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Alive Magazine

**2009 Women of the
Year**

**Get Your Financial
House in Order Before
You Lose It**

The Time Is Now

**How To Deal with Black
Women that Bring You
Down**

Absolutely Fabulous!

**Taking the Lead to
Save Our Planet**



March 2009
Issue 42



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LETTER FROM THE EDITOR

Welcome and Happy 2009,

This is a **very** exciting time both professionally and personally. I want to thank all of our writers, graphic designers, photographers and of course our readers for making ALIVE magazine what it is today. ALIVE has grown from a thought in my mind to a living breathing creation— evolving from what was a seemingly unattainable goal to a publication that continues to inspire women of all ages, backgrounds and experiences around the globe.

March is Women's Heritage Month and we have selected the ALIVE 2009 Women of the Year, please take time to read about each of these phenomenal women. To the women of the past I give thanks, to the women of today, I challenge you to become a complete woman, living life gracefully, with wonder and all the power you possess. I ask that you raise the bar, never underestimating yourself, your abilities, your wisdom.

Some say — mission accomplished — I say mission just begun. As I sit and write this letter to you, our readers, I think of the wonderful things that have taken place leading up to this issue. I wonder — have I accomplished enough? What should I have done differently? Then I realize that everything that happened — occurred just as it should have. Those things that were not pleasant, have not been a waste of time, but rather, an experience — to learn acceptance and understanding.

To everyone with whom I started 2009 as well as our readers, I wish each of you

Happiness as you have never known

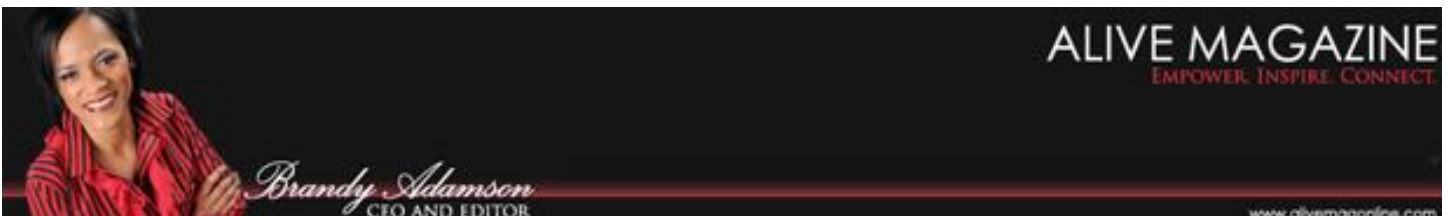
Courage to accept the adventure

Strength to make a difference

Wisdom to let go

While I don't have room to thank EVERYONE that has impacted my life, I want to thank my family and my sister circle as well as that special person that continues to inspire me to achieve all that is possible within in me — what a journey to this point. Again, I thank you.

*I challenge each of you to **live life on purpose!***



IN THIS ISSUE

This issue is full of resources for all business to make a positive impact to their bottom line in 2009. This issue also announces the 2009 ALIVE Magazine Women of the Year.

During the month of March, ALIVE Magazine will highlight 5 entrepreneurs every 3 days. If you want your business to be highlighted during the month of March, please email your 50 word busi-

ness summary and contact information to inquiries@alivemagonline.com.

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Crash! Crash! Crash! It's instinctive to pull your head down and duck for cover when foreclosure, credit crunch and banking crisis missiles are landing all around you. But contrary to what the media are telling you, the #1 determinant of your prosperity is not "the economy" but your own attitudes and behavior.



4 Ways to Manage Your Mindset During a Recession

If you hunker down, retract your marketing and let fear drive your daily actions, your business will contract. Guaranteed! If you remain standing, keep your balance and steer intelligently around today's slightly changed marketing landscape, you'll do fine.

The following tips show you how to maintain the mental balance that enables you to navigate through a recession confidently and profitably. Manage your mood swings and the rest becomes easy.

1. Ration your news watching.

Some say that the unofficial motto of the news media is "If it bleeds, it leads." In other words, it's their job to forcefully tell you about all the bad news. Television news, in particular, can not only inform you, but infect you with fear from an unbalanced view of what's happening that may not match what's true in the world that most impinges most on you. You may find reading the news in a print newspaper less alarming than listening to the news on radio or TV.

2. Stay positive.

Notice what you're saying to yourself, and develop a positive, feel-good affirmation to replace negative statements. During mid-2008, I had a lean couple of months and noticed I had been saying things like, "I don't really need much money." I replaced that with an affirmation developed in conversation with my business coach: "I have the luxury of being able to do whatever I like, and money flows to me effortlessly from that." Was it an accident that my cash flow improved? You decide.

3. Drop unpleasant customers:

Yes, I mean it. You need all your wits about you to be creative and resourceful. Anger and resentment sap your energy. Refer the disagreeable clients to a colleague who is feeling desperate. And who knows, they may get along just fine.

4. Play.

Spend time doing something that makes you happy, whether that's playing with your kids, riding your Harley, playing your favorite music at full blast or skimming rocks on a nearby pond. Feeling crazily, unreasonably joyful for even a little while helps you attack business problems with an optimistic perspective. According to research by University of California at Davis psychology professor Robert Emmons and others, counting blessings rather than focusing on burdens increases your health and general well being. I wouldn't be surprised if it increases your earnings, too.

Now you can understand why it is a huge mistake to retract your advertising and stop spending on customer outreach. Instead, continue the marketing efforts that worked in the past. Revive those that previously worked but you stopped because you got tired of them. And think about ways to tweak your marketing messages so they appear especially relevant to those suffering from the economic downturn.

Make sure clients are happy with your products and services and fix any quality issues. Consider reasons why, in good times, people remain on the fence about buying from you, and take away those doubts and objections. It's also a great time to join forces with other business owners to share ideas on how all of you can remain recession-resistant.

To paraphrase a famous saying of Eleanor Roosevelt, "Nothing can pull your business down without your consent." You have a choice about what attitude and actions to take. If you refuse to adopt the mindset of those running around right now like Chicken Littles, you will be able to look back on the era of gloom and doom with a smile on your face and a big bankroll in your pocket.

Master marketer Marcia Yudkin, author of *6 Steps to Free Publicity* and 10 other books, has been selling information in one form or another since 1981. This article is excerpted from her report, "*33 Keys to Thriving During a Recession*," available as a free download from <http://www.yudkin.com/recess.htm>

BEAUTY TIP BY SHONNY

We just finished with the Oscars. All the celebrities will be red carpet ready. Glamour will be in full force. Celebrities like Beyonce and Jessica Alba wear a few eyelashes here and there. From designer gowns to designer makeup, you too can look like them. This article will tell you how to have red carpet celebrity eyes whenever you want them. At some point we all want to be our own celebrity. Why not? You deserve a little star treatment.

1. First you want to apply a little primer or concealer to your eye-lids. This will keep your shadow on for hours. Now apply your silver eyeshadow. Start from the inner corner of the eye and blend outward. Do not apply the silver shadow too heavy. Take a little bit of black shadow and apply a small amount to outer corner and blend inward with crease brush. This creates a semi-smoke. Be sure to blend well. You can use your crease brush to blend eyeshadow. The shadow should be even over the the lid and there should be none on the upper brow area.
2. Now take the brow powder, and accent your brows lightly. Use the angle brush with the brow powder. This will give a more natural look. If you have questions as to what color brow powder or pencil your local MAC or Sephora counter can help. Now it is time for the glam. Take your black eyeliner or liquid liner and apply a small line on your lid as close to your lashes as possible.
3. Take your mascara and apply 1 coat to prime your lashes. Now it is time to apply the false eyelashes. Gather your glue, lashes, tweezers, and mirror. Remove 5-10 lashes from the tray and place them on to a flat surface(the plastic case they came in works just fine).

Next pour a small amount of glue on to other side of plastic. Let it dry for 1-2 minutes(allow it to get a little sticky). Now pick up the lash with the tweezers and dab the end of he lash into the glue. When you pick it up there should be a small dot of glue on the end.

4. Take the eyelash and lay it down in the same direction of your natural eyelashes on your natural lash. Start in the middle near the end and work your way to the end. Apply 5-10 lashes to your desired fullness. Once you finish with this, allow them a 1-2 mins to dry. You are now ready to add any finishing touches to your makeup. Your eyes are glam and red carpet ready. If you wish you can add a highlight color directly under the brow bone area of your natural arch. Take the black eyeliner and line your bottom lid, but not too heavy. You should now have celebrity eyes.

Tips & Warnings

1. Never get a facial the day of a major event or the day before. It may bring impurities to the surface and cause breakouts on your special day.
2. If you are trying this look for the first time do a trial run a few days before your event.
3. When applying eyelashes a small handheld fan may make them dry faster after application.
4. Be careful to only use a small amount of glue during application.



You seem to think I don't know...

You seem to think that I don't know...

I keep quiet and reserve the fireworks for where you
like it most...

You love the way you and I relate...

Same mind, same thoughts...

Yet what you forget is that I know...

See you and I connected; you and I are intertwined...

The moment that you and I took that bond it
unspeakable heights...

I took a piece of you with me...and I knew...

You love my cool mind...the way I'm easy
and make you smile...
because it's so similar to you...

But I know...

I played your leading lady and was quietly
made the understudy...

Where you once looked in my eyes with, hope and
longing and desire...
your eyes now seem cold and unsure...

They long and desire someone else...and I know...

Remember how you ached to have me in your arms,
in your bed, in your peace...

You liked me there...

Now when I lay I feel the imprints of someone else...
smell the scent of the delicious bond
you made with her...hear the quiet moans and pleas
and evidence of her pleasure...

I smile for you...to play my role...but I know...

The places I found and made my mark
with my tasty kisses no longer
contain me...someone else has been there...

I feel like a stranger...in place where
I found such solace...

You used to reach out to me...in the morning...
in the day...in the end...
waiting for my next word...
to make you smile...
to touch a place
locked away...

And now...you look elsewhere...for those simple
pleasures...and I know...

Now when you gently search my canvas for your
favorite hidden treasures...
I feel the remains of someone else...
drenched on your fingertips...

Your kiss is tainted with the sweet juice of another...

You don't feel the same...
and yet you think that I don't know...

Your attempts to assure me or persuade me
otherwise are feeble...
and unsuccessful...

Because I learned the beat of your heart...
the pattern of your smile...
the scent of your person...so I know...

My hearts knows...

My spirits knows...

My body knows...

I simply know...

ONE OF BRITAIN'S FINEST

Sherry Dixon is highly respected in the ethnic community in Britain and developed a following of dedicated readers with her health, lifestyle, beauty and relationship articles.

Sherry Dixon is known to the community as the Editor for Pride Magazine in the UK where she has worked for over 10 years. Starting out as a Health & Beauty Editor of the magazine, Sherry became the Editor of Pride in 2004 and left to take up the post as Editor in Chief of SHE Caribbean in St Lucia. She has since returned to London to set up Sherry Dixon Consultancy, a Marketing and PR Consultancy and has also launched herself as an inspirational speaker

Sherry has also written for many publications including The Guardian, Sunday Observer, The Times and currently has a column titled "Dear Sherry" in The Voice.

She has done numerous television and radio shows helping to dispel the myths surrounding the health and

beauty for women of colour. In December 2006, Sherry was brought in as the official spokesperson on TV nationwide on issues pertaining to the detriment of using skin bleaching creams. She was heard on the GMTV LK Today Show, London Tonight on ITN, BBC Radio worldwide and BBC News and most national radio programmes in the UK.

Her accolades and achievements do not end there. Sherry initially started her career in Public Relations and true to form, from research she found that there was a lack of good positive articles about beauty and skincare for women of colour. She decided to study beauty and ultimately changed careers to become one of the UK's most talked about beauty experts in relation to make-up and skin care for women of colour. Her expertise helped her to snap up a career as a successful makeup artist for exclusive brands including Givenchy, Chanel, Prescriptives and Estee Lauder.

With her wide span of knowledge of health, beauty and relationships, Sherry Dixon has now become an inspira-

tional speaker sharing her life skills and vast knowledge to empower individuals worldwide. Her quick wit, brilliant sense of humour and warmth make her a very popular woman which has won her many awards including EFBWBO Training Award, Dr. Nicholson Fund Award, Most Progressive Woman Award and ACWN Community Award. Her most recent accolade is that Sherry has now become Consultant Editor for Pride Magazine and is a Patron of National Black Women Network (NBWN).





Divas
in the City *presents...*

PAINT THE TOWN PINK

Launch party & benefit hosted by *Deja vu* of Power 105.1FM

Friday March 20, 2009

6.30pm - 10pm

Sage Theater | 711 7th Ave between 47th/48th

Attire: Chic

RSVP: www.Divasinthecity.com

Suggested donation of \$15 at the door. All proceeds to 'Dress for Success'

Event Sponsors

*Gina's
Kitchen*
Catering for all occasions



DRESS FOR SUCCESS®
Suits to Self-Sufficiency

AN MLM POWERHOUSE!

