

# WE

Fall 2010

magazine for women

Using FREE Software to  
Manage Your  
Money Better

Do It  
Together  
Social  
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# "We are living in a Technology-Driven Economy; it's being called Socialnomics"



Did you know that there are close to 2 Billion Internet Users worldwide?

And that more than 50% of those are women?

More than 90 Trillion emails were sent in 2009 (that number has not seen a significant increase since txtmsg became so popular), which equates to 247 billion emails PER DAY! And more than 80% of those are SPAM!

As of July 2010 there are more than 275 million websites.

Facebook has more than 450 million registered users, Twitter has between 60 and 80 million, LinkedIn has almost 150 million users and in fact 84% of all social networks have more women than men.

And YouTube (the second largest search engine ~ Google is still #1) serves close to 1 billion videos EACH AND EVERY DAY!

We no longer have to search for products and services. They find us! via Facebook, Twitter, YouTube and thousands of other social networks where women spend their time.

This issue of WE Magazine is dedicated to Technology and the Internet. Our contributors, our advertisers and our readers are all looking for ways to leverage the Internet and Social Media to Grow their Businesses. Our content includes:

***Using Free Software to Manage Your Money Better***

***Using Technology to Handle Your PR***

***Journal Writing for the High-Tech Savvy Woman***

***15 Sites & Gadgets to Make Your Travel Easier***

## ***The Newest Breed of Social Networking Sites***

and there's even an article on using ***Wine Apps*** to choose your wines.

And because October is Breast Cancer Awareness month, WE Magazine is featuring two of the multitudes of women who every day do their part to help women struggling with Breast Cancer. In this issue you will meet Stacy Shelton and Alicia Vargo.

And that's not all... Our returning advertisers include SendOutCards (you order them online and they are printed, stamped and mailed FOR you), CPL Events, Eden Florist, DSU Destination Services, Marketing to Women among others. And our NEW advertisers MGM Speakers Bureau, Typing Bug VA Services, Smart Plan, The Merry Bird Designs and Celtic Attic.

And there's more... Our back cover is dedicated to our upcoming Holiday Gift Guide. Did you know you can advertise for as little as \$25! Go to: <http://bit.ly/WEHolidayGuide> and learn more.

And last but not least, our First Annual Who's Who in Ecommerce is in the works. Women in Ecommerce and WE Magazine for Women are looking for the ***2011 Who's Who Among Women in Ecommerce to Watch***. Check it out at <http://bit.ly/WhosWho2011>

Thank you for reading the Fall Technology Issue of WE Magazine for Women. Our Mission is "Empowering Women in Business and in Life." How are we doing?

***Heidi***

Heidi Richards Mooney, Publisher

# Meet the Women behind WE Magazine



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# *Playing Around in Business: It's Time to Commit!*

**If Financial Ignorance = Bliss. You'll Be Blissfully Broke...**

By Rhondalynn Korolak

Imagine for a moment that you are playing an important game of tennis. It's the club final and you are the favorite. There is a big crowd and as the game progresses, everything seems to be going to plan. You're playing well and you're winning points. Victory can't be far away. There is only one problem: there is no scoreboard and the umpire is keeping score to herself. No one except her knows what's really going on.

Nevertheless, you plough on and despite being in the dark about the score, you feel positive that eventually she will declare you the winner. You are so confident that you can't help but relax just a little. You start enjoying the party-like atmosphere.

Then out of the blue, the umpire declares that it is match-point ... to your opponent! You can't believe it. You go back to the baseline and set yourself up for this big point. But it's too late to get your mind back into gear and you hit the return wide. The game is over, the final is lost. If only you'd been able to track the score during the game. You would have been able to fight back earlier.

## **Are You Playing A Game of Scoreboard-less Tennis in Your Business?**

Every day, hundreds of businesses operate as though they are playing a game of scoreboard-less tennis. Every month the owner runs on feelings - no more than a guess about how well the business is traveling. A day or two after month end, she will look to the 'umpire' - her accountant - who will give her the 'score' - her financials. And most times, her perceptions will prove inaccurate and it is far too late to do anything about it. When things changed - when her 'opponent' started to get on top - she simply didn't see it coming. Your financials are to your business what the scoreboard is at a sporting contest.

Can you honestly say that you know where you are and where you are going? Do you often look at your financials and wonder what they mean? Do you waste money and time chasing new leads and sales instead of fixing your business and making it profitable?

## **Could Your Financials Use a Bit of Foreplay?**

When is the last time you took two hours out of your week to print and look at your financial statements? If you are like most small business owners, you never dreamed that the ability to understand how money works would be very important. You thought: "That's for the accountant to worry about. Sure, the accountant shows me a few reports from time to time, but I don't see the need to *really* understand what they mean. If there was a problem, she would tell me, wouldn't she?"

You probably don't realise that all those numbers - the financial DNA of your business - can tell you a lot more than you thought. They can tell you why you're suddenly struggling to pay the bills, why your business is not performing as well as you thought and why you'll have to forego your salary - again - because there isn't enough cash.

The financials are the story of your business. Numbers don't lie. They are one of the few objective indicators of how your business is performing and WHY. Regardless of any justifications you use to explain why your business is not performing - the economy, the shortage of 'good' staff, the competition, the rent - the numbers tell the truth and can lead you to the solution. You just need to learn HOW to use them to your advantage.

## **The BEST Way To Achieve Profitable Growth**

You cannot achieve profitable growth in your business without first establishing that you are in fact profitable.

Closing more sales is not enough. It's a bit like spending 100% of your time practicing your serve while neglecting to watch the scoreboard and practice your returns.

Break-even is one of the most simple and powerful calculations that you can use to measure and enhance your profitability. A company is said to "break-even" for a period (usually a month) when its sales revenue catches up to its costs. Specifically, accountants talk about break-even as the point where 'fixed costs' (rent, salaries, etc.) are matched by 'gross profit margin' (sales revenue minus COGS).

Calculating your break-even each month and knowing specifically which day of the month you break-even, allows you to hit the sweet spot of your company and make informed, strategic decisions about how to achieve growth that is profitable for your bottom line. And that is the best way to hit an ace in your business.

If you are looking for assistance to calculate breakeven and other key performance indicators, check out **Imagineering Profit** online. By analysing the numbers in your financial statements, **Imagineering Profit** will assist you to focus your time, allocate resources, make decisions and take action that enhances your bottom line.

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Rhondalynn Korolak is a lawyer, chartered accountant, clinical hypnotherapist and Master of NLP. She is an expert at business acceleration and the best-selling author of [\*On The Shoulders of Giants\*](#) and [\*Financial Foreplay\*](#).  
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Dr. Joyce gives women permission to love themselves unconditionally. She helps women to 'recognize and find their everyday superheroes'; helps couples and families to remain healthy during the tough economic times; guides women on the right paths to loving the reflection that they see in the mirror; she helps women to find and sustain healthy relationships; and she helps women to not only believe that they have a choice in their life matters; she empowers them to make right decisions about their life matters.



## Dr. Joyce Morley-Ball, Ed-D

If you are looking for a relationship expert who tells it like it is, Dr. Joyce should be your number one choice!

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Stay tuned for Dr. Joyce's new books, coming fall 2010.

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

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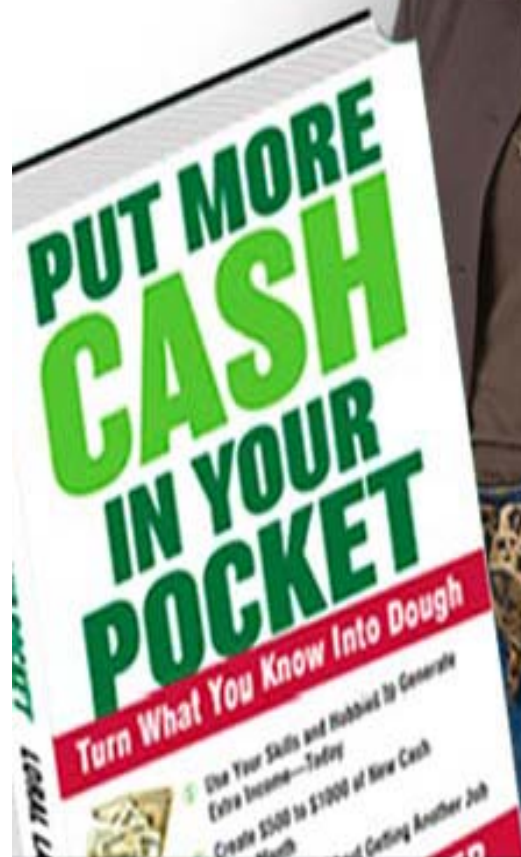
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# Using Free Software to Manage Your Money Better



By Doug Warshauer

You probably know that the key to good money management is budgeting your dollars and tracking your spending. Most of us don't do a great job of it because the process is, well, a little tedious. Recently, however, a number of online software packages have been created to make the job easier.

The most prominent of those software packages, [Mint.com](http://Mint.com) (which is owned by Intuit, the makers of Quicken and QuickBooks) has developed a very elaborate suite of tools to help you manage your entire financial life: track all your transactions, create budgets and compare your actual expenditures to those budgets, and set savings goals and monitor your progress toward achieving them.

First, the best news of all: Mint.com is free. Really. It costs nothing to use it, so if it offers even a small improvement over the do-it-yourself method, it's worthwhile.

To start using Mint, you need to enter your bank accounts. Mint pulls the data directly from your bank, so once you enter your account, you'll see your transactions from the last three months. Kind of cool, except it doesn't help much, until you begin to start making budgets.

Here's the problem: with only three months of history, you don't really have enough information to make a good budget. Because everyone has a lot of expenses that are paid unequally over the year, you need to look at a full year of expenses to make a reliable budget. That means you still need to figure out your budget offline, then enter the numbers into Mint.

You can set a budget in a wide variety of categories. Each of those categories has multiple subcategories. You can also make your own categories. I like this flexibility, because everyone thinks about their spending categories differently.

Once you have your budget input, Mint will automatically compare your actual expenditures to your budgeted expenditures. Well, sort of. It will do this for purchases you make using online banking.

Unfortunately, if you write a check by hand or use a credit card, you need to manually enter the category of expense you want to use when the transaction shows up in Mint. It's probably still a bit easier than doing it the manual way, but not much.

The other major function that Mint provides is helping you set savings goals and track your progress toward them. It offers eight categories of savings goals: Get out of Debt, Save for an Emergency, Save for Retirement,

Buy a Home, Buy a Car, Save for College, Take a Trip, and Improve my Mome. It also lets you create a custom goal.

The math behind the calculations in these goals is pretty simple. For example, in Save for Car, you enter the car you want and Mint, using information from Kelly Blue Book, tells you how much to expect to pay. (If you use this feature, make sure you get the detailed estimate, because your initial estimate won't include the options you want, and they can substantially affect the cost).

Once Mint knows the price, it helps you create your savings goal by calculating how much your down payment will be. You must fill in three variables: loan term (3, 4, or 5 years), interest rate, and monthly payment. With this information, Mint calculates the loan amount, subtracts that from the purchase price, and sets your down payment.

With the savings goal set, Mint helps you determine how much you need to save each month to reach your goal. You can pick a target date, and it will tell you how much to save each month, or you can choose a monthly savings amount, and it will tell you when you can buy your car.

While this software should work pretty well for people in the Save for Car and other simple, short term savings goals, I'd be reluctant to use it for the bigger, long term goals like saving for retirement or saving for college. Those more complicated goals involve a number of variables that Mint doesn't adequately address.

So, is Mint better than doing your budgeting and saving the old fashioned, manual way? The answer probably depends on whether it makes you more likely to follow through on the project. You can do a perfectly good job on paper, or on your own simple spreadsheet if you're so inclined. You don't need a software package to budget and track your spending. But if the software package makes it a little easier for you, and if it doesn't cost a dime, it's probably worth trying.

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Doug Warshauer is the founder of Kessler Warshauer Ventures, a highly successful private equity investment firm. He developed the techniques presented in this book by modeling the prospects of hundreds of businesses. Here, for the first time ever, he makes these techniques available to families to help them better manage their money. Follow along each week with Doug's financial strategies or ask him a question on his blog, [www.DougWarshauer.com](http://www.DougWarshauer.com). Or you can get more personal finance advice, tips and ideas in his newly released book, 'If I'm So Smart, Where did All My Money Go' on [Amazon](http://Amazon).



