

MARCH 2012 TIMELESS

# COVER 2 COVER

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10

Timeless Things  
You Can Do To  
Build and Maintain  
a Positive Mental  
Attitude

SPOTLIGHT ON...  
BOTTLED UP DESIGNS

Timeless Beauty

35<sup>TH</sup>  
ANNUAL

# COOPER RIVER BRIDGE RUN



10K March 31, 2012  
Charleston, South Carolina

Presented By

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# March 31, 2012

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Vintage Still Life  
Photography by  
Nadzeva Kizilava

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## FROM THE EDITOR

*Happy March Readers,*

*Are you ready for Spring?  
Here in Charleston, we  
hardly had Winter, now  
Spring is just around the cor-  
ner. 2012 is already moving  
at full speed.*



PHOTO BY JIMMY STIVERS

*At the end of this month is the 35th Annual Cooper River Bridge Run, who's coming? I will definitely be there. For the past 34 years, the Arthur Ravenel Bridge has been filled with runners/walkers from all over the world and now they are at about 40,000 participants. This timeless tradition will go on for years to come, make sure you join in.*

*This month our theme is "Timeless". We have some wonderful "Timeless" tips and advice from our contributors in beauty, business and beyond. What do you consider "Timeless"?*

*As always, thank you for flipping through the pages of another month of Cover 2 Cover, we appreciate your support. See you in April, for our "Makeover" issue.*



Ieesha Chandler  
Editor-in-Chief

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## “Always In Style” p. 22



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## 10 Timeless Things You Can Do To Build and Maintain a Positive Mental Attitude p. 9



Peruvian born **Rodolfo Costa** is the author of the inspirational and motivational book *Advice*

*My Parents Gave Me and Other Lessons I Learned From My Mistakes*. He is also a business owner, a Realtor, a teacher and always a student. He lives in Northern California.

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## Giving Gratitude For Timeless Traditions p. 12



**Jody Costello**, Founder of Contractors-FromHell.com, is a Pre-Renovation Expert who takes the

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

## Timeless Beauty p. 26

**Melissa France** has been an Independent Brand and Skin Care Con-



sultant for close to a decade. Serving as an author for many Dermatology and skin care publications,

her work can be seen throughout the United States in the Medical Spa Industry.

## Cardiac arrest and marathons: Tips runners need to consider p. 16



**Dr. David Geier** is an orthopaedic surgeon and the Director of MUSC Sports Medicine. He is the Head Team

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## Managing Your Business Reputation p. 6



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## Worth Every Trouble p. 20



**Mitzi Penzes** grew up in Hungary, where she trained and

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## Timeless Tips To Get You To Level Next p. 8



**Jade Simmons** is a concert pianist and arts entrepreneur. Passion and innovation at every turn. Jade’s

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## Multitasking...Productivity Killer or Time Saver? p. 23



**Brenda Spangrud** is a professional organizer and productivity trainer. She is known as the “Organizer for Paper-Pilers”

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

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either spoon or chopsticks. All of these factors help leave a negative impression so avoid them at all costs – or risk losing business with them.

Also, there are some cultures which put a premium on titles and rank. Unless someone introduces himself by his first name, don't take liberties calling him "John." Call him "Mr. Yamaguchi," to be safe. It's up to him to mention to you if he prefers to be called otherwise. Asians, most especially want to be called "Doctor" or "Attorney."

Be conscious of your attire. If you're going out to a business lunch, leave the cocktail dress with the plunging neckline and thigh-high skirt at home. Your manner of dressing reflects your character. You must be the best advertisement for your company. Iron your clothes, shave the 5-o'clock shadow, keep your hair neat and wear clean and appropriate footwear. Also, pay attention to how you smell, because all the best clothes cannot mask an unpleasant odor. It is human nature to want to deal with the man in a coat and tie, as opposed to the knowledgeable but scruffy man dressed in a t-shirt and jeans.

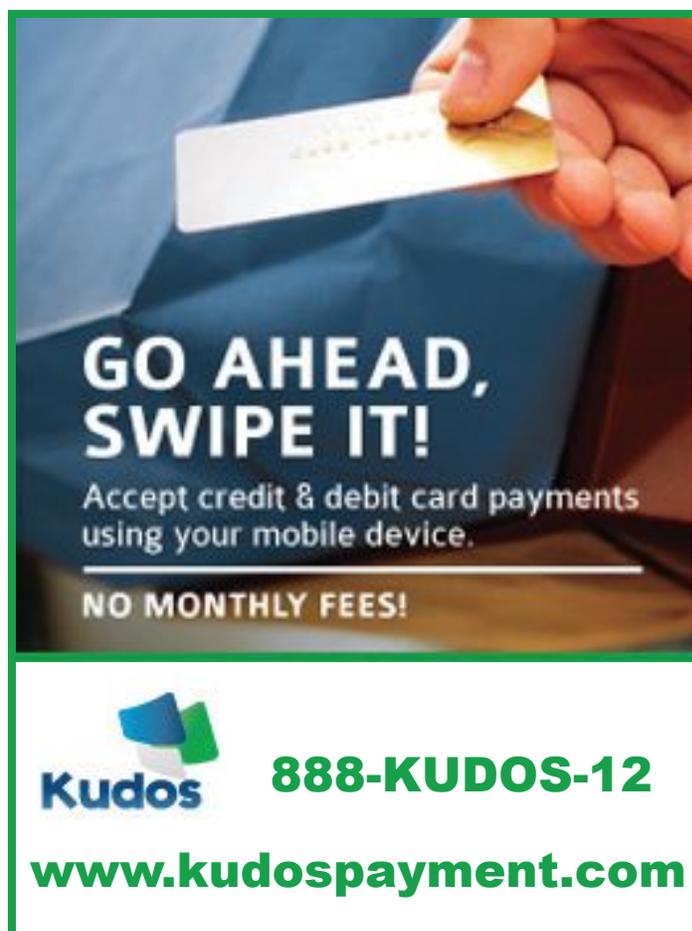
Meetings, phone calls, emails. Always arrive early for meetings. You will have time to brush up on your presentation, plus you also have time to relax before stating your proposals. Be ready with the proper collaterals like business cards, hand-outs, reference materials.

Always be courteous on the phone. No matter how neck-deep you are in work, remember that the phone is one of the ways the outside world and some interested clients can have access to your company. Your tone must always be pleasant yet business-like. That 1 minute call has the power to turn a potential profit into nothing. On emails, don't be demanding. Try to avoid forwarding a long letter to 20 or more respondents. It makes the entire message appear like a tagging game or a spam, and that sending the mail to the receiver is just an afterthought. Never ever **USE ALL CAPS WHEN EMAILING BECAUSE IT MAKES THE MESSAGE APPEAR HARSH.**

Give credit where credit is due. Never forget to thank everyone for their efforts. There is nothing more disheartening than being a loyal worker who is never thanked enough for the success he brings to the company. Even if you are grateful, if you don't express it, your gratitude is useless. Thanking people encourages them to do better. This is another way you can get loyalty and concern from your employees.

It doesn't really hurt to apply business ethics around the workplace. It's your capital on your reputation. Human nature dictates that 10 successes can be nullified by one bad error in judgment – it damages your character and how you are perceived by the people around you. So always be at your best. People will appreciate you immensely for it.

Bottom-line – respect people. Make them feel important. Remember things about them that make them feel important.