British Ford-Hill is the creator of the only online site designed to educate and celebrate women of color in the direct sales/network marketing industry. The name of her blog is: MLMBlackwoman.com. She is also the creator of the online social network for women of color building direct sales businesses and readers of her blog, it's called "[I Love MLMBlackwoman.com](http://I_LoveMLMBlackwoman.com)". In addition, she launched a new Blog Talk Radio show in September called, MLMBlackwoman.com presents The Direct Sales Diva Show. The weekly live radio show will feature successful black women in the direct sales industry.

She fell in love with the direct sales industry several years ago after working first in corporate America in the "9 to 5" grind and later in television as a show host for a major shopping channel. She realized that direct sales was a viable option and a great alternative to working for someone else and being paid only what they felt you were worth. After being laid off from her T.V. job, she embraced the direct sales industry and decided to build a full time business from home. However, there was still something about the direct sales industry that bothered me deeply...it was the obvi-

ous shortage of black women in the TOP ranks of the many "million and billion" dollar companies out there. She knew there were lots of black women that were distributors for various companies...but where were they? Who were the sisters that were making the big money in our profession? Were there other women of color, like herself, in love with this business and determined to make it big? Why did it seem so difficult to convince other black women that direct sales was a "real" business and not just for white women?

These were some of the questions that led her to create MLMBlackwoman.com and our social network. MLMBlackwoman.com is an online forum for driven, progressive and determined women of color in direct sales, specifically. It's a place where aspiring black women direct sellers can go and read the success stories of TOP black women in our industry and be inspired! The site also provides black women with

inspiring articles, tools and resources that support their desire to succeed in the business of network marketing/direct sales...no matter what company they belong to. MLMBlackwoman.com went LIVE on the web in February of 2008 and today we have over 2000 visitors a month and close to 400 social network members...and counting!!! She is blessed and excited to help so many women reach their potential and strive to live the life of their dreams through direct sales.

Because of her passion for helping women reach their highest potential and live a fulfilled life, she now offers affordable life coaching services through one on one and group coaching packages.

British Ford-Hill

www.britishfordhillcoaching.com



A COMMUNITY CHAMPION

Ruth has a reputation of being very passionate about the plight of our children and members of the under-served communities, and indeed she has an obvious abundance of intellect, wit and compassion but her boundless energies are all kept in perfect balance by lateral thinking and a great deal of common sense. Her drive to create betterment for those members of the community with little or no voice continues to be her core driving force. Ruth continuously draws upon her experiences as a mother, executive, mentor and coach to many young people around the country. Ruth is married to Robert L. Lynch and together they have four daughters and seven grandchildren.

Ruth is currently the President and CEO of YOUR HEALTHCARE CENTERS, INC. (formerly Planned Parenthood of South Palm Beach and Broward Counties, Inc.); an organization that has served South Palm Beach and Broward Counties for the past 35 years and would have left an irreparable void. The organization consisted of

five (5) healthcare clinics throughout South Palm Beach and Broward Counties servicing approximately 2.1M residents. When Ruth took the helm of the organization it was in dire straits. Planned Parenthood Federation of America was in the process of disaffiliating from the organization in a time when the community would have been devastated by its closure. The economy is horrible, healthcare would have been impossible for the men and women that depend on the clinics for care. The organization was in a 1.4M deficit, but we are proud to say that with Ruth's leadership and tenacity in less than seven months the organization has rebounded and opened its doors in mid-September and continue to provide the best healthcare services in the state. The organization's goal is to be the "Premier Gold Standard Customer Service Agency" in the healthcare industry focusing on prevention and education. This endeavor has been a great relief to the employees and their families whose jobs were saved. Ruth says, "You have to be the change you

want to see; I'm a big girl and big girls don't cry they get the job done." She truly practices what she preaches.

Ruth has an MBA Certificate in Business Management from St. Thomas University, Minneapolis, MN. Ruth has a Bachelor of Science in Social Science from Alameda University. She has studied Behavioral Sciences at National Lewis University, Chicago, Illinois, Business Management, Maryville University, St. Louis, MO., Legal Assistant Training, Sawyer College of Business, Los Angeles, CA and Biology/Psychology studies at Mississippi Valley State University, Itta Bena, MS. Ruth will receive her Certificate in Psychology and Sociology from Stratford Career Institute, Washington, DC in December 2008.



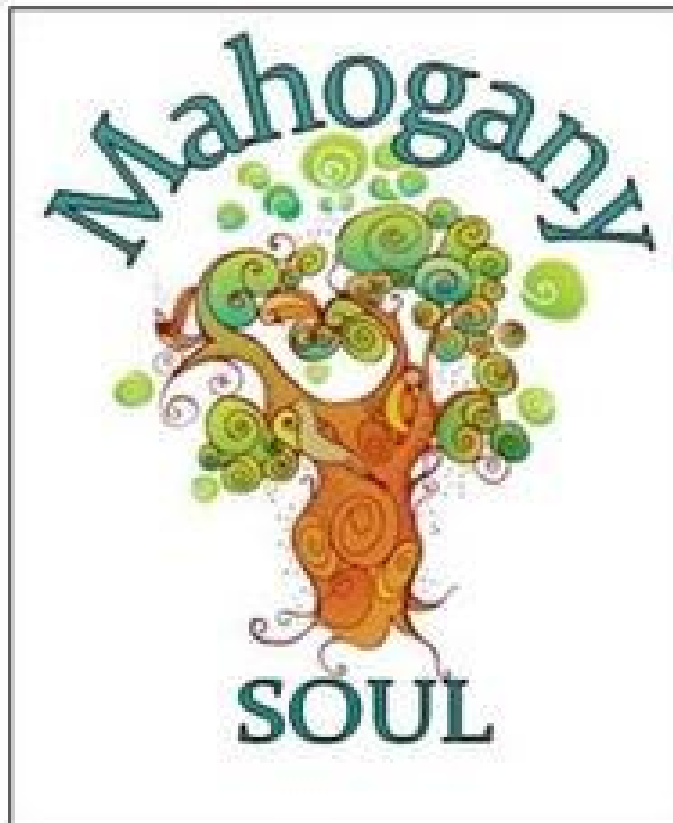
Mahogany Soul, is ***much more*** than an entertainment profile publication.

Mahogany Soul focuses on the business side of the industry while providing artists, authors and entertainers with a vehicle for networking, promotion and collaboration.

The team at Mahogany Soul brings business and industry knowledge, professional advice, awareness, news and strategies to its subscribers.

Mahogany Soul contributes to the growth of individuals in the industry that want to be successful.

First issue coming summer 2009.





Women's Heritage Month

Taking The Lead To Save Our Planet

Since it's inception I have separated glass, plastic, metal cans and newspapers into a recycle bin. It's become such a habit for me that when I'm visiting the homes of family and friends and happen to see them throw away one of those items in the regular trash, I go through a whole dissertation as to the importance of recycling. :-) It hasn't been in vain because several friends have started the recycling process.

I am also using the GE Energy Smart fluorescent light bulbs to conserve energy on our planet. It's really a plus because they last much, much longer so that's less chance of me having to change the bulbs as frequently.

I've learned that unplugging appliances when not in use is a big conserver. I lower my thermostat a few degrees in the winter and a few degrees higher in the summer.

One other thing I do is wash my clothes in cold water using cold water detergents. All of these things are helping me and my family.

Keeping It Green,
Gail Adams-Arnold



Do you do it?
everybody should
live a much GREENER life.



Women's Heritage Month

Taking The Lead To Save Our Planet

There are four things we implemented on a company wide basis last year as we sought to Go Green and there was a major shift in my personal behavioral habits that I believed in some small way would and could lead to helping our planet be saved.

Let me start by saying that about 30 years ago my dad who was a physics teacher started talking to us as a family about Global Warming. Now as you can imagine we wanted him to stop talking about it because it wasn't in fashion and most people thought he was nuts! But he had all these statistics on climate change, the polar ice caps and he knew physics and math very very well. Well needless to say my dad passed away about five years ago but we made sure he knew before he died that he was right and we (his four kids) had a responsibility to live up to all that he was saying.

Last year my company did the following:

1. Sent out our product catalog on recycled paper
2. We began to pay all of our business bills (utilities, etc) online to reduce paper bills.
3. We encouraged our customers to stop using synthetic disposable sponges when applying their makeup products. Why well they are not biodegradable. We encouraged the alternative use of brushes. They are an expensive one time investment that you can use over and over again with the proper washing and care.
4. Many of our products were repackaged to be in re-fillable compacts so that you don't toss out that hard compact you just order a refill product for your favorite color cosmetics.



Do you do it?
everybody should
 live a much **GREENER** life.

Yolanda Webb
 CEO
 E'LON Couture Cosmetics



Women's Heritage Month

Taking The Lead To Save Our Planet

Saving the planet is the main goal of my blog, and one of the things I strive toward every day in my personal life. I started Green Your Decor to prove to people that making your home greener doesn't have to mean that you sacrifice style or function.

You can have beautifully decorated home without using products that pollute the Earth, deplete the ozone layer or put you or your children at risk for health issues. My goal is to educate people who don't know what green living is all about -- who haven't been exposed to the information that is essential to saving this planet. I want to help dispel the myths that green living is a trend. I truly believe that once people understand that changing the way we live and do business is essential to the future of the planet, they will take steps toward change.



green | your decor™ serves as my voice: <http://greenyourdecor.com>



Do you do it?
everybody should
live a much GREENER life.

Jennae Petersen
Chief Blogger

How To Use Outsourcing And Virtual Assistants With These 3 Main Areas

The contracting of Virtual Assistants (VA) is the next big step for allowing businesses to cut costs while operating in an efficient manner. And companies like Moving Ahead Communications are bringing affordable outsourcing through their Virtual Assistant Plus programs, changing the face of outsourcing as we know it.

A Virtual Assistant provides any combination of tasks including administrative, technical and even creative services to their clients, acting as an independent contractor. They work from their own offices, cutting out the costs of office space, operations costs and employment taxes, all of which usually fall to the responsibility of the employer. However, this type of outsourcing allows businesses to reduce expenses and redirect certain tasks to Virtual Assistant so that key employees can focus on vital responsibilities.

Research

Research is a vital aspect of marketing and valuable time can be wasted within a company by employees who do not have the training and skills to conduct efficient research or who are tasked

with multiple duties where research is a fraction of their responsibilities. By outsourcing a Virtual Assistant to utilize research tools such as those offered by eBay, and Best Sellers at Amazon.com, and do nothing but research, a company can maximize its efficiency and stay ahead of the game.

Google Adwords and Adsense tools can be outsourced to a Virtual Assistant which means that there are no distractions stemming from other responsibilities. With this type of focus, a company can get very timely information on their market, what people are searching for and what they want to buy. When the VA delivers the information in real time, companies can get a jump on the competition. In marketing, timing is everything. It is imperative that a company receive up to the minute information on their target market, what is moving and what is losing ground. An employee who is torn between research and a dozen other tasks can not give this vital assignment the time and attention that is needed to keep the company at top notch competitive status.

Product Creation

While research tells a company how to fulfill the 4 P's of marketing, Product, Price, Place (distribution) and Promotion, the product is what generates the profit. Many products can be constructed by Virtual Assistants. Videos and eBooks are two prime examples of

products that a business can outsource the majority of the creation process. Virtual assistants can even offer a service or a product on demand where specs are provided. For instance, an eBook company can take requests from clients. The company can then turn around and contract the Virtual Assistant to write the eBook to spec.

Other products may not necessarily be sold for profit, but may be used to attract customers and drive traffic to the company so that they will be exposed to the actual product. Autoresponders and various website visitor freebie give-aways like free eBooks can also fall into the category of products even though they will not directly contribute to the company's profit margin. Ecourses are another popular product that can be a free offering from the company or one of its products used for profit.

Sales & Marketing

A product can be top of the line, something that everyone needs or wants, but it does no good if no one ever sees it - if there is no promotion. A Virtual Assistant can be outsourced to conduct various aspects of the marketing process such as design and create websites, set up and manage affiliate programs, conduct the company's online campaign and do various other sales and marketing tasks. Article marketing and blogging are both very popular and very effective methods of marketing. The Virtual

How To Use Outsourcing And Virtual Assistants With These 3 Main Areas

Assistant can focus all energies on the marketing process, attending to details that may normally be ignored or missed by employees who are tasked with a variety of responsibilities. thus cutting costs and increasing efficiency and production.

The Virtual Assistant can focus solely on driving relevant traffic to the company's website and can draw interested eyes to the product. They can help to increase the company's website ranking in the search engines. They can perform many duties including direct sales and sales calls. There are many options for promotion like ezines and newsletters, do social networking and email campaigns. The experts at Moving Ahead Communications can devise a plan for any business and any form of marketing campaign.

By outsourcing vital tasks to Virtual Assistants, businesses can delegate non core operations to experts that exist outside of the business. Moving Ahead Communications is breaking ground in providing businesses of any size a one stop shop for outsourcing through Virtual Assistants. From administrative duties, press releases, copywriting and marketing, to web content, auto responders and other tasks, Moving Ahead Communications meets the needs of businesses where it counts and they allow those businesses to utilize outsourcing and Virtual Assistants through three primary areas of business, research, product creation and sales and marketing,





Building Your Downline

As a marketer I'm frequently asked
"How do I build my downline fast and with good people?"
That is a question that many Network Marketers and Multi-level Marketers have and the biggest stumbling block to their success. There are several ways to build a downline, I will go through the following one by one.