In today's world staying on top of the latest PR technology tools is as important as a healthy breakfast to jumpstart your day. Using the available tech resources is the perfect way to amp up your PR efforts, creating buzz for you and your brand. The best part is you can do it yourself!

*Here are five tips to get you started on using technology to handle your own PR:*

**Amp up your website.** Getting a brilliant website is the first step to being a tech savvy PR person. Your site serves as the billboard for your company so make it work for you. Talk to an SEO expert to make your site keyword energized, and from there be sure to constantly create new and useful content. Have stunning pictures that portray your company in the best light. Your website can also house your blog where you can position yourself as an expert and thought leader in your industry.

**Get your research done.** We have it so easy these days! Researching (practically anything) is just a few clicks away. Start by researching key reporters and publications you are targeting with your story idea. Find and read past articles and Google reporter's names to learn more about their backgrounds. This step is so important on the road successful PR outreach.

Think about how you can create a story for an outlet, not just a story that benefits you. How can you work together? What is the common tie? It's key to do your research before pitching anything to anyone.

**Know the key online tools.** There are so many great online resources to take advantage of when doing your own PR. Here are a few favorites:

**[HelpAReporter.com](http://HelpAReporter.com)** (HARO) – This service connects reporters looking for sources with individuals looking to be interviewed or featured. It's a terrific and easy way to find opportunities for PR.

**[HandleYourOwnPR.com](http://HandleYourOwnPR.com)** (HYOPR) – HYOPR is a do-it-yourself PR service that helps entrepreneurs and small, medium and home-based businesses find success in PR. The site offers free PR tips, low-cost media lists, and press release writing services.

**[PRWeb.com](http://PRWeb.com)** – PR Web is an affordable news release posting site that will push your news to its extensive distribution network of major news sites and search engines so your story gets in front of consumers and journalists.

**[PitchEngine.com](http://PitchEngine.com)** – This PR tool invented the Social Media Release and enables users to create and share news and content in an interactive setting.

**[AwardSync.com](http://AwardSync.com)** – The AwardSync tool enables users to search for and identify opportunities to submit themselves and their businesses for awards so someone can get buzz and gain recognition and credibility.

**Go social.** Facebook, Twitter and other social networking tools are a great way to make your PR interactive online. In the past you needed to place an ad, get PR or send a direct mailing to a prospective customer to get in front of them. Today, technology has enabled companies to market directly to prospects and customers. However, being involved in these sites takes time and know-how. You need to engage visitors, provide useful content and keep your social sites active.

**Audio. Video. Action.** Uploading video online is so easy these days...and beneficial for you too! Use videos to demo your products, welcome visitors to your website, create interactive customer testimonials or put together your own webinar on a topic in your expertise area (you can use a fantastic program called Camtasia to screencast your webinars). You can even create your own YouTube channel or online podcast!

The DIY PR technology tools and resources available are plentiful – and if used wisely – can be beneficial to promoting your business in an era of technology.

**Good luck!**

Jenny Finke is the U.S. founder of [HandleYourOwnPR.com](http://HandleYourOwnPR.com), a media list provider, and founder of Red Jeweled Media, a full-service PR agency specializing in working with small businesses and entrepreneurs. Please find her at [www.HandleYourOwnPR.com](http://www.HandleYourOwnPR.com) and [www.RedJeweledMedia.com](http://www.RedJeweledMedia.com)





# WOMEN'S MEDIA & PUBLIC RELATIONS AUDIO PROGRAM!

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How to be a Media Magnet

How to create web-optimized media releases

Developing your Media Platform

Getting on Internet Talk Radio

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*"I just got my registration materials for the event. WOW! The PDF workbook alone is worth the price of admission. It's beautiful in presentation and chock full of information and resources, as well as being an easy-to-read and follow guide to the presenters and their presentations. The five pages of resource links at the end are a wonderful completion to a great package. Thank you Heidi and All involved.*

**Sheila Finkelstein, Pictures to Ponder**

**Purchase the recordings at:**  
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recordings-on-sale-now/](http://www.womensmediasummit.com/audio-recordings-on-sale-now/)



# My Secrets to a High Energy Diet Naturally

By Gabi Rose, MS

Losing weight and feeling great is no easy task. I successfully lost 130 pounds and can empathize with the pressure, stress and emotions related to weight loss. My most important achievement has been keeping the weight off and maintaining my shape for nearly two years now.

At first, an undertaking such as this could appear very daunting and I am sympathetic to the initial feelings of apprehension. In order for me to drop from my stocky size 24 to a slender size 2, I needed to tackle one of the most physically and psychologically challenging tasks of my lifetime.

Weight maintenance was the key to my success, and along the way, I learned many tricks and secrets to help the body burn fuel. My primary mission is to educate people and bestow my knowledge and experience to others so they can get healthy and win the battle of the bulge.

Individuals need to have a better understanding about metabolism, the rate at which the body converts food into energy. Exercise is the easiest way to maintain a fast metabolism. However, there are many readily available food items that can automatically boost the body's metabolism.

For example, water is extremely important to the metabolism and drinking 64 ounces can help melt away fat by curbing binge eating and reducing unnecessary calorie intake. Water is nourishing and helps flush out the excess sodium and toxins from our body.

Studies suggest that water intake can help boost metabolism by as much as 30%. Drinking adequate amounts of water can prevent individuals from mistaking thirst for hunger.

Additionally, drinking a moderate amount of coffee with caffeine or green tea can provide a quick kick to one's diet by stimulating the body's metabolism.

Citrus fruit is recognized as a metabolic body booster in addition to being rich in Vitamin C which keeps the body's immune system healthy.

Through time, we have been told that to lose weight we need to cut the fat out of our diet, but the body needs adequate fat intake to achieve optimal weight loss performance. Considered the dietary wave of the future, fatty, oily fish, such as salmon, mackerel and sardines, possess Omega-3 fats that benefit the body's metabolism, strengthen the heart by preventing strokes and lower bad cholesterol levels.

Soy may be the closest thing there is to a magical weight loss elixir. Rich in protein, soy requires more energy for food digestion and thus burns more calories. Soy comes in a variety of products including tofu, edamame and a variety of refreshing drinks. Other sources of good protein include beans, chicken, turkey, egg whites and fish.

For those of you who want to put spice back into your life, I recommend adding hot peppers to your diet. Capsaicin, which provides the heat in peppers, stimulates the body's production of adrenaline, temporarily raising the body's metabolism.



Other favorite metabolic boosters are green vegetables such as celery, kelp, broccoli, chives, collard greens and cabbage which are high in fiber and boast higher levels of the vitamins and nutrients we need to maintain good health.

At the Center for Medical Weight Loss (CMWL) at University Drive, we now offer Capsiate Natura, a totally new, natural dietary supplement extracted from the rare CH-19 sweet pepper available for health-conscious people who want to stimulate their metabolism. It is clinically useful for bariatric patients in several circumstances and Dr. Elisabeth Cohn'Gelwasser with CMWL now offers Capsiate Natura in office and online at [www.cmwl.org](http://www.cmwl.org).

All of these types of foods and supplements are known to stimulate the body's metabolism when consumed in conjunction with a healthy diet and exercise plan. To get started on a good meal plan for a healthy lifestyle, call us today!

Gabi Rose is a weight loss specialist with the Center for Medical Weight Loss at University Drive. Gabriela has appeared on numerous television channels, including NBC and FOX, and has been published in a variety of national and regional magazines. For more information, visit [www.cmwl.org](http://www.cmwl.org) or call 954-966-5700 to schedule an appointment. Become the next success story by emailing Gabriela today at [Gabriela@cmwl.org](mailto:Gabriela@cmwl.org).





## Top Women's Health Site To Support And Fund Women's Health Research Through A Global Web Campaign – Calls On One Million Women To Help Top Women's Health Site To Support And Fund Women's Health Research Through A Global Web Campaign – Calls On One Million Women To Help



A top 10 women's health site EmpowHER, based in Scottsdale, Arizona, launched what is expected to be the largest online movement for women's health in the next year – the 1000Women campaign.

Expecting to engage 1,000 women who will each recruit another 1,000 women to participate in this classic pay-it-forward viral effort, the campaign's goal is to get 1 million women to share their inspirational health stories with friends, family, and women they've never even met. Campaign participants can do this by creating profiles on 1000Women.com where they can: "tell a friend" about the campaign; share their own personal health and wellness story – including pictures and videos if they wish, or simply vote for another woman's story that inspires them.

When one million women have engaged in the campaign, EmpowHER will donate \$50,000 toward women's health research.

"Participants in this campaign are not required to spend a penny. Every time a new woman signs up to share a story, vote for a story, or share the campaign with others, money will be donated by EmpowHER to fund women's health research," said Thom Brodeur, Chief Marketing Officer for EmpowHER and campaign architect. "Our challenge to women is simple. Open your hearts, log onto the website, and pass it along. We'll open our wallet and do the rest. We're partnering with women to improve their health and change their lives, and we're honored to play a role."

The majority of campaign funds will be donated to HealthyWomen, the nation's leading nonprofit health information source for women. For more than 20 years, HealthyWomen has been committed to improving women's health through public education campaigns grounded in research among women nationwide.

"Studies show that when women share their health issues with other women, their state of mind improves, sometimes even having positive effects on their overall health," said Jay K. Harness, MD, a member of EmpowHER's Medical Advisory Board, President of Breast Surgery International and breast surgeon in Orange County, Calif. "For example, a recent report from the California HealthCare Foundation reported that when patients managing the same chronic condition share observations with each other, their collective wisdom can yield clinical insights well beyond the understanding of any single patient or physician."

Dr. Harness, past president of the American Society of Breast Surgeons, goes on to say, "Studies have found that cancer patients who were isolated and lacked social interaction had greater tumor growth and worse prognosis. We firmly believe that loneliness and isolation can have a significant impact on a patient's long-term battle with a disease." Dr. Harness concluded that online communities are a great resource for patients to share and connect, but are not a substitution for oversight and guidance from a patient's medical team.

"Women need to advocate for themselves and each other by calling for more gender-specific health research," said Michelle King Robson, Founder, Chairperson and CEO of EmpowHER. "Much of the world's health-related research remains male dominated, signaling there is still much to learn about women's unique health conditions and the specific effects of procedures, drugs and diagnostics on women. This campaign was created to give women a voice in their own health, and to provide financial support to organizations dedicated to advancing women's health research and advocacy."

King Robson has witnessed this trend first-hand. Her site, launched just 24 months ago, reaches nearly 1.2 million unique visitors and viewers every month from women sharing their most intimate health conditions and then connecting with others for support. "I started this site after I experienced my own health nightmare and began telling my story. What has occurred has been a firestorm of other women who have found solace and better health by sharing on EmpowHER.com. We now want to take this to a new level of connectivity for all women around the globe by giving them a voice in their health through this campaign."

To participate in the 1000Women Campaign, please visit [www.1000Women.com](http://www.1000Women.com).

EmpowHER is an award-winning health media company for women. The Company's website provides visitors access to one of the largest women's health and wellness content libraries on the web, as well as the largest online community of women discussing their health and wellness issues. EmpowHER promotes a "24 Hour Promise" to its visitors, who can come to the site, ask any health question and receive a response within 24 hours. Health care marketers rely on EmpowHER for reaching the most influential health and wellness buying audience on the Internet — women. Millions of women visit EmpowHER.com every year, making it one of the largest and fastest-growing resources dedicated exclusively to women's health and wellness. For more, visit [www.EmpowHER.com](http://www.EmpowHER.com).



Improving Health. Changing Lives.



# Strong Is Beautiful

By Debra B. Luftman, M.D.



Some of the most beautiful women we've ever seen are women who have survived trauma, such as breast cancer or childhood abuse. When we see them in our offices or our lives, we're always intrigued by their beauty and strength. These are women who have seen the darkest times a person can see and have come out the other side into the light.