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# Timeless Tips To Get You To Level Next

by Jade Simmons



**T**hese days, thanks in part to Beyoncé, everybody talks about being ready for an upgrade. Whether it be in our careers, our relationships or in our material goods, most of us feel like we're ready for more. Heck, many of us feel like we deserve it! We stock up on books, listen to sermons, buy into the philosophies of various gurus to find out how we can get what's coming to us as soon as possible. There's nothing wrong with that. But how many of us have truly looked at the reasons we're not where we're supposed to be, or the explanations for why we don't have what we think we should have? Lucky for you creative entrepreneurs, I've laid out a little list of the main things that keep us from breaking through. No matter what that breakthrough looks like, be it an increase in sales or a hit record, the self-imposed hindrances are usually the same. Look below and see what's holding you back:

- 1. We skip the first step:** Figuring out your true mission. This is different than figuring out what you want. This is about figuring out what you were created to do and how you go about doing that as often as possible. You can't do anything until you know why you're doing it! Your motivation has to be more than just the activity itself. You must find purpose beyond the applause.
- 2. We discount the value of the "NOW" around us.** Dreaming about the future is healthy, but failing to operate in the NOW is debilitating. So many of us are blind to the many possibilities right

around us that can further our goals and widen our reach.

- 3. We want to conquer the world and we haven't even mastered our own schedule.** Truth is, if you get to where you really want to be you'll have to operate in a larger capacity. That takes strategic organization. You'll need to know WHAT to focus on WHEN and WHEN to be WHAT for WHOM.
- 4. You want to be recognized but you haven't dared to really put yourself out there!** In order to break through, you'll usually have to break out of the mold you've been in for a while now. And yes, change can be organic versus frightening when we focus on natural ways to evolve.
- 5. You crack under pressure...or you're so worried you will that it stifles you.** Now more than ever, you'll have to find a mental strategy that assures you can deliver the goods when you most need to.
- 6. Past failures and disappointments are holding you hostage.** You're bound to be confronted by setbacks. The key will be in how you learn from the failure and then in how you bounce back.
- 7. You're sapped!** When you expand the possibilities for your life and your career, you'll need to give extra attention to making sure you can sustain the energy needed to pursue what's important to you. You'll also need to learn how much energy to expend on certain activities and you'll need to be aware of what exactly is required of you at certain points in your personal seasons.

This all sounds familiar I'm sure, but where exactly do you get the strategy to put all of these pieces in place? Glad you asked! April 1st begins a unique Level Next Strategy program especially designed for creative business types and Artist-Entrepreneurs. Visit [www.emergealready.blogspot.com](http://www.emergealready.blogspot.com) for details.

In the meantime, be honest about which road block you keep bumping into and resolve to find a way around, over or through it. All of the above gets you to the other side!

# 10 *Timeless Things You Can Do To Build and Maintain a Positive Mental Attitude.*

Practical Ideas for Improving Your Life and Career.

by Rodolfo Costa

Changing and improving our attitude can help us change the way we see and do things. I have learned that a positive mental attitude is far more important than aptitude to succeed in life. I also learned that it may not be easy at first, because we all have been conditioned since we were born to see and do things and in many cases to think a certain way. But with practice we can improve our attitude. Here are 10 tips to build and maintain a positive mental attitude;

1. Stay away from negative and pessimistic people.
2. Do not complain and blame others for your mistakes, problems, misfortunes and setbacks. You are responsible for your actions and consequences; you are responsible for your life and circumstances.
3. Be more in touch with your thoughts and feelings, do not get carried away by your worries. No matter what, make the conscious decision to start your day, every day, in a positive and optimistic way.
4. Always work on maintaining a positive attitude about things. We all know that we cannot always control what happens in our lives, but we can always control how we react to what happens in our lives. This will help you build the courage, confidence and motivation to change, improve and find a solution to your problem.
5. Learn to adapt. Things change, circumstances change. Adjust yourself and your efforts to what it is presented to you so you can respond accordingly. Never see change as a threat, because it can be an opportunity to learn, to grow, evolve and become a better person.
6. Face your reality with courage. Take a good and careful look at your situation and allow yourself time to think. See where you are now and decide what you want and where you want to be. Build the enthusiasm, make up your mind and go for it. Realize that you have the ability and the potential to change yourself and to change things.
7. Concentrate on the beautiful things in your life. Never compare yourself with others. Remember you are unique; there is nobody else like you and

you are capable of doing great and wonderful things with your life.

8. Look for better or different ways to do things. Allow yourself to see beyond what others think is possible, wise or practical. Be proactive and be part of a solution, not part of a problem.
9. Be in charge of your life. Do not think and assume that what happens to you is your destiny. It is not! If you think that way you will give a message to your brain to stop looking for ideas or solutions to your problems.
10. Do not make excuses to relieve yourself from your responsibilities. Keep in mind, if you do not control your life and future somebody else will, whether you like it or not.

Work on your attitude, learn to control it, and always remember, if you are not careful your attitude will control you.



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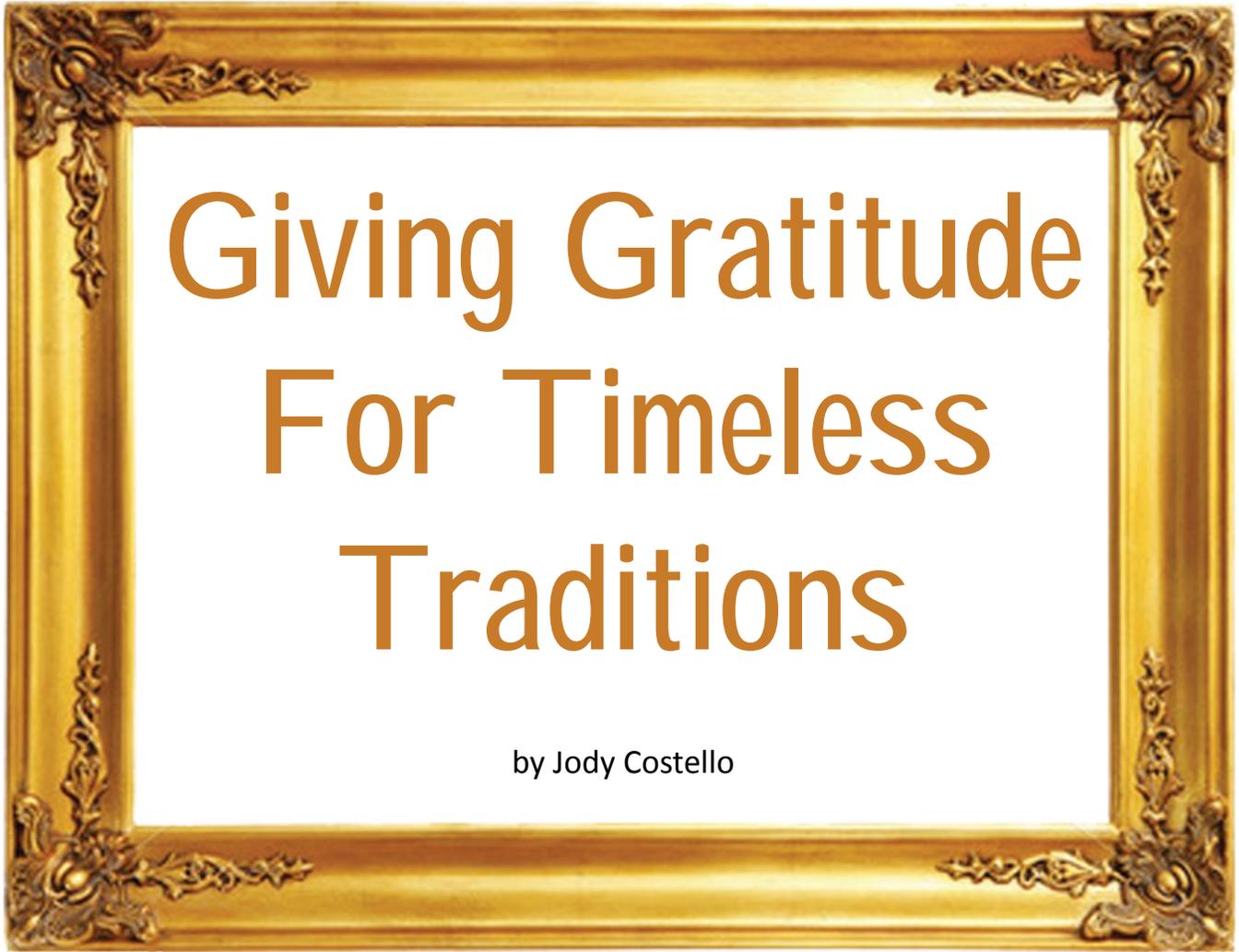
PHOTOS COURTESY OF Bottled Up Designs

Spotlight On...Business

*Bottled Up Designs*

Listen to the interview below.