- 1. Talk to every breathing person you come into contact with*
- 2. Leave cards and flyers everywhere you go*
- 3. Advertise in the newspaper*
- 4. Buy Leads*
- 5. Join the Funded Sponsoring Franchise*

Talk To Every Person You Meet

Most people I talk to about their MLM or NWM business are trying to make a better life for themselves. Save time and spend it with their families. Now telling everyone you know about your business is great but, most don't care or they "hate MLMs" or "All of those programs are scams". Sound familiar? If I could save all the 3-5 minute conversations I had with people who don't care about my business opportunity I could go on a vacation with my family. Let's face it who likes telling the check out clerk at the grocery store about your business anyway? I know I don't like to talk to everybody and I'm sure you don't either.

Leave Cards and Flyers

This is another way to promote, but is it realistic? How many people have you added to your downline through leaving cards and flyers? It doesn't look professional to have a piece of paper up on a cork board at the gas station. Do you think you will find qualified leads this way? I don't. If I was going to look for a home business opportunity I wouldn't be looking at flyers.

Advertise In the Newspaper

This can be a very effective way to generate leads. The problem is that it is very expensive and you must get the people who call interested in your product or service and have a good phone script to make the close. This combined with another system I will talk about later can work very well.



Buying Leads

How many of you have bought leads before? Did you get a good response? Probably not. The information has been sold over and over and the prospects aren't interested. They went with another program, or they changed their phone numbers. It's hard to get really fresh leads this way and there's no guarantee that the "fresh" leads you bought are really "fresh". Who wants to be pounding the phones all day anyway? Remember you want more time with the family.

Join a Funded Sponsoring Franchise

This is a new type of home business/ sponsoring program. Basically what it does is bring qualified leads into your network (you get a sales page and an auto-responder instantly when you join) and makes them customers. Pay It Forward 4 Profits (PIF4P) gets money in your pocket from your leads before you ever show them your business. Isn't that great? It is a 3 step approach to home business.

It takes home business seekers and gives them a way to generate cash almost instantly with very little risk. Then the PIF4P gets the prospect making. First they join an affiliate program for pennies a day and start making money. Then it goes to the next step. They join the second affiliate company and make even more money, and then the third step is your business. They will probably need a primary business because they want to achieve financial freedom. If they don't who cares! You just made money off of the other two programs.

This system is 100% generic and can be used with any MLM or NWM business. You can duplicate this 100% and achieve success. You get marketing training, and a success guide that has easy to follow steps so even a complete newbie can figure this out and succeed.

To make it in the MLM world you need qualified prospects. To get qualified prospects you need Pay It Forward 4 Profits. Combine PIF4P with newspaper advertising and Internet Marketing and you will be unstoppable.

About The Author: Heidi Brandt is an Internet Marketer.
She helps people build their businesses and achieve their goals.
For more on downline building visit <http://www.HeidiBrandt.ws>.
For more in home business visit <http://www.ebizecho.com>

FOLLOWING HER PASSION

As I reflect on my first solo in church (I was five years old, standing center stage in a blue pleated skirt and white blouse), there was no way you couldn't tell me I was not "it". Singing was not something I thought would turn out to be the passion in my life. But now, singing is like the air I breathe; without it, life would be void and empty.

I didn't realize I could sing until one day while working, fresh out of high school, I was in the ladies room. I started humming and the acoustics were awesome! Right then, I knew I had a special gift.

From that moment on, my journey has been one of learning, traveling around the world and working with first class entertainers. I started out with my own three girl group "Something Unique".

We were the new Supremes with a touch of the "Emotions". We even sang as back-up for an "Elvis" impersonator. Picture that! "Uh-huh.yeah yeah, I'm all shook up!"

We traveled around the world, but eventually, everyone parted and went own their chosen path. I landed my first "real" job with Anita Baker. I thought I had died and gone to heaven. Then I got a singing position with Tom Jones, yes, he can really sing. My next job was with Marilyn McCoo and Billy Davis, Jr. After many years with Marilyn and Billy, I sang as an honorary member of the "Fifth Dimension". That was great! I traveled Japan and sang duets with James Ingram (Somewhere Out there) and Peabo Bryson (Beauty and the Beast). What

a thrill. I also sang with the talented Teena Marie and believe it or not, sang for the Pope!

I took a break for a while and decided to adopt a daughter. Motherhood is great. I am glad I took the time to enjoy the blessing. However, the passion of singing never left, so I ended up being blessed with singing back-up for the Unforgettable Natalie Cole. I sang with Natalie off and on for the last nine and one half years. After parting from Natalie in 2007, I decided it was time to finish my CD and it is now complete. I am grateful for each opportunity I have had in life to sing and travel. Singing is my passion and I pray that God will always let me have a song in my heart.



I started humming and the acoustics were awesome! Right then, I knew I had a special gift.

THE TIME IS NOW

By Alexia Lewis

Can you honestly say you are where you want to be right now within your life? Are you driving the car you want to be driving? Are you living in the house you want to be living in? Do you have the career you have always longed for? Well maybe so but let me tell you there is always room for development.

There is absolutely nothing holding you back from where you want to be but your own actions and desires. Being where you want to be in life is all about taking action, in the world that we live in now it is sometimes hard to stay on track with all the many obstacles and setbacks we come across. However it is up to you in how you tackle these. Think ahead, where do you want to be in five years time? Where do you see yourself, your business, your lifestyle? Visualise! Ladies what we have to understand is being where we want to be in life is

so easy, you just have to believe.

De-stress take time out to do whatever it is you need to do to relax. During some alone time take 10 minutes out to write down your desires. Be good to yourself take time and write in detail exactly where you want to be in 1 year, 2 years, 3 years. Now set yourself some goals. Compare and contrast where you are now and where you want to be. Now here is the easy part. Imagine you are within a time line with your current situation at the start and where you want to be at the end. Fill in your blanks.

Like a story you have your beginning and your end now all you need to do is create your *middle*. Really sit and think of what small actions you need to take in order to reach your desired goals. Take action the power is within yourself and it is all what actions you take to bet-

ter yourself. Always keep your ending in mind and work for your future. Do you wish to get yourself on the proper ladder? Well start educating yourself from now, go to the library do some research do not jump in head first. Maybe you need to improve your credit score, take small actions pay off debts one by one. How about a health goal do you see yourself in better shape this time next year? Well create fill in your blank. Downsize your portions, join a gym and start eating healthier options.

No one is saying you have to make drastic changes. However it is the *many* but small actions you make in life that move you along. Start taking control of your destiny and doing what you need to do to get you where you need to get to. Take action now, your future awaits you.

*Being where
you want to be
in life is all
about taking
action*

UK Life Coach Patricia Benjamin on
On how to be fabulous at 40+

ABSOLUTELY FABULOUS!

For the record, being a woman in your forties today is without doubt absolutely fabulous!

So many women are enjoying their forties as never before and are finding it to be a time of increased self-esteem, greater personal confidence and freedom. They are now living life like its golden. To fully appreciate the fabulousness of the 40s lets briefly call to mind the two previous decades.

A recent survey of women in their forties carried out by Capital Life Coaching found that 80% of these women remembered their twenties as being filled with uncertainty as to exactly who they were, their place and role in society, in history; where they were busy trying to fit in and be accepted. Often being in relationships that were not positive but not having the courage to end them and move on. It was a time of self discovery. Being fabulous and not even recognizing it, often concentrating on the outward beauty, and much less on what was happening on the inside. A time of youthful exuberance, being filled with hope and expectations, having dreams for the future, sometimes having great ideas but not always the money to get things started.

"the period of my 20s was the time of discovery and understanding my identity, and being an 'African abroad'. It introduced me to people like Walter Rodney, Kwame Nkrumah, Angela Davis, Alice Walker, Maya Angelou. So many people who added a little more to my political awareness. It saw me working as a DJ, photojournalist, performance poet, photographer, doing volunteer work in West Africa, being in Ghana, Senegal, Cameroon, Gambia, and Nigeria. They were important years, powerful times of optimism, hope and learning" says Mbeke who works in education.

Looking back at their thirties the same survey found over 70% of these women reflected on this as being a time of having more confidence in their abilities and a better understanding of what they wanted from their lives. Still enjoying youthful energy and wanting to achieve success in the workplace, to begin climbing that career ladder. At this age many were raising children either on their own or in a marriage or long-term relationship.



NEBULU | ELT | FANTASIES!

Very often it was remembered as being a time of conflict, trying to juggle motherhood, work and love. Sometimes not having or making time for themselves and putting responsibilities first and their own goals or dreams on the back burner.

Cherrienne says about her thirties "it was a time of coping with challenges, dealing with redundancy, divorce, an autistic son but coming out stronger. Making changes in my life, changing my career, becoming a plus size model and travelling as far as Sri Lanka and Paris for assignments."

Approaching their forties however, things begin to take on a different shape, and women have learned a thing or two along the way.

She has finally learned to say no and stop feeling guilty. She recognizes her own value and importance. She makes her health and emotional wellbeing a priority and has learned how to be blessed and not stressed! She counts her blessings and appreciates what she has. She recognizes that all her life experiences so far have made her what she is today. She does not follow fashion blindly but sets her own trend and has found her own style. She is looking good and feeling good and enjoying the support of her friends and her family.

"I enjoy being forty, people tell me I do not look my age and that they look up to me. I enjoy wearing bright colours, in fact I love red and wear it to work with matching bags and shoes, everybody comments. It's a vibrant, bold colour and I have the confidence to wear it. I enjoy my own company and am not afraid to travel on my

own. In the past I was scared to be alone" says Lorraine Young, a legal PA

Wisdom also comes from being forty and having the confidence to get through your situations and problems, says Betty Bellamy from London UK

The forty year old woman now has the disposable income she did not have in her twenties to fast track her business ideas and begins to see anything as being possible with the right attitude and with a little help. She has learned to silence her inner critic and to get rid of the old limiting beliefs that held her back and to listen instead to the positive voice of her inner coach. Many of the women who took part in the survey were enjoying success as entrepreneurs and leaders within their communities.

Today's woman in her forties has learned enough about herself to know that she does not require a man to complete her because she is already complete and she is already whole. This means her relationships now enhance her and add value to her life. She knows that her needs matter too and asks for what she wants when it comes to love unashamedly.

At the heart of her fabulousness is the fact that she has now begun to treat herself well. She has begun to see herself in a different, most illuminating and liberating light. She feels good being inside her skin, she has accepted herself and knows her true worth. Because of this, it is reflected back to her through other people.

Because she treats herself so well, she has given other people permission to do the same!

The way you feel about yourself will dictate what you demand and expect of yourself, the goals you set for yourself, the type of relationships you pursue, the people you do business with, in fact how you run your life.

If you feel fabulous you will get out of the *Grey Zone*, where everything is either just okay, or not bad, or just alright, and get into the *Stretch Zone* where you awake with fresh ideas and passion for the day ahead!



Here are 7 Secrets to being Fabulous in your Forties:

Secret No.1

Have a Fabulous Dream for your life.

A dream that will demand you grow and develop as a person. One that gets you out of the Comfort Zone and gets you in to the Stretch Zone!

Secret No.2

Recognize your Fabulousness!

Know that your unique qualities and characteristics, together with your life up until now has given you all that you need to begin to make your dream a reality. Do not concentrate on the things you are not so good at but instead focus on what you are great at, then get even better! Take a class, read books, go to seminars, do whatever you need to do to build on your strengths, talents and inner giftings.

Secret No.3

Create your Fabulous Plan

This plan should break down your dream into steps you can take to achieve it. It should state when you are going to achieve it, i.e., give it a deadline otherwise it is just a wish. Write down your plan and refer to it daily. Create Fabulous Affirmations that you can use daily to keep your motivation strong and give you that reason to get up every morning.

Secret No.4

Get some Fabulous friends.

It is crucial you do not spend time with people who are negative, who are not pursuing their own goals or who have no passion or zest for life. These can be draining and at worse toxic. Have a Fabulous role model who inspires you and that you admire, Oprah Winfrey, Michelle Obama, Condoleezza Rice.

Secret No.5

Start!

Do not procrastinate. This is the chief dream stealer. Take Action now. This will separate you from the majority of people who are forever wishing and hoping and talking about things but never actually doing and puts you in the top 10%.

Get leverage by using a coach or accountability partner or a positive friend who knows you have a schedule and will help keep you focused and on track.

Secret No. 6

Be Fabulous daily!

Do something every day that affirms your fabulousness. Something that adds to and builds the inner greatness, something that nurtures the inner you and supports you in your endeavours. Try some of these:

- Read an inspirational book.
- Book a class and learn a new skill
- Book a session with a personal trainer
- Smile to at least 3 people daily
- Give someone a compliment
- Enjoy the use of colour in your clothes
- Consult an adviser and get your finances in order
- Enjoy a mother/daughter day w/ your own mother or with your daughter
- Take time to meditate and replenish your spirit
- Book a pamper day with a friend
- Book your place at a personal development seminar

Secret No. 7

Be Persistent!