There's a knowing in them that says, "I have the strength to get through anything." That's stunning. Life is a challenge, but it's also an adventure. If there's not something difficult in your life right now, it's coming. Count on it. The secret to beauty is living a beautiful life, inside and out, with yourself and your community and the world around you. Women are sometimes raised to believe in the fairy tale of marrying a rich prince and living happily ever after, but buying into those fantasies only leaves you flailing when you encounter bumps in the road.

You're among girlfriends, so let's be honest: the only one responsible for looking after you is you. Living a beautiful life demands finding the strength to be resilient and bounce back when life knocks you down. What separates truly beautiful women from the rest is that they bounce back, keep going, and re-embrace life with passion. That's strength, and that's beautiful.

**When life rains down on you, try to see the beauty in it, and remember that things will get better.**

Strength is taking full responsibility for your life and your beauty, making every part of your life the best it can be. The parts you can change, you change. The parts that are beyond your control, you accept. At the same time, you prepare yourself so that when the roller coaster drops, you're still on board when it rises back to the top. As women, we have more possibilities to create our lives than at any time in history. For example, more women serve on the boards of directors of Fortune 500 companies than ever before. There are more ways than ever for women to create amazing lives and maintain healthy bodies and minds. Yes, there are challenges in some parts of the world that would rather see women become invisible

again, but it's not going to happen.

We're not going anywhere. It's an exciting time. When life rains down on you, try to see the beauty in it, and remember that things will get better.



## Your Inner Beauty 911 toolkit:

- Learn to set limits. Say no. Women are caretakers, but sometimes we have to draw the line. When times are hard, your limits are closer. Know when to stop being the one who is always taking care of others. Don't expect yourself to do everything during times of high stress. Pace yourself, and do what you can, and don't expect anything more.
- Let yourself be vulnerable. It's OK to cry and be afraid. Let other people take care of you.
- Have people around. Don't sit in an empty house worrying or grieving. Have friends or family over. Let them help with the laundry, make dinner, or watch the kids. Let them hug you and listen to you. Love is therapy.
- Don't assume trouble will pass you by. It won't. Death strikes every family, and half of marriages end in divorce court. Something's going to happen sooner or later. Don't fret about the possibility, but be prepared.
- Rest. Get your sleep. When you're sleep deprived, you make poorer judgment calls, and your emotions are less under control.
- Stay as positive as possible. Positive emotions encourage action and reduce stress, helping you stay functioning as things play out.
- Think through choices carefully. Emotions sometimes lead us to make poor decisions in the heat of the moment. Step back and take your time with any important choice: care facilities, legal agreements, and so on.
- Remember happy times. Recalling good times spent with a person who's died can brighten your mood and keep that person alive in your heart. Reliving times that were happier will remind you that "this too shall pass" and that you will have happy times again.
- Don't go to bed and think in circles. Talk to someone. If you have fears or unresolved issues, speak to a support person about the conflict. Lying awake solves nothing and only makes you exhausted.
- Be spiritual. Whether you speak to God or meditate on Oneness, get in touch with your spiritual side. You'll derive comfort and strength from it.
- Be kind to others. Reach out to someone and remind yourself who you are: a beautiful woman who will come through your transition a stronger person.
- Read. Bookstores are filled with advice on how to steer through all types of choppy waters. Learning from others can help you along your journey.
- Work the loop. Remember that inner beauty relates to all other areas of the loop. Don't neglect your outer beauty or health, and allow your environment to nurture you to its fullest potential.

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**Debra B. Luftman, M.D.**, a board-certified dermatologist, has a busy private practice in Beverly Hills. In addition Debra lectures on topics including laser surgery, liposuction, skin aging, and sun protection. She has appeared as an expert on Good Morning America and Extra and has been quoted in the *New York Times*, *Los Angeles Times*, *USA TODAY*, *Vogue*, *Allure*, *InStyle*, and *O*. She has developed her own skin care product line called Therapeutix. . .

**Eva C. Ritvo, M.D.**, a board-certified psychiatrist, is vice chair and associate professor in the Department of Psychiatry and Behavioral Sciences at the Miller School of Medicine at the University of Miami, where she also has a unique joint appointment in the Department of Dermatology and Cutaneous Surgery. A published author, Eva has appeared as an expert on Today and Extra; has been quoted in the *Wall Street Journal*, *New York Times*, *New York Times Magazine*, *Self*, *O*, and *Psychology Today*; and is a frequent contributor to the *Miami Herald*, *Miami Sun-Sentinel*, and local news programs. **For more information from The Beauty Prescription, log onto [www.thebeautyprescription.com](http://www.thebeautyprescription.com).**





## How-To Preserve Your Family's History

*Digital Tools Enable Families to Document the Past and Present for Future Generations*

By Sharleen Reyes

On an episode of the NBC television show, "Who Do You Think You Are?," film director [Spike Lee](#) lamented that he never filmed his own grandmother to try to capture her own personal stories of his family's history. While you don't need to be an Academy-award winning filmmaker to document your ancestry, the point to take away is: spend some time preserving those memories now and you'll thank yourself for years to come.

Through passed down family albums, home videos, letters and documents, we discover our family history. While family is forever, the items that allow future generations to learn of the past are not. With time, precious memorabilia can degrade, fade, become damaged, or lost, ultimately denying future generations the joy of seeing a piece of their loved ones history. Fortunately, with the aid of digital technology combined with a little effort, timeless family memoirs such as weddings, births, vacations, reunions, and more, can be forever preserved. Following are some steps you can take today to ensure your own family's history remains protected for generations to come by creating a family history library.

### Getting Started

Start by gathering materials. Begin organizing, labeling and creating a timeline. Collecting all of your mementoes will help you see the past through a wider lens and certain dates, events, impressions will become clear. As you gather your touchstones of the past, attempt to label them with dates. A month and year is best, but even approximate dates, like c. 1954, autumn, or after school during 5th grade, can help put context around an image and begin to tell the story of your family. Once you have gathered materi-

als, decide how far back you will chronicle. Perhaps your immediate family is a large enough project for you right now. As you walk through your materials, take the time to ask yourself a few questions about your family events to help categorize your memories. This could include general questions such as:

- o What activities do you do when you get together?
- o Where did you visit together that made an impression?
- o Do any scents instantly bring you back to a place in time, such as cooking smells, flowers, ocean air, sawdust from a workshop?
- o What games have you played with your relatives?
- o What was the weather like on milestone days?

Record these memories on video, audio or even simply in a journal.

### What and How to Preserve

Now that you've collected your materials, you're probably wondering what's next. You likely have gathered materials ranging from photo prints, to old films that you're unable to watch with modern media equipment, to newspaper clippings. Don't get frustrated or overwhelmed – there are many services and solutions available to help you digitize your memories and preserve them for future generations.

### Create a Family Tree

Mapping out your genealogy is the most obvious place to start. Ancestry.com offers a large amount of

resources, links and suggestions for getting started researching your lineage. The site is also launching a Wiki <http://www.ancestry.com/wiki>, a user-defined online encyclopedia of sorts, to provide more insight on how to research your background.

### Photos and Home Movies

Repair minor to severely damaged photos with photo [retouching and restoration](#) or check [Film Forever: The Home Film Preservation Guide](#). Convert pictures from old photo albums, home movies on 8mm film or VHS tapes of weddings, baby photos or other everyday events to DVD with [YesDVD](#); then "future-proof" memories with [MemorySafe](#), the digital archive companion program to YesDVD. By preserving your films and photos with MemorySafe, you can ensure that family members throughout the world, today and in the future, can find and build upon your digital library.

### Family Cookbook

There's nothing like the taste of your mother's home cooking. Create a family cook book with treasures recipes that have been passed on for generations. Ask relatives for favorite recipes such as your aunt's brownies, grandma's pasta sauce or uncles secret barbecue mix. Transcribe them and add photos of the chef in a book, created with traditional scrapbooking supplies or digitally with software packages.

### Letters from the Past

Few things are more personal than a person's handwriting. Scan letters, holiday cards, thank you notes, as well as the timeline you developed,



and save them as JPG images for viewing later, whether as stand-alone images or as part of [digital scrapbooks](#) or DVDs

### Newspaper Clipping

Track down old newspapers or magazines in old shoeboxes, through libraries or by calling publishing companies' back issues departments. The [Newspaper Archive](#) website has some great resources. Save clips of announcements such as births or sports teams' victories, or save whole front pages from milestone days such as weddings, the day you moved into your home or the day you started a new job. Again, preserve hard copies by scanning them for a digital archive.

### Official documents

Diplomas, birth certificates, military commendation papers, children's artwork – virtually any official or treasured paper document can be [scanned and saved](#) as a digital file, such as PDF, for future use, whether archiving, posting on a social network such as [Facebook](#) and for personal reminiscing.

With a little effort, time and dedication you can create a family history library that will be available for future generations to build upon.

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Sharleen Reyes is director of marketing communications at YesVideo.

For the last ten years, YesVideo's YesDVD transfer service has been providing convenient services for families to preserve, enjoy, organize, share and relive video and photo memories on DVD. For more information, visit [www.yesvideo.com](http://www.yesvideo.com).

## 8 TRICKS FOR A COZY HOME THIS FALL

By Andrea Evans



*It can be tricky transitioning your home from summer to fall. Summer colors are bright with blue and white taking the helm; come fall, your home's décor should be warmer and deeper to compliment the crisp weather outside.*

- 1.) When decorating for fall, be sure take advantage of all of the colors on the fall palette: deep reds, warm browns, pale mauves, vibrant purples, and the more traditional orange and yellow shades of pumpkins and fall vegetables.
- 2.) To bring charm to your entryway add golden, red, and orange maple leaves to a plain wheat wreath for your front door and plant red and orange mums in outdoor planters.
- 3.) Set your table and spruce up your kitchen. Use placemats, table runners, and tablecloths in rich shades of the fall palette. This provides an instant glow to your table and is an inexpensive way to decorate your dining room. Create a centerpiece out of small pumpkins, Indian corn gourds, maple leaves, dried flowers, berries and seed pods. Hang berry rings on kitchen cabinets, place a basket of apples on a countertop, and embellish empty spaces with berry vines and candy corn dishes.
- 4.) Use strategic fall accessories to bring elegance to each room. Place autumn berry vines in the window sills, and autumn colored throw pillows and blankets on the couch. Colorful candles, simple pictures, and wooden pumpkins give your living space a charming feel.
- 5.) Look for furniture pieces that are neutral and warm in color and fabric. Gold, brown, and mocha couches work especially well for the fall season. To create a warm, cozy feel, decorate with a few wooden furniture accents that complement the couch such as a coffee table and end tables. Only use three or four pieces in your living area to avoid clutter.
- 6.) Don't forget candles! Carve out the center of fruits and vegetables such as apples and pumpkins to create votive holders, and use larger pumpkins for pillar candle holders. Even when not lit candles bring warmth and beauty in their season's colors.
- 7.) Tuck small pumpkins, Indian corn, and apples into corners of vanities in the bathrooms and bedside tables. Throw in a few amber colored votives for a warm feel.
- 8.) Tie your fall décor together by making your home smell like fall. Boil three cups of water, and reduce to a simmer. Add four cinnamon sticks, one teaspoon vanilla extract, two teaspoons of ground cinnamon, half a teaspoon of nutmeg and slices of oranges and apples. Allow to steep for thirty minutes, remove from heat, and let the fragrance fill the air!

Interior Design guru, Andrea Evans, has great tips on how to give your home that cozy autumn look easily! She is an expert Interior Designer and Owner of the vintage home decor shop [InThePinkBoutique.com](http://InThePinkBoutique.com)





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# Journal Writing

## for the Tech-Savvy Woman

By Tina M. Games

When most of us think of journal writing, we picture ourselves sitting in a big, comfy chair by a window in a coffee shop. We have a hardbound, maybe spiral journal in our hands and our favorite pen - and we're scribbling away. This creates the space we need to let our thoughts pour out of our mind and onto the page.

But what about those who aren't so keen on the traditional journaling method of writing by hand? These are individuals who would rather type out their thoughts on computers - perhaps even moving notes around so they can keep them grouped in a particular way.

These days, online journaling is picking up momentum. It's a form of collecting and documenting one's thoughts on the computer. And for many online journal writers, this makes it easy to "copy and paste" certain thoughts into a bigger document to be used later on for a creative writing project.

