

*Free!* April / May 2009

THE PHILADELPHIA



# WOMEN'S JOURNAL™

## INSIDE THIS ISSUE:

Bio-Identical Hormone Replacement Therapy – Page 5

Fresh From The Farm To Your Table! – Page 6

Continuing My Daughter's Legacy of Hope – Page 32

Light the Night with LLS – Page 33

(Left to Right) Helen Richardson-Rayon and Tashia Rayon

A *Free!* newspaper for Women of the DELAWARE VALLEY Visit us Online at [PWJournal.com](http://PWJournal.com)

We're sure most of you have heard of Alex's Lemonade Stand, but take a look at page 32 for Alex's story as written by her mother Elizabeth Flynn Scott. Liz describes the courage and determination of Alex and articulates the spirit behind the organization that has taken the lead in helping to find a cure for childhood cancer. Also, on page 33, learn how your corporation can get involved with The Leukemia and Lymphoma Society Light the Night Walks this year. We've included several articles on women's business and networking groups that might help you find the group that is right for you. Several groups initiated by African American women in Philadelphia are discussed on page 29 of the

Community section. These groups include a relatively new group called Opus (a different take on organized groups), Links, Inc. started in 1946 and Jack and Jill of America started in 1938 in Philadelphia. Check out the article on Team Women on page 16. This is a new group based in Delaware County with a different twist on membership. NAWBO is sponsoring a program on indirect business channels. Learn about the program on page 9. And on page 15, the Professional Women's Roundtable discusses how to maximize your network in a down economy.

We hope you enjoy this issue and keep your feedback coming.

--The Philadelphia Women's Journal Team

**FEATURED ON THE COVER**



(Left to Right) Helen Richardson-Rayon and Tashia Rayon (see page 20).

Photographers / Mimi Janosy and Rebecca Vlastaridis

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Check out the cover photo, Lisa Hanson photo-page 10, and Rayon photos-page 20 for quick look at their work. Learn more about our photographers and stylist on page 18!

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## *Medical Professionals*

JEFFERSON CENTER FOR VOICE AND SWALLOWING .....	4
NEW ANALYSIS FINDS BIO-IDENTICAL HORMONES SAFER THAN STANDARD HORMONE REPLACEMENT THERAPY! .....	5

## *Health & Wellness*

FRESH & FAST FROM THE FARM TO YOUR TABLE .....	6
LIVE BEYOND... THROUGH YOGA UNITES .....	7

## *Real Estate*

WHAT MAKES OCEAN CITY, NJ THE BEST CHOICE? .....	8
--	---

## *Business & Finance*

UNCOVER THE 2ND TIER: DISCOVER INDIRECT BUSINESS CHANNELS .....	9
ARE WOMEN SAVING AND INVESTING ENOUGH? .....	10-11

## *Education*

EDUCATOR PAR EXCELLENCE-NANCY GABEL .....	12
WHARTON WOMEN .....	13
THE MAIN EVENT: STOCKTON COLLEGE SCHOLARSHIP BENEFIT GALA .....	14

## *Networking*

MAXIMIZING YOUR NETWORK IN A DOWN ECONOMY .....	15
TEAM WOMEN - A NEW TAKE ON NETWORKING .....	16

## *Personal Journey*

THE GATES OF HAPPINESS .....	17
------------------------------	----

## *Photography*

THE FACE OF YOUR BUSINESS IS - YOU .....	18
--	----

## *Fabulous Food & Dining*

SMALL BITES BY PATTI! .....	19
-----------------------------	----

## *Women in Profile*

WOMEN IN PROFILE .....	20-21
------------------------	-------

## *Arts & Entertainment*

PROTECTING AND PROMOTING PHILADELPHIA'S ARTISTIC LEGACY .....	22
UCCEG ART SHOW AND AUCTION .....	23

## *Fashion & Beauty*

RECYCLE A SUIT, RENEW A WOMAN'S LIFE .....	24-25
--	-------

## *Travel*

THE OTHER OZ .....	26-27
--------------------	-------

## *Community*

THE ART OF GIVING .....	28
AFRICAN AMERICAN WOMEN ASSURING A LEGACY OF LEADERSHIP .....	29
FAMILIES OF SPECIAL NEEDS CHILDREN FIND HOPE AND RESULTS .....	30-31
CONTINUING MY DAUGHTER'S LEGACY OF HOPE .....	32
LIGHT THE NIGHT WITH LLS! .....	33
DELAWARE VALLEY CHILDREN NEED LOVING FOSTER FAMILIES .....	34
THE TALK INSTITUTE & SCHOOL: GIVING AUTISM A VOICE ONE SOUND AND ONE CHILD AT A TIME .....	35

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THE PHILADELPHIA   
**WOMEN'S JOURNAL™**



# Jefferson Center for Voice and Swallowing

## *A Team Approach To Care From The Department of Otolaryngology – Head & Neck Surgery*

RP is an active, 65-year-old man. RP developed a swallowing problem that led to frequent choking and coughing that became so bad that he could no longer meet his demands for public speaking and eventually, he could not even eat in public. He was found to have a Zenker's diverticulum and was warned that he probably could not have the surgery usually done for this condition because of heart problems. Physicians at the JCVS were able to repair the problem with an outpatient endoscopic procedure and RP was able to return to his active, public lifestyle within days.

### **Introduction:**

People normally swallow hundreds of times a day. In addition to the important function of being our source of sustenance, eating is one of the basic pleasures of life and an important social function. The medical term to describe difficulty swallowing is dysphagia.

### **Signs that a swallowing problem may exist:**

- Slow or difficult swallowing
- Sensation of food getting stuck
- Globus sensation (a feeling of a lump in the throat)
- Coughing or choking during swallowing
- Unanticipated weight loss
- Regurgitation of undigested food
- Prolonged eating times
- Frequent cough or throat clearing
- Recurrent pneumonia
- "Wet" voice

The normal process of eating starts when food is passed into the oral cavity and is organized for passage into the throat. Food is then rapidly propelled downwards, the vocal cords close, the voice box moves up and forward (to move it away from the oncoming food) and the upper valve to the esophagus opens to allow food to move into the esophagus. The final phase of swallowing is in the esophagus in which food is pushed in an organized fashion to the lower esophageal valve, which opens to allow transit into the stomach. This is a complicated process requiring complex coordination. As a result, it is possible to have interruption of any part of the swallowing process to result in dysphagia.

Common causes of dysphagia include acid reflux, esophageal strictures (narrow points in the esophagus), and abnormalities of esophageal muscle function. Dysphagia can also occur from benign or cancerous masses or serious neurologic problems such as stroke or multiple sclerosis (MS).

Patients who have significant swallowing problems may be evaluated by different specialists. Centers such as the Jefferson Center for Voice and Swallowing often bring these specialists together with Speech-Language Pathologists to provide diagnosis and treatment.



### **Evaluation**

Evaluation of a patient with swallowing complaints begins with a thorough history about the nature and duration of the problem. The physical examination should include weight and general appearance. A more complete physical examination performed by an Ear Nose and Throat specialist in which a flexible camera called a laryngoscope may be used to evaluate the voice box and throat while the patient swallows various consistencies of dyed food.

Speech-Language Pathologists may also be asked to evaluate the patient. Their initial evaluation includes examination of swallowing and initiation of possible compensatory strategies to be tried as part of the treatment plan.

When necessary, radiographic tests may be ordered to allow for complete assessment of swallowing from the mouth down to the stomach. Additional radiographic tests may include CT and MRI scans if there is suspicion of a mass causing swallowing dysfunction.

Esophageal endoscopy may also be recommended. Upper GI endoscopy is a routine practice performed with sedative anesthesia and trans-nasal esophagoscopy can be performed in the office without any sedation. Some additional specialized testing may occasionally be requested.

### **Treatment:**

The JCVS has innovative medical treatment protocols for chronic conditions of throat spasm and cough that have helped many patients with associated swallowing complaints. Additional medical treatment can include the injection of Botulinum toxin (Botox®) for patients who have spasm of the muscles of the larynx or esophagus. Swallowing therapy provided by a speech and language pathologist is one of the most important components of treatment for most patients.

Some patients with dysphagia are treated with endoscopic or surgical techniques. Endoscopic dila-

tion of strictures (narrow points) of the esophagus is common. In rare cases, strictures can become so severe that more extensive surgical reconstruction of the esophagus may be undertaken to replace the area of the esophagus that is obstructed.

Zenker's Diverticulum is a condition characterized by severe swallowing problems and regurgitation of food. Previously, surgery for this condition required an open approach in which the neck was cut to address the problem.

Most patients at the JCVS are treated endoscopically without any external cuts and typically, with a shorter hospital stay and quicker recovery.

At the Jefferson Center for Voice and Swallowing our staff includes physicians, speech language pathologists, and nurses who have extensive experience in caring for voice and swallowing disorders. A team approach is employed to make sure that patients receive the most current and advanced treatment for these disorders.



Maurits Boon, MD, Co-Director; Joseph Spiegel, MD, Director; Rosemary Ostrowski, MM, MS CCC-SLP; Speech Language Pathologist – Singing and Speaking; Adeline Schultz, MEd CCC-SLP, BRS-S; Speech Language Pathologist – Speaking Voice and Swallowing; Dan Sherwood, MS, CCC-SP – Certified Vocologist (not shown).

### **MAKE AN APPOINTMENT**

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### **FOR MORE INFO CONTACT**

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Philadelphia, PA 19107  
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Fax: 215-503-3736



# New Analysis Finds Bio-Identical Hormones Safer Than Standard Hormone Replacement Therapy!



Ben Briggs RPh, CNC, IACP  
Lionville Natural Pharmacy  
and Health Food Store

A recent Oprah Winfrey show with guests Suzanne Somers, Christiane Northrup, M.D. and others has sparked new interest in Bio-Identical Hormone Replacement Therapy. On February 23,

2009 a new clinical analysis published in the Postgraduate Medical Journal, a leading peer-reviewed publication for practicing clinicians, revealed Bio-Identical Hormones are associated with reduced health risks and are more efficacious than their synthetic counterparts. ([www.HoltorfMed.com](http://www.HoltorfMed.com)).

The analysis was conducted by a leading expert in hormone replacement, Dr. Kent Holtorf, M.D., medical director of the Holtorf Medical group in Torrance, California. The paper reviewed and evaluated the results from more than 200 physiological and clinical studies.

*The analysis demonstrated that Bio-Identical Hormone replacement therapy is both more effective and has greater health benefits for women suffering with symptoms of menopause than hormone replacement therapy with synthetic hormones.*

My experience with Bio-Identical hormone replacement therapy spans almost 30 years. I have worked with hundreds of physicians, compounding thousands of customized prescription for patients. Many patients have chosen Bio-Identical hormones because of negative experiences with conventional hormone therapy.

Bio-Identical Hormone prescription compounds are bio-chemically identical to human hormones that are produced by our hormone producing glands. The raw material used in these compounds are United States Pharmacopeia (USP) approved agents, source certified and purchased only from manufacturers that provide approved certificates of analysis. The FDA has approved the use of these USP approved raw materials for compounding prescriptions. State Boards of Pharmacy regulate all pharmacies including compounding pharmacies. Dr. Lauren Streicher, a guest on the Oprah show and opponent of Bio-Identical Hormones, suggested that compounding pharmacies were unapproved by the FDA. In fact, there are no FDA-approved pharmacies.

Unlike conventional hormone replacement therapy, the compounded hormone prescription order is custom formulated. After an analysis of

blood, saliva, and urine and a private nutritional consultation, I discuss the therapy with the patient and their physician and we prepare prescription(s) that therapeutically match the patients' hormonal deficiency. The goal is to bring the individual's hormonal levels into balance with the least amount of medication to relieve symptoms.

Today, administration modalities include injections, pellet implantation, slow and rapid release oral formula, transdermal (topical) creams and gels, sublingual lozenges and nasal sprays.

Human sex hormones include: estrone, estradiol and estriol (the human estrogens), progesterone, pregnenolone, testosterone and DHEA. Due to the limited scope of this article I will discuss therapeutic uses of estradiol, estriol (2 of the estrogens) and progesterone. More information and references can be found on our website at [www.lionrx.com](http://www.lionrx.com).

There are considerable differences between human hormones, synthetic hormone versions (birth control) and equine hormones, (Premarin & Prempro). First, synthetic hormones and equine (horse) hormones are not found in the human body. Second, the metabolites (chemical by-products) of the synthetic and equine hormones are more difficult to eliminate and neutralize by the detoxification pathways. Third, though the synthetic and equine hormones are capable of relieving symptoms, they have been shown to increase the risks for cancer, heart disease, thyroid dysfunction and blood clotting disorders. Lastly, humans produce sex hormones bio-chemically from cholesterol in varied amounts during the day and during menstrual cycle. This varied daily and monthly dosage is an important consideration when developing a hormone replacement therapy. Each individual has unique and variable dosage needs because of their metabolism and their age, i.e. one size dose not fit all!

There are three human estrogens; Estrone, Estradiol and Estriol. Estriol is a weak estrogen. It is an end-point of estrogen metabolism and is usually associated with receptors below the waist. Estriol is a weak, safe estrogen used predominantly in European prescription therapy regimens because of its safety profile. When used intravaginally, estriol is an affective treatment for vaginal atrophy/dryness.

Estradiol is the most potent estrogen and has been formulated by the pharmaceutical industry as patches, vaginal inserts, oral tablets and recently into gel forms. Estradiol receptor targets are considered to be above the waist, i.e., breast tissue, skin, eye moisture and brain/mental acuity. We do not use estradiol without progesterone.

Bi-Est is a term associated with a combination estrogen therapy compounded for menopausal symptoms that contains estriol and estradiol. This combination allows for a better balance of estrogen therapy because females naturally produce a ratio of about 60-80% estriol and 10-20% estradiol and

estrone. We do not use Estrone in our practice due to research that suggests negative risks for cancers. With the exception of estriol vaginal cream we do not recommend estrogen therapy without progesterone therapy. *A dangerous misconception about hormone replacement therapy occurs when a practitioner prescribes estrogen therapy alone without progesterone.*

Progesterone is a modulator for all hormones and is found in male and female patients. Patients with hysterectomies have been told they do not need progesterone because the uterus has been removed therefore progesterone is not necessary. Synthetic prescription progestins, like Provera (medroxyprogesterone acetate, the "Pro" part of Prem-Pro), Aygestin (norethindrone) and all other **progestins ARE NOT PROGESTERONE**. Natural progesterone has properties that are very distinct from synthetic progestin.