**T**en Years ago, we decided to purchase my family home which was basically a fixer-upper. As we gutted the home, childhood memories began to surface and I felt a little sad about deconstructing the place that I had called home for so many years. As I sifted through family belongings I came across items that represented my heritage along with photographs of cultural gatherings of friends and family.

I grew up in a Portuguese fishing community, 3 blocks from the church where traditions from our parents' and grandparents' homeland were continued and taught to us. In fact, there was a lot of pomp and circumstance that throughout the years grew larger and more impressive as new generations embraced

and celebrated their responsibilities to carry on these traditions.

The great fishing industry our grandparents started thrived and were passed on to the children who continued it with great success. They in turn gave back to the community and church to further our cultural heritage.

Another tradition centered around wine making, where every September you would see groups of men helping each other make wine, crushing the grapes, capturing the juice and filling wine barrels. As kids I can remember going to some homes where we would stomp the grapes - yep, just like Lucy and Ethel - and just have a blast. Others would use presses or buy the juice at local wineries. The main thing is that, you could always count on a flurry of activity around

the neighborhood with some wives being well, not so happy. After all, there would usually be a little too much frivolity surrounding these events, which were perpetrated by a little too much imbibing.

These days, existing generations no longer make wine and the fishing industry is gone, but some of us still have wine barrels in our garages left behind by our parents. I kept the barrels and worked the redesign of the garage around them, including a beautiful wine press my father purchased and had shipped over from Italy. That wine press is now the centerpiece in the future design of our backyard.

One tradition that continues to this day is, “Festa Do Divino Espirito Santo” or “Festa” as we refer to it, which means Feast Of The Holy Spirit. It is the oldest, ethnic religious celebration in San Diego, dating back to the time when the first families settled here in 1884. 101 years ago it began as a small procession honoring the Holy Spirit, keeping with our faith that as believers of God, we are here to be of service to others. Today, a much larger parade marches through the neighborhood ending up at the church for a high mass with a traditional crowning of a queen or king. Then it winds back to the Portuguese hall, where food and drink is served to all, filled with a day of festivities. The costumes are beautiful, extravagant and I still look forward to viewing the parade, remembering the many times I participated as a young girl.

Like our parents, those of us on the parade route open our homes to whoever comes by for some food and drink beginning at 9am and winding down by 3pm. We labor for days preparing traditional foods for others to enjoy and though it’s exhausting, it’s always well worth it to know how much everyone enjoys the hospitality. It’s in the spirit of serving others, as this celebration reminds us, that we do this each year.

These traditions are indeed timeless and they continue to instill gratitude for the wonderful and colorful Portuguese heritage that is mine.

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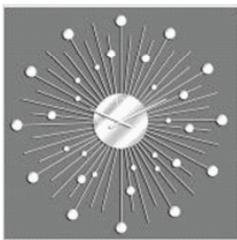
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# WALL

# CLOCKS

Wall clocks are not just for telling time, they are also the centerpiece for your wall in every room. Wall clocks were always placed in just the living room and kitchen, but with the various styles and textures, they can be used everywhere in the home, even on the patio area. They come in all shapes, sizes and colors, a little something for everyone, even the hard to please person. Wall clocks can be used to give every room its own individual flair and unique design.

Here are some great styles to choose from to accent any room in your home:



PHOTOS SOURCE: WWW.EVERYWALLCLOCK.COM



## 10 ST.Patrick's Day Green Reminders:

1. Change to Fluorescent Bulbs
2. Hang Clothes Outside to Dry
3. Turn off computers at night
4. Take showers.
5. Get a filter to make your own home tap water.
6. Turn Down your Thermostat
7. Buy Rechargeable Batteries
8. Pay your Bills Online
9. Buy Local Produce.
10. Walk or Ride Your Bike



**April issue theme is 'MAKEOVER' and we are seeking contributor writers for the following departments: Career & Money, The Home, Health & Fitness, Inspiration & Motivation, Relationships, Parenting and Beauty & Style.**

**We are also seeking food and drink recipes.**

**If you're interested in submitting an article or recipe, please view our contributor guidelines:  
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**We look forward to reading your article.  
(Deadline: March 21, 2012)**

**[www.cover2covermag.com/contribute](http://www.cover2covermag.com/contribute)**



# Cardiac Arrest and Marathons: Tips Runners Need To Consider

by Dr. David Geier

There has been a good deal of media attention in recent years about cardiac arrests and deaths associated with marathons and half-marathons. Even Edward M. Wojtys, MD, Editor-in-Chief of the journal *Sports Health* commented on the deaths of three runners competing in the Detroit Free Press Half Marathon in October 2009, all from presumed cardiac events. “How sad! Men trying to stay in shape by running and paying for it with their lives! There are risks associated with most sports, but usually the consequences are much less severe than death,” he wrote in the January/February 2010 issue of the journal.

For those of you apprehensive about the risk of cardiac arrest in marathons and half-marathons, there is some news that hopefully will allay some fears. A study published in the January 12, 2012 issue of *The New England Journal of Medicine* examines cardiac arrests that occurred in marathons and half-marathons

across the United States from January 1, 2000, to May 31, 2010. A prospective database of cardiac events occurring during or immediately after these races across the United States was developed, and the data was analyzed and published by Jonathan H. Kim, M.D. et al.

There were several interesting findings from this study that I would like to share.

- There were 59 cardiac arrests during this period, and 40 occurred in marathons and 19 in half-marathons. The incidence rate of cardiac arrest in these events was 1 in 184,000 participants. Male marathoners made up the highest risk group.
- 42 of the 59 runners who suffered cardiac arrest died (71%). Therefore, the incidence rate of sudden death in these events was 1 in 259,000 participants. Again sudden deaths were more common in males than females and during marathons rather than half-marathons.

- Of the runners who died and where complete medical information could be obtained, hypertrophic cardiomyopathy was the most common underlying cause. HCM is a condition where the heart muscle lining of the ventricle is thickened. It is a very common cause of sudden death in young athletes. It appeared to have a poor prognostic factor in this study, meaning that runners with HCM who suffered cardiac arrest frequently died.
- Coronary artery disease (atherosclerosis) was the most common underlying condition in those who survived.
- The strongest predicting factors for survival of these runners after cardiac arrest was bystander initiation of CPR and an underlying diagnosis other than hypertrophic cardiomyopathy.
- The rates of sudden deaths from marathons and half-marathons in this study compare favorably to other sports and exercise:
  - College sports – 1 death per 43,770 participants per year
  - Triathlons – 1 death per 52,630 participants per year
  - Healthy middle-aged joggers – 1 death per 7620 participants
- The fatality rate of deaths after cardiac arrests during marathons and half-marathons (71%) in this study is significantly lower than has been shown in prior studies of fatality rates with out-of-hospital cardiac arrests.