Being fabulous means surviving and coming back from adversity. Being fabulous means knowing its not over until you win. Being fabulous means not accepting mediocrity! Being fabulous means knowing you will make it. Being fabulous means saying 'bring it on' when you are challenged. Being fabulous means acting like it's impossible to fail. Being fabulous means if at first you don't succeed, try and try again. Being fabulous means loving life and that you are "Living it Up."

Here's to you, another Fabulous woman!

Patricia Benjamin is a UK Life Coach who works with people to release their core genius and achieve their goals. Visit her at

www.capitallifecoaching.co.uk



What To **Look** For When Reading Home Business Reviews



If you do a lot of research on how to earn more income, then you may have come across home business reviews both online and offline. In such reviews, you will encounter the different ways that people make money from their homes; you will get information on how much money you need to put in and how much you will be earning; and you will also get information on what kinds of paperwork you will need in order to get your home business running. How can home business reviews help you when you are doing network marketing?

Many other home businesses start from scratch: the owners of such start up home businesses will often have to go through a lot of paperwork, legwork, and bureaucracy in order to get the proper licenses for selling certain products or services, and in order to demand taxes from their clients. Moreover, such home businesses will require a larger staff, with people undertaking accounting, marketing, product research and development, and financing. Although home businesses are literally small enterprises, they still need the right number of people to staff and run them, especially since micromanaging by one owner will do more harm than good.

In network marketing, however, things are less of a hassle. For one, you do not need to go through paperwork in order to get the license to sell things, aside from the paperwork that you need to join the network marketing program. You also need less legwork: when join-

ing a network marketing program, many of the legalities will be in the hands of the network marketing program heads, who will assist you through buying different things and selling them later on. What you do need to take care of, however, are your finances, since some network marketing programs require a bit of capital from your end; and a marketing scheme, since you need to network with as many people as possible in order to make more money and earn more off your commissions.

When going through reviews on network marketing programs, there are many things that you need to be on the lookout for. If the review sounds too uppity-up, and if it sounds too good to be true, then it probably is. Watch out for overblown promises, such as thousands of dollars in your first week of work, which can sometimes be impossible when you are starting out and without a network to back you up. Watch out for failure to mention any accrediting agencies: many network marketing programs are actually masked scams, so you need to be extra careful and vigilant when going through reviews.

Look at how much capital you will need at the onset. It makes no sense to go into a network marketing program that promises you thousands of dollars in payout if you are going to have to put in thousands of dollars of your own savings first. You may want to start low: assess your savings and see how much you can spare for capital. Remember, you need to be healthy and clothed, and your family needs to be sheltered, fed, and clothed, before you can do any investing in a network marketing program.

Lastly, look at the products or services that you will have to sell. Can you sell such products and services? Will you need them? Will they be useful to other people? Can you identify the target market for such products and services? Do you know where to find this target market online? Can you talk to this target market and is it in your marketing power to sell these products and services to this kind of market? Is there a monthly quota that you have to meet? When reading home business reviews, look at for these crucial questions as they get answered, and you can make the most of a network marketing scheme that is built especially for you.

FROM THE MILLIONAIRE MINDSET BY GERRY ROBERT

Money Magnet Affirmation 1

"Money is great, grand and wonderful! I attract it in ABUNDANCE to provide the wealth I desire, to help others and create a better world for all."

Money Magnet Affirmation 2

"I have great mental strength. I control my emotions. I have vibrant mental health, and that allows me to enjoy the process of acquiring my Heart's Desire."

Money Magnet Affirmation 3

"I have my Heart's Desire. Everything to which I set my mind comes to me according to plan. It happens every single time. I simply keep attracting more and better things into my life."

Money Magnet Affirmation 4

"I have tremendous persistence and determination. I

am always and totally focused on my Heart's Desire. I succeed because I am committed to what I want. I have Mountain-Moving faith operating in my life."

Money Magnet Affirmation 5

"I choose my destiny, and for me ABUNDANCE is part of that picture. I practice Money-Making Habits. I change easily, quickly and permanently those things which prevent me from attaining my goals."

Money Magnet Affirmation 6

"I am a Master of Massive Action. I am very active. I enjoy making things happen. Things seem to fall into place for me! Money comes my way because of my positive habits and actions. I know what questions to ask to generate solutions, and I act IMMEDIATELY on the answers I get."

Money Magnet Affirmation 7

"I have great confidence. People like me and I like people. I am a giver. I am concerned about others and seek to give to them. I am drawing to myself everyone I need to assist me in reaching my goals. I make friends easily. I am lovable and capable."

Money Magnet Affirmation 8

"Money is flowing my way. All the cash I need to fuel my projects is on its way. Everything I need is in motion toward me. I am a magnet for money."



If you have been struggling to grow your hair or maintain long, healthy hair, your struggle is over. Sweet Nature hair care products do NOT contain mineral oil, sodium lauryl sulphate, paraffin, or other toxic ingredients that may lead to hair damage or scalp irritation. Sweet Nature is made with pure African butters, natural oils and enriched herbs that will supply your hair with the moisture, protein, and nourishment it needs to reach its fullest potential. Using Sweet Nature in conjunction with the comprehensive hair care guide, *Relaxed or Natural, You Can Have Beautiful, Black, Healthy Hair*, will allow you to experience healthier, stronger and longer hair than you could ever imagine.

For more information please go to
www.fabulousblackwoman.com
 or call 616-819-0311

www.FabulousBlackWoman.com

RAVEN MAGWOOD

Raven Magwood is a gifted motivational speaker, gymnast, and author. This 15 year old, straight-A student has also skipped two grades and is expected to graduate at the top of her class. Raven wrote her first book, *On to Victory; The Winning Edge*, at age 11. The book is about the various challenges she endured and how faith in God helped her to become a champion gymnast.

Raven shared that her first speaking engagement came after she wrote her first book. The articulate teen admitted that she really didn't fully understand the effect she had on people when she first started speaking.

Since that time, Raven has travelled to a number of states speaking to youth at schools, churches, and various other venues. Raven is the founder and president of

the 3 D's of Success. She learned about the 3 D's from her mother, dedication, determination, and discipline. The purpose of her business is to inspire youth to overcome challenges and reach their fullest potential. Raven is fulfilling her organization's mission via her speaking engagements, books, and a rap CD. For more information about Raven Magwood, access her website at www.ravenmagwood.org.

YOUNG BRITON ENTREPRENEUR BECOMES MAKE YOUR MARK AMBASSADOR

Andrea Photiou, the twenty-three year old entrepreneur behind Briton's www.playvybz.com Internet radio and DJing Academy has just been named as an ambassador for Make Your Mark. Make Your Mark is 'the national campaign to unlock the UK's enterprise potential'

(www.makeyourmark.org.uk).

Ms. Photiou was also recently asked to present an award at the Wandsworth Youth Enterprise Centre's Business Award ceremony along with Tim Campbell and Levi Roots.

Within her local community, the young business woman was recently interviewed in Lambeth Life magazine and profiled by student careers website XCel as well as per-

forming as a guest DJ and being interviewed by CL Smooth on BBC Three Counties radio earlier in 2008.

For more information on Andrea and her current speaking engagements, please contact Sandra Smart on 020 7738 4326 or 07957 130591.



MY FASHION FRENZY

Boston, Massachusetts native, Nikki Maria, has a natural knack for choosing appropriate content, design and layout for her magazine clientele. And her creative mind orchestrates rock-solid concepts, resulting in the creation of fabulous articles, designer / celebrity profiles, and marketing-related mate-

rials.

Nikki Maria specializes in writing about culture, fashion, and lifestyle. In November 2007, she founded a stylish Web site called MY Fashion Frenzy, where she blogs regularly giving her readers the latest information on various fashion trends, inspiring style, and most importantly,

providing resources that embrace and empower individuality.

Nikki has shown her ability to bring words to life, providing grammar perfection and clean copy.

www.myfashionfrenzy.net
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 info@nikkimaria.net

How To Get Inbound Links From Government And University Sites

The inbound link is the holy grail of web traffic. Getting inbound links from government and university sites is a testament to the quality of your site.

You accumulate inbound links not only to increase traffic, but also to establish your site for providing high value to visitors. However, getting inbound links by link exchange or buying text links is not going to get you anywhere. You need to abandon those archaic ideas and jump forward with an inbound link strategy that provides high value authoritative links.

To obtain high value authoritative links, your site must provide high values to its visitors. Original authoritative articles and tools to solve everyday problems are a few ways to provide a lasting value to web surfers. Before you embark on your link-building mission, create something valuable.

Links from the government sites have very high value. If your site enables citizenry to interact directly with the government, it is an excellent candidate for a link back from the government site.

Sites that provide community level services, for example location of Social Security Offices in the USA with interactive maps, will also have high potential for outbound links from government sites.

Other types of sites that do well are sites that provide information about service performance, for example, a nursing home comparison site; sites that cross inter-governmental boundaries; and sites that allow transactions with the government, for example, filing taxes.

If your site is a good fit for outbound links from government sites, start with usa.gov site. It is a central information hub for everything government. On the bottom of the page, you will see About Us and Contact Us links. Read their linking policy by clicking on the About Us before you contact them.

You don't have to confine yourself to the US government sites only. Explore the possibilities of getting links from foreign government sites also. But keep in mind that your site should provide some values to citizenry of those countries and people wanting to do with them.

For example, most government embassy sites don't display their embassy addresses in interactive maps. If your site pulls their addresses displayed in simple texts in a web page and place those addresses on Google maps for interactivity, you can contact them to put a link back to your site. Explain to them that your site adds additional value to their visitors by providing richer user experience.

College and university sites provide a good opportunity to develop some authoritative inbound links. The key here is to provide services geared towards students. You may also be able to get links if a faculty member is interested in your contents.

Don't start spamming university forums, guest books, etc. People may attack your site and bring it down, report to your web host company or domain registrar. You will lose your credibility and reputation. Try to establish relationship by helping others. Let them know that you know your topics and are willing to share with them.

How To Get Inbound Links From Government And University Sites

If your site provides some valuable services to students, approach the appropriate university authority for linking. For example, if you have a tool that compares student loans from different sources and suggests the good ones depending on a student's financial situation, university loan office will be willing to link to your site as a resource.

If you have a blog with original and regularly updated contents that talk about impact of the technology on the society, you may approach a faculty in sociology to link to your site from his or her home page located in the university server.

Government and university sites provide good opportunities for developing inbound links if your website has a match with their requirements. The key to that is quality contents and useful web tools. Once you meet their requirements, it is worth pursuing these entities for spreading your website links to them.

About The Author:

Use Deepak's free online marketing tools like free classifieds at <http://www.classifiedsforfree.com> and <http://www.freeadposting.com>. Build links using his article marketing and social link building tools at <http://www.semanticbay.com>

ALEXANDRA MORTON

Founder, and CEO of Futuristic Youth Corp., Alexandra Morton found her inspiration to start this youth leadership organization while still in high school and has developed Futuristic Youth Corp. by conducting research and outreach to youth in the District of Columbia, Maryland, and Virginia communities. The growing pains of entrepreneurship at many times attempted to discourage her but, every time she attempted to give up she looked at her community and saw the need.

Futuristic Youth is something she holds close to her heart because it provides a platform for the youth community to express themselves and become the light of tomorrow that we so desperately need today. Futuristic Youth's activities include forums, seminars, and one on one mentoring in the community. An upcoming project is a local TV show with MTRTV, a book project and summer camp. Alexandra was an honor student at Trinity University and is a participant in

the Non-Profit Management Certification Program at Duke University. Her focus is to build a fortified foundation for Futuristic Youth Corp. to maintain healthy growth and stability. Her long sighted goal for Futuristic Youth is to empower young people to become proactive power players in society now. This summer Futuristic Youth Corp. is launching a fundraising campaign to raise funds for future activities.



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Woman of the Year

Makya Stell

Author & CEO Tink-Tink Creations

ALIVE Magazine has been following Miss Stell for nearly a year. Miss Stell is an author and **CEO of Tink-Tink Creations**. Miss Stell writes children's books and tours with her mother to raise money for her book ministry. 50% of all revenue received from her books sales goes to a scholarship fund for first-generation and low-income college students. With the money she raises, she purchases course books for students in need. Like Maya Angelou, she wants to be known as an intelligent, loving, and brave young lady who teaches others by doing, while also allowing her love for Jesus show in everything she does. She loves science, and wants to be a scientist or an astronaut when she grows up. When she first started school, she was promoted, so she is one grade ahead and she is a 4.0 student. She has had several speaking engagements and participates in many community improvement events.

For more information about purchasing her books or contributing to her scholarship fund, please visit Ms. Stell's myspace page at www.myspace.com/jazzytinktink.

