from negative events

Even in the midst of serious adversity, there will be small victories but if we're not looking for them we miss the opportunity to celebrate them. Celebration recharges our emotional batteries, strengthens the ties with our support team, and acknowledges progress no matter how modest.

These Strategies are real-world insights with roots in the overcast afternoon of August 10, 1998, when a call came in that changed my life forever. As my wife, seven months pregnant, drove home from work, a man high on drugs and out to sell his poison ran a stop sign at high speed. The sudden, senseless tragedy devastated so many lives, but in its wake we have found valuable lessons to help others survive their own torturous journeys.

Life brings its own unique variables, consequences and considerations each day. Our challenge is not to guess or fear the next adversity but rather to prepare ourselves and others to face with courage whatever crisis may come confident in the knowledge that there is a hero inside each of us.

Christopher Novak is an author, leadership coach and motivational speaker whose *Conquering Adversity* message has inspired thousands of people (www.conqueringadversity-speaker.com/). Book available on www.Amazon.com. info@summit-team.com



How to Negotiate for the Romantic Intimacy You Want

By Jane Pastore

Why do some people seem to get everything they want in the way of romantic intimacy, while others can't get even what they need? Being sexually successful is not a matter of how you look, how old you are or how much you earn. It's more about your attitude, manners, and social skills.

Here are 10 tips on negotiating your way to great romantic intimacy.

1. **First impressions count.** Look and act your best. This isn't the time to beat yourself up about your imperfections or to take out your frustrations with the world. This is the time to let a partner know that you are ready and able to have a fun time.
2. **Pay attention.** Take time to absorb information about your potential partner. Get a sense of the kind of person she or he is (ie)- shy or extroverted? Once you learn about their personality traits you will know how to approach them better for not everyone is the same.
3. **Be complimentary.** Look for something about that person that you like. (ie) Does he or she have beautiful hair, eyes, a great figure, are they fun to be with? The key to success in the romantic endeavors is letting your significant other know how much you appreciate them and their special qualities.
4. **Flirt.** Flirting is playful and puts people in a good mood and warms them up sexually. Making teasing comments, talking about fantasies or even things you would like to do together as well as paying compliments as mentioned in #3.
5. **Ask for what you want.** Show or tell your lover what things excite you the most. If you don't ask you don't always get - so improve your chances and just ask for what you need.
6. **Leave the negativity at home.** Romantic Intimacy is about pleasure, fun, relaxation and connecting with another human being. Focus on the good times you can have with this person, and not the bad times you've had with others. The kiss of death is when you bring tired old baggage into play.
7. **Control Yourself.** The difference between immature romantic intimacy and adult romantic intimacy is that adults learn to control their impulses. Unfortunately, too many adults keep acting sex-crazed and immature long after it is acceptable or attractive. Don't force someone to do things that make them uncomfortable even if it is your sexual desires.
8. **Don't confuse fantasy with reality.** You meet an incredibly desirable person and, in your mind, you just know you'd have mind-blowing romantic intimacy together. Don't ruin your chances by assuming that your fantasy obligates them to fulfill it. Take your time, get to know them and find out are they giving off the same vibes?
9. **Setting Boundaries.** It helps to communicate clearly about what you like and dislike- what words/fantasies are exciting and which are not. Remember that what is hot to one person doesn't always work with another. If your partner lets you know that he or she doesn't want to act out a particular fantasy or engage in a particular act, don't try to force them into it. You can always find someone else who is more compatible with you and will be delighted to indulge you.
10. **Be Polite.** Some of the sexiest words in any language are "please," "thank you," and "you're welcome". Being polite shows that you respect your partners and value their company, and it makes you look classy. Your positive energy will make them trust you more and grow more open to trying new and exciting things with you.

Jane Pastore of Scottsdale, Az is a nationally known relationship coach and business facilitator who believes people do better in relationships be it personal or business, when they are engaged and having fun. Employing advanced coaching techniques, audience interaction and humor, her gentle, easy going style, educates, inspires and entertains.



Dealing with a Procrastinator

Do you fit either of these descriptions?

By Denise Landers

- *You frequently find yourself procrastinating on important tasks.*
- *You are the take-charge, do-it-now personality and have to live or work with a procrastinator.*

If you have made some New Year's resolutions in the past, chances are they were not about situations that sprang up the week before. More likely, a task has been nagging at you over time, you kept putting it off, and now you want to get motivated to make that change.

As hard as it is for us to overcome our own tendencies to procrastinate, it is even more difficult when we are a do-it-now person living or working with a chronic procrastinator. The "now" person often struggles to understand why the other keeps stalling. It usually doesn't help to admonish them to "get started" or "just do it."