Many memoirs start from journal entries. The same is true for personal essays and poetry. Even fiction writers, who are inspired by their own stories and the stories of others, have found value in journal writing.

### There are three ways to journal online:

- (1) Using a word processing software: For many, opening a Word or WordPad document and writing as thoughts are flowing through the mind is an easy process. It also provides the space to hold random thoughts, moving them around later to weave into a bigger story.
- (2) Using an online journal writing software program - There are several journaling software programs available, such as LifeJournal (which was one of the first) which provide you with all kinds of ways to categorize your thoughts. This is ideal if you like to track your journal entries, seeing your personal progress in a particular area of life.
- (3) Blogging - If you're not concerned about having the world see your journal entries, blogging is the way to go. It not only gives you the space to express your innermost thoughts, it allows others to follow your story and share in your thought process.

### There are also some added benefits to journaling online:

- (1) All of your writing is in one place. Handwritten entries are often scattered throughout a journal, making it difficult to remember what you wrote and when.
- (2) You can make all your journal entries password-protected, whether it's on your personal computer in a file folder or in a file within a journaling software program. You can also protect all your blog entries until you're ready to publish them to the virtual world.
- (3) If you're contemplating the use of your journal entries for a bigger project, such as a memoir or a personal essay, you can easily move your writing from one document to another as you need it.

As our society becomes more and more technology-focused, we are finding newer ways of doing the things we've always loved to do. Journal writing has always been a part of our culture - and now there's a more "tech-savvy" way to do it.

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Tina Games is the author of *Journaling by the Moonlight: A Mother's Path to Self-Discovery*. She's a certified life purpose and journal writing coach for mothers who desire a more authentic life. Tina facilitates her own online journaling forum, the Journaling Moms Cafe. She lives with her family in Alexandria, Virginia.

[www.JournalingMoms.com](http://www.JournalingMoms.com)



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# 15 Sites & Gadgets to Make Your Travel Easier

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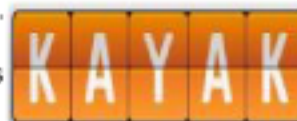
FareCompare has THREE great ways for you to save on flights.

FareCompare When-to-Fly Airfare Alerts notify subscribers in real-time when prices change on trips and destinations worldwide, directly from your home airport. And you can get [FareCompare When-to-Fly Airfare Email Alerts](#) three ways – via Twitter, email and now, on your iPhone. There is no charge to signup ~ <http://www.farecompare.com/articles/when-to-fly/how-to-signup-for-alerts/>

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Links and Resources

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## SOCIAL NETWORKS



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BootsnAll -is a comprehensive independent travel resource and travel community that revolves around the message boards, where forums are loaded with great guides and tips that come from the best user base around. The users and community is very friendly and helpful, and contacting individual travelers with questions is a great solution to answer your travel questions. Visit [www.Bootsnall.com](http://www.Bootsnall.com)

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# Stop Speaking “American” and Start Speaking “Global English”!

By Kimberly Weifling

The former CEO of ABB, Percy Barnevik, stated that the official language of the company was “bad English”. I almost agree, but I reject the negative connotations of “bad English” in favor of “Global English”. And a CEO of a Korean company advised his people that it’s more important to speak *bad* English than *good* Korean. Here I totally agree. Communication is key to business success, and sharing a common language, however imperfect, is crucial.

Although I’m sure that most people assume that they are perfectly understandable to others when they speak English (especially my American colleagues!) in my experience they all might as well be speaking entirely different languages. The solution is not to speak English. The solution is for ALL of us to STOP speaking English and START speaking GLOBAL English.

I’m not a linguist, but here’s a few things I’ve learned about effective communications among global teams: Do your L.A.P.S.s.s.s!

- **Loud** – Speak loudly so people can at least receive the soundwaves.
- **Attention** – Make sure you visually make contact with the person you’re talking with before starting to speak to them. Eye contact varies greatly across cultures, and can be uncomfortable, but is critical to beginning a conversation.
- **Pause** – Many non-native English speakers are “translating in their head”. Although not ideal, it’s a reality that they will need a few seconds to grock (sorry!) what you said.

- **Slow** – Speak slowly . . . painfully slowly. Imagine you are speaking in molasses, then slow down even more.
- **Simple** – Use simple words. Native English speakers use over 5000 different words, but non-native speakers use something like 500 – 1500. Don’t go showing off your vocabulary if you want to be understood.
- **Short** – Short sentences. No long-winded phraseology, with obscure references to previous clauses.
- **Smile** – If they can’t understand you, at least they’ll *like* you!

Oh, and a couple more no-nos:

- No idioms, slang, obscure references.
- Don’t never use no double negatives!

There are a lot of cool tools to help you learn to speak Global English. Here are a few and how to use them:

1. Many people only use 500 words in their typical daily speech. [Here’s a list of the 500 most common English words.](#) If you’re NOT a native speaker – learn them! If you ARE a native speaker – stick to them as much as possible!
2. Smart people prefer complicated solutions, but here’s a simple one – [The Simple English Wikipedia](#). This not a place to show how smart you are, but rather a place to make concepts easily understood. The fact that this even exists gives me hope that someday we will all be able to communicate.
3. [The Pimmsleur Method](#) – Actually this method is useful for learning any language, and I have personally experienced learning Japanese this way.

You learn the same way you learned your original language, by listening and speaking, not by studying grammar and boring drills. Although my Japanese vocabulary is small, when I do speak I am told my accent is perfect, and when I listen I can pick out words and meaning, even though I can’t understand everything being said.

In my experience, it’s not just non-native English speakers who need to change how they communicate. EVERYONE needs to adopt *Global English* in order to assure that 21<sup>st</sup> century global company teams can understand each other.

STOP speaking English! If you are a so-called “native” English speaker, DEFINITELY stop speaking English! START speaking GLOBAL ENGLISH. It’s better for you, it’s better for your colleagues, it’s better for your company, and it’s better for your business profitability.

If we truly are going to realize the dream of a global economy where we collaborate across time zones and cultural boundaries for mutual benefit, we ALL need to change the way we communicate. Let’s not wait for “other people” to change so that it’s easier for us to communicate. Let’s all share the responsibility for improving communication and moving toward a truly global economy. It’s in ALL of our best interests to make the pie bigger instead of arguing over who gets the crumbs. That win-win scenario begins with speaking a common language, and it’s not as easy as just saying “English”. It’s GLOBAL English. Give it a shot (sorry again!).

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Kimberly Weifling is the Founder and President of Weifling Consulting, LLC, Author, [Scrappy Project Management](#), and [Scrappy Women in Business](#)



# Women of a Certain Age, ONLINE HEART FRAUD

By Marcia Barhydt

In the February 2009 issue of *Canadian Living*, there was a great article about three women who were the subject (ok, victims almost) of what author Marcia Kaye euphemistically calls 'romantic fraud'.

These 3 women were strong, capable, bright women, just like you and me. And, just like me, they fell for the oldest line in the book, "I love you". If you're tech savvy enough to be considering online dating, then you need to be wary of the fraudsters who are looking for your money. They're present on every online dating website and they're unrecognizable at first. They'll do their best to sweep you off your feet by telling you way way too soon that they love you. And in my case, the fraud asked me for money without even meeting me!

The first thing they like to do is to communicate with you away from the online dating website, usually in Instant Messaging, so they're not discovered and barred by the dating site. Their profiles are widely varied, never from the same part of the country, never the same 'personality', and never the truth.

When you email them, they'll respond immediately, something that many other legit men don't do and they will be SO charming that it'll be very difficult to resist their intoxicating words.

In my own case, I followed like a lamb to Yahoo Messenger and started a conversation with this fraudster. He was a widower (to capture my sympathy) and was raising a teenage son (what a wonderful guy, eh?). He was on his way to Africa to buy gems (his profession, wow, I could picture the rings on my fingers) and had forgotten his son's birthday. Could I please order some electronics for the kid?



description of what he was looking for, what he had to offer in return. He was always 'God fearing and lonely and looking for his soul mate, to replace his poor deceased wife'.

What gave him away to me was his language. Although his profile was written in impeccable

English, when he emailed or Instant Messaged me, I could tell that English was not his mother tongue. He had phrases and words that were stock, standard in all his communications that had a European sound to them, a sentence construction that said his first language was not English. And within each profile, persona he adapted, that tone was very present. It was what gave him away every time, along with the urgency to talk off the dating website.

And when I say some, I'm talking about thousands of dollars worth here. Then, because his son would be travelling with him, could I ship this stuff to Africa and I'd save the day for him as a Dad and make his son's birthday exceptional. Who could say no? Oh, and he couldn't order the electronics himself because his Visa card was being held by the country he was visiting in Africa, kind of the way a hotel sometimes holds your passport. Huh?

English, when he emailed or Instant Messaged me, I could tell that English was not his mother tongue. He had phrases and words that were stock, standard in all his communications that had a European sound to them, a sentence construction that said his first language was not English. And within each profile, persona he adapted, that tone was very present. It was what gave him away every time, along with the urgency to talk off the dating website.

I believe that most online dating sites are populated with genuine, mostly honest men and women. At the very most, they merely exaggerate their good points and minimize their faults. Men seem often to add a couple of inches to their height and women (ok, me too) seem to subtract a few pounds from their weight. Not a major fraud. Sure, there are other kinds of fraudsters online, married guys who say they're single, mothers of 7 kids who 'forget' to mention them, but for the most part, people are who they say they are. At the very most, they seem to talk the talk, but not actually walk it. My next book is called "Loves Moonlight Walks on the Beach" because I saw that phrase in so many guys' profiles and honestly, I've never met a guy who said "Honey, I'm dying for a moonlight walk on the beach"! Talking the talk can bruise your ego, but isn't that way better than having your bank account raided by a ghost you'll never meet?

I think I'm fortunate. I never lost any money, I never lost any property, and I never lost my own principles. Am I more skeptical now? You bet. But not so much as to be unbelieving, untrusting, unoptimistic.

Because, at 66 now, I may be not as savvy as a 30 year old single woman, but I'm a lot wiser about myself, I'm a lot wiser about who the bad guy is here and I'm a lot wiser about not beating myself up for someone else's fraud. And, because of my 66-year-old wisdom and 20/20 hindsight, I know now that my value isn't reflected by having, or not having, a partner.

I'm a woman of a certain age and I'm certain of my value, especially in a tech environment.

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## Find New Friends; Get a New Circle - The Newest Breed of Social Networking Site Has Arrived!

By Mary McShane

At one time or another in our lives we've all felt like our circle of friends left something to be desired. Perhaps it's simply to increase the size of the existing group or maybe a need is felt to find brand new friends with new interests and fresh insights. But where does one turn in such instances? For those who lack the time, talent or the assertiveness to make friends with the person next to them, this Frucle is a new breed of social networking site that can make many people's friend-making dreams a reality.

Technology has taken social networking to new heights; powerhouses like MySpace and Facebook dominate our lives. Both are great forums to reconnect with old friends, keep in touch with family and manage existing relationships. Unlike these giants, who are geared towards connecting with existing friends, Frucle matches you with brand new people in your area who share common interests. And unlike [Match.com](#) or eHarmony, Frucle does not charge for membership nor does it focus on creating romantic connections. Frucle's sole objective is to help the user form new platonic relationships. Complete with interest-based personality matching, Frucle is the next logical step; its sole focus is to help individuals meet new friends and then aiding them in taking those new connections live in the real world.

The site has a unique compatibility algorithm designed to match friends up based on the interest profile created by each person when they join the site. Not only does the site automatically match you with others based on your score, but it also allows you to search based on a wide range of criteria if you'd like to get really specific. If you're the adventurous sort, try the "Fumble" feature and let Frucle suggest some friends for you at random.

So now that you've found your new BFF, what's next? Individual users are geo-coded to facilitate both friendship connections near them, as well as coupons in their area. All users are given a myriad of coupons local to their location that give them the incentive to go

out in the real world and meet their new connections. The coupon selection ranges from small mom & pop ice cream shops to extreme sporting facilities. For every interest, a coupon can be found to facilitate a meeting. This site holds equal interest for out in the real world and meet their new connections. The coupon selection ranges from small mom & pop ice cream shops to extreme sporting facilities. For every interest, a coupon can be found to facilitate a meeting. This site holds equal interest for families looking for play dates as it does for a single person looking for a buddy to grab a drink with during a sporting event.