Woman of the Year

Ms. Jacqueline S. Beauchamp

Founder

Chair Woman

Chief Executive Officer of Nerjyzed Entertainment, Inc

Ms. Jacqueline S. Beauchamp is the founder, Chairwoman and Chief Executive Officer of **Nerjyzed** (pronounced Energized) **Entertainment, Inc**, a privately held African-American owned interactive digital media development and publishing company headquartered in Baton Rouge, Louisiana. With a development staff of over forty-five (45) full-time employees, Nerjyzed develops and publishes high quality video games and films that reflect the urban market segment. Ms. Beauchamp has 20+ years of experience in the high technology, multimedia entertainment industry with an established and proven track record.

Before founding Nerjyzed, Ms. Beauchamp became the **first African American female General Manager** within Motorola where she led the **Multimedia Systems Division**. Led by Ms. Beauchamp, this global organization developed silicon for the DVD and high-end Audio industry, as well as the organization developed digital set-box and video games.

As an engineering technologist at IBM, where she holds a “High Density Memory Module” United States Patent, Ms. Beauchamp accrued 10 years of extensive expertise in the areas of product design and development, as well as advanced technology development.

Ms. Beauchamp is also a noted speaker on digital entertainment technology and it’s impact on the entertainment industry. Most recently, she presented: “**The New Yellow Brick Road: Where Entertainment Meets Technology**” at the Global Film Conference sponsored by the Motion Picture Association of America. She is also recognized in the video gaming industry as being a pioneer in the forefront of black-owned studios and has been featured in **The Wall Street Journal**, **The Chicago Tribune**, **Jet Magazine**, **Black Enterprise**, and was a 2007 **Black Enterprise Innovator of the Year** finalist.

Woman of the Year

C. Jay

Creator, The Risqué Café

The Risqué Café was created as a platform to inform and entertain people through the power of promoting **literacy**. Not only is her website a great tool to allow women and/or men an opportunity to express themselves open and freely, it is a positive media outlet to help African American authors promote themselves and gain exposure, build a fan base, and share their craft with the world.

During the last year, her website's structure has become a grassroots liaison which enables authors, independent organizations, and readers to develop relationships with extended markets. Her dedication has generated more awareness and support of authors in her hometown as well as other areas. Much of this is due to the extensive time and preparation she puts into researching and preparing professional effective marketing campaigns. Because of her desire to diversify and broaden the literary community, she plans and promotes events to bring positive opportunities to open doors for anyone interested in literature and arts. She gives her time unselfishly and is very passionate about helping others succeed.

She is the process of starting a non-profit organization to **encourage** and **promote inner city and troubled youth**; so that they can succeed through their gift of **creative writing**.

Woman of the Year

Malkia Hyden

CEO
WorkStaff Solutions, LLC

The mother of a teenage son and owner of **WorkStaff Solutions, LLC**, a full service staffing firm in PA, Ms. Hyden has been nominated and identified as one of the **ALIVE magazine 2009 Women of the Year**.

Additionally, Ms. Hyden is the **founder** of **The PA Business & Employment Resource Group**, organized to provide education & job resources, business & social networking events and resources, business reviews, and flexible staffing and business solutions for companies throughout the Philadelphia & regional area.

Caring and helping others is in her nature. She is **active in nursing** and caring for the elderly, working with **Genesis Elder Care**. Additionally she has formed strategic partnerships and affiliations with other well know organizations and small businesses in the Delaware Valley. Ms. Hyden shares that her calling was to help people and therefore, she chose to establish her company, allowing her to assist others in reaching their goals.

Her company established an effective process to match talent with reputable companies.

Woman of the Year

Jade Gardener

JRG Conglomerates LLC

At 20 years old, Ms. Gardener, is a mogul in the making. She will **graduate with honors** from Binghamton University, which is known as the Primer Public University on the East Coast with not one but **two Bachelors degrees**. She will also be the senior speaker for her graduating class. While working her way through college, Ms. Gardener launched her business, **JRG Conglomerates LLC**.

Jade is the **Founder** of a **scholarship fund** in memory of college students she knew that have passed on while in college. In 2009 she is poised to really make her mark. She is working on two books slated to be completed in March and May and begin her PhD program. Jade is also planning to **launch her own magazine, clothing line and interview prep group** in 2009.

According to friends, the best thing about Jade though is that she gives so much of herself all the time and never asks for anything in return. Friends of Ms. Gardener share that the time she has invested in them has made them "a better friend and woman. Jade is truly one of a kind and has a powerful soul. She understands life and lives with a strong sense of spirituality and sees everything as bigger than her." When asked how she does it all, Ms. Gardener responds "with prayer and deep breaths."

Woman of the Year

Jeanette Smith-Nwaniemeka

*Founder
President & CEO of JSPN & Company LLC*

Jeanette Smith-Nwaniemeka has 15 years of extensive experience in all aspects of **Business Accounting** with an emphasize in providing affordable, efficient and effective financial management and bookkeeping services for small and mid-size businesses. She is recognized as the **founder President and CEO of JSPN and Company, LLC**, a unique accounting firm that specializes in providing tax preparation, development of customized accounting software, bookkeeping and business development services.

As an Accountant, Jeanette has held positions as a **Financial Director, Manager of Business Operations, Tax Preparer, Senior Bookkeeper and Consultant at Fortune 100 companies and non-profit organizations**. Thus, Jeanette uses her experience in business operations and consulting to help her customers in several ways, including but not limited to, developing user friendly account management techniques to ensure financial compliance, improve cash flow management, reduce taxes and penalties, conduct onsite staff training, and establish business resources through networking.

Jeanette is enthusiastic and passionate about helping her customers maximize their business potential by providing innovative and traditional business solutions. Her goal is to assist businesses modernize how to manage financial data through computerize transformation, develop business networks and progressively improve tracking of corporate cash-flow activities. In addition, she has earned a reputation for her ability to proactively initiate change and empowering others through entrepreneurship. She has partnered with individuals, corporations and nonprofit organizations to develop strategic business proposals, prepare tax reports, financial records and initiate fundraising drives.

Jeanette has a **Bachelors of Science Degree in Accounting** from Chestnut Hill College. She is a **Certified Professional Bookkeeper and Licensed Notary Public** in the Commonwealth of Pennsylvania. And, co-founder of a non-profit organization for **Women and Minorities** to aid with Financial Planning and Debt Management, located in Philadelphia, Pennsylvania.

Woman of the Year

Starr Barrett

Owner, The Very Essynce of Events, LLC
<http://www.essynceevents.com>

A single mother, community leader and savvy business owner, Starr has worked very hard at making her dreams come true; she's an inspiration to many. Something that stands out about Starr is she employs teenagers (as **Junior Essynce Consultants**) part time to assist with the business while teaching them business etiquette. She also has a passion for what she does and creates successful events every time. Starr is a hard worker, punctual, focused and has a wonderful personality.

The Very Essynce of Events, LLC is a full service event planning company, created to satisfy all of event needs. It is staffed with **detail-oriented professionals**, who have a unique sense of style and take great pride in their work. The team wants your event to be an affair to remember, and looks forward to adding you to its list of satisfied customers.

Woman of the Year

Tweety Elitou

Creator & Founder, Young Hip Chic

A great daughter and sister – the host of her own webisode **Young Hip & Chic** – Miss Elitou has been selected as one of the **2009 Women of the Year Award** recipients. Miss Elitou works very hard to design each of her shows providing a platform for emerging designers, models, image consultants, hair and makeup stylists seeking to make their mark on the industry.

Miss Elitou is considered a role model amongst her peers because she is making a positive impact in the world. The mission of **Young Hip & Chic** is to encourage individuality and authenticity amongst young women, rather than following the crowd.

She has also started her own jewelry line, **Emerald Jewels**, as well as writes for **Infinite Magazine** and hosts fashion shows and events in Philadelphia. Miss Elitou is in the process of writing her book – **Girl Power**. With all that she does, Miss Elitou maintains a 4.0 grade point average. Another rising star.

Woman of the Year

Tamika Newhouse

Author

Founder & President, African Americans on the Move Book Club
www.tamikanewhouse.com

A wife, mother, friend, daughter. An author, a leader, an entrepreneur, Ms. Newhouse has begun to blaze her trail in the literary world. In February 2008, she founded **African Americans on the Move Book Club**. Initially, the purpose of this group was to provide an avenue for African American writers to gain exposure for their works. Within a years time the book club grew to over a few hundred affiliated members, and become a literary source to many. Ms. Newhouse released her book, **The Ultimate No No** in **February 2009**.

Ms. Newhouse can be heard on the syndicated AAMBC Radio, where she interviews new and seasoned authors. The program showcases many of the author's talents and current projects.

Tamika created the national tour group called Authors With a Passion Book Tours, a organization herself and author NDEA B manage. She resides in San Antonio with her husband and two children. Ms. Newhouse anticipates releasing her second book, **The Ultimate Moment** in **September 2009**.

DEAD MAN WALKING

By Jacqueline Jackson

DEAD MAN WALKING IN DISGUISE

ONLY TO HIDE THE REAL NATURE OF HIMSELF.

DIGUSTED WITH HIS OWN LIES AND VISION OF TRUTH.

DEAD MAN WALKING IN HIS PAST.

ONLY TO LOVE HIS OWN PAIN AND MISERY.

YOU LET UR AGONY CONTROL YOU.

YOU LET UR STRESS FUSTRATE YOU.

THERE ARE NO REASONS FOR EXCUSES.

THERE ARE NO REASONS FOR SIN.

WHEN WILL I LEARN AND STOP LETTING THE DEVIL WIN?

DEAD MAN WALKING AND TALKING.

ALWAYS SAYING WHAT HE WILL DO

BUT NEVER TAKE IN ACTION OF HIS OWN WORDS.

YOU GOT TIME TO CLICK OUT

BUT NEVER IN TIME FOR THE REALITY.

DEAD MAN WALKING

TRYING TO MAKE OTHERS FEAR HIM.

WHEN YOU ONLY FEAR YOURSELF

FOR THE FAILURES YOU ACCOMPLISHED.

2

By Jacqueline Jackson

STORMS PASSING THROUGH NEVER GETS
OLD ALWAYS SOMETHING NEW WHAT IS A
WOMEN SUPPOSE TO DO

THUNDER GETS LOUDER THE LIGHTING
STRIKES CLOSER AND CLOSER LORD HELP
ME THROUGH MY STORM.

WIND IS BLOWING TREES ARE SWAYING
NOTHING BUT BRANCHES NO LEAVES LEFT.

AS I'M WATCHING THE DUST TWIRL MY FRUS-
TRATION IS IN SWIRLS

SITTING AGAINST MY WINDOW PANE, WATCH-
ING THE RAIN.

MOTHER NATURE HAS ITS TOUCH WHY DO I
GO THROUGH SO MUCH

TO MUCH TO HANDLE TO HEAVY TO HOLD
WHY IS THIS WORLD SO COLD

AS I WALK THROUGH THE STORM THE HAIL IS
HITTING ME, ALL OVER MY BODY EACH PAIN
THAT I FEEL.

REPRESENTS EACH STORY THAT MUST BE
TOLD TIRED OF BEING IN THE PICTURE WITH-
OUT A FRAME.

THE WATER IS TO DEEP IM DROWING AND
IM NOT EVEN SLEEP THE FLOOD HAS TAKEN
OVER. HEAVEN COME DOWN ON ME SEEP ME
THROUGH THE DEVILS WALL THE CURRENT
IS TO OVERWHELMING. I MUST KEEP THE
FAITH TO STAND TALL LORD PLEASE DON'T
LET ME BREAK OR FALL.

I MUST HAD YELLED AND MADE THE WRONG
CALL THE DEVIL IS LIKE MY SHADOW.

NOTHING BUT HURRICANES KEEP PASSING
THROUGH VOLCANOES INTRUPTING THE
HEAT IS TO INTENSE.

I HAVE BEEN PICKED ON AND TALKED ABOUT
BEAT DOWN.

SEEMS LIKE I ALWAYS FALL SHORT OF BEING
WORTHY.

SEEM LIKE I'M ALWAYS ALONE FEELS LIKE
KNOW ONE LOVES ME. SEEMS LIKE I'M THE
ABUSE OF ONES HAND HITTING MY FLESH.

I GUESS ITS FOOLISH PRIDE TEARS I CRIED

THE STRUGGLE, FRUSTRATION, AND CONFU-
SION.

I SEE THE VISION OF HAPPINESS BUT LIVING
IN SADNESS.

I TURNED THE WRONG WAY COME FORTH
TO CARRY ME HOME LORD

LEAVE YOUR FOOTSTEPS NEAR ME, LET ME
FEEL YOUR HAND GUIDE ME.

HEAVEN ONLY KNOWS MY PAIN

HEAVEN ONLY KNOWS MY RAIN

TELL ME WHY THE STORM KEEP COMING BY.

GOD KNOW MY HEART AND WHERE I NEED
TO START.

PEACE OF MIND THE JOY THE HAPPINESS
THAT NEEDS TO COMBINE.