Progesterone therapy is safe to use alone and can often relieve symptoms of estrogen dominance: PCOS (polycystic ovary syndrome), PMS, and perimenopause. The last thing an estrogen dominant female needs is more estrogen. This concept is often misunderstood and more estrogen is prescribed in the form of low dose birth control formulas. Progesterone balances fluid and water retention, aids carbohydrate metabolism, relieves mood swings, hot flashes and night sweats.

Dr. John Lee, M.D., OB/GYN, was a pioneer in progesterone therapy. He discovered that progesterone stimulates osteoblasts formation (new bone cells) where as estrogen slows the breakdown of osteoclasts, (mature bone cells). In other words, progesterone stimulates the production of new healthy bone cells. Dr. Helene Leonetti, M.D. of Bethlehem, Pennsylvania is in the process of completing an FDA approved clinical trial using transdermal progesterone for osteoporosis.

The misconceptions about compounded preparations of human hormones are unfounded. Compounding pharmacists are responsible for information published in scientific literature concerning prescribed medication. Numerous certified continuing educational programs are provided through the International Academy of Compounding Pharmacists, The Professional Compounding Centers Of America and The Pharmacy Compounding Accreditation Board.

Logically, Bio-Identical customized hormone therapy is the best choice for patients in need of hormone replacement as long as the patient, compounding pharmacist and physician work together to monitor and access the therapy throughout the regimen.

More information can be found at [www.iacprx.com](http://www.iacprx.com), [www.ijpc.com](http://www.ijpc.com), [www.bio-identicalhormoneinitiative.org](http://www.bio-identicalhormoneinitiative.org) and [www.lionrx.com](http://www.lionrx.com).

P.S. For upcoming events at Lionville Natural Pharmacy and Health Food Store check our website at [www.lionrx.com](http://www.lionrx.com). 

# Fresh & Fast from the Farm to Your Table

Written by Carolyn Cott

Imagine a bounty of locally grown, organic vegetables—harvested at the peak of ripeness and nutritional value—delivered to your door throughout the growing season. Opperman’s Corner Organics, a CSA (community-supported agriculture) in Chester County, now in its second year, does just that. For a modest price, “shareholders” are enjoying an array of traditional, seasonal vegetables of all colors and shapes for 20 weeks in the spring, summer, and fall.

Owner Daryl Katz has been involved in growing organic food since the 80s, long before the sustainable, local, organic movement blossomed. Inspired to contribute to the ecological well-being of his Extended community and the people who live in it, Daryl put a new twist on the CSA concept, which traditionally requires shareholders to participate and pick up their weekly share of the crops. He harvests a diverse selection of salad, cooking, and root vegetables, washes them in well water, chills them, and delivers them to your door in the cool of the evening. You cannot get a better product.

A throw-back to the days of old when milk and perishables arrived on your doorstep, Opperman’s Corner Organics offers advantages that the commercial food industry does not.

## Harvest Calendar

SPRING	SUMMER	FALL
Arugula	Basil	Arugula
Beets	Beans	Beets
Broccoli	Beets	Broccoli
Broccoli Raab	Collards	Broccoli Raab
Cilantro	Cilantro	Cabbage
Dill	Cucumbers	Carrots
Lettuce	Dill	Cilantro
Marjoram	Lettuce	Collards
Mustard Greens	Marjoram	Dill
Peas	Parsley	Garlic
Radish	Peppers	Kale
Scallions	Hot Peppers	Lettuce
Spinach	Summer Squash	Mustard Greens
Swiss Chard	Swiss Chard	Onions
Chinese/Asian Veggies	Tomatoes	Parsley
Turnips	Chinese/Asian Veggies	Radish
	Zucchini	Spinach
		Winter Squash
		Chinese/Asian Veggies
		Fennel

Using standards that exceed those of the USDA National Organic Program, Opperman’s Corner Organics is nestled on eight southwest-facing acres and uses sustainable practices of enriching and rebuilding the soil with organic matter, which yield contaminant-free and toxin-free food. Conventional farming uses up to four petroleum-based products per plant: pesticides, herbicides, fungicides, and fertilizers, and you eat the residue.



Studies have shown that organic food has more nutritional density than nonorganic food. Locally grown food has an extremely short cycle time from the farm to your table, where it’s consumed at its nutritional peak. Most food in this country travels an average of 1,500 miles from farm to table, with intermediary stops along the way to distribution warehouses and supermarkets. The store-bought lettuce you consume may well have come all the way from California. Buying locally grown food is a simple and direct way to have an impact on lowering your carbon footprint, and keeping our extended community robust.

Daryl says, “I love what I do. It’s amazing to me still that I can plant a tiny seed and then eat the beautiful, healthy food that comes from that small act.”

Please read our FAQs below for more information about Opperman’s Corner Organics.

## What is a CSA?

Community-Supported Agriculture (CSA) is a straightforward system that brings together community members, farmers and agricultural land into a relationship of mutual support. Based on an annual commitment to one another, community members provide payment to purchase a “share” of the season’s harvest. The member receives a grocery bag weekly that includes a wide variety of fresh organic vegetables and produce through the growing season, harvested at the peak of ripeness and flavor delivered to your doorstep.

## What is a Shareholder?

In signing up with Opperman’s Corner Organics CSA, you commit to being our customer, a shareholder, for the season. This provides us with a secure market, a guaranteed outlet for our produce and a fair return for our dedicated efforts to be your farmer.

## What Does it Mean to be a Shareholder?

We will do our best to provide you with a bounty of fine produce each week. A premise of a CSA is that the shareholder, through the vegetables, shares the farmer’s experiences of Nature. Natural difficulties may alter a crop outcome and production, though it is unlikely to eliminate all your vegetables. As Nature is unable to offer guarantees, nor are we.

## What Will I Get Each Week?

A variety of veggies from these categories will be included each week as they mature with the season: Greens, i.e., spinach, lettuces, kale, collards... Root Crops, i.e., beets, carrots, onions, potatoes, turnips, radish... Herbs, i.e., basil, parsley, dill, oregano, thyme... Classic Vegetables, i.e., corn, broccoli, eggplant, tomatoes, green beans, and peppers. These are just some examples of our produce, not an exact list.

## Am I Able to Choose What Goes in My Share Box?

No. All our bags are packed for you from the vegetables available each week. Everyone will receive the same variety of vegetables. We do not customize bags.



Daryl Katz, Le Grand Fromage

If you have additional questions or want more information, give us a call at (610) 715-3844 and ask for Daryl! More information can also be found at [www.oppermansorganics.com](http://www.oppermansorganics.com).

 Opperman’s Corner  
**Organics**

P.O. Box 14 • Chester Springs, PA • 19425

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

# LIVE

# BEYOND...

## THROUGH YOGA UNITES™

**Help raise funds and awareness** for Living Beyond Breast Cancer's education and support programs at an outdoor yoga class followed by a Healthy Living Expo on the steps of the Philadelphia Museum of Art.

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**Walk-In  
Registration Fee**

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(under 12)-\$25

**7th Annual Yoga Unites**

for Living Beyond Breast Cancer

**Sunday, May 17, 2009**

**8:00 AM - 12:00 PM**


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fundraising ideas:  
**(610) 645-4567** or visit  
**yoga4livingbeyond  
breastcancer.org**

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for **LIVING BEYOND  
BREAST CANCER**



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# What makes Ocean City, New Jersey the best choice?



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**"It FEELS GREAT to give a Donation to the Children's Miracle Network with every home that I sell!"**

*Ocean City has been my family's vacation resort since 1958 when my uncle bought his first property at 56th and Asbury. We still own that property and I continue to invest in real estate at the shore. Give your Family the gift that All will Cherish for many years to come. You will enjoy the same happiness that my family has enjoyed for almost 50 years. Ocean City is the "Best Investment" that my family and I have ever made.*



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**Josie J. Henry**  
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*Serving All Your Mortgage Needs!*  
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 Email: jhenry@ochome.com  
 Anytime Cell: 609-226-1040  
 Fax: 609-398-6670

*I have met and sat with people who have searched all over the world and say that they cannot find a better place than Ocean City, New Jersey. Not just because of the beautiful beaches and boardwalk, but because the whole family feels safe and comfortable here.*



- 1. Named the Number One Family Beach Resort in the Country by the Travel Channel as announced on ABC's top rated morning show, The View.**
- 2. Ocean City is a dry town—there is no public drinking anywhere on the island. Residents and tourists alike seem to appreciate this law that sets the island apart from any of its surrounding towns.**
- 3. Only 20,298 Houses on the island (7,464 occupied: 4,628 owner occupied, 2,836 renter occupied) Total population: 14,923 (All urban)**

## Why buy now?

With the instability of the stock market, many investors are turning to Resort Real Estate as a Safe and Profitable Long Term Investment. Ocean City's Real Estate Market is Strong with Many Investors Capitalizing on some Great Buys. Buyers are Purchasing Homes as Investments and a place to Enjoy Time with the Family. As one of the Nation's Greatest Family Resorts, Ocean City has become the Place to Vacation for Thousands of Happy Folks year after year. Ocean City's Extraordinary Summer Rental Market allows buyers the opportunity to provide Cash Flow for their Investment with Rental Income while still being able to Use Their Shore Home in the off-season. Now is the Perfect Time to Buy with Very Low Interest Rates Currently Available. Please Contact Us and Let Our Experience Work for You.



**Beautiful Victorian Historic Home that used to be a B & B. Restoration Work done by the Owner. This Home Shows Great Pride of Ownership.**





# Uncover the 2nd Tier: Discover Indirect Business Channels



Written by: Ana Fernandez-Parmet, Alliances Chair, NAWBO Philadelphia and Judith Eckles, Public Relations Chair, NAWBO Philadelphia

## Uncover the 2nd Tier: Discover Indirect Business Channels

**Are you a woman/minority/veteran owned business?  
Are you familiar with the term "second tier"?  
Do you want to know more?**

Please join the Greater Philadelphia Chapter of NAWBO on  
**April 17, 2009 at the Exelon Building  
in Philadelphia at 8:00am 12:00pm.**

We will define second tier supplier diversity. We will explore second tier supplier diversity from different perspectives to uncover maximizing business opportunities for men / minority / veteran owned businesses through a panel of professionals.

### Our panelists are:

**Clyde Stoltzfus**  
Director of Government  
Marketing at Wharton

**Curtis Burwell  
& Gayle Nuppau**  
Bureau of Minority &  
Women Business  
Opportunities

**Terry Budge**  
SBA

**Pamela McMellon-Wells**  
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**A**re you a certified woman/minority owned business? If so you need to be familiar with the term "second tier" and understand what it means and how to leverage it. To assist you The Greater Philadelphia Chapter of the National Association of Women Business Owners (NAWBO) is sponsoring "Uncover the 2nd Tier: Discover Indirect Business Channels" April 17 from 8 a.m. – 12 noon at Energy Hall in the PECO Building (2401 Market Street, Philadelphia)

The cornerstone of the program is a panel of distinguished professionals to help define second tier business opportunities. NAWBO is excited about the panel, and anticipates a program that will be both informative and engaging.

Moderated by Therese Flaherty, PhD (Director, Wharton Small Business Development Center), the panelists include: Clyde Stoltzfus (Director of Government Marketing at Wharton); Terry Budge (SBA Industrial Specialist and Commercial Marketing Representative); Curtis Burwell (Bureau of Minority & Women Business Opportunities); Gayle Nuppau (Procurement Liaison, Bureau of Minority & Women Business Opportunities); Pamela McMellon-Wells (Supplier Diversity Manager, Rutgers University); Vernice Lewis (Exelon Corp); Paul McLaverty (Procurement Manager, PJM Interconnection LLC); Kristin Hickey (National Supplier Diversity Manager, Aetna); Charles Gillean (Program Manager – Supplier Diversity, AstraZeneca Pharmaceuticals).

Attendees will get the benefit of a wide variety of perspectives. This second-tier- focused program will cover learning the inter-workings of government marketing; Simplified Acquisition; the dos and don'ts of government marketing, and how to do business with the Commonwealth of Pennsylvania. Most importantly they will learn how to leverage business opportunities through second tier.

Are you on the fence about pursuing a certification? This program will teach how to get certified as a minority and/or woman business enterprise and will answer questions that may facilitate your decision.

NAWBO is a network of women business owners who provide each other and our community with valuable information, resources and referrals. NAWBO's mission is to strengthen the wealth-creating capacity of its members and promote economic development. NAWBO is aided in its endeavor by building strategic alliances, coalitions and affiliations with other regional organizations and associations.

Attend "Uncover the 2nd Tier" to learn more about leveraging your business through second tier and to meet NAWBO members.

Check out <http://www.gonawbophilly.org> to get the program details and to learn more about NAWBO Philadelphia. 



**Ana Fernandez-Parmet,**  
Alliances Chair, NAWBO  
Philadelphia



**Judith Eckles,** Public Relations  
Chair, NAWBO Philadelphia

# ARE WOMEN SAVING AND INVESTING ENOUGH?

A majority of Americans may be underprepared for their financial futures.

By Lisa Hanson



**T**he earnings gap. Even today, men tend to earn more than women. A fresh 2008 survey of retirement savings trends conducted by Hewitt Associates, a global human resources consulting firm, found that the women they surveyed earned an average of \$57,000 annually, compared to \$84,000 for men.<sup>1</sup> The

average male employee in the study had the chance to defer greater amounts of salary into a company retirement plan, while the average salary of the surveyed female employees sometimes wasn't high enough to trigger a company match. from the workplace can amount to a financial setback. A male employee may contribute to a 401(k) plan year after year for 20 or 30 years or more, and his contribution levels may increase as his salary increases. If a woman leaves the workplace for a few years (or more), her retirement nest egg still compounds, but the steady salary deferrals to a 401(k) plan cease. When she retires, she may have a smaller nest egg than her male counterpart if she just relies on the company retirement plan as her primary retirement savings vehicle.

managing their own finances.<sup>1</sup>

A woman who retires alone may face a very long retirement: if she leaves work at 62, her retirement may last 20 years or longer, with only about 30% of her income coming from Social Security. (That's if Social Security is still around).

**Taking control of your financial future may be even more important for women than it is for men. Here's why women need to invest and save actively.**

The Hewitt Associates study estimated that women's retirements will average 22 years, compared to 19 years for men. Factoring in projected increases in healthcare costs, it concluded that women need to save 2% more than men annually over 30 years to maintain their standard of living

when they retire. If a woman earning \$57,000 contributes 4% to her company retirement plan annually over 30 years instead of 2% (that's \$95 more a month), the study estimates that she'll have an extra \$81,000 at her retirement date.<sup>2</sup>

This is a compelling reason for women to build their own investment portfolios, in addition to participating in employer-sponsored retirement plans.