How can you help a procrastinator? Finding the underlying reasons for delaying actions are the first steps in moving toward a successful resolution. The following represent some of the most common causes and responses:

- 1. Lack of Interest:** If your priorities and theirs do not match, explain to them why this is important to you and what the consequences are in not doing it.
- 2. Lack of Time:** When they typically underestimate how long something will take, and then end up with incomplete work, teach them "back-timing," where you go from the final deadline through the steps to the must-start date.
- 3. Perfection:** If they delay because they are not sure they will produce a perfect result, use the "What if..." scenario, evaluating possible outcomes and consequences of each to recognize what an acceptable outcome could be.
- 4. Others' Opinions:** If you think that the procrastinator is worried about possible failure and subsequent rejection, help him or her understand it is natural. Share your own fears.
- 5. Uncertainty:** When they are not sure what is expected, encourage them to go back and seek clarification from those involved so that they can fully understand what will be needed to produce the result.
- 6. The Unknown:** They fear new things and this risk factor causes avoidance. Recall things in the past that they accomplished, reminding them that conquering something new can also be stimulating and rewarding.
- 7. Poor Work Habits:** To limit their multitasking habits, you can remove distractions. Keep the children out of the way or handle phone calls so that they can focus.

What more can you do to help you deal with the procrastinators in your life?

- *Set false deadlines.* Move up the date or time when a task or event is very important.
- *Assign one task at a time.* Too many things at once can cause a procrastinator to freeze up and do nothing.
- *Be clear about consequences.* Let everyone know the downside of not getting the work done.
- *Provide rewards.* Temper diligent efforts with subsequent free time or fun activities.
- *Use outside help.* Hire someone to take over the job or to assist the procrastinator. It is harder to avoid a task when another person is present.

You do not have to wait for the New Year to make a resolution. Start planning now to ensure that progress occurs. Whether it is for yourself or someone else, tackling the list of activities that have been put off is a great stress reducer.



Denise Landers is a national speaker, trainer, consultant, author of [Destination: Organization, A Week by Week Journey](#) and the owner of [Key Organization Systems, Inc.](#) (www.keyorganization.com). She provides group training and individual assistance to improve daily work flow and time management skills.

Dating and Your Daughters

By Bobbi Palmer

How did you learn how to “be” with boys when you were young and maturing? Did your Mom sit you down as you were entering puberty and have “one of those talks” with you? Did she maintain an ongoing honest conversation about it advising and supporting you along the way? Or maybe, like me, did your Mom have little to do with your development in this area? I never got much of an education from either of my parents about how to live in the world with boys. They were mostly focused on my safety. They made boys pick me up at the door (by bike and then by car); they gave me strict curfews; they demanded explanation when a guy showed up driving a van or wearing an open shirt, exposing his (probably hairless) chest.

After a bad or sad experience, which happened often in my teenage years, they would support me with the customary “it’s their loss, honey.” Those were just words and I never believed it.

Looking back with the perspective of a 50 year old, my early education about selecting a companion, dating, and falling in love came from my friends, movies, and magazines. From my Mom, I learned to “be careful.” Armed with this going into adulthood, I was ill equipped to face the challenges of building healthy intimate relationships.

As a Mother of this generation, you no doubt get more involved than my Mom, or probably yours. You talk to your daughter about her life and her loves, show her support, and build her self-esteem whenever possible.

The strongest lessons learned, though, are from observing the behavior of others, especially those you love and respect. If you’re married or have a partner, your daughter will learn innumerable lessons about communication, appreciation, compromise, and intimacy in a relationship.

If you’re a single mother who is dating, you have a wonderful opportunity to model even more behavior in a positive way. By bringing your daughter into your experience and sharing with her your plans, decisions, feelings...maybe even your disappointments, she could learn such important lessons.

For instance:

- Maintaining self esteem in knowing that we are not defined by whether a boy or man likes us.
- Making choices based on thoughtful consideration and what’s good for you (with some emotion thrown in, of course).
- “Pausing” when necessary to ensure good outcomes.
- Setting clear boundaries in advance, and then adhering to them.
- Honoring and respecting yourself, as well as the people you meet and spend time with.
- Maintaining awareness for your safety; both physical and emotional.
- Trusting your instincts.
- Seeking support when needed.

There are absolute guidelines and limitations to what and how you share. I’m not suggesting that you divulge your most private feelings, what you do on dates, or any other intimacies. What I’m suggesting is letting your daughter learn by example that there are specific things we should do to ensure we are respected, make good choices, and stay safe. Talk to her before or after you go on a date. Maybe you can explain what boundaries or rules you have set, what you chose to communicate to your date, why you chose to get to know this man better, or if you were satisfied by the way he treated you and why. Let her know that you can have fun while focusing on what’s best for you.