How to Deal With Black Women that Bring You Down

The women whom you have the most contact with and hang around with have either a positive or negative affect on your levels of self-esteem, mood and confidence. These women can also have a big affect on how you view your direct sales business. Most of us have girlfriends or family members that are supportive of our businesses and want nothing but the best for us. Unfortunately, too many of us have people around us that are not supportive and are always giving off negative energy. Do you have girlfriends or family members like this? How do you keep them from bringing you down?

Let's talk about those sistas who are happy, positive, supportive and joyful to be around. How do they make you feel? Yes, they make you feel the same...happy, positive, joyful and supported! They can bring excitement into a boring atmosphere and can fill the room with positive vibes that everyone can feel. These women can also make you feel great about your business, they are always cheering for you. Don't you love being around blackwomen like that!

We also know those sistas who b*tch about everything and seldom have positive things to say.

They never had any opportunities, they are always putting other sistas down, they don't like other black women to be successful, they are jealous and negative thinkers by nature...need I go on!

These women drain your energy and can bring you down to their level, a million miles away from the level that YOU want to be operating on. Family members can be a lot like this but you can choose your friends, unfortunately, you can never choose your family!

So what should you do to make sure the women you hang around with empower and support what you stand for rather than bring you down all the time?

You have the power to choose who you spend your time with. Ideally you want happy, vibrant and positive people around you.

If you have good friends who are negative and yet still want to hang around them, make a point of letting them know how you feel. If they are a true friend that will respect you for this. If they are negative from time to time just acknowledge that this is what they are like and BLOCK OUT THE NEGATIVITY. Try to spend less time with them if you can.

The same can be said with family. You may find the more mature members of your family may have behaviors that have been conditioned for years and years and from different eras. Appreciate where they are coming from and as mentioned above, elicit and select the information that filters through to your brain.

Don't share everything you are doing within your business with negative women. Decide to share your business ideas, successes and failures with ONLY those friends and family members that support you. If you are around negative friends and family, just keep moving your business forward...let them witness the success as it happens. Most importantly, remember that nothing has meaning in life except the meaning that you.

"Each person we meet is our teacher and our student"

We attract people into our lives for a reason, a season, or a lifetime, but always for a growing and learning experience. Protect your energy, spend your time with positive sistas and keep moving toward your dream.

BritishHill-Ford is the creator of MLM Black Woman.

REAL WOMEN

It's taken a lifetime but I finally realize what it means to be a woman.

My ignorance led me to mistake meekness for weakness.

See the virtue of a quiet strength is priceless...

There is no need to announce the obvious.

I've been told that beauty is in the eye of the beholder and at best it is fleeting.

But in the later I've found a stark irony.

There is an inner beauty that is honed once we accept and yield to our God given position as women.

Trying to survive and thrive in what many call "A Man's World", I mimicked my competition.

Presented this stoic, superficial exterior juxtaposed the woman trapped inside me.

Constant struggles resulted in fictitious victory by silencing the real me.

Outsiders marveled at how I had it goin' on and I pretended with them while longing in secret.

And one day God showed me the beauty in being a real woman...

We are the chosen vessels through which the introduction of life comes.

Nurturers, givers, sustainers and lovers gifts bestowed by God, The Holy Spirit and the Begotten Son.

While it took me a lifetime, this is my prayer for you...

These mere words will ignite the fire for you to realize the Real Woman God has placed in you.

Author, Nia Soul

An extremely talented artist, Nia Soul has been writing freelance poetry for over 2 decades. Her smooth sound immediately creates a distinctive feel with the listening audience. Her words full of adoration and promise, she leaves us patiently waiting for more.

niasoul@gmail.com

UNHEALTHY DIETS CONTRIBUTE TO SCALP DISORDERS

By Dr. Linda Amerson

Many consumers eat a junk food diet on a daily basis. This common practice also contributes to scalp disorders. Six examples are listed below.

1. Over consumption of sodium, which is commonly known as salt, causes the body to retain fluid. The scalp tissue retains fluid where bacteria thrives, increasing scaly scalps and accelerated alopecia (hair loss).
2. Over consumption of sugar, raises low blood sugar and accelerates alopecia. Also contributes to diabetes mellitus, which is very common in the African American community.
3. Over consumption of fried foods, increases the sebaceous glands, contributing to an excessively oily scalp.
4. Inadequate water contributes to scalp and skin dehydration. Our body is 2/3 water, very important.
5. Crash dieting and fasting, when dieting, inadequate protein increases dif-fused alopecia. Hair is composed of 97% protein.
6. Poor elimination affects improper nourishment. Excess waste in your body contributes to improper nourishment to the scalp and poor scalp circulation. If you eat 2 meals daily, you should eliminate 2 times daily; 3 meals, 3 times daily. Proper elimination is required for the body.

Please think more selectively about healthier food choices for your body, to reduce your chance of a systemic health condition. All additional questions please contact Dr. Linda Amerson, (817) 265-8854 or www.hairandscalpessentials.com.



5 Tips For Successful Negotiation

It does not matter whether it is a pro or a con. The people will always have something to negotiate for. Negotiation will always come out whenever there is something to bargain for, whether you want to achieve something in your present career, when you want to deal with other people, or simply win out a good buy in a garage sale.

Whatever the purpose is, an individual will always try to negotiate into something favorable, otherwise, he will never succeed in this lifetime.

Most people say that negotiation is an art. It tends to bring out the individuals remarkable way of winning things on his side. It can be the most amazing thing you can do with your charm and your wits, that's why other people say it can just be all fun.

Of course, negotiation is not a game that people can play anytime. When you negotiate, you should mean business all the time.

When two or more people, with dissimilar wants and objectives, would like to agree on something that will render resolution to a particular subject, negotiating is the best solution. Since it involves two-way communication procedure, every negotiation is distinct from one another, and affected by each individuals mind- set, abilities, and technique.

The problem with most people is that they view negotiation as something that is horrible. That's because it usually means disputes or tension.

In essence, negotiations do not call for unpleasant moods. Learning the right way of negotiating will absolutely lead to a successful finale. To know more about it, here are five tips for successful negotiation:

- 1. Time it right**
The art of negotiating depends on right timing. It is imperative that you learn to manage the negotiation set up. Always remember that negotiations should never come off where they are not wanted. You should always consider the pros and cons of the possible results before deciding on the issue. Create a list of the most important variables that you have to deliberate such as bonuses, price, delivery times, credit terms, guarantees, training, discounts, or rebate.

By contemplating on these things, you will be able to organize and plan the negotiation.

- 2. Manage yourself**
Before you enter into a negotiation, it is best that you evaluate yourself first. Can you manage your feelings? Keep in mind that when your emotions get in the way, you tend to weaken your ability to direct your negotiating actions in productive modes.

- 3. Know what you are getting into**
Who are you dealing with? What are his traits, attitude, or beliefs? Is he the type that can give you a win-win situation?

It is very important that you know where you are getting at before you head for the battle.

- 4. Be attentive. Learn to listen well!**
One of the reasons why negotiations become negative is that most people do not practice attentive listening. People are so busy stating their desires that they forget to hear out the other side.

Keep in mind that negotiating is an inter-personal procedure; hence, the communication will never work on a one-way traffic. It has to be two-way.

Experts say that in order to have a successful negotiation, people should learn to apply the so-called 70/30 ruling. This means that people should spend 70% of their time in listening and only 30% for talking. In this way, you will be able to understand the other side of the story, giving more room for considerations and proper analysis.

- 5. Be ready to walk away**
Never be pressured to win over a negotiation. Keep in mind that it is not always a win-win situation for you. In fact, one of the greatest mistakes people commit is that they fail to get what they want is that they are too determined to acquire their goals. It is like they have created a now or never scene.

5 Tips For Successful Negotiation

Experts recommend that it is still best to always have a choice. Do not assume that when you negotiate, it should always be a point of no return. Be open for alternatives. If you think you can never have it your way, so be it. There is always a next time, and next times are always better.

So the next time you plan to negotiate on something, keep these things in mind. In one way or another, you will be able to foresee a positive result if you really know how to play your cards well. It should never be a gamble. Remember, successful negotiations should always be patterned with logical thinking.

About The Author:

For more great negotiation related articles and resources check out <http://negotiationhq.info>

AIN'T I A WOMAN

"Wall, chilern, whar dar is so much racket dar must be somethin' out o' kilter. I tink dat 'twixt de niggers of de Souf and de womin at de Norf, all talkin' 'bout rights, de white men will be in a fix pretty soon. But what's all dis here talkin' 'bout?"

Dat man ober dar say dat womin needs to be helped into carriages, and lifted ober ditches, and to hab de best place everywhar. Nobody eber helps me into carriages, or ober mud-puddles, or gibbs me any best place!" And raising herself to her full height, and her voice to a pitch like rolling thunder, she asked. 'And ain't I a woman? Look at me! Look at my arm! (and she bared her right arm to the shoulder, showing her tremendous muscular power). I have ploughed, and planted, and gathered into barns, and no man could head me! And ain't I a woman? I could work as much and eat as much as a man--when I could get it--and bear de lash as well! And ain't I a woman? I have borne thirteen chilern, and seen 'em mos' all sold off to slavery, and when I cried out with my mother's grief,

none but Jesus heard me! And ain't I a woman?"

"Den dey talks 'bout dis ting in de head; what dis dey call it?" ("Intellect," whispered someone near.) "Dat's it, honey. What's dat got to do wid womin's rights or nigger's rights? If my cup won't hold but a pint, and yourn holds a quart, wouldn't ye be mean not to let me have my little half-measure full?" And she pointed her significant finger, and sent a keen glance at the minister who had made the argument. The cheering was long and loud.

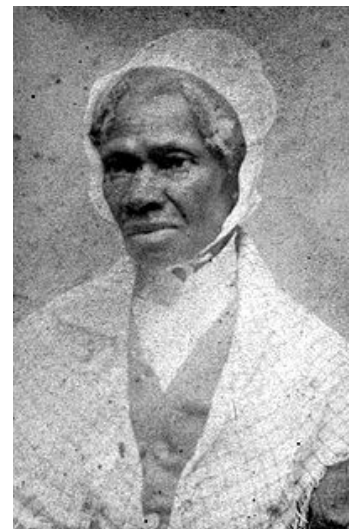
"Den dat little man in black dar, he say women can't have as much rights as men, 'cause Christ wan't a woman! Whar did your Christ come from?" Rolling thunder couldn't have stilled that crowd, as did those deep, wonderful tones, as she stood there with out-stretched arms and eyes of fire. Raising her voice still louder, she repeated, "Whar did your Christ come from? From God and a woman! Man had nothin' to do wid Him."

Oh, what a rebuke that was to that little man. Turning again to another

objector, she took up the defense of Mother Eve. I can not follow her through it all. It was pointed, and witty, and solemn; eliciting at almost every sentence deafening applause; and she ended by asserting: "If de fust woman God ever made was strong enough to turn de world upside down all alone, dese women togedder (and she glanced her eye over the platform) ought to be able to turn it back, and get it right side up again! And now dey is asking to do it, de men better let 'em." Long-continued cheering greeted this. "'Bleeged to ye for hearin' on me, and now ole Sojourner han't got nothin' more to say."

Isabella Baumfree
Sojourner Truth
(1797-1883)
American slave
Abolitionist
Women's Rights Activist

*"If my cup won't
hold but a pint,
and yourn holds
a quart, wouldn't
ye be mean not
to let me have
my little half-
measure full?"*



5 TOP REASONS IMPATIENT BUSINESS OWNERS SHOULD SAY "CONTROL MYSELF"

PATIENCE IS A VIRTUE – ISNT THAT WHAT WEVE ALWAYS HEARD.
DONT BE TOO PATIENT THOUGH, DONT USE IT AS AN EXCUSE TO BE LAZY.

THE RIGHT BALANCE OF PATIENCE WILL HELP YOU MOVE FORWARD TO IMPROVED RESULTS. TAKE A LOOK AT THESE 5 TOP REASONS WHY.

1. You need to complete what you start. Impatient people often don't complete what they start and therefore don't make too much progress. In business you need to finish each of your goals. Completed goals bring you a great sense of success and achievement. Successful people complete tasks.

2. You need to stop and listen. Impatient people don't often take enough notice of what their people are saying around them. In business you need to hear what these people are saying. Rather than just an OK result, pool ideas to achieve a more powerful outcome. Successful people listen.

3. You need to plan. Impatient people often just jump in and get started right away. Part way through the job they find too many problems they hadn't anticipated. It's easier to complete a task when you plan what to do. You can enjoy yourself more when you make plans and achieve them. Successful people plan.

4. You need to consult. Impatient people don't stop to ask others what they have found out about similar tasks. They often make decisions without learning some facts. Facts are very helpful when you are taking actions to develop your business. Don't just go along with your limited ideas; be like successful people who consult. Successful people consult.

5. You need to share. Sharing ideas with the people around you helps you more than you think. It motivates people to make suggestions and provide you with support. No business owner can achieve success on their own. Sharing with a team of people helps you and it helps them. Successful people share.