**Divorce may mean that a woman has to "start over" financially.** Many women find that a "fair and equal" settlement is not an equitable settlement. When the husband earns much more than the wife, all kinds of decisions ride on the stability of

the husband's salary – the neighborhood the couple or family can afford, what school the kids attend, and so on. When that big salary is gone, the woman faces a reduced lifestyle, and may dip into her savings to maintain financial equilibrium.

More importantly, she may not have the earnings potential her husband has. This is why divorce financial planning is so important for many women. Women need to walk away from a divorce not just with an "equal" settlement, but with an investment portfolio and a financial strategy personalized for their needs and goals, so that they can (re)build wealth on their own.

**Women outlive men.** On average, women live five years longer than men. In fact, the Labor Department estimates that almost 90% of women will outlive their husbands and spend a portion of their retirements

when they retire. If a woman earning \$57,000 contributes 4% to her company retirement plan annually over 30 years instead of 2% (that's \$95 more a month), the study estimates that she'll have an extra \$81,000 at her retirement date.<sup>2</sup>

**Take control of your finances.** The best antidote to worrying about the financial future is planning for it. Investing to build wealth apart from work – and working with a qualified financial professional – is a great move. If you want to invest conservatively, you can find strong choices with the potential to outpace inflation. Whether your life is stable or changing, talk to a financial advisor today and learn about the moves you can make for a comfortable financial tomorrow.

Be sure to contact me to learn more about the advantages that a sound financial strategy can provide, and how I can help you develop a plan-of-action that is tailored to meet your individual needs. Also, don't forget to ask about the next "empower hour" workshop in your area that can provide the opportunity for you to network with other women as well as discussing the tools for avoiding financial hardship and creating opportunities for the future. ☺

<sup>1</sup> [msnbc.msn.com/id/15528502/](http://msnbc.msn.com/id/15528502/) [11/9/06]

<sup>2</sup> [baltimoresun.com/business/investing/bal-bz-women10jul10,0,5561753,print.story](http://baltimoresun.com/business/investing/bal-bz-women10jul10,0,5561753,print.story) [7/10/08]

## Lisa Hanson

Lisa Hanson is a financial advisor with Delaware Valley Financial Group, headquartered in Conshohocken with offices throughout the region. Her focus is on building well-tailored financial strategies to ensure both everyday, and long term security for her clients. She utilizes the latest concepts in tax planning, investments and insurance protection. Over the years, Lisa, a life-long Philadelphia area resident, has conducted numerous educational seminars on financial, tax and estate planning issues. Before joining DVFG, Lisa successfully ran her own financial services company.

Lisa is also very involved in community volunteer activities and believes in the importance of contributing to others. She has been an active mentor through the Big Brother/Big Sister organization over the last six years. She has also been instrumental in developing and administering a weekly food program for the poor which has helped to serve meals to the needy since 2002.

With the sharp economic downturn, Lisa has been busy helping her clients create sound strategies that will help them weather these hard times. Lisa is preparing a series of weekly workshops specifically for professional women that will be introduced shortly.

**"MY COMMITMENT IS TO EDUCATE MY CLIENTS SO THEY CAN MAKE MEANINGFUL DECISIONS AND HAVE PEACE OF MIND."**



## Lisa Hanson

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# Time to Take A Closer Look at Your Financial Picture?



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# Educator par excellence - Nancy Gabel

Main Line School Night's Nancy Gabel is always learning, always teaching

Written by Bambi Dudley

In the 1960s, after earning a master's degree at the Sorbonne in Paris, Nancy convinced the superintendent of the Swarthmore School District to let her teach French in a fresh way while she earned her teaching certificate.

That decision paid off. Nancy introduced the "immersion" method of speaking and writing in her all-French classroom. Her success helped spawn similar programs in high schools throughout the Philadelphia area, and in 1990, she was awarded the prestigious Olmsted Prize for Excellence in Secondary School Teaching for her work.

Nancy's experiences at the Sorbonne left her with an appreciation "for all things French." In her career, she also: created a France-America Student Exchange Program; launched an after-school French program for elementary students; served as president of the American Association of Teachers of French, and founded and chaired the French International School



Nancy Gabel (President) & Bonnie McDairmant (Executive Director) of Main Line School Night.

of Philadelphia (pre-K through 8th grades).

At retirement, Nancy fulfilled another goal – giving back to the community. A Wynnewood resident on the Main Line, she learned about Main Line School Night, an enrichment learning center for adults at the Creutzburg Center, Radnor. Nancy started years ago at MLSN teaching a French course, then enrolling in Spanish, bridge, art appreciation, wine and history courses as her passion grew for adult education.

In 2004, she was named president of the association. "The joy to me is when I see excitement and interaction in the classroom," she says, "and it's here at School Night where all generations meet to learn on any day or night." She calls the 70-year-old association "...one of those treasures in the Main Line area," explaining, "we are giving

our fellow community a huge variety of courses at a reasonable cost in a social setting. Here you can try something you've never done before, knowing that you haven't spent a bundle on it."

Nancy is proud of the association's extensive offering of over 450 courses which range from accent reduction to Zen vegetarian cooking. And she relishes her current challenge of making community education more interesting. ... more relevant ... and more fun.




Creutzburg Center, headquarters of Main Line School Night.

*"The joy to me is when I see excitement and interaction in the classroom," she says, "and it's here at School Night where all generations meet to learn on any day or night."*

- Nancy Gabel

After all, that's what she's done her entire career.

Here are some new Main Line School Night courses that will help you jump-start your spring, pursue a new career, or a new passion! 

## New Courses Offered in April-May 2009

**Clear the Clutter!** Where did all this stuff come from and how do I get rid of it? Discuss behaviors that create clutter, smart space planning, trouble spots and decluttering. Get Feng Shui tips to help you keep your environment more organized and lovely.

**Italian Wines:** Corso diVino-Italy remains a leader among wine drinkers due to its wealth and diversity of grapes. Explore how Italian wine producers have stylized and improved their wines to compete in a highly competitive world market. All regions of Italy are covered with an accent on the emerging Southern Provinces.

**Promoting Your Value in Today's Workplace and Job Market-**Clarifying and communicating your value to employers is crucial and challenging in a career transition. Introduce yourself with an asset script to describe what you really do. Create a campaign to let people know your solid reputation.

**Supercharge Your Writing!**- Learn 10 tried-and-true tips to improve your writing. Tackle challenging speedwriting assignments to ignite your creativity and find out how to make journaling more productive, purposeful and meaningful.

**Aromatherapy fromYour Kitchen-**Aromas relax, rejuvenate and heal. Everyday kitchen ingredients can give your home wonderful, inviting scents and fragrances. Make potpourris, oils and a few surprises.

**Fun French: Babar & Friends** -The orphaned elephant who becomes king of the forest has enchanted young and not-so-young readers for decades. Hone your advanced French conversational skills while you enjoy whimsically written and illustrated stories by Jean de Brunhoff. Is there an implicit endorsement of French colonialism as some critics say?

**Social Networking-**Connect with people personally and professionally via the Internet using words, videos, photos or music. Learn how to use popular sites such as YouTube, Facebook, and LinkedIn.

**Edible Gardens in a Container-**Want to learn the tricks of growing an edible garden in a container? What about a salsa garden, a pizza garden, herbs, veggies or even a beverage garden? It's easy and takes little effort.

New classes start every week throughout June and range from one-day workshops to four-week sessions. Daytime classes meet all week at the

Creutzburg Center in Radnor and at neighborhood locations from City Line to Paoli.

To register for non-credit classes, mail, walk-in, (to School Night headquarters, the Creutzburg Center, 260 Gulph Creek Road, Radnor, PA) or phone (610-687-8201.) Visit the schools' award-winning website featuring the full catalog and register online at [www.mainlineschoolnight.org](http://www.mainlineschoolnight.org). For information, call 610-687-0460.

Main Line School Night, the region's largest non-profit lifelong learning center, serves the residents of the Main Line of Philadelphia, dedicated to meeting non-credit educational and recreational needs of adults in the Main Line and adjacent neighborhoods.

## About the writer:

Bambi Dudley founded Consultants Arts Mgt, a public relations consultancy to non-profits and small businesses in the metro Philadelphia area. Contact her at [deerbam@comcast.net](mailto:deerbam@comcast.net) or at [www.ConsultantsArtsMgt.web.officelive.com](http://www.ConsultantsArtsMgt.web.officelive.com).

# Wharton Women

Written by Lauren Fleischer and Trisha Mantri

As the largest paid-member undergraduate student organization at the University of Pennsylvania, Wharton Women facilitates the personal and career development of females in business by building a network of exceptional undergraduates, professionals and faculty. It aims to provide direction, insight, and camaraderie to women from all four of Penn's undergraduate schools who are interested in business or intend to enter the business world upon graduation.



## Membership

Wharton Women offers its members a unique combination of professional and personal development opportunities. This organization, in essence, is a network. From the moment girls are accepted to Wharton, they're introduced to the many facets of Wharton Women. Each student is matched with an upperclassmen mentor to guide them through their adjustment to campus. In addition, our members are offered leadership positions to plan and implement events such as the Etiquette Dinner, an opportunity to learn about proper business manners at the table, and Dressing for Success, a philanthropic event that teaches members about appropriate business attire. Our Annual Business Conference attracts our members to learn how to leverage themselves as distinct individuals. Through these events, Wharton Women makes concentrated efforts to develop its members so that they are confident and viable leaders.

## Corporate Sponsorship

One of our organization's strongest suits has been corporate involvement. Whether it is in an intimate coffee chat with a recruiter or a group site visit in New York City, our generous sponsors have the opportunity to network with a bright and diverse pool of recruiting candidates. Our Annual



Dinner, the cornerstone event of our academic year, brings over 150 members and representatives from our sponsors from around the country. Beginning with a career fair, the event allows members to explore career options and network with successful women in a wide variety of fields. During the dinner portion, attendees get the opportunity to learn from our annual keynote speaker, a prominent woman in business that inspires all who attend. This year's speaker was Nancy Tellem, the President of CBS Paramount Network. Past speakers include 2006 keynote Dawn Ostroff, President of the CW Television Network, and 2007 keynote Karen Hoguet, Executive Vice President and CFO of Macys. The corporate exposure and the generous sponsorships available to Wharton Women provides our organization with a strong foundation for professionalism and opportunity.

## Alumnae

Wharton Women does not end for many students upon graduation. Alumnae continue to be active in our organization by keeping in constant contact. As former Penn students, they are always willing to give back to an organization that many of them attribute to their success. In the past year, we created the Ladies Who Lunch series, which allows our members to dine with successful entrepreneurs who have started their own restaurants in Philadelphia. One Penn alumna, Ellen Yin, hosted ten members at her popular Fork restaurant. Prior to graduation, seniors are encouraged to join our alumnae network so that the connections and bonds they have cemented in Wharton continue for years to come.



## Impact on Penn's Campus

As one of the largest and most influential clubs at Penn, Wharton Women has been fortunate enough to build relationships with many other organizations. Wharton


Women in Business, our MBA counterparts, serve as mentors to members looking to explore their career options from someone who has been in their shoes. The program provides a wealth of resources for participants, including workshops and mock interviews. Additionally, we call upon faculty for their insight and knowledge. At our 2009 Business Conference, an experienced faculty panel deconstructed the causes, remedies, and consequences of the current financial crisis. Furthermore, this February, Wharton Women sponsored the Women's Week keynote speaker, Dr. Maya Angelou. Among the 1,200+ people that attended her speech, two Wharton Women members were selected to meet Dr. Angelou beforehand. This once in a lifetime opportunity expanded upon Wharton Women's typical business focus. Whether you're a student or faculty member, it is hard to ignore Wharton Women's broad reach within the Wharton School and the Penn community as a whole.

## Impact in the Philadelphia Community

In addition to our many campus-wide initiatives, Wharton Women also focuses on giving back to our local community. Every fall, we host the Dollar Diva Conference, a day-long personal finance seminar for local high school girls. The conference not only promotes financial independence, but also fosters lasting relationships between Wharton Women volunteers and the participants. One of the major initiatives of our 2009 Executive Board is to expand our community outreach in Philadelphia schools.



## Get Involved!

If you'd like to mentor young women, hold an event, become a sponsor, or hear more about Wharton Women, feel free to contact us. We're always looking for new ways to get involved in the vibrant community of women in Philadelphia. Email Lauren Fleischer at [laurenrf@wharton.upenn.edu](mailto:laurenrf@wharton.upenn.edu) for more information. 



# THE MAIN EVENT: *Stockton College Foundation and Caesars Atlantic City Present the 29th Annual Stockton College Scholarship Benefit Gala*

The Richard Stockton College of New Jersey has a long history of bringing a certain level of elegance to its perennially successful Scholarship Benefit Gala, and this year's event promises to live up to the reputation of its predecessors. On the evening of Saturday, April 25, partners and guests will gather at Caesars Atlantic City for the 29<sup>th</sup> annual event.

## An Evening to Remember

The Stockton College Foundation hosts this benefit gala for the dual purpose of raising all-important scholarship funds

and bringing together business and civic leaders throughout the region for a spectacular evening of dining, entertainment and auctions.

"Last year alone, \$2.6 million in scholarships were awarded to over 850 deserving Stockton students," said Marilyn DiGiacobbe, Executive Director of The Stockton College Foundation.

The Benefit Gala serves as the biggest fundraiser of the year for Stockton. This year, the Foundation has set a goal of \$750,000. To help accomplish this ambitious goal are Honorary Chairman J. Carlos Tolosa, President of the Eastern Division of Harrah's Entertainment and Gala Chairman Lloyd D.

Levenson, Esq., Chief Executive Officer of Cooper Levenson.

The evening will begin at 6:00 p.m. with a Cocktail Hour and Silent Auction followed by an elegant sit-down dinner at 7:00 p.m. Among the highlights of the evening will be an exclusive live performance by the legendary Art Garfunkel in Caesars' Circus Maximus Theater.

"We are delighted to be in Atlantic City for the gala, and to again have Harrah's Entertainment as our partner," said Dr. Herman J. Saatkamp, Jr., President of Stockton College. "We continue to reach new heights annually with this event and, with the leadership of our committee, Honorary Chairman and Gala Chairman, we expect our honored guests to experience a truly unforgettable evening."