For the most part the days of girls learning everything from her friends are over. Mothers are far more involved in their daughters’ lives and are talking and listening. Sharing your dating and relationship experiences may be uncomfortable, or seem unnecessary. But remember that your example has the strongest influence on your daughter. And what is more important than teaching your daughter how to build relationships that are healthy and safe?

Bobbi Palmer is a Dating and Relationship Coach for Grown-up Women. Bobbi offers personalized and group coaching at <http://www.datelikeagrownup.com/> or www.DateLikeAGrownUp.com, where you can take your FREE Man-O-Meter test to get her expert advice, and to find out if YOU are ready to date like a grown up. Reach Bobbi at <mailto:bobbip@DateLikeAGrownUp.com> or 562.608.8685.



HOW TO SELL YOURSELF LIKE A PRODUCT

By Carole Martin

Interviewing for a job is in many ways comparable to a sales person making a sale. If you were a sales person and were about to sell a product to a customer you would do some homework or research so that you could convince your customers that your product was the best product on the market to fill their needs.

If you think of this scenario and apply it to the job interview process you will find that it is a powerful tool to use for your interview preparation. What do you have to offer (as a product), to the customer (the employer)? What do you have that will fill their needs (the requirements of the job)? What can you bring that is unique or added value to the position/company? (that sets you apart from the pack)?

Let's begin with "what you have to offer." Think of ways to present your key qualities throughout the interview. An example of this technique is when interviewing for a position that requires "strong organizational skills." You will want to let the interviewer know you are not only organized, but that your organizational skills have made a significant difference in your performance. If you can give an example of a particular event that you organized and how your organizational skills made a difference in a past job you will make an even stronger sell. Anyone can say that they have "strong organizational skills," but not everyone can give specific examples of a time when they had a success using those skills. Don't tell them – sell them - with proof of a past experience or success.

Next, begin to think about what the employer's needs are and how your product can fill those needs. You can accomplish this by studying the job description or posting. Read through the posting or job description once for content. Then, read it a second time for specific words that are emphasized. There will be specific words used according to the job or industry that you are applying for. Make a list of these words to use as "key factors" needed. Now, return to the job posting and read it once more. This time read "between the lines." What would it take to do this job? If for instance, there is a statement such as, "Position will require frequent collaboration and interaction on all levels of staff and management," you can gather that "strong interpersonal" and "communication" skills will be needed to do this job. By making a list of "key requirements" you can match them against what you have to offer.

The last factor to prepare for your sale is to let the employer know that you have the ability to "fit in." and be a "team player." The interviewer will not only be looking to see if you can do the job, but they will also be checking to see if you will be a good addition to the team. Don't dismiss your personal traits in your sales "pitch" preparation. Identify skills that make you unique such as "interpersonal skills," "attitude," and "willingness to do whatever it takes to get the job done."



These skills could make the difference between yourself and an equally qualified candidate getting the job offer.

When you take the time to prepare for the sale of the product – YOU – you will have a better chance of convincing the customer or buyer that you are just what they are looking for. By the time you leave the interview the interviewer should have a strong sense of what you have to offer and why they should hire you – why you are the best person for the job to fill their needs.

Carole Martin is a celebrated author, trainer, and an interview coach. Her books, "Interview Fitness Training Workbook" and "Boost Your Interview IQ" (McGraw Hill)

have sold thousands of copies worldwide. Receive Carole's FREE 9-week job interview e-course by visiting her web site at: www.interviewcoach.com or www.interviewfitnesstraining.com





Creating Our Green Wishes

By Bea Kunz

Anyone can bring any wish to life. You just need to understand the laws of faith, the universe, and the power to bring about what you think about.

Success and specifically "green" success is a way of life, not just a passing thought in the super market.

There has never been another time in history when so many were so engaged in making a better world. It's estimated that between one and two million organizations around the world are coordinating efforts that bring change to environmental issues...which brings betterment to the lives of all people.

We must all realize the power of intention and then follow through to make those intentions happen.

Plant a tree, or plant many trees. If you only have room for one or none, then donate to places that have space.

Plant a garden, either in the ground or in small containers on your porch or patio. "If" the thought is powerful enough, we can make it happen. And if you simply can't be a tree or garden keeper then please support your local organic, sustainable, and small farm movements.

"Love" is powerful, but think about it...the word without the action to back it up means nothing. Just as our hearts, minds, and spirit responds and flourishes from the act of love, so does the earth in all areas respond to our actions, loving or destructive, it soaks up the offering and gives back accordingly.