When you have a new idea or task to do, remind yourself to "control yourself". You need to become more patient to be more successful. Use these 5 Top Reasons as your guide. Business and personal growth is the linchpin for great business owners. Take advantage of FREE online business coaching and maximise your Operational Risk Management Training opportunity. Success is what you and I both want for everyone.

Impatient business owners should say this over and over.

"control myself."

ADDY PEREZ-MAU

Adelaida grew up harvesting crops in the San Joaquin Valley of Central California. Her family was involved with the UFW (United Farm Workers) and walked along with Cesar Chavez during the strikes. She was the first in her family to receive a degree from CSU Fresno with a major in communications and later obtained a Business Management Certificate and a Master's Degree in Organizational Management.

Addy's commitment to business owners consist of over 24 years of experience. She was a founding member of the Central California Hispanic Chamber of Commerce of Fresno while being a college student. Served as Executive Director, Vice President of the Kern County Hispanic Chamber, representative for the California Hispanic Chamber of Commerce, and Founding Member of the National Latina Business Women's Association in Orange County. In 1989, the Kern County Hispanic Chamber was recognized as the "Western Region Chamber of the Year" for rapid growth and accomplishments. Membership soared from 20 to 187 members! She also served as Vice President, Membership Chair and attended the California State Hispanic Chamber meetings.

Addy Perez-Mau is the President/Designer of Heaven Sent Jewelry, nationally known for its unique designs that are custom made. Addy designed a Swarovski crystal book marks collection; this creative idea allowed her to establish a desirable niche with authors and successfully market her business. Mrs. Perez-Mau business savvy has allowed her to brand her business in 4 short years receiving national exposure, numerous awards and recogni-

tion from business and community. Her phenomenal ability to utilize technology and create a buzz for Heaven Sent Jewelry has demonstrated the power of the entrepreneur spirit.

In March 2007, Addy was asked to join the Institute of Women Entrepreneurs as a Business Expert. While Addy understands the entrepreneurship challenges, she felt that she could use her expertise in assisting other entrepreneurs. She now provides no cost consultations in English and Spanish for IWE entrepreneur clients.

After being in business for 15 months, Heaven Sent Jewelry was recognized as the "Small Business of the Year" by the O.C. Hispanic Chamber of Commerce. In 2007 the U.S. Small Business Administration named Addy Perez-Mau as the District and Region IX Home Based Business Champion. (Region IX includes California, Arizona, Nevada, Hawaii and Guam). Out of 3.7 Million entrepreneurs in CA, Heaven Sent Jewelry was selected by Assembly Van Tran as the Assembly District # 68 Small Business Honoree in 2007. Other awards, "Emerging Latina" - NL BWA, OC Latino 100, & Ahora Award. In September 2008, Addy received the Anna Maria Arias Memorial Business Fund which has been the most respected and coveted business award program for Latina business owners in the United States. This grant will help to assure that ten of the Nation's highest-potential Latina entrepreneurs will be able to attend Tuck School's flagship executive program, Building a High-Performing Minority Business.

The program helps business owners take their company to the next level, creating more wealth and more jobs in their communities.

In October 2008, Addy received recognition by NAWBO (National Association of Women Business Owners) of Orange County as a Remarkable Woman Honoree.

She resides in Westminster, California with her husband Michael and children Sophia & James.

Adelaida "Addy" Perez-Mau
Heaven Sent Jewelry
www.heavensentjewelry.com
IWE Business Expert



Tanvir

After graduating from University with a **degree in Political Science**, Tanvir embarked on a career in **Chartered Accountancy** with PwC. This was an amazing opportunity to understand business and finance at the forefront of industry. Tanvir next moved to a publishing company managing large international, political conferences. Communicating with **Bank Governors and Ministers of Finance** honed her sense of professionalism and utilized skills attained in Tanvir's degree. Her next move was to Reuters in Marketing and then to JPMorgan Chase Bank in Sales. Tanvir loved working for JP and gained a strong knowledge in the financial markets. After leaving work to have two children, Tanvir set up her own Fashion business. **Organza Designs** embodies the collections of several cutting edge fashion designers from Asia. She has developed joint ventures with the designers, promoting and selling their collections in the UK. In addition, Tanvir has a corporate event management company working specifically with companies providing solutions to their event needs. In the local community Tanvir is active in the Asian women's association.



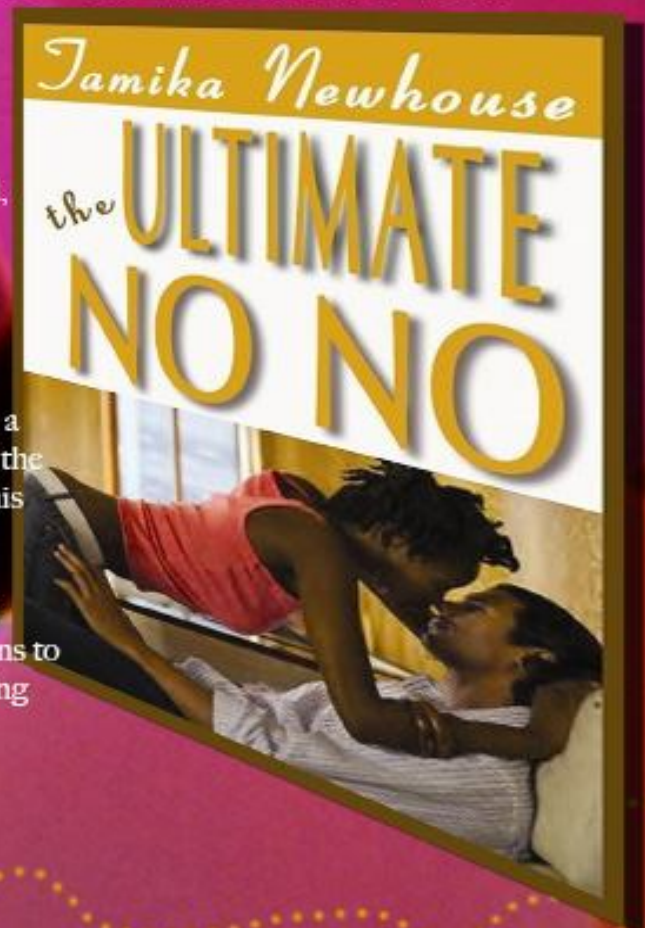
FEBRUARY 2009

THIS DEBUT NOVEL BY TAMIKA NEWHOUSE IS AN EXPRESSION OF LOVE AND DECEIT. IN HOPES SHE CREATES A LIFE THAT YOU WILL SEE IS A PERFECT EXAMPLE OF WHAT NOT TO DO.

In this romantic tale you will witness a sisterly bond, a passion to be loved, and the yearn to be with the one you love. Learn what *The Ultimate No No* is when it comes to *love*.

Nitrah, a teacher, is drawn between her friends and a man named Troyon, when her friends ask her to do the unthinkable. That's get *revenge* on a man through his heart.

Things go as planned until Troyon and Nitrah find themselves infatuated with each other. What happens to this relationship that was doomed from the beginning when the *lies*, *sex*, and *deceit* come to the surface?



Handbag Report

Since I am constantly researching the latest **handbag trends, designers,** and what **celebrities** are wearing, I created a blog, **Handbag Report**, to connect with others who love handbags as much as I do. Additionally, I am contributing articles to various handbag websites and will finish the year continuing to grow the business.

Contact info:
Email - staci@handbagreport.com
Blog - <http://handbagreport.blogspot.com>
Website - www.handbagreport.com

Get Your Financial House in Order... Before You Lose It!

Do you really know how you're doing financially? Do you have to check your wallet and your bank account on a daily (or even hourly basis) to know how much cash you have? Are you making purchase decisions based on a plan that you know will lead you to financial freedom - or at least a good night's sleep? Take heart - you're not alone. Ask a few people to honestly tell you if they have both their business and personal finances in order and at least 80% or more will say "not really".

I teach small business owners how to run their business operations more effectively. The key is to become more financially savvy. If you have a handle on your finances, the rest of the business - managing the people, workflow and your time - will seem like a walk in the park. Everyone has personal finances, so if you don't own a small business, then use these ideas for your personal life. They apply too!

To have a strong, secure and orderly financial house, you must build it this way:

- The foundation of your house is having a money management tracking system. If you don't know what you have, you can't make wise decisions. Your system must be simple, easy and effective to follow. It should create a flow in your life that includes dealing with the paper, paying bills on time, showing you what reality is and saving time and stress at tax time. Ahhh, what a relief...after that, build a wall.

- The first wall of your house is to have a plan for the future. Once you have your foundation and your system flows smoothly, begin to concentrate on establishing a budget and forecasting for the future. You will use this as your blueprint for building a stronger house and let it help you with your spending and saving decisions.

- The second wall of your house is to know where you are at so you can make changes if necessary to your dream home. You must measure not only your financial numbers, but also your operations - including you!

- No house would be complete without a roof or everything inside can wash away. The roof of your financial house is your discipline. It is critical as you build your foundation and a key factor as you firm up your walls. Once your house is complete, it is way too easy to let up since you think you're done. A strong financial house requires maintenance. You are the manager and steward of your finances. Staying vigilant, mindful and purposeful takes discipline. Use this in every phase of your financial building project to keep your day-to-day flow going smoothly, to review your plan and push yourself with measurable goals!

So...how does one get started?

You MUST start with your foundation. Every business, no matter how small, must have an "accounting" department. Yep, even us solopreneurs! The IRS says we must have a good recordkeeping system in

place, so be ready in case you're ever audited. (This is NO different for our personal finances either.) Here are three things you can do to shore up your foundation.

- Get a paper management "system" in place that provides a stress-free flow. Corral your financial stuff in one place and create a bill payment area for you to work. Include a simple filing system for all your receipts, accounts statements, customer invoices and reports. Have some retention guidelines to help you decide what to keep and what to toss.

- Use some sort of computer tool. QuickBooks for a small business or Quicken for home. Heck, even use a spreadsheet like Excel if you need to start somewhere.

- Determine a regular schedule of when you will handle your financial matters. Create a checklist to help remind you what to do on a weekly, monthly, quarterly and year-end basis.

Just get started!

Sharpen your discipline now and agree to stick with it for six months. I promise you'll see results in just a few months if you are honest with yourself and make some changes. If you fall off the cart, get back on! This is the one area in which you are in control.

How To Start A Top Home Based Business In A Litigious Society

How to start a top home based business in a litigious society is a lot like asking how to go clam digging in shark infested waters. While there is a modicum of safety, the fish are always nearby and failure to observe the advancing waters will result in an unscheduled though anticipated meal for the sharks. It is wisest to break down the various steps to starting and protecting your business:

1. Create a business plan.

How many businesses get started without one is a staggering number that defies explanation! Of course, these are also the businesses which are doomed to fail not too long thereafter. A properly executed business plan will define and limit the scope of the business, set financial benchmarks that serve to identify success, failure, and needs to rethink strategy, scope, expansion, or marketing, and it will point out any areas that may invite governmental intervention.

2. Identify the areas that may bring you in contact with

governmental rules and regulations by virtue of the business' nature. In

other words, a food business is certain to require permits and inspections; a day care business will need inspections and licenses, and so forth.

Compile the names of the applicable government agencies, their contact information, and then investigate the steps that you need to take to get your business off the ground in a legal manner.

3. Consult with your tax accountant about tax liabilities and filing requirements.

4. Visit with your small business attorney to ensure that you and your personal assets are protected.

Generally speaking, this requires the formation of a limited liability corporation and while it is easy to accomplish, it is not unwise to have a legal professional look over the papers prior to filing them.

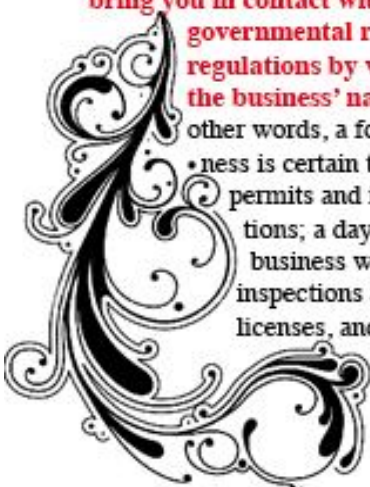
5. Contact your insurance professional to discuss your venture and explore any insurance needs that may come up.

This is particularly crucial if you are planning on running a top home based business exclusively out of your home or if you will be transporting consumers in the scope of your activity. Do not rely on your run of the mill home owner's insurance or standard car insurance to foot the bill if something happens to your clients during working activities.

Although one would like to believe that how to start a top home based business is as simple as deciding to turn a hobby into a professional money maker, the sad reality shows cases that because of litigation –

either private party lawsuits or governmental actions brought against you and your business – many a home based business entrepreneur will have to close her or his doors within just a few short months of throwing them open.

Perhaps not surprisingly, the frustration of these thwarted would be entrepreneurs is tangible when it comes to light that with but a bit of foresight, protection, and savvy engineering they could have all but suit proofed their business! Do not become part of that group and instead choose to have your ducks in a row before you actually start your business and open it to the public.