## A College that Cares. A Foundation that Flourishes.

The Richard Stockton College, nestled in 1,600 acres of New Jersey's Pinelands, is the largest college campus in the state. The College offers many of the educational benefits found in private colleges, as well as the cultural benefits of a public university. Nationally recognized for its undergraduate and graduate programs, Stockton also maintains one of the lowest tuition costs in the state. *U.S. News and World Report*, one of the best-known rankings of colleges and universities, listed The Richard Stockton College of New Jersey among the top five national public liberal arts colleges in the country.

The Stockton College Foundation was established in

1972 by friends of the College to provide for the financial needs of Stockton College. Governed by an all-volunteer Board of Directors, the Foundation enables alumni, friends and the community to help financially support Stockton programs, student scholarships and initiatives for growth.

## It's a Date!

Make April 25<sup>th</sup> your evening to remember and one that will create lasting memories for deserving scholarship recipients. Limited sponsorship opportunities and event tickets are still available. For full details, please call (609) 652-4527 or visit [www.stockton.edu/benefitgala](http://www.stockton.edu/benefitgala).

## Spotlight On . . .



*Marilyn DiGiacobbe*  
Chief Development Officer and Executive Director,  
College Foundation

In April 2006, Marilyn DiGiacobbe joined The Richard Stockton College of New Jersey as Chief Development Officer and has distinguished herself as a valued asset to the Foundation and the College as a whole.

Prior to bringing her fundraising expertise to Stockton, DiGiacobbe spent seven successful years as Seton Hall University's Associate Dean of External Affairs for the Whitehead School of Diplomacy and International Relations and another seven years working in the White House, briefing President Clinton in the capacity of Special Assistant for Public Liaison.

DiGiacobbe is an ideal testament to the success to be gained from an education in New Jersey's public institutions of higher learning, having earned her Bachelor of Arts degree in Political Science from Rutgers, The State University of New Jersey, Camden Campus.

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AND CAESARS ATLANTIC CITY  
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Art Garfunkel

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silent auction in support of student scholarships.

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SATURDAY, APRIL 25, 2009 • 6:00pm



\$225 per person

For tickets, sponsorship information or additional information, visit [www.stockton.edu/benefitgala](http://www.stockton.edu/benefitgala)  
or contact Stockton's Office of Development and Alumni Affairs at 609.652.4830.

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Vertis Communications

Submitted by Professional Women's Roundtable

# Maximizing Your Network in a Down Economy

Whether you are a stay-at-home mom climbing a ladder to paint a child's bedroom, or a single professional climbing the corporate ladder, you know the importance of networking and self development.

Talking with other mothers is the best way to find a good babysitter, summer camp, pediatrician, etc.; talking with other professional women is the best way to develop new business skills, gain new clients and expand your horizon of opportunity.

But in today's economy, networking and development opportunities fall ever lower on our priority lists. Instead, we focus on minimizing expenditures and simply maintaining the status quo. This reality is contrary to the fact that, for women working outside of the home, investment of both time and money in your own development during an economic downturn becomes critical.

Some employers have learned from the mistakes of their predecessors and currently are investing in leadership development programs for their most promising organizational contributors. As a *Wall Street Journal* article pointed out, "companies historically cut leadership-development programs during downturns, but the moves backfired, prompting midlevel managers and top performers to leave when the economy recovered." ("Despite Cutbacks, Firms Invest in Developing Leaders," *Wall Street Journal*, 2/10/2009, B4).

Regardless of what our employers may offer, we have to take personal responsibility for our own advancement. So, what should you do, as an entrepreneur, employer or employee, to weather the economic storm and emerge poised for growth and success?

- **Invest in your best assets.** Focus on the unique skills and talents you offer to an employer or your own business venture, and decide how you can better what you do best.
- **Expand your base of knowledge and expertise.** For example, a business owner may want to look for a negotiation skills seminar in order to feel more confident hammering out contract details with vendors or clients. A sales manager who hires and inspires well may want to improve her communication skills to more effectively handle those challenging performance discussions. An employee in a mid-to-large company who wants to be noticed and recognized as a potential future leader can show initiative by learning about new strategies that are working for other organizations.

- **Find the right fit.** How do you identify the negotiation skills seminar, communication workshop or networking event that will help you hone your talents and discover the trends occurring outside your company walls? Employer sponsorship of advanced degrees, like the Executive MBA, is increasingly rare as companies tighten their belts. Look for professional organizations that offer skill-building events as a cost-conscious alternative. These events also serve the dual purpose of providing a venue to network with other professionals. Lesley Mallow Wendell, president and principal consultant for Rosewood Consulting Group in Media, Pa., supports this approach: "In my consulting work with companies and coaching for leaders, I stress the importance of participating in organizations that provide a cost effective way to network and build skills. Organizational support for this type of professional development demonstrates a commitment to ongoing talent development, and ensures a competitive edge once the economic environment begins to turnaround."
- **Reap the benefits.** Entrepreneurs and mothers returning to work after taking time off often find these groups provide a vital outlet for them, as they update or advance their skills, and build a list of references or clients by word-of-mouth. Getting involved with a cost effective extra-curricular organization, which helps you build your network and your business skills simultaneously, will further impress your employer because of the typically small financial investment they are asked to make (e.g., sponsorship or membership fees). A future leader who is already looking out for a company's bottom line is a tremendous asset.

With the vast resources available on the Internet, there has never been a better time to find the right organization for you. There are more than 40 women's organizations serving a variety of professional and cultural interests in the Philadelphia area alone. Find one that is a good fit for you, and invite a few friends to attend an event. You will be doing something good for your career and having fun at the same time. And, by continuing to invest in your personal development now, you will be well-positioned to take advantage of new opportunities when the economy rebounds.



## Stacy Slattery Richards



Stacy Slattery Richards, Esq., is president of the board of Professional Women's Roundtable ([www.pwroundtable.com](http://www.pwroundtable.com)), a non-profit dedicated to networking, leadership and education for emerging women business leaders in the greater Philadelphia region. She is a regional manager for West, a Thomson-Reuters Business.

### About Professional Women's Roundtable (PWR)

Founded in 2002, PWR is an informal network of professional women, with at least five years of experience, seeking to enhance business development and other professional development skills. PWR hosts monthly networking and leadership programs.

#### A Look at Upcoming PWR Events:

- **April 21** (8:00-10:00 a.m., Braithwaite Communications) "**Business Women and the Arts: Shouldn't Your Right Brain and Your Left Brain Do Lunch.**" Participants and panelists explore their relationship to the arts and how it feeds them as business women. The event features the executive director of the Theatre Alliance of Greater Philadelphia, a local actress/comedian, and a past Pennsylvania Commonwealth Court Judge and current Pennsylvania Ballet board member, among others.
- **May 20** (7:30-9:15 a.m., The Union League Meade Room) "**Roundtable Meeting with The Union League Business Network.**" Bring your resume and business cards, and join in a special networking breakfast with the Union League Business Network. Open to PWR members only.
- **June 16** (6:00-8:00 p.m., Shire Pharmaceuticals), "**Would You Work For You?**" Join Charlotte Sibley – Senior Vice President, CBS Business Management, Shire Pharmaceuticals, and 2008 Healthcare Businesswomen Association Woman of the Year – for a discussion on leadership and the questions many of us face as we become respected leaders in our organizations and the community.

**For more information on becoming a PWR member, and event details and costs, call 215-628-9844 or email [sswan@barrpino.com](mailto:sswan@barrpino.com).**

# Team Women – A New Take on Networking

**W**hat is networking? The natural process of getting to know people. The benefits of business networking are many; Increased confidence, generation of referrals which in turn increases your business, raising your profile and knowing who to turn to when you need help!

Getting to know reliable contacts who can provide you with what you want or who can be trusted to recommend others is worth so much in terms of your time and your money.

## *Why network with Team Women?*

Team Women was founded in 2005 and has opened 60+ chapters with more than 500 members nationwide. Each chapter is limited to one woman per specialized core profession and provides an opportunity to build each business and increase sales by way of qualified business leads through face-to-face networking. Fact – 70% on average of all new business is gained through word of mouth and positive recommendation.

Team Women Delco/Main Line Chapter's mission is to provide their members with qualified business leads. Our chapter is small enough to really get to know each member so we can confidently refer those members to our contacts. People like to pass business to people they know, like and trust.

Team Women Delco/Main Line Chapter meets every other Tuesday for one hour. Local business women are invited to visit our Chapter for free.

## *BENEFITS of joining the Delaware County/Main Line Chapter are:*

1. Exclusive representation of your core profession.
2. The ability to visit any other chapters which have an opening for your core profession.
3. Individual photo, bio, contact information and website link on the Team Women national website.

For more information, contact Kathleen Gregory at [kgregory@produpe.com](mailto:kgregory@produpe.com). 

## TEAM WOMEN DELCO/MAIN LINE MEMBERS:

**Kathleen Gregory** from Professional Duplicating, Inc. is an award winning, family owned and operated print business. We specialize in 1 - 4 color process, digital color, graphic design (ad agency quality w/o the ad agency pricing!) and high speed, high quality copy work. ProDupe has been in business since 1977 and has been serving the Delaware, Bucks, Montgomery and Philadelphia counties for over 33 years! Old-fashioned quality plus state of the art technology combine with competitive pricing structures equal the reasons ProDupe has been voted Best of the Main Line 9 years running! Contact Kathleen Gregory at [kgregory@produpe.com](mailto:kgregory@produpe.com) or online at [www.produpe.com](http://www.produpe.com)

**Melody McHugh** from Comfort Keepers is a provider of Assisted Living services in the privacy of the home, hospital or facility to anyone over the age 18 who is sick, disabled, rehabbing or elderly. All employees are bonded, insured and have background checks. Contact Melody McHugh, Community Outreach at 610-543-6300, 1-800-Homecare or online at [www.comfortkeepers.com](http://www.comfortkeepers.com).

**Donna Jumper** of JumpStart Organizing is a professional organizer who enjoys working with you to create an easier, less stressful life through organization of your space. She specializes in home organization, as well as assisting families relocating, downsizing or moving into a new space. Donna is a member of NAPO (National Association of Professional Organizers) and the 2009 GO Event Project Manager for her NAPO chapter. She is available to speak to your organization about downsizing, organizing and various other topics. JumpStarting you to organize your home, your move, your life! Contact Donna Jumper at 484-274-8477, [Donna@jumpstartorganizing.com](mailto:Donna@jumpstartorganizing.com) or visit online at [www.jumpstartorganizing.com](http://www.jumpstartorganizing.com)

**Jenn Straszinski** from Franklin Mint Federal Credit Union is a full service financial institution ready to service all of your personal and business needs! Now is a GREAT time to be a credit union member! Contact Jenn Straszinski at 610-595-0363 or [jenns@fmfcu.org](mailto:jenns@fmfcu.org) or online at [www.fmfcu.org](http://www.fmfcu.org)

**Dawn Jones**, Life Coaching. Her work as a life coach is to assist you in creating the life you want by discovering pathways to get you to where you want to go. She will work with you, so you can regain your vitality and start living from your passion. She offers group and personal coaching at times and fee schedules convenient to her clients. Contact Dawn Jones online at [www.DawnJones-Coach.com](http://www.DawnJones-Coach.com)

**Carolyn Caron**, Employee Benefit Specialist from Walsh & Nicholson Financial Group, an Independent Planning and Benefit Firm located in Wayne, Pennsylvania. We work closely with business owners, human resource personnel, and professionals, regarding employee benefits, insurance planning, and personal investments. Contact Carolyn Caron at 610-225-1015, [ccaron@wnfg.com](mailto:ccaron@wnfg.com), and online at [www.wnfg.com](http://www.wnfg.com).

**Eileen Pollick** of Professional Duplicating, Inc. is your source for promotional products, as well as printing! We offer thousands of custom products from imprinted t-shirts, tradeshow giveaways, corporate gifts, product promotions and everything in between. We have the expertise to guarantee the perfect product as well as the best price for your next promotion! Now is the time to get your name out there, let me help! Contact Eileen Pollick at [epollick@produpe.com](mailto:epollick@produpe.com) or 610-891-7979 x22 or visit us online at [www.produpe.com](http://www.produpe.com)

## Team Women Delaware County/Main Line Chapter

### When:

Every other Tuesday from Noon until 1 PM  
Upcoming meetings:  
3/17, 3/31, 4/14, 4/28, 5/12, 5/26, 6/9, 6/23

### Where:

Comfort Keepers - 920 W. Sproul Road,  
Springfield, PA 19064 | 610-543-6300

**CHECK US OUT FOR FREE! Attend first two meetings FREE.**

**Marlene Trevisan** is a health coach with the world's leader in nutritional cleansing, Isagenix International. She is passionate about helping people become healthy, clean and lean. She assists people to cleanse and nourish their body with high-grade nutrients and balanced meals that help awaken the body. She is looking for a few motivated people who want to create wealth through sharing these amazing products. Visit us online at [www.launchyourlife.com](http://www.launchyourlife.com), Contact Marlene at [marlenetrevisan@verizon.net](mailto:marlenetrevisan@verizon.net) or 610-543-4918.

**Maureen Ingelsby**, Realtor, Century 21 Alliance Real Estate Maureen has been a top producing agent since 1992, reaching Centurion status or higher for the last 13 years. In 2005, she was awarded the coveted Dick Loughlin Hall of Fame award with Century 21 International. Philadelphia Magazine honored her as one of the "Ten Realtors You Can Trust". She and her team are a household word in Delaware and Chester Counties. Her specialties are first time buyers, who have lots of incentives right now to buy, Senior citizens who are downsizing, single women buyer's and move up buyers who need to sell, then purchase a home. Contact Maureen Ingelsby at [www.maureeningelsby.com](http://www.maureeningelsby.com), [C21mci@aol.com](mailto:C21mci@aol.com) or 610-449-6006 x 8470

**Denise Hay**, from Arbonne International is an Independent Consultant and Executive Regional Vice President. Together with her team, she is building one of America's most dynamic health, anti-aging, beauty and wellness organizations. Arbonne has become one of the most attractive companies in the industry dubbed as the "SUPER COMPANY" with its unprecedented growth, 5 years prior to their international expansion in 2007. The wonderful thing about Arbonne is that it's not just about great products; it's also about great people. The Arbonne family is made up of men, women and couples of all ages working to make their dreams come true. To learn more about the amazing Arbonne business opportunity. Contact Denise Hay at 610.348.6081, [www.denisehay.myarbonne.com](http://www.denisehay.myarbonne.com) or [denise.hay@comcast.net](mailto:denise.hay@comcast.net).





# The Gates of Happiness

Written by Bea Joyner

To go through the Gates of Happiness is to experience pure undiluted joy and it is available to all of us if you know where to look. I was fortunate that I had someone who made sure I located the Gates of Happiness as a child and his lessons were so well taught that I continue to experience pure joy as an adult. My teacher was my favorite uncle, William Croston.