Now for the roughly 2 million people who compete in marathons and half-marathons each year in the United States, this study should come as relatively good news. While cardiac arrests and deaths can and do occur in these long-distance running events, they are unlikely. They appear to be less common adverse events than would occur with college sports or even casual jogging. But this study does shed light on a few points that might keep runners even safer.

Know cardiopulmonary resuscitation (CPR). The rate of deaths after cardiac arrest appear to be much lower than those that occur everywhere else, other

than at hospitals. This increased survivorship most likely has to do with bystanders immediately nearby starting CPR and medical personnel on site. And the authors did show that runners who underwent CPR quickly were more likely to survive.

Therefore, I think it is imperative for runners and their families, as well as spectators generally, to know how to administer CPR. And race officials might consider working with the medical teams covering the race to have personnel trained in CPR spread out along the course to perform it if needed, rather than having all personnel in a medical tent at the finish line. Whatever decreases the time between the cardiac event and the initiation of CPR would be helpful.

Undergo a physical before running a marathon. One could make a compelling argument that someone considering training for a marathon or half-marathon should see his or her doctor and undergo a thorough physical and obtain labs and tests if needed. This recommendation seems especially applicable to males. As this study showed, hypertrophic cardiomyopathy is a significant risk factor for sudden death in these races, just like in all sports. And frequently athletes suffer sudden death without ever knowing they have HCM. A good physical exam, plus an electrocardiogram and echocardiogram if deemed necessary by the physician, can detect this condition.

Another interesting point that this study suggests could become a helpful option is the idea to screen marathon and half-marathon participants the day before a race. Whether some sort of easily administered stress test is feasible or financially possible is unknown, but if the race's medical personnel could identify those at risk for cardiac events before they occur, it might be worthwhile.

Runners with any symptoms at all need to see their doctor. Anyone with symptoms of chest pain, shortness of breath, lightheadedness, or anything unusual needs to have it checked immediately.

## HEALTH & FITNESS

CONTENT SOURCE: MAYOCLINIC.COM



Colon cancer is cancer of the large intestine (colon), the lower part of your digestive system. Rectal cancer is cancer of the last several inches of the colon. Together, they're often referred to as colorectal cancers.

### SYMPTOMS

- A change in your bowel habits, including diarrhea or constipation or a change in the consistency of your stool
- Rectal bleeding or blood in your stool
- Persistent abdominal discomfort, such as cramps, gas or pain
- A feeling that your bowel doesn't empty completely
- Weakness or fatigue
- Unexplained weight loss

### CAUSES

Colon cancer most often begins as clumps of precancerous cells (polyps) on the inside lining of the colon. Polyps can appear mushroom-shaped. Precancerous growths can also be flat or recessed into the wall of the colon (nonpolypoid lesions).

Inherited gene mutations that increase the risk of colon cancer can be passed through families, but these inherited genes are linked to only a small percentage of colon cancers. Inherited gene mutations don't make cancer inevitable, but they can increase an individual's risk of cancer significantly

### RISK FACTORS

- Older age. About 90 percent of people diagnosed with colon cancer are older than 50. Colon cancer can occur in younger people, but it occurs

much less frequently.

- African-American Race. African-Americans have a greater risk of colon cancer than do people of other races.
- Inflammatory Intestinal Conditions. Chronic inflammatory diseases of the colon, such as ulcerative colitis and Crohn's disease, can increase your risk of colon cancer.
- Inherited syndromes that increase colon cancer risk. Genetic syndromes passed through generations of your family can increase your risk of colon cancer.
- Low-fiber, high-fat diet. Colon cancer and rectal cancer may be associated with a diet low in fiber and high in fat and calories.
- A sedentary lifestyle. If you're inactive, you're more likely to develop colon cancer. Getting regular physical activity may reduce your risk of colon cancer.
- Diabetes. People with diabetes and insulin resistance may have an increased risk of colon cancer.
- Obesity. People who are obese have an increased risk of colon cancer and an increased risk of dying of colon cancer when compared with people considered normal weight.
- Smoking. People who smoke cigarettes may have an increased risk of colon cancer.
- Alcohol. Heavy use of alcohol may increase your risk of colon cancer.
- Radiation therapy for cancer. Radiation therapy directed at the abdomen to treat previous cancers may increase the risk of colon cancer.

### TREATMENTS AND DRUGS

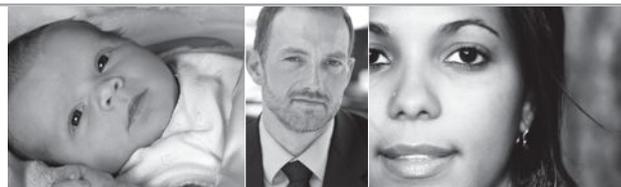
- Surgery for early-stage colon cancer - If your cancer is small, localized in a polyp and in a very early stage, your doctor may be able to remove it completely during a colonoscopy. Some larger polyps may be removed using laparoscopic surgery.
- Surgery for invasive colon cancer - If your colon cancer has grown into or through your colon, your surgeon may recommend a partial colectomy to remove the part of your colon that contains the cancer, along with a margin of normal tissue on either side of the cancer. Nearby lymph nodes are usually also removed and tested for cancer. Your surgeon is often able to reconnect the healthy portions of your colon or rectum. But

when that's not possible, for instance if the cancer is at the outlet of your rectum, you may need to have a permanent or temporary colostomy.

- Surgery for advanced cancer - If your cancer is very advanced or your overall health very poor, your surgeon may recommend an operation to relieve a blockage of your colon or other conditions in order to improve your symptoms. This surgery isn't done to cure cancer, but instead to relieve signs and symptoms, such as bleeding and pain.
- Chemotherapy uses drugs to destroy cancer cells. Chemotherapy can be used to destroy cancer cells after surgery, to control tumor growth or to relieve symptoms of colon cancer.
- Radiation therapy uses powerful energy sources, such as X-rays, to kill any cancer cells that might remain after surgery, to shrink large tumors before an operation so that they can be removed more easily, or to relieve symptoms of colon cancer and rectal cancer.
- Targeted drug therapy - Drugs that target specific defects that allow cancer cells to proliferate are available to people with advanced colon cancer, including bevacizumab (Avastin), cetuximab (Erbix) and panitumumab (Vectibix).

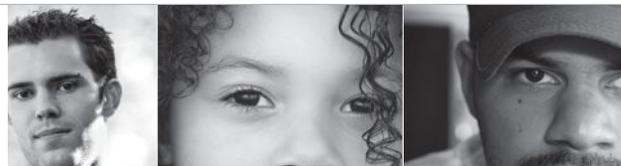
**PREVENTION**

- Annual fecal occult blood testing
- Flexible sigmoidoscopy every five years
- Colonoscopy every 10 years
- Virtual colonoscopy (CT colonography) every five years
- Stool DNA testing
- Eat a variety of fruits, vegetables and whole grains.
- Drink alcohol in moderation, if at all.
- Stop smoking.
- Exercise most days of the week.
- Maintain a healthy weight.
- Aspirin. Some evidence links a reduced risk of polyps and colon cancer to regular aspirin use.
- Other pain relievers. Other pain relievers, such as ibuprofen (Advil, Motrin, others) and naproxen (Aleve, others), have also been studied as a way to prevent colon cancer. But side effects include ulcers and gastrointestinal bleeding. Some of these other pain relievers have been linked to an increased risk of heart problems.