Frucle offers more than just great benefits for users. In a down economy, this startup offers cost effective advertising for local businesses. And by cost effective, we're talking FREE. Several months of initial advertizing costs have been waived in an effort to stimulate advertisers and boost user adoption. This is a win-win situation for all involved in that businesses that advertise can do so with low-risk and also bring in new business they may not have otherwise had; users get great deals for places that may be just around the corner that they would have otherwise overlooked.

As our lives seem to get busier and busier, a tool such as this comes at the perfect time. [Frucle.com](#) steps in to fill a void that other sites have inadvertently left. Something for everyone can be found in one location that makes wonderful new introductions and give you great deals to places you'll enjoy.

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About Mary E. McShane ~ After receiving my BSBA from UNLV, I went on to refine a prosperous career in the IWMS software industry. As mother to twins, I'm short on free time; finding fast and efficient ways to network with people like myself, not only personally but professionally as well, is imperative. Visit [www.frucle.com](http://www.frucle.com) for more information.



[DoTogether.com](http://DoTogether.com) is a leading social recommendation Web site that puts collective wisdom to work, providing a truly unique, personalized shopping experience for both consumers and retailers.

DoTogether.com's social application allows consumers to use their social network to assist them in searching for specific items, providing an avenue for them to search and shop the Internet together, faster and better than ever. By utilizing the online social application, users can broaden their search and locate a wide range of product information, gather reviews and feedback, as well as receive opinions from trusted friends and family.

Although retailers are able to send messages to their fans through Facebook Fan pages, it doesn't provide means for retailers to capture the conversations fans have with each other in a beneficial way. DoTogether.com aims to change this with their social platform, providing retailers the ability to tailor the products they push. Their fan base will increase by virality and will provide retailers with the means to target customers beyond their immediate fans.

"I personally use Facebook and don't like becoming a fan of corporate companies on Facebook," reported Diviya Loomba, marketing program manager, EagleFabrics. "When faced with the decision to have our own EagleFabrics brand on Facebook for awareness, the DoTogether.com platform seemed much more interactive and useful than having just a fan page, especially when we found out there was no engineering efforts required on our part."

Serving as a social media marketing tool, retailers can connect with their fans on Facebook, while bringing their products directly to their customers, social network and influencers. Fans can engage their social network to receive recommendations on the retailer's products and influence their purchasing decisions. Not only can retailers engage customers before they make a purchase, but retailers can capture conversations on their Facebook fan page to gather analytics about the products and customers, enlightening retailers as to more effective ways they can tune their marketing campaigns and promotions.

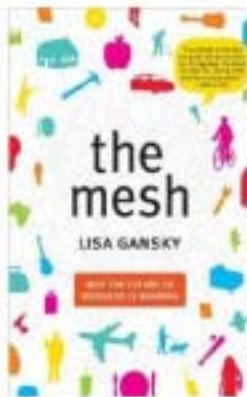
"DoTogether has offered us an innovative platform to power our social media marketing efforts on Facebook," stated Amel Hadid, CEO, Merino Atlanta. "Instead of us pushing the fan page, we can now get our customers to shop with their friends right inside Facebook and give us that much-desired virality to our brand marketing efforts."

More information about DoTogether.com and its social recommendation service can be found directly at [DoTogether.com](http://DoTogether.com). Additional information about the integration of Merino Atlanta can be found by visiting [DigitusMarketing.com](http://DigitusMarketing.com). Lastly, the [Amazon.com](http://Amazon.com) retail demo application can be found at <http://apps.facebook.com/DoTogetherWithAmazon>.





# Worth Reading



## **The Mesh Why the Future of Business Is Sharing by Lisa Gansky**

Traditional businesses follow a simple formula: create a product or service, sell it, collect money. But in the last few years a fundamentally different model has taken root—one in which consumers have more choices, more tools, more information, and more peer-to-peer power. Pioneering entrepreneur Lisa Gansky calls it the Mesh and reveals why it will soon dominate the future of business.

Mesh companies use social media, wireless networks, and data crunched from every available source to provide people with goods and services at the exact moment they need them, without the burden and expense of owning them outright. Gansky reveals how there is real money to be made and trusted brands and strong communities to be built in helping your customers buy less but use more.

In the tradition of *The Long Tail*, *The Mesh* illustrates a huge new opportunity that's already driving new businesses and renewing old ones. It's your essential guide to the new wave of information-enabled commerce that's also improving our communities and our planet.

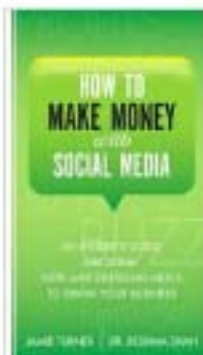
## **Girlfriends 2.0: Why you need to reboot & upgrade your Girlfriends NOW! By Cindy W. Morrison**

is all about women. Cindy shows you how to Dump Sabotage Suzie, Helen Hater and Nancy Needy and instead surround yourself with a loving and supportive Girlfriends Network. Besides her new book that's already becoming a cult favorite, Cindy's Girlfriends 2.0 Show is one of the most popular on The Win (Women's Information Network).



## **Reboot: Refreshing Your Faith in a High-tech World by Peggy Kendall**

In an accessible and conversational voice, Bethel University communications professor Peggy Kendall has designed this practical resource to help Christians think more intentionally about how technology is slowly changing the way we live. By contrasting our high-tech world with a no-tech God, the book challenges readers to decide how to use existing and future technology in ways that are consistent with the values and lifestyle God calls us to adopt.



## **How to Make Money with Social Media: An Insider's Guide on Using New and Emerging Media to Grow Your Business by Jamie Turner and Reshma Shah**

Want to earn big profits from social media? Now, there's an authoritative, up-to-the-minute resource you can trust—and use. This in-the-trenches guide is written by experts who've developed money-making marketing campaigns for many of the world's largest companies. Jamie Turner and Reshma Shah, Ph.D., combine practical strategies and proven execution techniques to show how to avoid crucial pitfalls that other companies have encountered, how to make the most of limited resources, and how to strengthen your brand instead of placing it at risk.

Turner and Shah present realistic guidance for setting objectives, assessing competitors, crafting strategies, selecting platforms, integrating social media into broader marketing programs, and effectively measuring results. Whether you're a marketer, executive, or entrepreneur, this book will help you drive maximum business value from social media—starting right now.

## Stacy Shelton

Author & Breast Cancer Survivor  
from Norman, Oklahoma

### Tell us a little bit about yourself

I'm a former award-winning broadcast and print journalist, a two-time breast cancer survivor, author and speaker.

**In honor of Breast Cancer Awareness Month WE wanted to showcase your story and book for our readers. Can you tell us a little bit about your journey through cancer and why you wrote the book?**

Because of the sheer terror and trauma I was facing, I needed a way to wrap my mind around what I was going through. Writing has always been my way to express the feelings that I sometimes have a hard time processing. Also, I say in the book that when you have been diagnosed with a life-threatening illness, your brain "takes the next bus to Toledo." My brain wasn't functioning. It was as if I had been asked to carry too much information and it shorted out. I couldn't remember what my doctors were telling me. I couldn't remember conversations with others. I had to come directly home and write down everything I'd been told and ultimately, I had to start taking notes while talking to my healthcare providers because I would forget as soon as I walked out the door. I say all this to preface that my journey didn't start out as a book. But the more I went through the process and the more I could see several health issues falling through the cracks, including never really being told what to expect with a bi-lateral mastectomy, I knew that I needed to write a book to help other women, other survivors, their family members and even healthcare providers understand what and who they were dealing with.

### Tell us about the book.

The day I was first diagnosed, a new presence, which I dubbed "Crazy Woman," took up residence in my brain, wreaking havoc on my psyche, and forcing me to face my own mortality. By walking myself through my own death and learning how to cope with the many life challenges I faced during that time, I found a new way of living, free from fear. The book chronicles my journey through cancer, the uninvited force of Crazy Woman and the life lessons that remained. However, it is not just a book about cancer. Almost everything I went through (including personal issues, other health problems and other life-altering challenges), is directly related



*"This book should be read - no, it should be devoured - by anyone whose own life or the life of a loved one has been affected by this horrible disease."  
- Bob Burg, co-author, Wall St. Journal Bestseller, The Go-Giver*

## *Me, the Crazy Woman, and Breast Cancer*

*Strength and Inspiration for the Patient, Survivor, and Those Who Love Them*



*Stacy D. Shelton*

to what we all go through in life. The book is a place where anyone who is going through a life challenge, can find strength, inspiration and hope.

**What are some of the things you have experienced since writing *Me, The Crazy Woman and Breast Cancer*?**

The most humbling, has been getting to forge relationships with other cancer patients and their families who have reached out to me. This year has been very difficult because several of them, who I now think of as family, have died from cancer. However, many of them are fighting like the true warriors they are. Watching them battle this disease with courage, faith, hope and even humor has shored up my belief that we, as humans, are incredible beings.

I was also very fortunate to be named "Best Author" by *The Oklahoma Gazette*, Oklahoma's largest arts and entertainment newspaper. I have appeared on many different radio and television shows, been featured in magazines and have been given a platform as a speaker to teach others how to follow their life's purpose without fear. One of my greatest joys is that I have been able to use my book and the life lessons to also help teenagers. Working with kids is a passion of mine and finding out that the book and its' message have had an impact on them has made me know that there was greater reason as to why I got cancer. I'm so honored that I have been asked to speak in January to a conference of eight schools in Indiana that are raising money for the American Cancer Society. It's something I am very excited about because if I can help kids learn at such a young age to see fear for what it is, False Evidence Appearing Real, and instill in them the courage to follow their passions, even if it means going against the norm, then I know I will leave the world a better place than I found it.



I was asked to participate in the “Hot Mamma’s” Project at George Washington University School of Business, in Washington D.C. The project’s mission is to enable individuals to serve as role models for girls and women across the globe. I wrote an essay regarding the book and how I’ve been able to turn adversity into triumph. The article was chosen as a case study for their program.

### **How has your family been emotionally through your journey?**

My husband and I were separated when I was diagnosed the first time. We had to really look at our lives and what we wanted out of our marriage. Cancer helped us do that and I’m thrilled to say, my marriage now is the one that I’ve always wanted. It also made me appreciate him in a whole new way. I couldn’t have made it through everything without him. He was my hero.

My daughter, who is now 19 and was 14 at the time of my first diagnosis, still has not read the book. Being introduced to the mortality of a parent at such a young age, I think is often times one of the greatest fears a child can experience. She also suffered the loss of two grandparents and an uncle during that time and I know these things were very traumatic for her. I don’t think she is far enough removed from it yet to feel completely safe in reliving it. I know there will come a day when she can read it, but it’s not today.

My father had been an alcoholic for many years. He was angry and abusive and he was someone I never understood. He became sober 18 years before he died and although I tried to get close to him, I couldn’t. When I went through the physical pain of the bi-lateral mastectomy and other health related life-altering surgeries, for the very first time in my life, I understood why he was the way he was. My dad had been in physical pain the majority of his life. Cancer taught me how absolutely debilitating physical pain and stress could be. I even found myself acting out in anger at my own family during the course of my treatment. I didn’t want to, but my edges were so raw that every little thing would set me off. He passed away before I finished my final reconstructive procedure, but when he died, I could truly say I loved him and admired him. Although I was able to cement some relationships, like the one with my father and my husband, I also had to sever some. The relationships I had with my oldest sister and my mother had been tumultuous for years, so much so, that I would literally get physically ill when I knew I was going to have to deal with them. Cancer opened my eyes to all the toxins in my life and after my second diagnosis, I chose to walk away. I had spent most of my life feeling like a huge disappointment to my mother, who often told me if she had it to do over again, she wouldn’t have had her children. That made me feel like I had no purpose - like my life was a mistake. I realized while writing the book that I had a great purpose and I because of that revelation, I vowed to never allow anyone else to define me in that way again, not even myself.