Uncle Bill was my mother's brother. He only had one leg, but he didn't let that stop him from enjoying life. I don't know the all of the circumstances of his life that led him to his path but I've learned to celebrate a man who we spent time with in the summer because he removed limits to happiness for us while we were with him.

My mother had strict rules about our spending time with Uncle Bill and the two main rules were I was not to get my hair wet and I was not to play in the street. As a little girl, my hair was "straighten", a process that involved using a heated comb, which was not pleasant.

We didn't have bathing caps so this meant that I could not play in the water plug, which was our biggest source of happiness in the summer. Of course, the day came that I had no playmates because everyone else was in the street playing in the water. I wanted to get in but wasn't about to defy my mother's orders even when she was miles away.

Uncle Bill saw me sitting on the bottom step looking pitiful because that was as close as I dared to get to the water. Uncle Bill told me to get in the water but I reminded him of my mother's orders. He watched me for a while and decided to take matters into his own hands. Uncle Bill knew all the neighborhood kids and he told them

to put me in the water. I couldn't believe him and I took off running. Uncle Bill sent the other kids to get me, but I ran like my life depended on it! I ran for blocks, crossing streets I had no business being on trying to obey my mother's orders but the other kids caught me and dragged me back to Uncle Bill. He stood on the porch with his crutches, had the kids bring him a bucket of water and he poured it on my head. My hair was ruined but I hadn't done it, an adult did!

Now there was no reason why I couldn't play in the water to my heart's content because Uncle Bill had already done the damage!

I don't remember how my hair was taken care of during the rest of that stay but I also don't recall being punished because Uncle Bill ruined my hair! He made sure the Gates of Happiness were unlocked for me even if it was only for one summer day. I loved him then and now because he was willing to take on his sister's wrath to allow me to experience joy!


I've tried to remember the lesson Uncle Bill taught me about having joy in my life and I do it in a variety of ways. I love going to the movies, but when my children were young, it was difficult. I am a strict believer that children shouldn't see movies that aren't

appropriate for them just because I wanted to, but I found a unique way to enjoy resolve the problem – I went to movies on my lunch break. I didn't have to worry about getting a babysitter because my children were already at school or the daycare and I got the matinee price. I simply used my lunch hour and an hour or two hours of vacation time depending on the length of the film and the location. As long as it didn't interfere with my work schedule, my manager had no problem with it and he had a happy employee when I got back!

I'd pack up my lunch, buy a soda at the theater and for two or three hours, I could lose myself in another world. One of the movies that I saw on my lunch break was "The Empire Strikes

Back" from the Star Wars series. I snuggled down in the darkness of the theater and let my imagination run wild! I went to see one of my favorite movies, "Like Water for Chocolate" and I had the whole theater to my self!

Each of us should know what it feels like to be inside the Gates of Happiness so when Life grabs us by the teeth and shakes us like a dog shakes a bone, we have something to help us remember the good times and find our way back.

Whenever I think of my Uncle Bill, I thank him for showing me the value of having happiness in your life. It makes me smile remembering how fast I ran to get away from that water plug to make sure I obeyed my mother and the joy I would have missed. Thanks Uncle Bill for taking me through the Gates of Happiness. 



*Bea Joyner*

Beatrice Joyner is CEO of Busy As A Bea Productions and currently lives in Philadelphia teaching a variety of parenting and self-esteem seminars based on her writings.

She is a poet, documentary photographer, trainer, and consultant having earned her Master's in Training and Organizational Development at St. Joseph's University. Ms. Joyner is one of only four African-American domestic humor writers in the United States and is listed in "Literary Divas – The Top 100 + Most Admired African American Women in Literature." She is the author of "Don't Need No Soaps, My Life Is Soap Enough!" and her most recent book "A Taste of Things To Come", won the 2007 S'Indie Award for "Best Cover" and the 2006 YOUUnity Guild Award for "Best Inspirational CD". Her latest photography exhibit, "In Search of Knowledge" is a collection of her original photographs of African-Americans in a variety of fields and is designed to be taught in schools for teens and adults.

**You can contact Bea directly:**

By mail at:

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By phone at: (215) 533-2658

Website: [www.beajoyner.com](http://www.beajoyner.com)

# The Face of Your Business is – YOU

Written by Laurel Kilcheska-Jones

The Internet has become our communications vehicle when it comes to doing business in the last ten years. We use it for just about everything; including love! Gone are the days when we drove around town and knew the faces of everyone with which we exchanged our goods, finances and services. Trust that came from knowing the people that we dealt with day in and day out are nearly gone. I have heard stories about people who did business with one another for years before ever meeting



(L to R) Rebecca Vlastaridis, Laurel Kilcheska-Jones, and Mimi Janosy

the person with whom they were doing their dealings. Personally, I like seeing the face of the person behind the business. It sends out a message of trust and comfort. In fact, I noticed the impact of the face of Senator Obama in his campaign before he was elected our President. That picture communicated a strong message to American citizens. I believe in pictures. I believe they can even be used to sway a consumer, a client or a patient. Have you ever thought about putting a face to your business?

The team at Mimi Janosy Photography works a lot on corporate images. We are known for our cutting edge style, our inventive ideas and our way of communicating a personal side to business. It is interesting how the face of the owner, the writer, the doctor, or the executive can bring new life to a business. Many times, I look through corporate magazines and papers see the same old style of photographs. It is unfortunate how it reminds me of the traditional annual pictures all of us had taken in school! Even on the Internet, there are online magazines popping up everywhere! In that venue, a lot of

what you see is pictures and images – pictures of people with products they sell and places that they offer their services to the public. It is amazing to see how much there is to see through pictures and a lot less to read in articles. That communicates something to me!

Few photographers have the imagination and versatility that it takes to create a photograph with impact. Our team, Mimi, Rebecca and myself, has worked many years together putting a face – your face – with your business in a way that communicates a positive idea: “Do your business with me!” Today there is fierce competition! If you don’t promote yourself and what you do in the right way – your competitors will! Don’t alienate potential customers and let them do business with your rivals because of your image! Don’t shoot yourself in the foot and lose connections that you never dreamed were out there because you didn’t promote your best image and likeness!

“Cutbacks” and “downsizing” are those nasty words we hear nearly everyday. However, some businesses are...expanding. Others are thriving! What are they doing with their businesses that you could be doing with yours? They are promoting and marketing their services while others cut back or stop marketing entirely. I know it sounds absurd to suggest spending more money on your business at a time like this – especially for a photograph! But here you are reading this article and looking at the faces of other women in business. They are stepping out at a time like this – they are communicating and branding their business or profession or service with a smile. They are moving ahead of the pack and gaining trust and recognition. I think it is the wisest thing to do at a time like this!

Why not take a look at our website and give the idea of a new photograph some consideration? Put a fresh face on your business and get yourself out there to communicate to a new audience

what you have to offer! (At a time like this!) My grandfather used to say, “When the market appears full – look for the void and fill it!”

*Our team consists of Mimi Janosy – photographer extraordinaire! Rebecca Vlastaridis photographer, computer technician, and retouching specialist. Laurel Kilcheska-Jones, makeup artist, hair stylist and wardrobe junkie. Together we pool our expertise to guide you in choices for your photograph. We are a creative team that can help you get into your comfort zone and use our collaborative “think tank” to put your best face on your profession – your business – your life!*

*Look for us online at [www.mimijanosy.com](http://www.mimijanosy.com) or contact the studio @ 215.487.1704. We look forward to hearing from you! ☺*



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Makeup Artist Stylist Wardrobe  
Film/Video Photography  
Weddings

Laurel Kilcheska-Jones  
267-294-4904  
[toolboxproductions.exposuremanager.com](http://toolboxproductions.exposuremanager.com)



**Rebecca Vlastaridis**  
Photographer

Wedding, Event  
& Fine Art Portraiture

Philadelphia, PA 19129  
[rav.exposuremanager.com](http://rav.exposuremanager.com)  
[ravphoto@mac.com](mailto:ravphoto@mac.com)

**267.303.8847**

# Small Bites by Patti!

Finally, spring has arrived! Pack up those sweaters and mittens and get out and enjoy this wonderful weather! The city is jumping with fabulous events and springtime specials. Bon Appétit!!

Head over to **Le Bec Fin** for a fabulous 4 course menu paired with 4 Paul Goerg Champagnes on Tuesday, April 4, for \$100/person (not including tax and gratuity). The champagnes are all premier cru and come from a small grower in the town of Vertus in the Champagne region. A fun discussion will be led by Mario Rinaldi, the brand ambassador for Paul Goerg Champagne, and the meal will be prepared by Chef Proprietor Georges Perrier and Executive Chef Nickolas Elmi. Dine on bay scallop ceviche, a tasting of spring rabbit, a wonderful cheese course, as well as a dessert sampling from their wonderful Pastry Chef Jessie Prawlucki. 1523 Walnut St. 215-567-1000. [www.lebecfin.com](http://www.lebecfin.com)



Enjoy \$stimulus Savings at **The Prime Rib**. If you are looking to stay on budget, but still wanting to have a delicious meal,

then the Prime Rib is perfect for you! A \$35 pre-fixe menu is now available all night every night for all to enjoy. You will chose a starter, entrée, sides and dessert.

## SAMPLE MENU ITEMS

### 1st COURSE:

*clams casino, hearts of palm salad, shrimp cocktail, roasted tomato soup, oysters on the half shell, cherrystone clams, cold seafood sampler, house salad, Caesar salad, feta, tomato, and onion salad*

### 2nd COURSE:

*roast prime rib, imperial crab, filet mignon, jumbo lump crab cakes, flat iron steak, chopped sirloin steak, center cut pork chop, grilled Scottish salmon, roast chicken, penne primavera*

### SIDES:

*creamed spinach, corn off the cob, steak fries, broccoli florets, fresh string beans, sautéed carrots, potatoes au gratin, mashed potatoes, baked potato*

### 3rd COURSE:

*cheesecake, key lime pie, chocolate mousse pie, ice cream, crème brulee, sorbet*

Beverages, tax, and gratuity not included. Certain holidays and special occasions may be excluded. Don't forget Sunday is BYOB and there is no corkage fee. Opened 7 nights a week starting at 4:30 for your Civilized Dining in the Civilized Steakhouse. 1701 Locust Ave. 215-772-1701. [www.theprimerib.com](http://www.theprimerib.com)

Save the date for the 10th anniversary of the **Clark Park Fundraiser**: May 7th, 2009 from 5:30 – 8:30pm at 43rd Street & Kingsessing Mall. Enjoy Cocktails, Hors d'oeuvres, Entertainment, and a fun Silent Auction all for just \$60 - \$95/person. For the past nine years, proceeds from the Party for the Park have vastly improved the quality of University City's Clark Park, our children's lives, and our neighborhood. Proceeds pay for supplemental park maintenance: mowing grass, edging walkways, weeding, fertilizing, mulching trees, emptying trash cans, and seasonal clean-ups. For more information and tickets visit [www.ucityphila.org](http://www.ucityphila.org).



Enjoy Free Wireless Access and a Non-Smoking Environment at **World Café Live!** In addition to being a world class music venue, World Cafe Live also features extensive and



eclectic menus both Upstairs and Downstairs with nightly chef specials. And check out their \$8 weekly lunch menu with a new grilled cheese sandwich every Monday. Upstairs Live also features the hottest Happy Hour west of Liberty Place. Every Monday - Friday from 5 – 7pm, come listen to the latest releases or rock out to the classics! With DJs spinning great music all week, highlighting new releases every Tuesday, free parking after 5:30pm, and free munchies for a full hour, WCL is the place

to be any day for lunch and every night after work! 3025 Walnut Street. 215-222-1400. [www.worldcafe.com](http://www.worldcafe.com).

## Center City Sips!

Head out with coworkers and friends on Wednesday evenings this summer, to some of Center City's hottest bars and restaurants participating in the popular Center City District Sips. There will be \$4 cocktails, \$3 wines, \$2 beers, and half-price appetizers, from 5 – 7pm, every Wednesday, June 3 through August 26. See you there! [www.centercityphila.org/life/Sips.php](http://www.centercityphila.org/life/Sips.php)



**Le Bec-Fin** and **Le Bar Lyonnais** are open for lunch Monday through Saturday 11:30am - 2:30pm and are serving it with style. You can dine on Wild Mushroom Risotto (\$13), Salad Lyonnais (\$13), 8 oz. Rib-Eye Steak (\$22), or try the "Express Lunch" for only \$15.23. This includes a choice of Soup du Jour or Field Greens Salad followed by Chef Proprietor Georges Perrier's Burger Lyonnais which is an 8 oz grilled prime burger served on a house made brioche bun with caramelized onion puree, cherry tomato confiture, and pomme frites. Also offered is the prix fixe lunch for \$35.00 which gives you a choice of starter, entrée, and dessert from the regular ala carte menu with prices ranging \$10-\$25. For those who want to experience the Degustation menu, it is 5 courses for \$55. What a great way to treat yourself during the day! 215-567-1000 or visit [www.lebecfin.com](http://www.lebecfin.com). 1523 Walnut Street.



This column has been brought to you by The Restaurant Collection; a public relations firm representing wonderful restaurants in the local area. We have been in the Hospitality Industry for over 20 years in the Philadelphia region. If you would like more

information on who we are and what we do, have comments or just want to say Hi, please contact us at [plkstar@comcast.net](mailto:plkstar@comcast.net) or check out our website [www.threstaurantcollection.com](http://www.threstaurantcollection.com). We look forward to hearing from you! And remember...life is too short not to have dessert!



### *Helen Richardson-Rayon*

Helen Richardson-Rayon is a former educator of 40 years. At present, she is the Health and Wellness coordinator of the West Philadelphia Senior Community Center where her responsibilities include preparation and direction of workshops for the seniors who attend daily workshops. She also facilitates weekly diabetes forums and is the coordinator for senior volunteers at the Center.

Helen Rayon is a scholar, mother, grandmother, and world traveler and is an award winning classically trained vocalist. In her spare time she enjoys reading, creative writing, dancing, and visiting with friends locally and abroad. She is a proud and active member of 30 years of the Mother Bethel AME Church, founded by Richard Allen and located in the Society Hill Section of Philadelphia.

Helen Rayon's present goals are to continue fulfilling her many educational adventures and to continue honoring the family legacy started with her late husband and Philadelphia businessman, David Rayon. She is originally from Sumpter, SC and currently resides in Philadelphia, PA with her loving family.