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PHOTO COURTESY OF MITZI PENZES

# *Worth Every Trouble*

by Mitzi Penzes

years they stayed together. Their marriage was very happy and lasted 58 years.

Going back to my decision to tell my story and get it published was not easy at all, but I found one online. It took me about a few weeks and I was so happy, they said my story was very inspirational and they would publish it. They seemed like a solid and reputable

**M**y experience can teach anyone about how to overcome obstacles if you decide. I am the proud author of a romance novel, titled *Perfectly Crazy*. It was inspired by my parents marriage. I felt I needed to somehow show people how beautiful love could be and also give a present to my parents in a form of a book, a little bit of acknowledgement of their feelings for each other all those

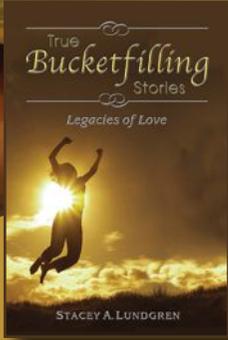
company and they were in business for 17 years. Yet, they went out of business after the editing of my book. Well, that was a definite set back and a great shock for me. I knew if I wanted to show my book to my Mom , who at this time, was seriously ill and I knew her time was running out, I had to get this done soon. So, I got to work looking for a publisher who would be willing to take over.

Soon I found an excellent publisher in California and he offered to finish my book in a speedy manner. New Year Publishing, is a modern publisher, so they not only made the paperback and the hard cover, but developed the e-book and kindle, nook versions as well. In my falling down I got lucky. You never know what might bring a new positive twist to things. Trust life to give you surprises!

After a few months of hard work on their part and mine, I was able to show the book to my parents with my dedication to them. My Dad had a book published in 1967 and he dedicated it to me, so finally after so many years I could return the favor and also hear all the pride in my mom's voice. Shortly after this, they both passed away, but they got to see my achievement. They were so proud and happy for me.

To make the matters even less plausible, you need to know that I am an immigrant and came to this country in 1983. I wrote my book despite the fact that English is my second language and it was all accomplished in about a year. I trained as a neurologist and worked as one in Hungary, then in California, I worked in peptide chemical labs, so I was not in any way connected to publishing, writing, or any other forms of creative endeavor before this.

I am immensely happy I could do this for my parents sake and this way give them a little bit of the immortality they deserved. I look at it this way, if I could do it coming from another country, never studying here in the US, anyone can do it. I want to inspire others to try and no matter what, they just have to tell their story if they feel they had one. It is not easy, but worth every trouble.



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# Always In Style

by Paige Arnof-Fenn

It can be exhausting to keep up with the latest fashions, trends, technologies, fads and colors. One year tall boots are hot, then the next year ankle boots are back in style. Stripes are in, polka dots are out, MySpace is old news but Pinterest is the place to be online. Pastels are dated, bright colors are cool again. One thing is for sure, something new will jump ahead soon, so you must always keep your antenna up! It is nice to pause and reflect on the many things in life that never go out of style:



- Good manners – your mother was right, people really do appreciate it when you say please and thank you, look them in the eye when you shake their hand, and write personal thank you notes.
- Being prepared – do your homework so that you will be able to spot opportunities when they arise. There are no short cuts only detours on the path to success.
- Dressing the part -- again, you should listen to your mother and dress a little nicer, watch what your boss wears and see how the folks on the fast track present themselves.
- Being professional – watch those fast trackers and see how they conduct themselves in meetings. People find a way of recycling over your career.
- Taking the high road – your reputation is your biggest asset so do not say or do anything you

may regret later.

- Never burning a bridge – are you seeing a theme here? It is always best to make friends before you need them. Your allies can be anywhere in an organization so be nice to everyone. I know many CEOs who started out in the mailroom or at the front desk.
- Eating healthy foods – garbage in garbage out.
- Sleeping enough – being tired will not let you operate at the top of your game.
- Exercising – take good care of yourself, you are no good to anyone if you are sick.
- Being honest – keep the promises you make. Integrity matters, be known for always doing the right thing.

These 10 steps are timeless advice that has been passed down for generations. Your parents and grandparents followed these rules and despite the latest trends, they still work for you today! How can you argue with that?

# MULTITASKING...



## Productivity Killer or Time Saver?

by Brenda Spangrud

positive impact on the success of the meal.

On the contrary is “Bad” multitasking. If you spend your day stopping and restarting tasks because you are interrupted by the alert of an incoming email, text messages, phone call, or any other “shiny object”, you will find your-

self unproductive and mentally drained at the end of your day. This type of multitasking is better labeled as “Switch-Tasking.” How often have you heard someone say “I worked so hard today and I feel like I didn’t get anything accomplished”? Well, if this is you, stop the insanity! The behavior is having a negative impact on your productivity and therefore “Bad.”

To stop “Bad” multitasking from taking over your day, challenge yourself to focus on one task at a time. This may be easier said than done when you’re busy with all your daily tasks. Therefore, create a visual reminder for yourself, such as a colorful stone or a little sign saying “FOCUS” that sits on your desk. When you see this reminder, it will prompt you to check in and focus on the task at hand.

Another successful technique is to set a time limit for completing the task you are about to embark on. By nature of having a timer holding you accountable, your competitive side will kick in to beat the clock and not let a distraction divert your attention. Try it for a day and see how it makes you feel!

**M**ultitasking can simply be defined as the ability to do more than one thing at a time. I often ask at my workshops, “who prides themselves in being a great multitasker?” This question is usually met with a few enthusiastic hands up. To be truthful, this is kind of a trick question. Multitasking has two sides...the “Good Multitasking” and the “Bad Multitasking.”

When looking at whether multitasking is good or bad, you have to first look at the situation and ask yourself if it’s having a positive or negative impact on what it is that you’re trying to accomplish at that moment.

An example of “Good” multitasking could easily be demonstrated by watching the cook in the house. When preparing a meal, it is often necessary to stir a pot, peel a potato, read a recipe and wash a dish within minutes of each other. This is essential for the perfect timing of the meal and ensures that all the dishes are orchestrated to the table at the same time. In this instance, multitasking is “Good” and will have a

# TIMELESS BEAUTY.

Aging Beautifully In Your 30s, 40s, 50s And Beyond.

by Melissa France



**I**t seems like every time you turn on the TV or open a magazine you are bombarded with images of beautiful, young-looking women with no lines or imperfections of any kind. Every other page shows a model who looks no more than 25 advertising some kind of anti-aging product. Do they really have wrinkles and age spots yet? The marketers know what we want to see- beautiful, flawless skin that we can only dream of achieving, but what is the reality? What should we expect as we age and when should we start treatments?

Below is a general guideline of treatments by age group recommended by leading Dermatologist, Dr. Richard G. Asarch, M.D., *The Asarch Center for Dermatology and Laser in Denver, CO.*

## Age 26-34

You will start to see some fine wrinkling, age spots and discolorations, minimal blood vessels, and sometimes rare pre-cancerous lesions. Be sure to use sunscreens and moisturizers every day to prevent future damage. You may also want to begin using a tretinoin

(Renova or Retin-A) to reverse the early signs of aging. Topical antioxidants and collagen-stimulating agents can also be introduced. Begin a regular program of microdermabrasions-(a procedure that is performed with a jet of fine crystals vacuumed across the skin to remove dead and damaged cells and stimulate collagen, light chemical peels and botox to prevent furrows from forming. Also, consider collagen or filling material injections which help restore your skin's volume and smooth away facial wrinkles and folds.