### **What are you doing this month to help spread the word about Breast Cancer Awareness Month?**

I am honored that the book and my story have been featured in various mediums this month, including WE Magazine. I have been told by so many readers that it has given them a roadmap to not only the journey through cancer, but the journey through life’s difficult moments. I don’t just acknowledge breast cancer during the month of October.

I spend the entire year speaking with groups, individuals, families, and even healthcare providers about what it means to fight this disease. I was honored when earlier this year I was able to consult with one of Oklahoma’s largest Cancer Treatment Centers when they opened a new Proton and Photon treatment and Wellness Center. We worked on ideas to help make the experience better for their patients and families. I formed a team last year called “Crazy for the Cure,” to raise money for the Susan G. Komen Foundation. We will be walking for the second year on October 9 in the Central Oklahoma Susan G. Komen Race for the Cure.

I often tweet and Facebook about the newest research on cancer treatments and cures and try to bring awareness to all women that mammograms WILL save your life. I had been having mammograms since I was 24 but two years before I was diagnosed, I stopped because I felt like they were not effective. I found two lumps in my thirties that mammograms never saw. Luckily they were not cancerous but I had actually convinced myself that mammograms were no good. I was totally wrong. The type of cancer I had, Ductal Carcinoma Insitu, would have never been found in a self-exam until it was too late. When I was 41, my OBGYN made me go back and the mammogram found the cancer. It saved my life.

### **What organizations (nonprofit) are you involved in and why?**

My volunteer work centers on kids, as I am a CASA (Court Appointed Child Advocate) and a Bridges of Cleveland County volunteer. A CASA acts as the eyes and ears of the court for children in Department of Human Services custody. Bridges is an organization which helps emancipated teens, who no fault of their own, have to leave their family situation. Some of the kids have drug addicted parents, incarcerated or abusive parents. I raise money for the Bridges Christmas program which buys presents for the teens. We are the only source of gifts they will get. December is my favorite time of the year because I get to shop for them.

### **What is the biggest risk you took writing this book and then promoting it?**

There are many things in the book which are embarrassing, not only me, but to my family. I never wanted to cause harm by revealing them, but as an author, I feel I must be authentic. I think readers can only connect with you if they are allowed to see who you really are.

They need to know that they are not alone and the only way to accomplish that is to let them see the good, the bad and the ugly. For me, there would have been no point in writing the book if I was not willing to expose everything. I am so appreciative every time I have a reader tell me that they connected with me. I've had readers tell me that I was the only person who really "got" what they were going through. I know when I hear those words that I did the right thing.

### **From where do you draw inspiration? Who have been your role models, mentors, etc?**

I have been blessed beyond anything I deserve when I am asked to be a part of a cancer patients' journey. In February of 2009, I was asked via Facebook by a wonderful man named Bill Walling, Jr. if I would connect with him. He told me he was battling three different cancers and just needed to connect with someone else who had gone through it and survived. We only live about 30 miles from each other and he became like a brother to me. Each day he lived his life with such gratitude. Every time I spoke with him and asked him how he was he would reply, "Oh Stacy, life is so good and I am so blessed." On his deathbed in August of this year, those were his last words to me. I keep a picture of him on my desk and I tell him every day that life is so good and I am so blessed. He was courage, hope, faith and gratitude personified. Bill and the countless others I've been able to connect with, inspire me beyond words. They live life on a different level than the rest of the world. They are all great teachers.

### **What one thing would you like to learn this year?**

To live St. Theresa's Prayer: May today there be peace within. May you trust God that you are exactly where you are meant to be. May you not forget the infinite possibilities that are born of faith. May you use those gifts that you have received and pass on the love that has been given to you. May you be content knowing you are a child of God. Let this presence settle into your bones and allow your soul the freedom to sing, dance, praise and love. It is there for each and every one of you.

### **Where do you see yourself in 5 years?**

I hope to still be speaking, writing and working with teens, cancer patients their families and loved ones and spreading the message that we all have a purpose.

By following our passion, we set the stage for that purpose. Passion is God's whisper that you are doing what you came here to do.

I am currently working on two additional books. The first, *The God Place: Universal Principles of Health and Happiness*, is an extension of Crazy Woman. It is about how we must reconnect with our soul's purpose in order to overcome not only the health obstacles we face,

but also, the fear factor that contributes to illness and self-loathing.

The second book, *Ten Things Mean Girls Don't Want You To Know* is about the bullying that takes place between teenaged girls. Through my research I've learned that in almost all cases, mean girls have serious outside problems that contribute to their behavior. Some have absentee parents, abusive or alcoholic parents, unsafe environments, or are victims of sexual abuse.

They have experienced a complete loss of power and they use bullying as a way to regain it. These are just some of the things that mean girls don't want their peers to know. By definition, females are nurturers, and can be a great support system for girls who have lost their power. Opening a dialogue between these two groups can stop the violence and even help heal the aggressors. I see it as a way to bring girls to the a place where even into womanhood, they can forge bonds to uplift and sustain each other instead of being just one more of the obstacles today's woman must overcome.

### **What do you do for fun/relaxation/entertainment?**

I am a University of Oklahoma football nut. During football season, everything in my free time revolves around my Sooners. In fact, the number one thing on my bucket list is to ride the OU Schooner onto the field during a game! I also love to read, do interior design and landscape design for my friends and spend any time I can get with my daughter, who left me an empty-nester in August. She is doing great. Mom, not so much lol.

### **Is there anything else you would like to share with our readers?**

Sometimes we are asked to take journeys we would not wish upon our worst enemies. How we respond during those times, defines us like nothing else ever will. When we can face adversity head on, knowing that whatever the outcome, we can use that time to be an inspiration to others, we are truly the masters of our destiny. And if we ever allow fear to control our destiny, we rob the world of the one gift we came here to give.

### **How can our readers connect with you online ?**

On my website: <http://www.StacyShelton.com> and Twitter: @StacyDS Shelton Facebook: <http://www.facebook.com/stacydshelton>

### **Where can we get a copy of Me, The Crazy Woman and Breast Cancer?**

It is carried in many bookstores or can be ordered from your local bookstore. It can also be ordered online at Amazon or Barnes and Noble.





# Alicia Vargo

CEO and Owner,  
Pampered Passions Fine Lingerie  
in Park Meadows, Colorado

## Tell us a little bit about yourself and what you do professionally.

For the past 10 years I have run Pampered Passions Fine Lingerie, a lingerie boutique in Denver, Colorado and online. My husband John and I opened the store to give women an experience to shop for lingerie in a nurturing, warm and caring environment rather than be “just another lingerie store” trying to sell and glorify sex. It’s my personal and professional mission to nurture the female spirit, making women feel beautiful no matter what their size, shape or background, and that is what I do each day.

## What do you enjoy most about your profession and why did you choose it in the first place?

Simply put, I get to work with the most amazing women! From my amazing team of employees to the warm customers that visit our store and online business each day, we encounter so many wonderful people with great stories to share. I’m always amazed at how lingerie can truly change people’s lives, really!

Beyond the business it’s really about the work I do in the community with many organizations that work with breast cancer survivors and disadvantaged women. I am able to live my mission of ALL women feel beautiful inside and out. Our business affords us the luxury of assisting women less fortunate everyday.

## Tell us about the non-profit/charitable/community organizations your company supports? Why did you choose them? How do you support them? For instance, do you volunteer, donate products and services, money? Do you serve in a leadership capacity within the organization?

First, I have partnered with Dress for Success to fit disadvantaged women with new bras. Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire and career development tools. Through this partnership, I travel the country to fit women in need with new bras. Dress for Success takes care of their outerwear, we make them feel confident “all under,” which is just as important as the suits, shoes and purses. In addition, Pampered Passions Fine Lingerie donates hundreds of bras each year to the organization for these events and more. All of our efforts here – travel, hotel and product - are pro bono.. To date I’ve fitted hundreds of women with new bras in cities such as Denver, New York City, Seattle and Colorado Springs. Many of these women have never had a new brand, much less ever been properly fitted for one. It brings joy to my heart to provide this service to the world.

Second, I am committed to helping the breast cancer community feel nurtured as well. I spearhead an annual Lingerie Fashion Show each year to raise thousands of dollars for breast cancer research. Most of the lingerie models in the fashion show are breast cancer survivors. There is rarely a dry eye in the house at the end of the show. I have also partnered with the American Cancer Society to fit women who have undergone mastectomies and don’t have insurance to receive a complimentary new bra and prosthesis. The American Cancer Society donates wigs, bras, prosthesis and many other things to the women without insurance – and Pampered Passions Fine Lingerie will be supplementing these donations as more women need help. My official role is “Bra Ambassador” and I’ll be traveling the country to help women get the bras they need after surviving difficult procedures and treatments. Additionally, I founded the Breast Cancer Pirates program, the only support program in Colorado to match breast cancer survivors with new breast cancer patients.

It's a way for me to give back to the world and community that has given me so much. We have made many "matches" already and plan to bring more women together in the future as the program grows.

**How has your support impacted the organization? You/your company?**

We do all these community programs because it makes sense to help others. It's our faith and our mission in life. Its wonderful that many large corporations write checks to different charitable organizations, but it's a bit different perspective being so "hands on" in the trenches! We have been blessed to be rewarded for our efforts and we are forever grateful when that happens. Personally, I received the Leading Lady Award in 2009 by Ladies Who Launch, an organization that supports female entrepreneurship. I was named Outstanding Women in Business by the *Denver Business Journal* in 2010, in recognition for our extensive community service and outreach programs. Pampered Passions Fine Lingerie took home the Best Shops Award in 2010 from leading lingerie magazine, *Intima*, in honor of our extended commitment to our community.

**What is the biggest risk you ever took professionally and/or the biggest obstacle you have overcome?**

Starting a business was a huge risk for me. I left a comfortable job and began Pampered Passions Fine Lingerie during a time when businesses – particularly dotcoms – we're coming and going. I believe that entrepreneurs who aren't afraid to take risks, make mistakes and risk failing at times are the ones who find the most success and who are most admired among their peers.

**From where do you draw inspiration? Who have been your role models, mentors, etc?**

I find a lot of comfort and support from my husband, John, who is my rock. He brings so many creative ideas to the table and helps me focus on my priorities. I take tremendous inspiration from the ladies I fit who are less fortunate. The ladies who are associated with Dress for Success or the breast cancer survivors are very genuine, courageous ladies doing their very best to get through their own personal obstacles. I also take great inspiration from the women I am surrounded by, particularly other entrepreneurs. I admire how they grow and nurture their businesses and "borrow" ideas from them all the time!

**What one thing would you like to learn this year?**

How to be more than one person! To be involved in surgeries with plastic surgeons to better equip my knowledge for post-op fittings since we help so many women in that situation.

**Where do you see yourself in 5 years?**

On a council assisting women in a multitude of capacities.

**What do you do for fun/relaxation/entertainment?**

Meditation, yoga, spend time with my family, stained glass

**Please share the social networking sites to which you belong:**

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# Is Your Cell Phone Killing You?

By Dr. Debra Greene



Women are known to be talkers and we love staying connected with our friends and family through long phone conversations. We can get annoyed when our husbands don't call and we become insistent that our kids be available by phone to talk or text us with their whereabouts. The cell phone has entrenched itself so firmly in our lives that it's hard to imagine functioning without it.

But what if cell phones are actually harmful? What if this new wireless technology that is taking over the planet has detrimental health effects that go way beyond distracted driving? There is growing evidence that this may very well be true. A group of scientists from around the world have banded together to form an international consortium focused on electromagnetic radiation ([www.Bioinitiative.org](http://www.Bioinitiative.org)). Concerned that the multibillion dollar cell phone industry, and the governments they lobby, may not have our best interests in mind these independent scientists and health officials poured over more than 2000 research studies on electromagnetic radiation exposure effects. Their conclusion: The current regulations are grossly inadequate to protect public health.

Your cell phone produces two types of radiation, extremely low frequency electromagnetic fields (ELF) from the electricity it takes to power your phone, and radio-frequency radiation (RFR) from the wireless carrier signal that allows you to talk and text. This is a double whammy for your health. Cell phone use has been linked to various forms of cancer, brain tumors, leukemia, nervous system dysfunction, and changes in brain functioning. It has also been shown to compromise the immune system and damage DNA. And this is just the beginning. Very few long-term studies have been done because cell phone technology is so new.