### *Tashia Rayon*

Tashia Rayon of Philadelphia is a pre-k school teacher. Tashia has 10 years experience in the field of early childhood education and autistic support. She has lent her creative and artistic talents to foundations such as Linda Creed and The Children's Defense Fund.

Tashia is a single working mother, community outreach leader, crafts designer and performance artist who has traveled the United States and Europe with such productions as Hair, God Spell, The Dorothy Dandridge Story and others. She is also one of the vocalists for the John Lewis Orchestra.

Tashia is currently working hard as Founder/Director of her latest social/community project, called "Tashia's Red Door"; an open coffee house type workshop and forum designed to promote better unions and love relationships within the African-American family structure.

In her spare time, Tashia custom designs outrageously modern and funky hand crafted Bridal Boxes. Some of which have been consigned in various Main Line locations. For more information and examples of these one of a kind creations, you can reach Tashia at [Designhome2004@aol.com](mailto:Designhome2004@aol.com) or feel free to call her at 267-588-0875.



### *Marjorie Johnson*

Marjorie Johnson, President of Ascend Consulting, Inc., provides Executive and Career Coaching, Training, and Counseling Services specializing in AD-HD.

A Licensed Clinical Social Worker and an International Coaching Federation Certified coach, Marjorie empowers individuals and organizations to improve communication, performance and work-life balance.

Born and raised in Massachusetts and educated in Rhode Island and Texas, Marjorie has worked in healthcare administration, owns her own company and consults with corporations and non-profits. A highly sought-after motivational speaker she has presented for Chester County Hospital, Liberty Property Trust, the Chester County Emergency Services Department, and West Chester University's Presidents' Council.

Marjorie is an active member of the Philadelphia Area Coaches Alliance, is a qualified Myers-Briggs consultant and is a coaching affiliate with Villanova University's Executive MBA program. She co-facilitates the Non Profit Academy of the Exton Regional Chamber of Commerce and serves on the Professional Advisory Board of CHAD (Children and Adults with AD-HD.) She holds the highest credential in her profession, the Diplomat of Clinical Social Work (DCSW). Marjorie is a cantor at her church and is an exercise enthusiast. She and her husband David have been married for 29 yrs and have 3 children. Contact Marjorie at 610-696-4443 or [mrjgrow@verizon.net](mailto:mrjgrow@verizon.net). Check out her website [www.ascendconsulting.net](http://www.ascendconsulting.net).



### *Elissa Lewin*

Elissa Lewin is the founder and president of Nancy's House, a non-profit organization dedicated to caring for caregivers. As a licensed psychologist, Elissa uses, in her clinical work, the frame of "we get to where we are from where we've been." That integrative approach to understanding is the driving force behind the creation of Nancy's House. The path from there to here has given Elissa the wisdom of experience as a wife, mother, licensed psychologist, and family caregiver. All of those sources contribute to her understanding of the needs of caregivers and shape the vision for Nancy's House, a unique model of residential respite center for family caregivers that addresses their physical and emotional needs.

Elissa has maintained a private practice for over 20 years. During that time, she also worked for 10 years as an adjunct therapist for the Council for Relationships, where she received her post-graduate training in couples and family therapy. Prior to starting her own practice, Elissa worked in human services, serving people with developmental disabilities. Throughout her work experience, the needs of caregivers, and the emotional and interpersonal effects of burnout, have been a recurrent theme. It is in Nancy's House that all of these elements converge.

None of us can achieve our goals single handedly. Elissa is grateful for the support of her husband and family, friends, and dedicated board members in helping to bring Nancy's House to fruition. You can contact Elissa at 215-885-0753 or [elissa@nancys-house.org](mailto:elissa@nancys-house.org).

# FAIRMOUNT PARK ART ASSOCIATION

## Protecting and Promoting Philadelphia's Artistic Legacy

The Fairmount Park Art Association is the nation's first private, nonprofit organization dedicated to integrating public art and urban planning. Founded in 1872 by a group of civic-minded citizens, the Art Association initially focused on Philadelphia's Fairmount Park. By the turn of the century, the organization's concerns expanded beyond the park to the city as a whole. Today, the Art Association continues to protect and promote public art in Philadelphia.

### *A Museum Without Walls™*

With the largest collection of outdoor sculpture in the country, Philadelphia is considered a livable city in part because of its impressive and unique collection of outdoor sculpture. Yet pollution, acid rain, vandalism, and neglect threaten these irreplaceable artistic and cultural assets.

### *Annual Outdoor Sculpture Conservation Program*

The Art Association's landmark Outdoor Sculpture Conservation Program was initiated in 1982 with the help of the Pew Charitable Trusts. It is the longest continuously operating conservation program of its kind in the nation, and has received national recognition for its success in helping to protect the city's public art treasures for future generations.

Each spring, approximately 30 of Philadelphia's most iconic sculptures receive professional assessment and crucial maintenance. Included in this group are the *Cowboy* along Kelly Drive, *Dickens and Little Nell* in West Philadelphia's Clark Park, and the elegant *Duck Girl* that graces the fountain in Rittenhouse Square. When necessary, the Art Association also takes on special conservation projects, such as

## FAIRMOUNT PARK ART ASSOCIATION

*Commissioning, Preserving, and Interpreting Public Art in Philadelphia*

The Fairmount Park Art Association is committed to caring for our city's outdoor sculpture, and without these efforts many works would go untreated.

Help protect Philadelphia's artistic legacy by making a donation to the Art Association. Gifts of \$1,000 or more are recognized with membership in the Conservation Society.

Donations of all size are greatly appreciated and are fully tax-deductible.

**Fairmount Park Art Association**  
1616 Walnut Street, Suite 2012  
Philadelphia, PA 19103  
215.546.7550  
[www.fpaa.org](http://www.fpaa.org)

The official registration and financial information of The Fairmount Park Art Association may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1(800) 732-0999.



Top: The features of the lion in Antoine Louis Barye's *Lion Crushing a Serpent* (1832) were obscured by corrosion, as represented in this "before" treatment image from 1983. (Photo: Franko Khoury, 1983)

Bottom: After conservation, sculptural details are more visible.

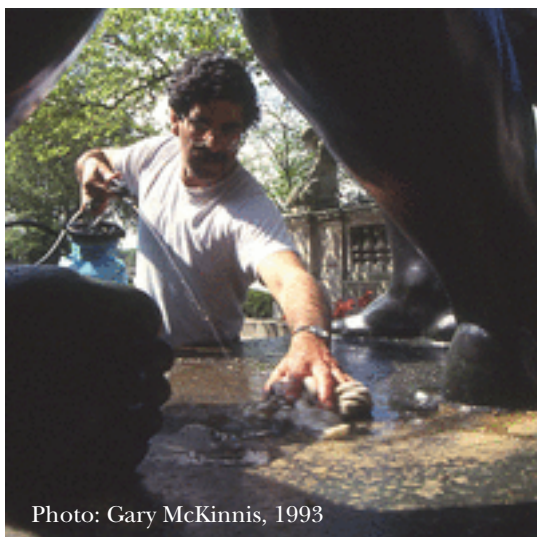


Photo: Gary McKinnis, 1993

the preservation of ancient and historic artworks at the International Sculpture Garden at Penn's Landing, comprehensive treatment of Martin Puryear's *Pavilion in the Trees* on the grounds of the Horticulture Center, and the pioneering treatment of Louise Nevelson's Cor-Ten steel sculpture, *Atmosphere and Environment XII* at the west entrance to the Art Museum. Without our efforts, many works would go untreated.

### *The Conservation Program Step-By-Step*

Since the beginning of our pilot program in 1982, the Art Association's consulting conservator Steven Tatti of S.A.T., Inc. has performed annual maintenance on sculptures throughout Philadelphia. Tatti and his team have pioneered treatments that are now used both locally and

across the country.

After inspection by a conservation technician, each sculpture in the annual maintenance program is rinsed with water and a mild detergent to remove dirt and debris. Any graffiti is then removed with a mild solvent and a soft cotton cloth and rinsed again with water.

Additional treatment depends on the material of the sculpture. Most of the bronze sculptures receive a renewal of their protective wax coating in places where it has become too thin or worn away. The sculptures are then buffed to bring out the artworks' highlights. Stone sculptures and bases are washed and sprayed with a solution that removes biological growth before receiving a final rinse of water.

Following treatment, the conservator inspects each sculpture with the technician and a representative from the Art Association. Finally, a condition report is submitted for each artwork to document any observed changes. These reports are housed at the Art Association and are also submitted to the City for their records.

### *The Conservation Society*

There is always more work to be done; and as the program continues to grow, so does its expense. The Art Association relies on generous donors to its Conservation Society to help fund this work. Members of the Conservation Society receive periodic updates and are invited to special events, including the Art Association's Annual Meeting. Conservation Society membership is open to those who contribute \$1,000 or more annually to the conservation program, but donations of any size are greatly appreciated and fully tax-deductible. A gift to the Art Association's Conservation Society will help to preserve Philadelphia's outstanding collection of public artworks for future generations.

If you would like to make a donation to the Conservation Society or would like more information about the Art Association, please call 215-546-7550 or visit online at [www.fpaa.org](http://www.fpaa.org).



UNITED CHURCH OF CHRIST EAST GOSHEN  
*Cordially invites you and your guests to attend an*  
**ART SHOW AND AUCTION**

*To be held at*

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*Saturday, May 2, 2009*

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**Preview: 6 pm to 7 pm**

**Hors d'oeuvres**

**Admission: \$15 per person**

**Auction: 7 pm**

**150 pieces of art**

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Includes Live Auction of various donations from  
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Proceeds to Benefit United Church of Christ East Goshen

Emmy Award Winner to speak at EWomenNetwork  
 "Accelerated Networking" Luncheon



**C**hristina Pirello, expert chef, author, and Emmy Award winning TV personality, discovered the value of healthy eating at the age of 26 when she cured herself from leukemia. With a Masters Degree in Food Science and Nutrition, she has a broad knowledge of nutrition and food sciences. A faculty member of Drexel University, she is an Emmy award winning television personality, best-selling author and host of her own national public radio show. She is also the President and Founder of The Christina Pirello Health Education Initiative.



What constitutes success? "Success can only be achieved through education, understanding and action" is the belief of Christina Pirello. Armed with knowledge, we achieve a sense of purpose never previously known. Once we acquire the knowledge, how do we educate and inform everyone else? The action we take is our mission in life.

This fun, entertaining and informative lecture places the focus on our missions, how we inspire those around us and provide them with solid information.

At this powerful event you'll learn:

- How to manage matters most important to women... including stress & anxiety.
- How to manage a business in a "man's world"
- How we can inspire those around us.

Presentation:

***Being a Woman...the Gift that Keeps on Giving by Christina Pirello***

**Date:** Wednesday, May 13, 2009

**Time:** 11:30 AM - 2:00 PM

*(Doors open and informal networking begins at 11:00 AM)*

**Location:** Doubletree Hilton

4727 Concord Pike

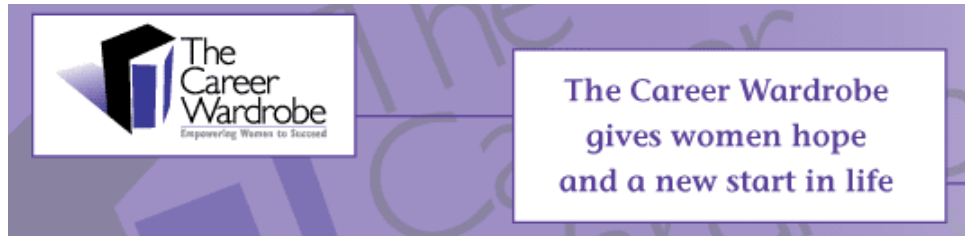
Wilmington, DE 19803

**Contact:** Maria Novak at (610) 405-0633 or

**Email:** marianovak@ewomennetwork.com

# Recycle a Suit, Renew a Woman's Life

## *The Career Wardrobe Helping Women Back Into The Workforce*



The Philadelphia region's trailblazing nonprofit organization The Career Wardrobe announces its eighth annual premier fundraising event, *A Perfect Fit*, auction and celebrity fashion show to support women transitioning into the workforce. The event will be held **Wednesday, June 3, 2009 from 6 p.m. to 9 p.m. at Park Hyatt at the Bellevue**, Broad and Walnut Sts. in Philadelphia.

A Perfect Fit will feature a fashion presentation by local anchorwomen and media personalities including: **Monique Braxton, Dawn Timmeney**, and **Denise Nakano** from NBC10; **Sue Serio, Kerri-Lee Halkett, Nefertiti Jaquez, Dawn Stensland-Mendte**, and **Michelle Buckman** from Fox 29; and **Erica Grow** from 6ABC. These prominent media personalities literally donate the suits off their backs to The Career Wardrobe after modeling them.

This year's event incorporates the theme **"Recycle a Suit, Renew a Woman's Life,"** which reflects the organization's work to repurpose tens of thousands of pounds of clothing each year into working wardrobes which can literally transform a woman's life. Each year thousands of women look into their closets, dressers, and makeup cabinets to find clothing, accessories, and beauty products that help women less fortunate find a new future in the workforce.

The evening will also include live music from singer/songwriter **Karen Gross** and a spectacular silent and live auction including celebrity-signed handbags custom made by Viv Pickle

Handbag Boutique in Philadelphia. This year's celebrity-inspired and signed handbags include **Steve Carell** (*The Office*), **Kenny Chesney**, **Kellan Lutz** (*Twilight*), **Ron Howard**, **Melissa Etheridge**, **Bette Midler**, and **TR Knight** (*Gray's Anatomy*).

With unemployment reaching record highs in Pennsylvania, demand for The Career Wardrobe's services is rising. Last year, over 7,000 women struggling to enter or reenter the workforce after being downsized or unemployed turned to their safety net, The Career

Wardrobe has assisted over 50,000 women by inspiring the confidence necessary to recognize their capacity for self-reliance and achieving independence.

The Career Wardrobe is the nation's largest independent community-based nonprofit organization that provides women in transition with free professional clothing and educational opportunities to help them successfully find and retain employment. The Career Wardrobe's services empower women by inspiring the confidence necessary to achieve self-sufficiency for themselves and their families.

The Career Wardrobe is continually striving to expand its services in order to provide the job readiness support its clients need. The Career Wardrobe doesn't just dress a woman for an interview, the organization assists participants with the workplace skills necessary to retain employment and advance in their new jobs and careers. Professional Women's Network also provides an on-going forum for alumni of The Career Wardrobe to receive support and inspiration from their peers as they continue their job search or start in their new careers.