## Age 35-49

At this age range, you can expect to notice some pigment changes, a darkening of age spots, early wrinkling around your mouth, mild blood vessels, a change in tone and texture and apparent wrinkles at rest. Continue to use the products we've recommended thus far including Sunscreens, Moisturizers, Tretinoin treatments, Anti-Oxidants and Collagen-Stimulating Agents.

More aggressive topicals may be necessary to give you the same results you achieved in your late

20's and early 30's. In addition, you will benefit from deeper chemical peels, laser resurfacing—mostly around the mouth and eyes, and laser blepharoplasty for droopy eyelids or under-eye bags.

*\*Laser resurfacing-* fractional lasers use fine microbeams of very high energy beam of light to “vaporize” columns of epidermis and dermis. Scars, lines, wrinkles and other skin defects gradually improve over the following 3-4 months.

*\*Laser blepharoplasty* is eyelid surgery to correct sagging eyelids, remove fatty pouches beneath the eyes and remove excess skin in the upper eyelids.

**Age 50-64**

You will notice deeper wrinkles at rest, increased visibility of age spots and blood vessels, a loss of elasticity and increased changes in texture and tone. You are also more likely to have additional precancerous lesions, even early skin cancers.

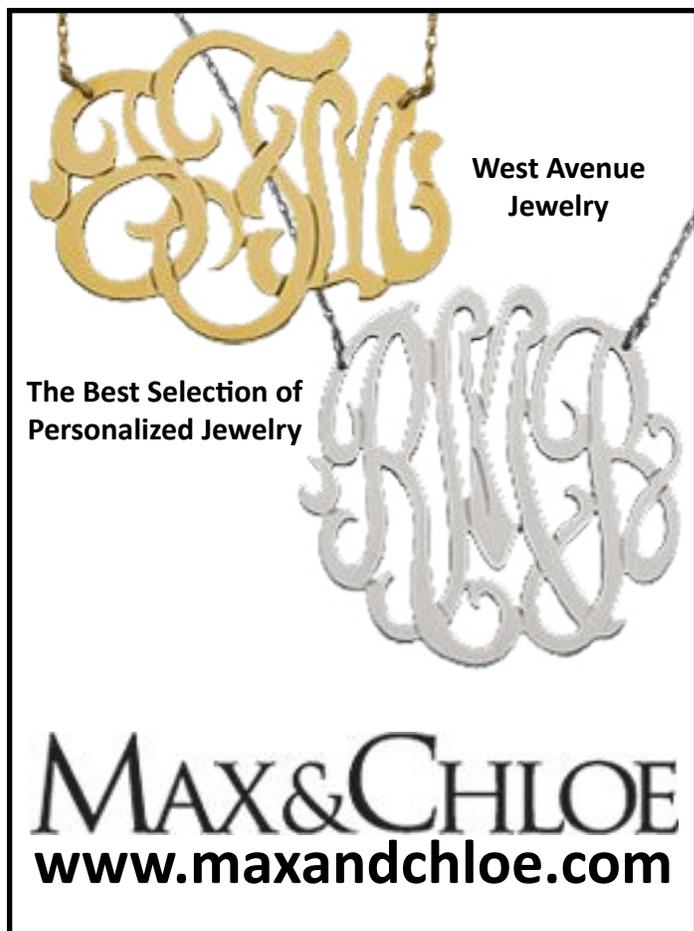
It is essential that you are following a good skin care regimen with Sunscreens, Moisturizers, Tretinoin treatments, Anti-Oxidants and Collagen-Stimulating Agents. You will want to update your products to include medical grade ingredients to achieve maximum results.

In addition to the above, laser rejuvenation for the full face, laser blepharoplasty for droopy eyelids, botox and fillers are common. Pulsed light devices are also beneficial to remove age spots, sun damage and visible facial vessels.

**Age 65 & Beyond**

You may experience deep wrinkling, a further lack of tone and changes in texture, pore size and skin coloration. Continue to care for your skin with the products and treatments discussed above. Consistency in your regimen will make all the difference.

Ultimately, all any of us can do to stay feeling and looking young is to take care of our minds, our bodies and our skin each and every day. We will all age and lose skin tone and firmness. It is easy to be flawless on the cover of a magazine, but it is truly beautiful to be comfortable in your own skin.





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# Clover Margarita

by Herradura Brand Ambassador Mark Drew | Photo credit: Tequila Herradura

## INGREDIENTS

- Herradura Silver 2 oz.
- Lime juice  $\frac{3}{4}$  oz.
- Simple syrup  $\frac{3}{4}$  oz.
- Cucumber 4 discs
- Mint 6-8 leaves

## Garnish:

- Mint leaf
- Salt rim

## DIRECTIONS

1. Place cucumber and mint into a shaker tin and crush gently with a muddler
2. Add remaining ingredients and cubed ice
3. Shake vigorously, then strain into a chilled rocks glass rimmed with salt
4. Garnish with a mint leaf



# Lamb Kebabs with Guinness Marinade

by Justin O'Connor, Executive Chef at the Guinness Storehouse | Photo courtesy of Guinness Storehouse

## INGREDIENTS

- 1 x Loins of lamb trimmed
- Olive oil
- ½ red pepper
- ½ yellow pepper
- 1 small red onion peeled and quartered

## Marinade

- 50ml Guinness extra stout
- 1 tbsp natural yogurt
- 2 cloves garlic crushed
- ½ teaspoon ground cumin
- 1 tablespoon of chopped coriander
- Salt and pepper
- Juice of ½ lemon
- ¼ red chilli chopped

## DIRECTIONS

1. Slice the loin into 8 pieces and place in the Guinness over night in a fridge.
2. Dice up the peppers and wedge the onions, season and coat in olive oil.
3. Add the rest of the marinade in on top of the lamb and continue to marinate for 2 – 3 hours. Now skewer the lamb and vegetables evenly onto 4 skewers. To cook place in the oven for 8 minutes at 180C or char grill until evenly cooked.
4. Serve with a minted yogurt.

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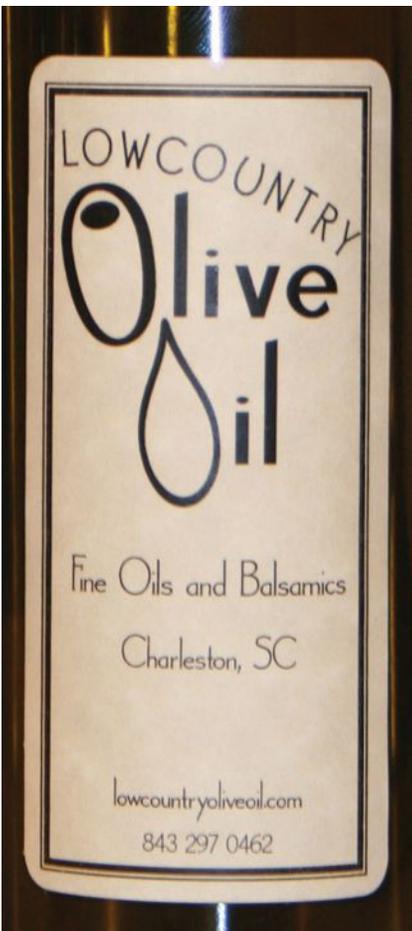


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*Tracy Newman*

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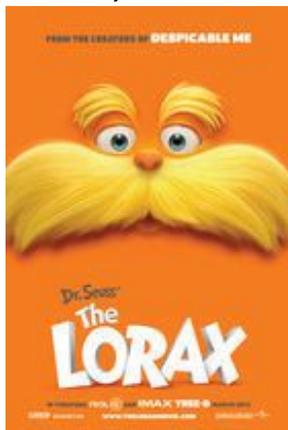


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# A Thousand Words

March 2, 2012



Dr. Seuss' The Lorax  
Cast: Danny DeVito, Zac Efron, Taylor Swift, Ed Helms

Synopsis: A 12-year-old strives to win the affection of the girl of his dreams and discovers the story of the Lorax.