## Why chance it? Why take the risk of being a guinea pig?

You don't have to discard your cell phone and return to the dark ages. There are some simple, cost-free things you can do to help protect yourself and your loved ones.

This list was compiled, in part, from a Cell Phone Advisory put out by the University of Pittsburgh Cancer Institute.

**1)** Do not allow children to use a cell phone (except in emergencies). It's tempting to hand your phone to the children so they can say hi to Dad but this is not a good idea. Because of their developmental stages, children are much more susceptible to radiation than adults. Despite what advertisers might say, a cell phone is not a toy and should be used with caution. This includes not using the cell phone to play mobile games or gaming applications.

**2)** Keep the cell phone off of your body. Do not sleep with your phone or carry it in your pocket. Keep it as far away from your body as possible (e.g., in your purse). When talking, use speakerphone instead of holding the phone next to your head. The human body is a bioelectrical system. Your brain and heart are regulated by electrical signals and a cell phone within close proximity to your body interferes with fundamental bioelectrical processes.

**3)** Do not use a cell as your primary phone. To limit your exposure, use it like a portable answering machine. Turn it on to access messages and then turn it off again. As soon as you get to your home or office, forward your cell to an "old-fashioned" landline—one with a cord. (In terms of radiation, cordless phones are just as bad, or even worse, than cell phones.)

For more tips on electromagnetic radiation safety in your home, office, and car, please visit my website [www.YourEnergyMatters.com](http://www.YourEnergyMatters.com) for a FREE report on "Cell Phones and Your Energy."

Dr. Debra Greene has worked with thousands of clients and taught hundreds of workshops. She is known for her ability to get to the core of energy imbalances. Author of *Endless Energy: The Essential Guide to Energy Health*, she is committed to empowering others to master their own energies. Visit her online at [www.YourEnergyMatters.com](http://www.YourEnergyMatters.com).





# Is Your Teen's Cellphone a Sexting Tool?

by Lori Cunningham

**Cellphones** can be a powerful and an effective tool in communicating to others. Teens know this better than anyone else. For many teens, cellphones are their "lifeline" to their social life. In fact, [according to](#) a national survey from [CTIA](#) and



[Harris Interactive](#).

*Nearly half (47%) of US teens say their social life would end or be worsened without their cell phone, and nearly six in 10 (57%) credit their mobile device with improving their life.*

The study goes on to reveal that according to teens, cellphones are the most telling thing about their social status or popularity – even more so than watches, jewelry, or shoes!

Teens surveyed stated that they spend as much time texting as they do talking each month. Teens prefer texting over talking because:

- it's faster
- they can multitask
- avoid verbal conversation
- it's fun

Texting provides teens with a quick way to get an answer or to communicate a message and often times the message is returned in a timely manner. But with today's teens, there's more being sent than just a message or question. Sexting is rapidly becoming popular and commonplace.

**Sexting** occurs when a person sends a text message to another that contains a message of a sexual nature or a sexually suggestive, nude, or partially nude picture or video. Sexting is gaining popularity amongst adults and teens. LG Mobile Phones conducted a [survey](#) in 2009 asking teens and their parents a number of questions about their cellphones. LG found:

## What Teens are Sexting

According to a [study](#) on teens the National Campaign to Prevent Teen Pregnancy conducted in 2008:

- 20% of teens admitted to sending naked or near naked pictures of themselves in text messages
- 39% of teens admitted to sending sexually suggestive messages to someone (notice 39% in 2008, but 43% in 2009 - this alarming trend is growing)
- 33% of teen boys and 25% of teen girls said they have had nude/semi-nude pics—originally meant to be private—shared with them

## Why Teens Sext

When asked why teens are sending sexting messages, the top reasons were:

- to be "fun or Flirtatious"
- to give a "sexy present" to their boyfriend/girlfriend
- as a "joke"
- to "feel sexy"
- they felt pressured

When asked further about using their cellphones,

- 22% of teens felt that technology helps them to be more forward and aggressive
- 38% believe that exchanging sexual content makes dating or hooking up with others more likely
- 29% feel that exchanging sexual messages are "expected" to date or hook up

## Sexting as the Norm?

You can see from these statistics that our teens are feeling tremendous pressure to "fit" in. New social norms are being created in how teens communicate, flirt, and date each other. Passing notes to each other has never been so personal; and yet have such a great possibility of the message becoming widespread in such a short period.

*"That so many young people say technology is encouraging an even more casual, hook-up culture is reason for concern, given the high rates of teen and unplanned pregnancy in the United States," said Marisa Nightingale, Senior Advisor to the Entertainment Media Program at the National Campaign to Prevent Teen and Unplanned Pregnancy. "Parents should understand that their own notions of what's public, what's private, and what's appropriate, may differ greatly from how teens and young adults define these concepts." Susan Schulz, Special Projects Editor, Hearst Magazines. (1.)*

Sexting is becoming so prevalent that **"1 in 4 teens feel that many people sext and there's nothing wrong with it."** (LG Survey). It's safe to assume that if this question is asked of teens in a few years, the number of teens feeling this way will be even higher. What at first seems so shocking minimizes over time as teens receive more sexting messages.



## Dangers of Sexting

Sexting can lead to many unanticipated situations:

- **embarrassment** - as the picture/message is sent across town
- **stalkers**- wanting to see more of what they saw in your forwarded sext message
- **isolation** - from others who thought your sext was inappropriate
- **desperation**- as you continue to send sext messages to get someone's attention
- **depression**- if the person receiving your sext message does not respond
- **date rape** - you finally begin dating someone and they thought you wanted more
- **job loss** - pictures and messages don't disappear - they are always lurking; Employers are looking for mature responsible workers
- **college admission decline** - colleges are checking applicants online to decrease number of disruptive students
- **cellphone loss**- your parents will likely take your cellphone away if they find out about your sexting
- **unsolicited pictures sent back** from others who "received" your sext
- **charges pressed**- from others who found your sext offensive
- **jail time** - pictures of under-aged children (under the age of 18) are considered child pornography and are illegal

What might start as a private message or joke between two teens can rapidly spread like wildfire across schools, towns, counties, states, even countries. If a teacher or school administrator sees the sexually explicit picture in a sext, they are required by law to report it to the authorities. Likewise, as a parent, if you observe anything potential illegal, you have a responsibility to report it to the police. As adults, we know and feel the pressure of doing the right thing. Teens need to be taught and warned about the repercussions of their actions and be reminded that nothing is "private" when sent electronically.



*"Pictures traded with a click of a button can change a teen's life forever." (Gigi Stone, ABC News)*

## Important Texting Acronyms to Know



Teens utilize acronyms to:

- 1.) make it easier and faster to send a text
- 2.) hide incriminating words from parents or others who might read it

Here are a few acronyms to give you an idea:

MOS Mom over Shoulder

- MOS Mom over shoulder
- TDTM Talk dirty to me
- GYPO Get Your Pants Off

The list of acronyms is exhaustive. Fortunately, there are a number of resources readily available on the Internet to help parents decipher text acronyms:

[LG's DEXTR](#) - LG's website contains a database of acronyms and allows you to add new ones

[Top 50 Internet Acronyms Parents Need to Know](#)

[Top 50 More Acronyms Parents Need to Know](#)

[25 More Sexting Acronyms Parents Should Know](#)

## Guidelines When Giving Your Teen a Cellphone

One action you can take to safely steer your teen through their tempestuous teen years is to regularly check your teens' text messages. Be sure to review all sent and received messages. It's important to note that teens can and will delete messages at times - as they most likely know that you are reviewing their phone periodically. Nonetheless it's important for them to see that you are checking their phones so they can be more aware of how they are using their phone.



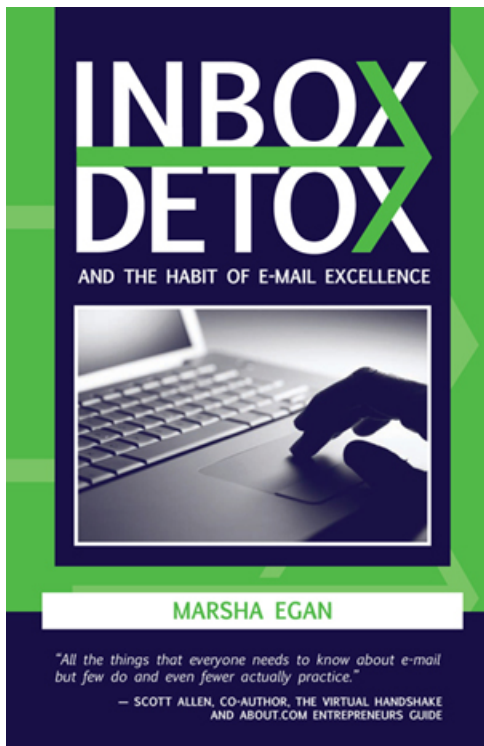
When you give your child his/her first cellphone it is best to alert him/her upfront that the cellphone:

- Is the parents' property – your teen is just 'borrowing it'
- Will be spot checked by the parents
- could be used as "evidence" to ensure message offenders do not repeat inappropriate behavior
- cannot be "locked" without giving the passcode to the parents first

Some parents believe that checking their teen's cellphone is an invasion of privacy or is not needed because their teen is a good kid. I disagree. Looking at the statistics in this article, it is more than likely that our children will receive sexting messages. Even "good" kids can be led astray from peer pressure. Based on the dangers discussed, there's too much at risk to NOT check your teen's phone.

It's imperative that parents talk to their teens about the risks and consequences of their actions. Decisions to send or forward a sext message today can haunt your teen many years in the future. Teach your teen to treat others with respect and integrity while in person, on the phone, or through text messages - the medium should not matter. Doing so will keep your teen out of trouble and possible humiliation.

(1.) [http://www.thenationalcampaign.org/sextech/PDF/SexTech\\_PressReleaseFIN.pdf](http://www.thenationalcampaign.org/sextech/PDF/SexTech_PressReleaseFIN.pdf)



# Has *Technology* Turned Your Life Inbox-Out?

By Marsha Egan

*Technology is zooming. Email is instantaneous. Information is exploding. Stop the world, I need to get off! Or at least turn it off...*

The advances in digital technology are truly amazing. We can check email at 2:00 AM, receive phone calls while traveling wherever we are, and hold real time video meetings with clients halfway across the globe. It seems as if everyday a new device or software program hits the market designed to make our lives faster, easier, and more connected at all times. However, just because technology gives us the capability to do something, doesn't mean we should.

We all know that we can't work 24/7. Hey, we've gotta sleep! But more than that, having a work/life balance is proven to make us more effective at work. We know this is true; but how many people actually follow through?

A lot of women have that nurturing gene that tempts them to care for themselves last. It happens with raising children (baking those cupcakes for the soccer team at midnight) and, unfortunately, this instinct doesn't turn off in the work environment.

The big challenge for us is that there is enough work, information, and business "stuff" to occupy our every waking minute. It's easy to become overwhelmed. So, to make your life as simple as possible, set some guidelines for what you do when you work and what you won't do when you're not at work.

By doing this you'll feel more engaged on the job, be more productive, and feel less inclined to be constantly connected during your free time. While productivity is a subject that could fill tomes, use these three efficiency hints to make the most of the time you choose to work.

- 1. Check your email no more than 5 times during the work day.** Shut it down, and only open it in the morning, mid-morning, after lunch, mid-afternoon, and near the end of your workday. You'll survive, and you will be amazed at how much more quality work you'll get done because you've minimized the persistent interruptions that occur with email dings and flashes. Interruptions steal minutes and even hours from workers. Minimizing them will help you find time you never knew you'd lost.
- 2. Set your objectives in weekly "chunks."** At the beginning, or end of your week, set objectives for your major goals in the coming week. Keep them present - on your bulletin board, in your planner, or other secret place that you review regularly. This broadened view can help you see your priorities which feed into your daily plans.
- 3. Plan your day and stick to it.** Use one regular time each day (most people prefer mornings) to assess everything on your plate, set priorities, estimate the time it will take for each, and get to it. This planning must include those tasks delivered by email - email is not a separate activity. Of course there may be a high priority interruption every now and then, but set your daily plan and stick to it. All this electronica is distracting and pulling us from our plans, tempting us with low priority items that just scream to be cleared from the inbox.