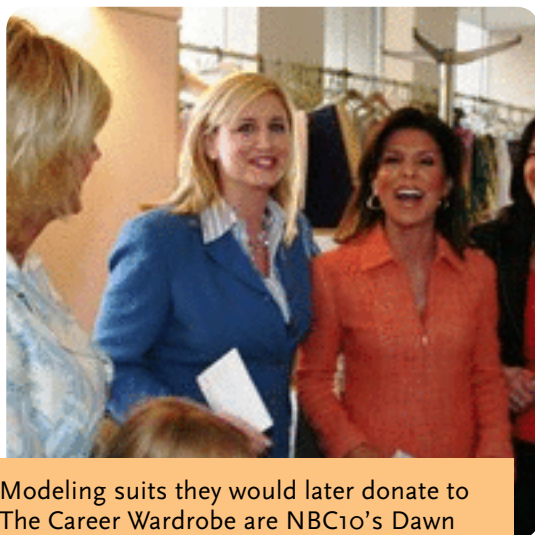
This fundraising event raised nearly \$80,000 for The Career Wardrobe last year. Since the inception of *A Perfect Fit*, more than 1,800 supporters have attended.

*A Perfect Fit* is supported by the following corporate sponsors: National City Bank, US Airways, SAP America, blue plate minds, JanBara & Associates, KPMG's Network of Women, Barefoot Wines, Pravda Vodka, St. Edmond's Bank, and Pepper Hamilton.

Individual tickets must be purchased in advance for \$70, and corporate and individual sponsorship packages are available. For more information and to purchase tickets, please call (215) 568-6693 or visit [www.careerwardrobe.org](http://www.careerwardrobe.org).



6ABC's Tamala Edwards shares the fashion show stage with a woman who has been helped by The Career Wardrobe.



Modeling suits they would later donate to The Career Wardrobe are NBC10's Dawn Timmeney, CN8's Connie Colla and Janet Zappala and Fox 29's Dawn Stensland-Mendte. (Photos by Natalie McDonald)

Wardrobe, for resume review, professional clothing and a caring hand to help them move forward. Since 1995, The Career



Career Wardrobe Board Members - including Mary Campbell and Toni Nazarrario - work for months to put together the organization's annual fundraising event, including soliciting over 75 silent auction prizes.

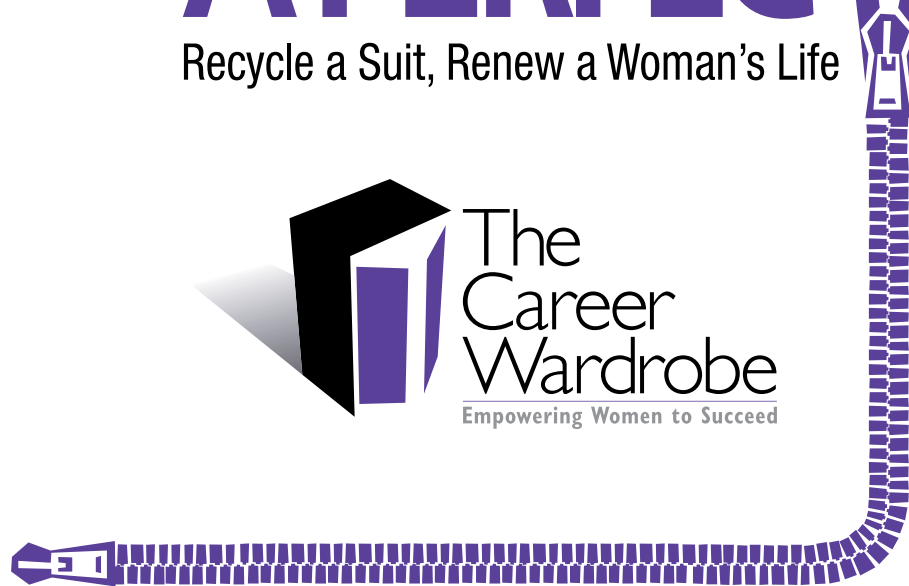
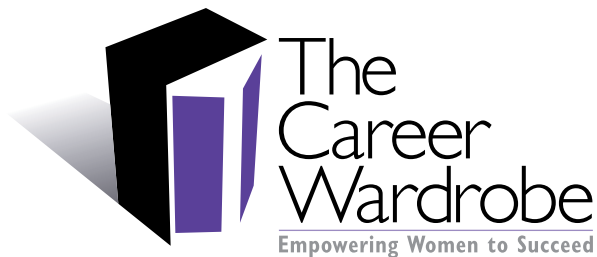


6ABC's Monica Malpass joins former Career Wardrobe client and current Board Member, Pamela Superville, during the reception before *A Perfect Fit* for some networking!



# A PERFECT FIT

Recycle a Suit, Renew a Woman's Life



**Join us**

**Wednesday, June 3, 2009**

**Park Hyatt Philadelphia  
at the Bellevue**

**6:00-9:00 pm**

Advance Tickets: \$70 at [www.careerwardrobe.org](http://www.careerwardrobe.org)

The Career Wardrobe gives women hope and a new start in life by helping them find and maintain employment. Your support of *A Perfect Fit* will help 7,500 women to enter the workforce and maintain employment in this difficult time.

Cocktail reception, auction and fashion event. Live auction of celebrity-signed custom Viv Pickle handbags:

***Bette Midler, Grey's Anatomy's TR Knight, Kenny Chesney, Ron Howard, Sarah Jessica Parker, Melissa Etheridge, Steve Carell and many more!***

**The Career Wardrobe thanks the following  
for their support of A Perfect Fit**

**National City**



**JanBara & Associates**



**Professional Women's Roundtable**



**National Association of Women Business Owners**

*Supporters Deborah Khan, and Pamela Crawley with Saundra Larcade, The Career Wardrobe Board Member at A Perfect Fit 2008*



The Career Wardrobe serves women in transition by providing free professional clothing and educational opportunities in the Philadelphia region. Our services empower women by inspiring the confidence necessary to achieve self-sufficiency.

**The Career Wardrobe 1211 Chestnut Street  
Suite 205, Philadelphia, PA 19107  
Tel. 215-568-6693 – Fax 215-568-5998  
[www.careerwardrobe.org](http://www.careerwardrobe.org)**

# The Other Oz

Written by Sarah Curtis-Fawley

**T**he Sydney Opera House. Ayer's Rock. Kangaroos and Crocodile Dundee. These are the Aussie icons that represent the Land Down Under for most travellers. Australia welcomes millions of visitors every year, and most flock to the Great Barrier Reef in Queensland, cosmopolitan Sydney, and the Outback of the Northern Territory. But there is another, equally enchanting side to Oz that most tourists never discover.

In 2001, I was preparing to travel to Australia for a research project, and I learned that I would be going to Adelaide. Adelaide? I could barely find it on a map. I was slightly disgruntled that my work was taking me to the little known state of South Australia. But I quickly fell in love with SA – and an Aussie – and ended up living in Adelaide for almost seven years. So here's my insiders guide to a fantastic week in South Australia.

## Day 1

In Adelaide, stay at the Treasury Hotel, a beautifully restored Victorian era building right in the center of the charming, compact city. A five minute stroll will take you to the Central Market, a year round, indoor market showcasing the amazing array of local delicacies. Grab some picnic supplies at the Smelly Cheese Shop, Barossa Fine Foods, and Vintage Wine Cellars. And whatever you do don't miss Haigh's Chocolate. The Haigh family has been making artisan chocolate in South Australia since 1915, and it is among the best in the world. Take your lunch up to the Torrens River, where you can lounge on the sunny banks and enjoy your feast.

In the afternoon, check out the boutiques on Rundle Street, pay a visit to the South Australia museum, which has excellent displays on the region's Aboriginal people, and have an afternoon coffee at local favorite Cibo. For dinner, have a pint and some fish and chips at the Australian Hotel,

crackers, olives, and other treats, and a map that will take you to local wineries. At each "cellar door" you will be given a taste of a wine that perfectly complements the selected cheese. Include Pertaringa on your itinerary for some amazing Shiraz. When you return your cooler to The Blessed Cheese, have an afternoon coffee or a chilli hot chocolate made by their award-winning barista. On your way back to Adelaide, stop at the Star of Greece restaurant in Port Willunga for fresh local fish and a jaw-dropping view of the coast.

A Kangaroo on Kangaroo Island



One of many beaches on Kangaroo Island



Kangaroo Island Sea Lions



or choose from the many Asian bistros on Gouger Street -Ying Chow and Star of Siam are always fantastic.

## Day 2

Rent a car or hop a bus for a day trip to McLaren Vale, one of the largest and loveliest wine regions in Australia. One of my favorite ways to explore this region is to pick up a Cheese Trial hamper from The Blessed Cheese shop. You'll get a small cooler packed with several local cheeses,

Bay, there are loads of kangaroos in Flinders Chase, 267 species of birds live on the island, and snorkelers can look for the leafy sea dragon, a whimsical species only found in this part of the world. If you can sneak in a little beach time while on KI, Vivonne Bay has been ranked as one of the most beautiful in the world. If you are up for an adventure, sign up for a caving excursion at the Kelly Hill Caves, where a guide will take you deep into the limestone labyrinth.

## Day 3-4

Sign up for a tour to Kangaroo Island. "KI" is my pick as one of the most magical places in Australia. A two-day tour will give you plenty of time to explore the third largest Aussie island. A highlight is Seal Bay, where a park ranger will lead you on a walk along a beach crowded with Australian sea lions. At the very western end of the island, Flinders Chase National Park has some spectacular coastal walks; make sure to see the Remarkable Rocks and Cape DuCouedic. Due to its isolation, there is an amazing abundance and variety of wildlife on KI. Koalas are easily spotted at Hanson

There is also much to delight foodies on KI. Island Pure Dairy makes fantastic sheep's milk cheese, including delicious haloumi. Clifford's Honey is home to the Ligurian bees, one of the only places in the world outside of Italy where they can be found. The luscious honey is a great souvenir, and they also make honey ice cream. Marron is another KI delicacy, a freshwater crayfish that thrives in the island's pristine waters. Look for it at Andermel Marron Farm or on local menus.

## Day 5-7


Head north of Adelaide to experience the Aussie Outback. The Flinders Ranges are one of the oldest mountain ranges in the world; millions of years ago they were higher than the Himalayas, and today the low, ochre colored mountains have a weathered, rugged beauty. On your way, stop at the Stone Hut Bakery for an Aussie meat pie – they have beef and other classic flavors, but if you are feeling more adventurous try the alligator, kangaroo, or camel. Stay at Wilpina Pound Resort, which offers easy access to spectacular hiking trails.

A great way to check out the region is on a 4 wheel drive tour – this is real off-road action that will take you deep into the ancient ranges. At night you will be astounded by the beauty of the night sky, and the cool early mornings are an ideal time for a quiet walk in the forests, where you may spot kangaroos, emus, and wallabies.

On your way back to Adelaide drive through the Clare Valley, another stunning wine region. Pick up a few bottles of Riesling at Pike's or Shiraz at Taylors.

There you go – a week of great food and wine, wildlife, beaches and Outback. Most tourists don't venture to South Australia, but it is a fantastic way to explore all that Oz has on offer.

## About the Author

Sarah is an avid traveller who has recently moved to Portland, Oregon. Inspired by her time in Australia, Sarah and her husband have recently started a business specializing in Aussie meat pies - [www.pacificpieco.com](http://www.pacificpieco.com). 



The author wine tasting in McLaren Vale

### A SPECIAL NOTE FROM THE PHILADELPHIA WOMEN'S JOURNAL

# Advertising and Promotion During a Recession


The National Bureau of Economic Research (NBER) confirmed on December 1, 2008, that the U.S. economy has been in a recession since December 2007.

Many economists believe the current recession will be the worst since the recession of 1981-82. Times are rough, but that doesn't mean you should lower your advertising budget; you actually should maintain or raise it, or just advertise smarter.

A recent study by McGraw-Hill Research showed that companies that maintained or increased their advertising during the 1981-82 recession, had gains in sales in the short-run as well as the long-run. The McGraw-Hill Research study analyzed 600 companies from 1980 to 1985, and found those that advertised aggressively throughout the recession had sales 256% higher than companies who cut back on advertising.

Consumers will continue to buy healthcare services, financial services, prescriptions, food, entertainment, professional services and every other type of product or service they have always purchased. During a recession, consumers are more discretionary about how they spend their hard earned dollars. They spend more time educating themselves about whom the best provider of a product or service might be and how to find them.

Educational and informative advertising is most effective during tough times and now is the best time to get your message in front of a discerning group of buyers.

Contact us at 866-603-4099 or at [info@pwjournal.com](mailto:info@pwjournal.com) to learn more about how to effectively tell your story and enhance your brand during this economic downturn. 



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The PWJ offers creative solutions that are proven and different from other media advertising. Check us out at [www.pwjjournal.com](http://www.pwjjournal.com).

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# The Art of Giving

Written by Kayte Connelly, CCA

**F**undraising is a constant for any nonprofit organization.

A group of volunteers join together as a board of directors to raise funds for a common cause.

Art denotes a set of techniques used by somebody in a particular field that is proficient in that technique. Someone who has mastered the art of fundraising therefore would be proficient.

How are you faring with reaching your fundraising goals this year? Of the 1.7 million nonprofits now registered with the IRS, United Way of Southeastern PA has identified that 22,000 are here in the greater Delaware Valley region. Are you holding your own? Are you thriving?

On a scale from one to twelve, rate your ability (Do you have the knowledge, skills, experience and resources) to accomplish these tasks. 0 = none; 12, means you've got all you need and you need no more.

Then, rate the challenge or the difficulty to accomplish the task 0 = effortless; 12 = impossible.

1. Implementing a multi-cycle giving campaign. (several times a year ask)
2. Obtaining grants private foundations or the government.
3. Creating collaborations or partnerships with other NPO's.
4. Acquiring sponsorships for our special events.
5. Cultivating our donors towards lifelong giving.
6. Being recognized for our leadership in the community.
7. Attracting endowments.
8. Being a magnet for giving circles.
9. Using the time and talent of volunteers wisely.
10. Accepting gifts in lieu of cash.

By now, if you've been following, you know the score. Drill low on ability and high on the challenge? You could use a significant shot of courage or training for how you can best support your board and your organization.

Score "in the middle?" You aren't contributing to the best of your ability, despite the fact that you give the appearance of being responsible.

Score high on ability and low on challenge? You know that this needs to be done, but you

have too many other priorities.

Folks, if fundraising hasn't risen to the top of your pile yet, when do you expect it to? What are you doing about developing your fundraising plan?