Choosing the Best Promotional Business Gifts

Any company, corporation or firm use promotional business gifts to advertise and promote their business. These gifts are the key to increase the brand's visibility. Selecting an appropriate promotional business gifts, however, can be sometimes difficult. This is the reason why most companies have the eagerness to do some research before they choose and purchase promotional business gifts. An effective choice of promotional business gift should be of top quality and able to convey the brand message of the company. Early practice of such gifts uses traditional ideas such as giving flowers, diaries, and cards. Unlike traditional types of business gifts, the trend these days evolved using customization. Traditional ideas have been replaced by customized business gifts, mugs, calendar, umbrellas and the like.

Today, there are a wide assortment of products used as promotional business gifts available both at local and online specialty stores. Giving promotional items ultimately increases, and eventually profits. But the major advantage of giving out promotional products is to gain access to a wider audience. There are different types of audience, however, should be given different types of promotional gifts. For instance, giving a promotional business pen is unlikely to make an impact on an Executive. Also, promotional business items should also be given at different events: Trade shows; conferences; and conventions. These events can definitely give you a potential access to your target audience.

While you are planning for promotional business gifts for a trade show, you should first consider how much money as well as time would you be willing to spend to explain your value proposition. You should also structure your promotional plan accordingly. Advertising a business product should be always based on your business. It is not new to most companies that they should understand and take into account the value of advertising business promotional gifts as they as customer retention medium.

There is no business firm that won't appreciate the beneficial effect of giving out promotional business gifts to its clients, customers, and even to its employees and business partners. There is a great advantage of giving tangible recognition for the employees' accomplishments. Most advertising business gifts carry an attention-getting potential. Often, promotional products used for this purpose range from engraved watches, business mugs, pen holders to mouse pads. Promotional gifts can be used in various occasions and if they are customized, they can surely boost brand visibility.

Using effective promotional business gifts can attract target customers and clients. They are also used to keep existing customers, making an effective marketing tool. However, as much as you want to purchase them easily and conveniently, you can also get creative, which will require you an amount of time, by using signs, banners, vehicle wraps, balloons and clothing to get your message out there to the public.

Today, the latest trend of promotional business gifts come in a wide variety of choices to choose from. One of the most hottest choice are personalized business supplies such as personalized desk clocks, embroidered business gift bags, engraved business card holders and cases, and other personalized office desk accessories.

THINKIN' OUT LOUD

C.S. Lewis once said, "You don't have a soul. *You are a soul.* You *have* a body." There is a clear distinction here between the two. But is the soul where one's personality lives? Is it the soul that distinguishes one human body from another? Or is it the soul that gives us life?

Trying to wrap your mind around whether the soul is a *thing* is like trying to make the intangible tangible. It is like one trying to describe how the wind looks. You know it's there because you see the trees and the grass bending but you can't actually see it to describe it. You can only describe its qualities. You can feel the temperature. It can gust up to speeds of 100 mph and destroy everything in its path or it can show up on a hot summer day at precisely the right time and blow the beads of sweat off of your brow. Providing just enough comfort so that you anticipate its return and proving to be the perfect companion to a cold glass of lemonade.

As human beings it is important to not only know your soul but it is even more important to feed it as it can be insatiable at times. Aristotle tried to explain this by utilizing the example of an eyeball. "...for sight is the substance of the eye which corresponds to the account, the eye being merely the matter of seeing; when seeing is removed the eye is no longer an eye, except in name..." Here Aristotle shows that only the eyeball is for seeing. Without the quality of sight, it

is just an eyeball. On the other hand, one cannot possess the sense of sight if one does not have an eyeball. They are two parts that operate as one. When they are joined together they function as a body or a mass. Aristotle is saying that the soul and the body work the same way. If one has a body without a soul there is just a vessel. There is no life present. If you add the soul the body comes to life.

I am reminded of one of my favorite songs as a child Frosty the Snowman.

*Frosty the Snowman
Was a jolly happy soul
With a corn cob pipe and a
button nose
And two eyes made out of
coal*

*Frosty the Snowman
Is a fairytale they say
He was made of snow
But the children know
How he came to life one day*

Before the children put the magic hat on Frosty he was *just a snowman*. But when they put on the magic hat he came to life as his soul was revealed. It may be a simple example but yet still a logical way to explain exactly how the body and soul can only work when they are fused.


So where is your magic hat? Did you have it at one time and lose it? Do you find yourself wandering aimlessly through life without knowing your purpose? Do you know what you are supposed to be doing in this life or are you feeding someone else's soul

while neglecting yours? Are you just a vessel or is your body and soul in synch?

I really believe that the body and the soul do not operate independently of one another. It is the soul that gives the body life and the two *must collaborate* for there to be life. Just like the nose cannot operate independently of smell or the ears cannot operate independently of hearing. The body and soul are two masses. When fused together they operate as one human being. So if you are trying to live life independently of your soul, you may find yourself discontented. Why? Because we were all created with a gift and how we use our gifts should edify our souls and bring us to life. It is our responsibility to identify our gifts and determine how to use them to make the world a better place.

Just thinkin' out loud yall.

**"So where is
your magic
hat?"**



10 Ideas To Have The Best Year In Your Business

As a consultant to small businesses, I have discovered that many of the complaints I hear over and over again have to do with organization. The beginning of the year is an excellent time to get all aspects of your life organized, so why not start 2009 off on the right foot? Setting up calendars, deciding on time off and setting up a financial system will reduce your stress throughout the year.

Here are my top ten ideas for getting your new year off in a forward direction!

- 1.** Set 3 major goals that you would like to accomplish for the year - These goals should be somewhat simplistic, but give you enough of a challenge. They should also take into account both business and personal needs. Goals help you stay focused on important tasks. This can be a mini business plan or a portion of your overall company strategy. Goals can include such items as getting a clear picture of your finances, creating a collection procedure, or spending more time with your family.
- 2.** Plan now for how you will accomplish your goals - Planning now, early in the year, lets you spread the tasks throughout the months. Be realistic about your time. Not everything has to be done by March!
- 3.** Update your planner for the entire year - Write down all important dates such as trade shows, conferences to attend, major shipment dates, family and employee birthday's and key family events. Include the major tasks needed to accomplish your 3 goals. If you haven't bought those refill pages yet for your planner go to your nearest office supply store right now.
- 4.** Plan your time off - Decide how you will be taking some time off. This includes leaving early to watch your child's baseball game, a week off in your favorite vacation spot, or even several long weekend trips. Being well rounded and rested makes for a more productive worker.
- 5.** Establish a process to handle the paper in your office - Getting control of the mounds of paper is the most prevalent problem in an office. Create a simple routine using Action Files (hanging folders or bins) to categorize paper into actionable categories such as Pay, Do, File, and Distribute. Don't forget to use the biggest bin of all, the wastebasket! Cancel those magazines you never read and request that your name be removed from mailing and distribution lists.



10 Ideas To Have The Best Year In Your Business

6. Get your overall office better organized - Take the time to properly set up your files, clean out drawers, and give every item in your office a designated place. Store similar items together near where they are used. Put things used often on the most accessible shelves and less used items on top or bottom shelves, or toward the back. Label storage areas and containers to aid items in finding their way "home". You'll be amazed how much better you feel when your office is better organized!

7. Automate the tracking of your finances - All businesses should know their numbers at all times. I see many small businesses who never really know until they prepare their tax return. Using a software package like Quicken or QuickBooks all year long makes the task a lot easier. Financial reports can then be easily printed so that better business decisions can be made during the year. You'll also save time at the end of the year preparing your taxes if you've been doing this all year! Don't forget to create files with the major tax categories to hold the paper documents that are the backup to your computer entries.

8. Automate or delegate some of your mundane processes or procedures - Spend your time on those activities that will most benefit the company. Look for ways to automate using computer applications or even just simple forms. Delegate some of your tasks to others or hire an assistant. Remember, your time is worth money to your business, use it wisely.

9. Sign up for (or at least choose) a professional development seminar to attend - When you expand your knowledge or get excited about new ideas, your productivity goes up. Who knows, that seminar on organizational techniques may be the spark for your company's success.

10. Choose a charitable cause you can believe in and give to it- Give of your time or your money or your talents. It's amazing how much you get in return when you give something away!

Don't let this list overwhelm you. Simply take one step at a time and move through the ideas until you reach the end. You'll be amazed at how simple your life becomes when you make even the smallest steps towards better organizing your life and your work

JWGREETINGS.COM

7 years ago Jay had to buy a greeting card for mother's day. She went into many card shops and spent large amounts of time flicking through loads of mundane cards. The majority of them offered flowers, teddy bears and more flowers. With her mother being a very special person in her life, She wanted something unique and personal to her mom. Since then she's found she's not the only person who finds "Greeting Card Shopping" a problem. With that she designed her own card for her mom. When Jay gave it to her, the tears of joy in her mother's eyes as she looked at the card and read the verse, said it all. Since that moment Jay has never brought another greeting card. Her path was now abundantly clear. Then the worst happened

her mom was diagnosed with breast cancer. It was a tough time for Jay, then after 2 years of fighting, her mother passed away. That moment shook her world she'd never felt pain like that before. Dealing with the lose and life change of expecting her first child, she decided to pursue another career path which lasted 4 years in retail. Some of you may remember it, "All Divas". The year 2008 held a lot of different things for ending her retail path which was hard to do and the other was to pursue her creative side and bring out her own line of greeting cards.

She puts her heart into designing for others to share and enjoy. Friends and family love her distinc-

tive creative style, they look forward to her new designs. She also offers personalized cards which can include personal photographs but those are only by special requests. She has truly come to embrace her special design talent and by using her experiences and life as inspiration it has allowed her to add a special uniqueness to her designs. It is now her time to share with the masses and I believe they will fall for her designs just as others have. She has dedicated the site to her belated mother 'Lillian A Clarke', a beautiful woman, a great teacher, a fighter - her Queen.

Powerful Sista



true friendship



JWGreetings.com

Send a smile, Show you care.



specializing in Black, Ethnic Greeting Cards

WOMEN TO WATCH

Who are you? When asked this question we typically discuss **what** we do rather than **who** we are. The answer to this question is easy to share – a daughter, sister, aunt, grand daughter, friend, mentor and change agent. We are all powerful, magnificent and beautiful in our own right. There are many, many women the world over doing great things in their lives that impact their families, communities and countries.

ALIVE magazine highlights some of these women in this article.

When you look in the mirror who do you see?

MONIQUE KNIGHT

Ms. Knight is an ambitious hard working single mother of four ages 7, 5, 3 and 2. Monique and her family do activities after school and on the week-ends including swimming, ice skating, drama, gymnastics, and piano. Ms. Knight graduated in BSC Housing Studies and currently works in Housing for

a local Authority. She is determined to live a positive and successful lifestyle with her children and battle against the many stereotypes of a single mother with four children. She is very organized and this helps her to maintain her hectic lifestyle.

London, UK



DONNA GAYLE

Ms. Gayle is a strong mother of 3. An Independent beauty consultant working with Mary Kay Cosmetics, she trains ladies to become independent beauty consultants. She conducts skin care classes, teaches women make-up applications and shows them how they can

enhance and work with their best features. Visit Donna's website at <http://www.marykay.co.uk/dgayle>

Surrey, UK



PRABHA SHIYANI

Ms. Shiyani currently owns two businesses focused on helping people. One helps artisans in rural India to become self sufficient the other helps ordinary people in the UK (and 14 other countries) to get on a path of health and financial freedom allowing them to live their dreams rather than letting life dictate what their dreams

should be. When she isn't busy managing her companies, Prabha enjoys the arts, spending time with family and personal development.

To learn more about her company, visit <http://www.saathay.com>.

London, UK



KARA NORMAN

Empowering mentor Kara Norman – mother of two girls, ages 10 and 5. Wife of 11 years. She has longed to live a more fulfilling life by working with women and girls. Her most recent success is becoming the leader/moderator of the newest edition of a new online social network, EMGirls an empowerment group teen girls 12-18. Ms. Norman

also partnered with a friend and has successfully launched an empowerment group for girls ages 9-12 in the Atlanta area called Jewels. Jewels is a subsidiary of G.E.M.S - Girls Empowered By Morals and Standards a charitable organization for teenage girls between the age of 13 and 17. After the launch and success of G.E.M.S in Spring 2007,

Kara and business partner Adriane came together to create an empowerment group for pre-teen girls ages 9-12.

Atlanta, GA, USA



YAMILE YEMOONYAH

Independent artist Yamile Yemoonyah was born in Manizales to my birth-mother of the Embera, an indigenous people in Colombia and to my unknown African-Colombian birth-father. When she was one and a half years old she was adopted, by

her parents that are from the Netherlands. Yamile and her brother were raised in Germany. She currently lives and works in Berlin.

To see her artwork visit www.kabai33.com.



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ALIVE Magazine, a bi-monthly publication for emerging and current entrepreneurial women of color has published its latest issue. This publication motivates, inspires, and encourages women to bring dreams to life. The mission of this publication is to nourish women's dreams through access to resources, networking, development opportunities and avenues for advertising her business.

E M P O W E R . I N S P I R E . C O N N E C T .

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Graphic Designer

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Missy Burton
Photographer

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