Being productive while working enables you disconnect from work without feeling guilty. We call this "setting boundaries." This is where we take control, and become intentional about disconnecting from our electronic tethers.



So how and when do we turn it off? There is no set formula that works; we all have unique situations and need to discover which boundaries work best. However, here are some thoughts to help you build your own system:

**1. Boundaries and routines go together.** The more you can make your electronic boundaries part of your routine, the better. As an example, one of my clients turns her Smartphone off the minute she walks in the door to her home after a day of work. This is a signal to her to shift to the “mom/home” role, and her family knows that she won’t be talking on the phone or texting as she walks in the door.

**2. Turn the electronica off in large intervals.** Stop checking your Blackberry every time you have a break. Give yourself intentional relief from thinking about work. Remember that many times when you check that email, such as in the evening, there is nothing you can do about it at that moment (other than stress about it!) And stop checking right before you turn in for bed – nothing good can come of that last peek.

**3. Share your boundaries.** Communicating the boundaries you’ve chosen will help others honor them. Remember, there is nothing wrong with setting boundaries; you’ll be respected for it because you’re honoring your own life/work balance.

Productivity at work combined with healthy electronic boundaries will allow you to focus on the important stuff in life. Your family will thank you and so will your boss when the quality of your work improves! By spending a bit more time disconnected you’ll be amazed at how much more efficiently you work when you are connected.

***Try these methods out for just one week and you won’t ever want to turn back!***

Marsha Egan is president and CEO of The Egan Group, Inc., an executive and life coaching firm that motivates business leaders to master the people side of business growth. Named one of Pennsylvania’s 50 Best Women in Business, Marsha Egan is a highly regarded speaker who has addressed over 50,000 people throughout the world. She is the author of *Inbox Detox* (Acanthus 2009), which reveals the twelve-step program that saves individuals time and sanity by establishing habits of email excellence. To learn more visit [www.inboxdetox.com](http://www.inboxdetox.com).



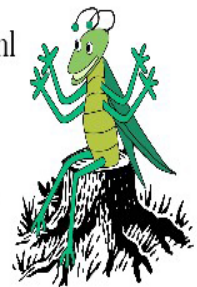
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# Sharing & Personalization in Facebook Just Got Easier...

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New Facebook Applications Extend Natural Use of Pen Input to Online Social Activities; Open New Ways to Connect and Engage with Friends and Family. Sure, Facebook is fun...but have you ever experienced it using a Wacom Pen? Setting a new standard for social media interaction, Wacom RECENTLY announced the launch of its first two Facebook applications, [Bamboo DoodleScape](#) and [Bamboo CardBuilder](#), currently available at [www.facebook.com/wacom](http://www.facebook.com/wacom). These free applications take advantage of Wacom's patented pen input technology and allow users to share an open drawing canvas with friends or create a truly unique "handmade" digital card. Now, Facebook enthusiasts may experience an entirely new and personalized way to interact with friends and family.

Accessible to anyone using Facebook, owners of a Wacom pen tablet gain additional benefits when using Bamboo DoodleScape and Bamboo CardBuilder. When crafting a personalized online creation, these applications recognize pen input and pressure sensitivity, creating a more precise, natural and accurate representation of a user's vision, a first for any Facebook application.



*"It's simple! Bamboo is adding fun and creativity to everyday computing," says Dennis Hoff, consumer product manager at Wacom. "There is no longer a need to rely on the default fonts or static imagery we have become accustomed to over the years. Users everywhere, of every age and background, can quickly and easily express their personal creativity and vision through Bamboo DoodleScape and Bamboo CardBuilder, creating a whole new level of social interaction."*

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Competitively priced, there is a Bamboo tablet that fits varying needs and budgets. The Wacom Bamboo Pen and Touch (\$99 USD), Bamboo Pen (\$69 USD), and multiple other [Bamboo tablets](#), are available for purchase from Wacom resellers and online at <https://direct.wacom.com>.

### **Check them out online at:**

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Facebook: [www.facebook.com/Wacom](http://www.facebook.com/Wacom)

Twitter: [www.twitter.com/WACOM](http://www.twitter.com/WACOM)

YouTube: [www.youtube.com/wacom](http://www.youtube.com/wacom)



# Learn to Manage Your Technology Tools to Regain Ownership of Your Time

By Stefania Lucchetti

One of the most difficult issues that working women face today is an increase in the pace of the day and constant feeling to be running out of time. This affects energy levels and creates a constant feeling of guilt – women often feel they are not dedicating enough time to anything, while trying to juggle their career, family and personal interests.

This feeling is often heightened by the use of technology tools. Technology should be our friend, it should help us free our time, and yet it often becomes a constant source of stress especially when we have to be on the call all the time with emails, blackberries and phone calls.

The uncontrolled use of technology creates a state of mind where we become obsessed with clock time: seconds, minutes, and hours in a day, passing by, unchangeable, inexorable, to be filled, to be scheduled. This perception is created by the fact that we let our time be filled with external stimuli and demands over which we think we cannot - and therefore we do not - exercise any control.

We therefore live our days on autopilot and lose awareness of time in any other way than as measured by the ticking of the clock. Your perception of time however may change if you think of time in other ways.

You can view time as what you decide to dedicate attention to and the quality of that attention.

Your attention is the scarcest, most precious resource you have, especially now in the digital age. We all have what I call with my clients a limited “mental bandwidth”: that space in your mind that allows you to think, dream, make plans and avoid living life in a merely reactive way.

An uncontrolled use of technology tools can completely destroy that mental bandwidth. Technology tools prompt us to react immediately and mindlessly literally eating up that space in your mind. This in turn creates an increased sense of stress and feeling that there is not enough time in your life.

How do you break free of this circle?

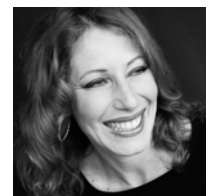
You can start viewing time in a different way: instead of perceiving time as slots that need to be filled with maximum efficiency (which usually turns into doing more of everything, which means responding to everything, even

when it would be more productive to do less) you can start to view time as an allocation of attention. Attention, especially in the digital age, is your most important resource. Recognizing that how you allocate your attention drives how you allocate your time you will start perceiving time differently: every moment of your life is not an empty clicking clock to be chased, it is instead the choice you make at that very moment of what to dedicate your attention. And the sum of those choices is what will shape the content of your life. Managing your technology tools is the first step in regaining control of that attention.

Here are a few practical tips you can take to start reclaiming your time:

- 1 Make the decision to turn off your blackberry, iphone, computers and television at certain specific hours of the day.
- 2 Take a 1 hour break from emails before going to bed.
- 3 Do not look at emails first thing in the morning.
- 4 Move your blackberry (or iphone or other device) to a different room at certain times during the day. Especially, ensure it is not in your bedroom.
- 5 When you want to concentrate on task that involves digital information and get things done productively, print out the information and work on printed documents.
- 6 Avoid sending stream of consciousness emails. Wait until your thoughts are clear before writing.
- 7 Schedule your day so that it has a time slot for emergencies or “urgent” last minute things.
- 8 Schedule your own personal time in your calendar.

**Stefania Lucchetti** is an author and professional speaker. She regularly speaks for Fortune 500 companies on time management, leadership, information overload, and making ideas happen. Her book *The Principle of Relevance* deals with information overload and how to make information a tool of empowerment rather than a form of distraction. See her website at [stefanialucchetti.com](http://stefanialucchetti.com).



## Printed Book Uses Mobile Barcodes to Link Readers to the Web



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Breaking with publishing tradition, *How to Develop a SmartPlan for Your Business* is the *first-ever* interactive printed book. Its secret? *SmartPlan's* DNA merges print with digital to let readers instantly *learn more* without leaving the printed page! Author, *Lynn Manning Ross*, sees the introduction of INK<sub>and</sub>LINK in her new title, as a way to quickly add voice to the printed word; INK an idiom for print and LINK meaning just that—link.

As for the millions of entrepreneurs starting a business, reengineering one or seeking funds, she sees *SmartPlan* as a new and very smart way to help them quickly develop or update their business models and plans. INK<sub>and</sub>LINK is a major bonus and an exciting boost for both readers and the future of print. Interactivity easily unpeels a steep learning curve in fast forward for the latest web-savvy marketing tools and ideas!

### HOW DOES INKandLINK WORK?



- 1) The reader wants to explore more details than the author provides in the text.
- 2) A customized two-dimensional barcode complements the author's narrative.
- 3) Using a web enabled smartphone with a camera, the reader scans the barcode.
- 4) Without leaving the printed page, the smartphone links the reader to a *free* website to *learn more*.
- 5) With the printed book in one hand and a smartphone in the other, the reader now watches a video, a webinar, listens to a podcast or reviews a whitepaper on his or her smartphone.
- 6) Another reader may opt to type the written URL into their browser with the same result but this time the website is viewed on a computer screen—theirs or at the library.

Patent Pending

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September 29, 2010



# Wine Apps

The Good to the Downright Silly

By Jennifer Simonetti-Bryan



Look up “wine apps” on itunes and over 700 different iphone and mobile applications pop up. There are apps that can help you with pretty much anything having to do with wine. Beware though. Some are great, some are “works in progress” and others are just downright silly.

So say you had a great wine with your sweetheart and the next day you can't remember what it was. That doesn't have to happen again. There is now an app that allows you to take a photo of the bottle while at the restaurant, it will take your notes, give you the option to tweet to friends and find stores nearby with the best pricing for that particular wine. It is called Snooth Wine Pro and it's on itunes for \$4.99. It has the technology to identify the bottle from a photograph of the label, record it and find it within stores in your area.

Another good application that is great with tracking notes and chatting with your social media buddies is Bottlenotes from [Bottlenotes.com](http://Bottlenotes.com) for \$1.99. These can help you remember what you drank, always keep a record and share your experience with like minded wine friends.

But let's say you just want to know what the experts think and you need help choosing a wine. There are also apps that can put wine critic's ratings at your very fingertips. Wine Enthusiast has wine app for \$4.99 called Wine Enthusiast guide which includes almost 90,000 ratings on wines. Wine Spectator Magazine has a free app that shows you there vintage charts which I have found useful. These reference applications can help you choose a wine in a restaurant or in a wine store when you need the advice of industry revered critics.

Food and wine pairing apps are a work in progress and many of them are quite cumbersome. Some have algorithms that make the decision for you that sometimes work and others based on personal experience and reviews. For example Nat Decants Wine Reviews, Pairings and Recipes app includes over 380,000 food and wine pairing reviews.

They claim these are professional reviews. However, they could not all be from one reviewer because if you do the math, that would mean food and wine pairings everyday for 300- 1,000 years. Great thing about this app though, is that it's free.

For any of these reviews or ratings applications it is important to make sure you and the critic have the same type of palate and you agree with their assessment. So test a few out. Otherwise you will end up disappointed every time.

Now for the down right silly. Real Wine, Real Wine Lite and Real Champagne are three applications that are virtual wine glasses. It shows the wine glass on your screen, when you swirl the iphone it swirls the wine in the glass and you can even pretend you are drinking the wine from your iphone. Unfortunately this is all it does. Although some positive reviews of this app say it's good for the designated driver, I can't imagine using it more than once as a “look isn't this cute”. However, some may find that this is worth \$1.99.

There is no one wine app that does it all yet, but whether you like them or find them silly, they are all fun to play with. This is wine we are talking about, after all! One thing is for sure, there are more and more wine apps coming out with hundreds of updates every day. I just can't wait to see what comes out this holiday season.

Galileo said “wine is happiness held together by water and sunshine.” I wonder what he would have said about wine apps.

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*Jennifer Simonetti-Bryan is a Master of Wine (MW), the highest wine title in the world. She is one of only five women in the US to ever achieve the MW. She has taught thousands in the industry and is the host and author of The Everyday Guide to Wine by The Great Courses ([www.everydaywineguide.com](http://www.everydaywineguide.com)).*



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