[CLICK HERE](#) to view preview

March 16, 2012



21 Jump Street  
Cast: Jonah Hill, Channing Tatum, Ice Cube, Brie Larson

Synopsis: Two cops working under cover at a high school must confront their teenage issues all over again.

[CLICK HERE](#) to view preview

March 9, 2012

Silent House  
Cast: Elizabeth Olsen, Adam Trese, Eric Sheffer Stevens, Julia Taylor Ross

Synopsis: Panic turns to terror when a young woman becomes sealed inside her family's remote lake house.

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March 30, 2012

Wrath of the Titans  
Cast: Sam Worthington, Liam Neeson, Ralph Fiennes, Danny Huston

Synopsis: Sequel to the 2010 remake starring Sam Worthington as Perseus.

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New Music Releases: COURTESY OF FYE.COM



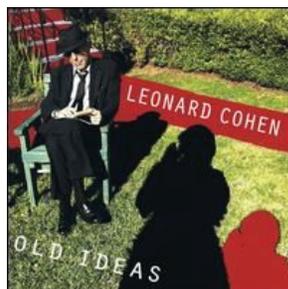
This Ole Boy  
Craig Morgan



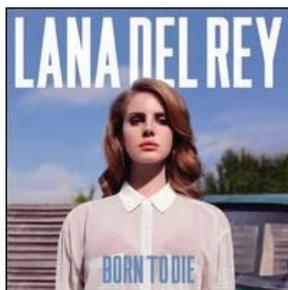
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Estelle



The Evolution of  
Le'Andria Johnson  
Le'Andria Johnson



Old Ideas  
Leonard Cohen



Born to Die  
Lana Del Rey



Ringo 2012  
Ringo Starr



- Rapper Jim Jones arrested after fight at Foxwoods
- Taylor Swift asks NJ teen to country music awards
- Judge denies bid for bail by Jackson doctor
- Adam Sandler sets Razzie record for worst movies
- Martin Lawrence cops out in CBS comedy pilot
- Eva Longoria and Kal Penn join Obama campaign
- Jennifer Aniston puts name in star on Walk of Fame
- "American Idol" earns lowest rating since season one
- Fans, celebs react to Rihanna/Chris Brown collaboration
- Adele breaks Whitney Houston's chart record

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# Hometown Landmo



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Photography by Jimmy Stivers

AND...



AND...

## Take a Poetry Break!

# Treasure

*How grand she was some years ago*

*Pretty as a picture, eyes that glowed.*

*She'd start her day early, with so much to get done.*

*She'd take time for her family and always made time for fun.*

*She's the center of their lives, the one everyone turns to.*

*Always giving sound advice, so they'd always know what to do.*

*With all the love she gives to them, day in and day out.*

*They wanted to let the world know, they love her without a doubt.*

*And time has truly been good to her, a few wrinkles and some gray hair.*

*But she'll never have to want or worry, because they'll always be there.*



# COVER MAIL

Love the Black History Month coverage you did, very informative.

-- Sid Carrew  
Raleigh, NC

The February cover was breathtaking. It gave that Valentine's Day feeling. Good choice!

-- Amber Stevens  
Chicago, IL

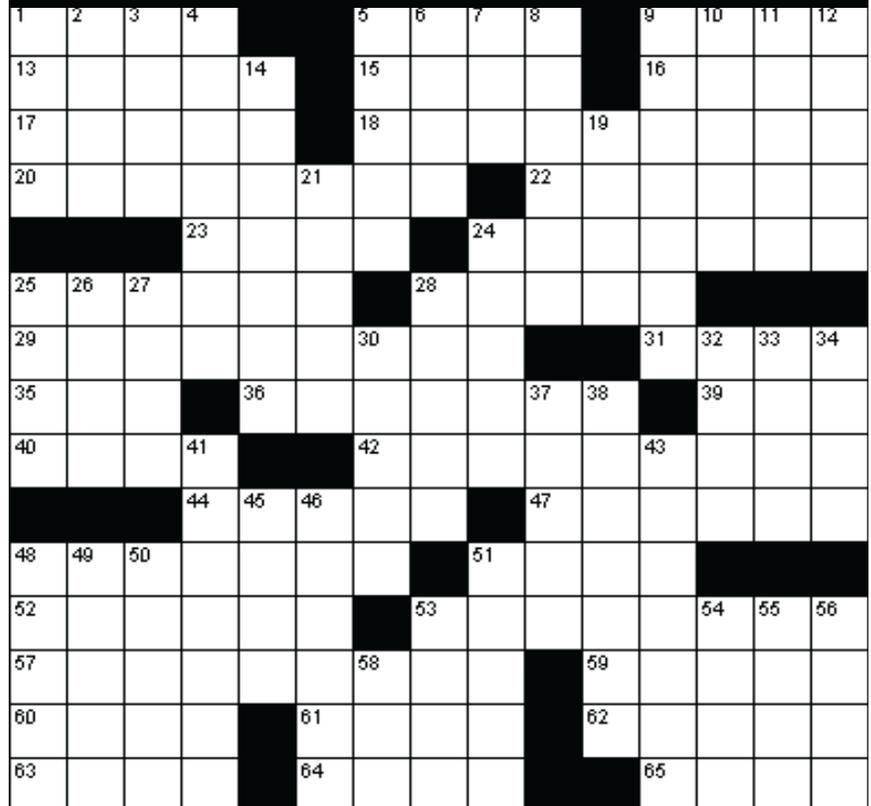
Great positive coverage on the actor Brian White. I've been reading alot of negative interviews and I'm glad to see that you guys looked at him in a positive light.

-- Candice Nelson  
Miami, FL

AND...