Looking for a place to start a green movement, or to become a member in one already moving....look no further than your own neighborhood or community, most really good things do start at home and filter out into its surroundings. A Community Garden, adopt a stretch of road, street, or highway (keep it clean and plant suitable plants for the spot) join the local park group, give your time and talent to the local animal shelter...they are usually happy to get a one day a week worker.

Become a foster parent or grandparent.

While we may not think of these positions as a part of the greening power they do play into the future needs and output.

All people, and all the earth holds, are in some manner connected. Every thought, every action brings a reaction...think about the possibilities if all the out going energy was positive...**WOW**.

Green your world, and help someone to better understand how to do the same.

***Today will be gone
at the stroke of
midnight...leave a
healthy footprint for
tomorrow's travelers.***

Bea Kunz
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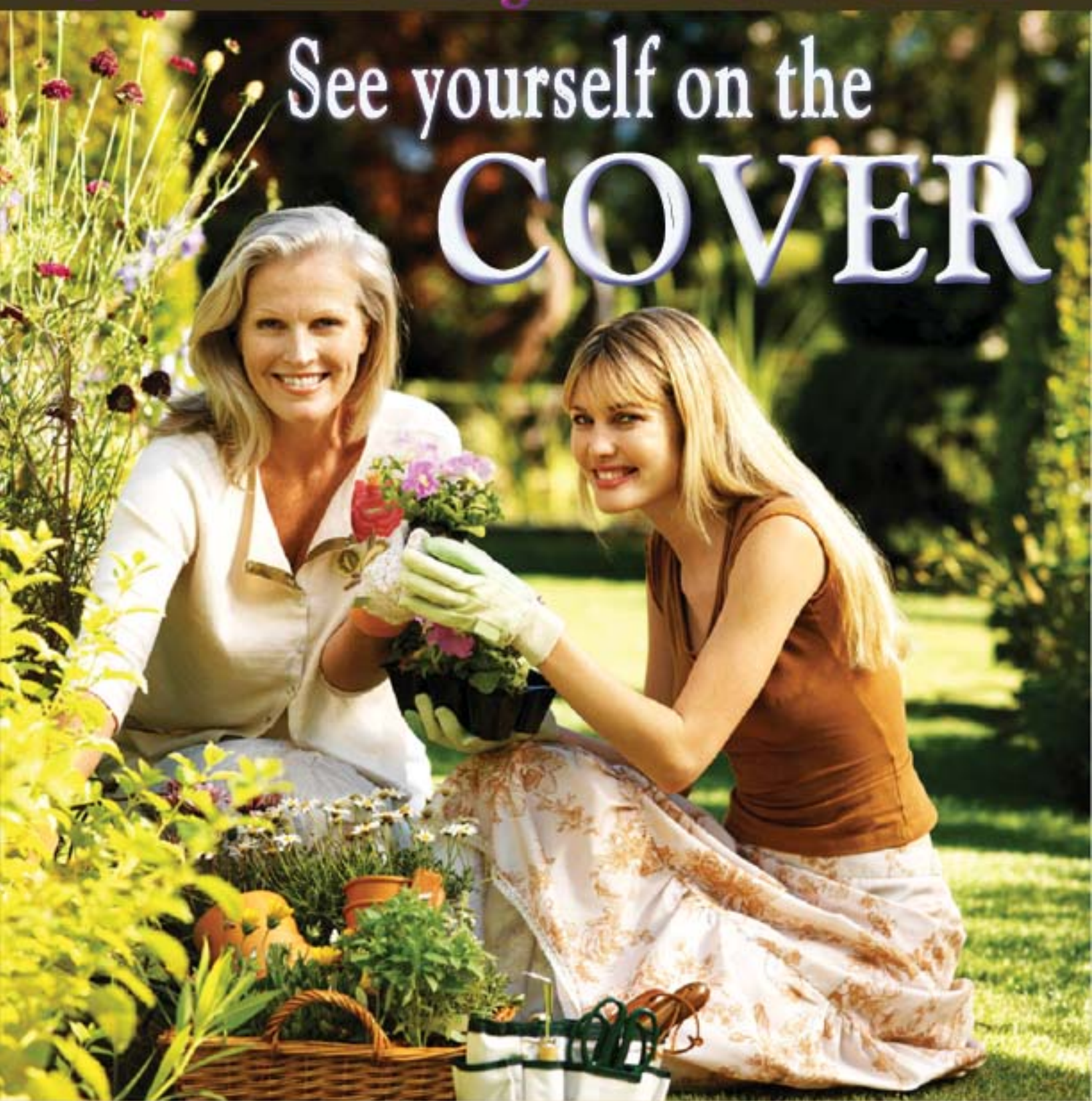
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