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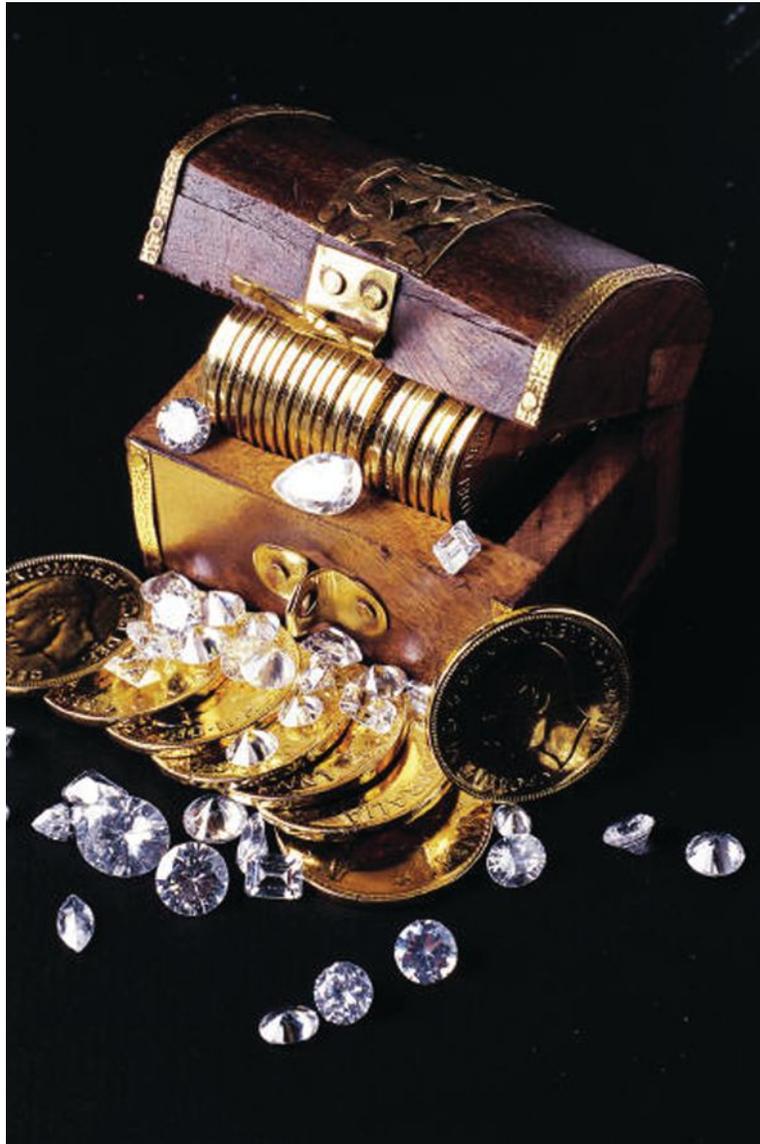
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- 5 Male deer
- 9 Synagogue
- 13 Sellers of movies
- 15 Successor
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- 17 Win by \_\_\_
- 18 Bony-plated beast
- 20 General defeated at Quebec
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- 28 Oise tributary
- 29 David Lynch TV series
- 31 Letters to answer?
- 35 Playground game
- 36 Ancient galley
- 39 Hawaiian adornment
- 40 Sounds of disgust
- 42 Natural magnet
- 44 Cosmetician Elizabeth
- 47 Sleepy
- 48 Dishonesty
- 51 Actress Mazar
- 52 Sales incentive
- 53 With no saddle

### DOWN

- 1 Unwanted messages
- 2 Vegas game
- 3 Lay \_\_\_ the line
- 4 Nuclear restraint accord
- 5 Oil source
- 6 Condition
- 7 Objective
- 8 Free
- 9 Glib guy
- 10 Margaret Thatcher's middle name
- 11 In the dark
- 12 "A Fistful of Dollars" director
- 14 Proof of purchase
- 19 Singer Celine

- 21 More competent
- 24 Clamped securely
- 25 Westernmost Aleutian
- 26 Festoon
- 27 Yearning sound
- 28 City in Ohio
- 30 Choreographer Alvin
- 32 Hogwash
- 33 \_\_\_, vidi, vici
- 34 Variegated
- 37 Taxi feature
- 38 1962 Paul Anka hit
- 41 Pundits
- 43 Champion of the people
- 45 No longer active: Abbr.
- 46 "The River Of \_\_\_" (Billy Joel song)
- 48 1940s Big-Band leader
- 49 Buddha's birthplace
- 50 Ropemaking fiber
- 51 Went steady
- 53 Greenback
- 54 "Roots" author Haley
- 55 Film segment
- 56 Chief city of northern Nigeria
- 58 Unduly



**“Nothing treasured can be measured.”**

**Deb Warrick**



# SAVE THE DATES IN 2012!



## FEBRUARY

2nd Annual

Union Street Has A Crush On You  
Valentine Wine Walk  
Thursday, February 9  
4pm to 8pm • Union Street  
Gough to Steiner • San Francisco

## MARCH

161st Annual

St. Patrick's Day Festival  
Saturday, March 17  
10am to 5pm • Parade at 11:30am  
Civic Center Plaza • San Francisco

## APRIL

21st Annual

Union Street Spring  
Celebration & Easter Parade  
Sunday, April 8  
10am to 5pm • Parade at 2pm  
Union Street  
Between Gough and Fillmore  
San Francisco

Run for Life  
Walk or Run ~ 3k, 5k, 10k  
Saturday, April 21  
7:30am Start Time  
UC Berkeley Campus • Berkeley

31st Annual

Petaluma Butter & Egg Days  
Parade & Celebration  
Saturday, April 28  
10am to 5pm • Parade at Noon  
Historic Downtown Petaluma

## MAY

7th Annual

Uncorked!  
The Ghirardelli Square Wine Festival  
Saturday, May 19  
Ghirardelli Square and on Beach Street  
between Larkin and Polk Streets  
1pm to 6pm • San Francisco

## JUNE

36th Annual

Union Street Eco-Urban Festival  
Sat & Sun, June 2 & 3  
10am to 6pm • Union Street  
Gough to Steiner • San Francisco

58th Annual

North Beach Festival  
Sat & Sun, June 16 & 17  
10am to 6pm  
North Beach • San Francisco

3rd Annual

Ghirardelli Square KidsBash  
Presented by Peekadoodle  
Saturday, June 30  
Ghirardelli Square and on Beach Street  
between Larkin & Polk Streets  
10am to 4pm • San Francisco

## JULY

28th Annual

Fillmore Jazz Festival  
Sat & Sun, July 7 & 8  
10am to 6pm • Fillmore Street  
Jackson to Eddy • San Francisco

## AUGUST

6th Annual

The San Rafael Food & Wine Festival  
Saturday, August 11  
1pm to 5pm • Falkirk Cultural Center  
Mission Street at E Street • San Rafael

## SEPTEMBER

17th Annual

Ghirardelli Square Chocolate Festival  
Sat & Sun, September 8 & 9  
Ghirardelli Square and on Beach Street  
between Larkin & Polk Streets  
Noon to 5pm • San Francisco

2nd Annual

Noe Valley Wine Walk  
Wednesday, September 12  
4pm to 8pm • 24th Street  
Diamond to Chattanooga • San Francisco

3rd Annual

Lawn Party  
Saturday, September 15  
6pm to 10 pm  
Magnolia Terrace • San Rafael

4th Annual

A Taste of Downtown  
Wednesday, September 19  
Downtown San Rafael  
between Lincoln & G Street  
4pm to 8pm • San Rafael

3rd Annual

Polk Street Blues Festival  
Sat & Sun, September 22 & 23  
10am to 6pm • Polk Street  
Jackson to California • San Francisco

## OCTOBER

3rd Annual

Union Street Wine Walk  
Wednesday, October 10  
4pm to 8pm • Union Street  
Gough to Steiner • San Francisco

Venetia Valley School Carnival  
Saturday, October 13  
11pm to 4pm  
San Rafael

24th Annual

Fiesta on the Hill  
Sunday, October 21  
10am to 6pm • Cortland Avenue  
Bocana Avenue to Folsom Street  
Bernal Heights • San Francisco

## NOVEMBER

33rd Annual

San Rafael Parade of  
Lights & Winter Wonderland  
Friday, November 23  
Snow & Marketplace Noon to 8:30pm  
Parade at 5:30pm  
Fourth Street • B Street to Lootens  
San Rafael

## DECEMBER

Union Street Fantasy of Lights  
Saturday, December 1  
And a month long celebration  
of holiday happenings  
Union Street between Gough & Steiner  
3pm to 7pm • San Francisco

2nd Annual

Noe Valley Holiday Wine Walk  
Date TBD  
4pm to 8pm • 24th Street  
Diamond to Chattanooga • San Francisco



# COVER 2 COVER

INFORM. ADVISE. INSPIRE. ENTERTAIN.