At the Chester County Chamber, in March, a panel of esteemed philanthropists presented their tips for "The Art of Giving." Here are some of their recommendations.

Beth McGarrigle, Board Chair of the Chester County Fund for Women and Girls, reiterated the importance of recognizing every gift no matter how small or how large in a public way. The cultivation of donors is a steady ongoing activity that is never complete. Permitting people to give at a level that is meaningful for them and acknowledging that donation is crucial.



Frances Sheehan, President and CEO of the Brandywine Health Foundation

encouraged, "Perhaps the most important lesson in fundraising is to remember to thank people, not just for their financial contributions, but for their donation of time. An expression of gratitude can come in the form of a personalized thank you note – whether computer-generated or hand-written, a phone call, recognition at a special event for volunteers or donors, or through nomination of a stand-out individual for an award."

Krys Sipple, Executive Director of The Clinic in Phoenixville, brought along sticky 4x8 pads with corporate information on it and distributed them among the participants. When her campaign goes out, her board members write their own personalized note to the perspective donors encouraging them to give. Krys emphasized the importance of having strong board support in all fundraising endeavors.




Finally Dolly Wideman-Scott, CEO, Domestic Violence Center of Chester County, advised about the importance of considering time and talent as a valid means of gifting. Some people provide true value through their skills, expertise or time which is equally as important as cash.

On LinkedIn, I posed a question for tips for fundraising in a tough economy in a variety of groups and discussion forums. Among close to 50 respondents, Dean Stenehjem, Foundation/Development Director at Rochester Senior Citizen's Center suggested: "Communicate to your donors what a difference their donations have made for those we serve. Communicate what their future donations will do. Step up awareness of you mission/need!"



One of the most powerful recommendations was Barbra Luce-Turner, Senior Director of Development at Loyola University Medical

Center stated: "Take donors at their word when they say that they will give in the future when times get better and maintain a good stream of communication focusing on the mission of your organization—even if they are not giving this year."

To obtain a complete list of suggestions from those 50 odd different professionals go to "The Art of Giving" page on my website ([www.bestprincipledsolutions.com](http://www.bestprincipledsolutions.com)) and have a personal assessment interpreted. 

## Kayte Connelly, CCA

Kayte Connelly, CCA, is a Leadership Coach and Organizational Development Consultant. She is a certified ChangeWorks Analyst and Standards for Excellence Consultant. Connelly supports individuals and organizations by processing solutions for personal, professional and



organizational goals by restoring control to the areas in which they are experiencing extreme tension.

In addition to leadership coaching, she offers a variety of services including strategic planning, governance, association management and fundraising. She resides in West Chester, PA with her husband Marc Riddell CPA, CVA.

Contact her at [Kayte@bestprincipledsolutions.com](mailto:Kayte@bestprincipledsolutions.com) or 484.769.2327. Additional information can be found at [www.bestprincipledsolutions.com](http://www.bestprincipledsolutions.com) and <http://blog.communitybusinessconnections.com>.



# African American Women Assuring a Legacy of Leadership

Written by Kayte Connelly, CCA

Their website proudly boasts the accomplishments of the oldest and largest African American family organization in the United States, with a membership base of over 9500 families.

*“Service is what life is all about,” Marian Wright Edelman advised. The accomplished education rights activist encouraged further “The question is not whether we can afford to invest in every child: it is whether we can afford not to.”*

It is this call to service that has been picked up by many African-American Women’s Organizations, in the Philadelphia region as they have acted as catalysts to assure a legacy of access, equity and scholarship.

One of the oldest of four outstanding groups being featured, is the Links, Inc. Founded in Philadelphia in 1946 by Margaret Hawkins and Sarah Scott, the organization boasts over 12,000 members in 270 chapters, five of which serve the Philadelphia region.



The Links is one of the largest volunteer service organizations of women who are committed to seizing the opportunity to provide world class leadership, friendship and service.

Their website indicates that in addition to education, programs

will address the significant economic and social inequalities that continue to persist amongst African Americans in the United States. These disparities significantly affect African Americans in the areas of education, income, health, employment, and other social indicators of wellbeing.

Collectively more than 500,000 hours of community service are dedicated through their energies and thousands of dollars in scholarship money are awarded annually. Bishetta D. Merritt is the Eastern Area Director and she can be reached at [bmerritt@howard.edu](mailto:bmerritt@howard.edu) for more information. [www.linksinc.org](http://www.linksinc.org)

A newer gathering of women, Opus was started locally by Roz McPherson as a means for small businesswomen owners to informally get together and make contributions via a Giving Circle.

The group meets four times a year, hosted at a variety of locations. “One thing we wanted to emphasize is that this is NOT a formal joining organization,” Sylvia McKinney, member alerted. “We have no website, no e-mail and no dues...

NONE of the above. We are all members of organizations that have been ruled to death and wanted no reflection of that structure impeding our efforts.”

Essentially, their mission is to gather to launch a new experience at a different location, to collect money and to make donations.

It begins by rotating responsibility among the group of art lovers who are relatively new to the Philadelphia area, as they host a luncheon at their desired location. It has been held recently at the Point Breeze Community Center, the



Barnes, and the African American Museum.

There is a gentlewoman’s agreement that “what’s shared here stays here.” Programs have varied in size and location and collections of as much as \$2500 have been distributed at one meeting. Newcomers who have a thirst to experience more in Philadelphia may contact Sylvia at [Tmckin1751@aol.com](mailto:Tmckin1751@aol.com).

Another organization initiated by an African American woman in Philadelphia is Jack and Jill of America. This family oriented group was begun in 1938 by Marion Turner Stubbs Thomas as a “means of furthering an inherent and natural desire to bestow upon our children all the opportunities possible for a normal and graceful approach to a beautiful adulthood.”

Their motto of “Let’s work, let’s plan, let’s live together” will be displayed in collectively with a united celebration of National Black Family Day on the First Saturday in May. If you are interested in participating in these festivities or becoming a member, contact Valerie Wells, Regional Director [jackandjilleast@aol.com](mailto:jackandjilleast@aol.com) or go to <http://national.jackandjillonline.org>



The National Coalition of 100 Black Women, Inc. Pennsylvania Chapter continued the tradition of awarding scholarships to three outstanding high school scholars on March 14 at the Lowe’s Hotel.

At the 23rd Annual Madam C.J. Walker Awards Luncheon and Economic Development Seminar, more than 500 women assembled to bestow \$1500 and a personal laptop to the three young ladies.

In addition, the annual presentation to a majority owner of an African-American business located in the Delaware Valley who is not a member and has demonstrated perseverance, determination, willingness to support projects in the African American community and that has been recognized by others for her achievements was announced.

Leslie Graves, President announced the 2009 winner, Jocelyn May, RN, BSN, President & CEO of Pampering Plus Inc. Pampering Plus opened in 2002 as a non-medical home care company and has expanded its scope of practice to become a licensed health care facility.

Information sessions about the National Coalition are being held in April and May and you may obtain more information by writing [NC100BW.PA@gmail.com](mailto:NC100BW.PA@gmail.com) or calling 215.247.8614. <http://www.ncbw.org>



# Families of Special Needs Children Find Hope AND Results

Delaware Valley center offers chance at normal life for kids around the world

“Your child will never lead a normal life” – so goes the prognosis often heard by parents of kids with special needs. For parents lucky enough to find The Family Hope Center (FHC), the forecast is quite different. It maintains instead - Your child’s life can be changed.

This was true for the Singers, and for thousands of other families whose children had been diagnosed with a wide spectrum of developmental disorders including Autism, Cerebral Palsy, ADD, and Down syndrome. For them, The Family Hope Center has meant just that, hope for the entire family.

Hope borne of results. Working with over 15,000 parents to date, both here and abroad, The Family Hope Center can claim an uncommon expertise in the treatment of brain injury in children. Its unique methodology has been shown to be effective regardless of the cause or severity of the impairment. Working closely with families, FHC has seen children go from paralysis to physical excellence, from blindness to sight, from far below average intelligence and social awareness to above average in both – defying a whole list of diagnoses that fall under the heading “disabled.”

Fortunately, The Family Hope Center doesn’t believe in “disabled.” An independent, university-based study bears out the benefit of ignoring such labels: reports from this ongoing study show remarkable gains for children on Family Hope Center programs, especially when compared to results from other facilities across the United States. Children with diagnoses of Autism Spectrum Disorders, for example, show more than twice as much improvement with FHC as the national average; children with Cerebral Palsy, more than three times as much improvement with FHC; and for



(Above) The “centerpiece” of The Family Hope Center is the Mobility Room, where families are trained in therapies to help their children, featuring “Jungle Joy” by Philadelphia artist Monica Armstrong, a full-sized mural measuring approximately 10’ high by over 60 feet long, covering the 3 walls of the therapy room.



Director and Vice Director,  
Matthew and Carol Newell

developmental delay disorders in the aggregate, well over twice as much improvement.\*

Established in 2002 by acclaimed child brain developmentalists Matthew and Carol Newell, The Family Hope Center believes that all hurt children have the potential

to be made well - so much so that they can equal or even surpass their peers. “The brain has an incredible capacity to respond and improve with the correct stimulation,” says Matthew Newell. “Our job is to give parents the tools to make it happen.”

The tools he refers to - a comprehensive and integrative program comprised of physical, nutritional, social and cognitive therapies - are tailor-made for each child by the Center’s team of experienced, caring professionals. Parents start by attending

a three-day seminar, in which the brain and brain development are thoroughly explained. “Five minutes into the session,” says Bruce Kirk, father of seven-year-old Kevin, “I could see that they were focused on fixing the core problem, rather than treating symptoms.” Other parents claim that the seminar sheds new light on their child’s diagnosis and the possibility for healing.


The seminar is followed up by a comprehensive two-day evaluation - a complete audit of the child’s abilities, pinpointing the location of the injury in the brain so that treatment can be specifically targeted to that area. With an understanding of how the brain has been compromised and where the child is in terms of his neurological situation, the damaged pathways in the brain are targeted for healing, so that learning can occur.

Believing that there is no one better suited



(Above) The “centerpiece” of The Family Hope Center is “Jungle Joy”, a full-sized mural measuring approximately 10’ high by over 60 feet long, covering the 3 walls of the FHC Mobility Room, where families are trained in therapies to help their children.

to help their child, The Family Hope Center trains the parents to carry out the therapy at home, with on-going guidance, follow-ups and lots of encouragement. “Loving families,” says Carol Newell, “make the very best therapists.” Parent David Singer returns the compliment. “Jake’s a totally different child today, and it’s because of the support and hope we’ve gotten all along the way from The Family Hope Center.” “The results are telling,” adds his wife Sue. “Big time.” For more information, [www.familyhopecenter.org](http://www.familyhopecenter.org), call 800.888.9370.

\*Reports by Uniform Data System for Medical Rehabilitation (UDSMR), an independent, university-based non-profit that has developed the world’s most widely used system, “WeeFIM,” for assessing abilities and disabilities in children. 



## Our story of hope ...

Written by David and Sue Singer



Jacob entered this world with many challenges. After a very uneventful pregnancy, he was born with a cleft lip, cleft gum, congenital heart problems and very low muscle tone.

Over Jacob’s first couple years we consulted and met with many different doctors. The message that they all passed on to us was “we’ve never seen a child quite like him”. None gave us any recommended course of action to help our child or gave us any hope that he would be okay in this world. He was diagnosed with developmental delay and eventually cerebral palsy. We were told to be prepared for a long road where it’s likely that he’ll never be able to walk.


We received early intervention therapies for Physical Therapy, Occupational Therapy, Speech Therapy and a Teacher to come to our house every week. After more than two years of these therapies, he made little or no progress. At 2 1/2 years he still couldn’t sit up, roll over, or crawl, he made no eye contact, showed no affection and often seemed to be in his own world.

Over time, we became more and more frustrated with his lack of progress and did extensive research for an alternative program that would help our son.

Our search led us to The Family Hope Center located in Blue Bell, PA led by Matthew and Carol Newell. We attended their three day seminar and immediately knew that we were in the right place! Their passion and success stories gave us hope! We followed the seminar with a personal evaluation with their professional staff and they created a custom “home-based” program for our son to get well.

Their approach to Jacob was totally different from all of the other professionals that we had met with previously. They explained how they’ve worked with many children with the same issues as Jacob and talked about the successes that they’ve had. More importantly, they set up personal goals for our son with realistic timeframes. Their approach was multidimensional holistic approach, which looked at all of the systems and their interaction with each other. They focused on what could be done to maximize Jacob’s potential and capabilities, instead of focusing on what he couldn’t do.

We’ve been working with the Family Hope Center for over five years. Jacob has progressed in many ways and has reached many milestones. This past October, Jacob began taking his first independent steps! He’s currently walking about 1 1/2 miles per day! We’re very excited and look forward to celebrating more milestones soon!

The Family Hope Center website is [www.familyhopecenter.org](http://www.familyhopecenter.org). If you’d like to view a video that shows our son Jacob then go to the website above and click on “online videos”, then scroll down to “cerebral palsy”. 



# Continuing My Daughter's Legacy of Hope: Alex's Lemonade Stand Foundation for Childhood Cancer

Childhood Cancer is the number one disease killer of children under the age of 15 in the United States. You may think this is an odd way to begin a commentary, but as the mother of someone who battled cancer, it is something that I have become all too aware of. My name is Liz Scott, and my daughter is Alexandra "Alex" Scott, the founder of Alex's

However disheartening this was, I would soon see the unbreakable spirit of Alex, she would will herself to walk, and when she was 4-years-old, she would do something else extraordinary.

It was the year 2000, and we were once again in the hospital when Alex told me that she wanted to hold a lemonade stand to help her doctors find a cure for childhood cancer. My husband

and I supported her in this endeavor, but we never imagined Alex would raise over \$2,000 that first day. Even with that unexpected success, her desire to continue her quest to help never lessened. Alex would hold stands annually, and in 2004 she would set a goal of raising \$1 million. I wondered how she planned to accomplish this, but Alex simply said that if people around the country held lemonade stands and sent in their money, it was possible. I am proud to say, she was right. Alex reached her goal, and when she passed away on August 1, 2004, she had clearly laid the groundwork for the Foundation to continue.

Today, nearly half of the Foundation's funds

still come from lemonade stands held around the country by volunteers. Alex seems to have been wise beyond her years, creating a grassroots movement that has stayed strong through the changing times, and even in the current economic climate. Lemonade stands are easy, fun and provide the threadwork for communities to come together and support a great cause. Throughout what would be her short lifetime, Alex garnered her greatest comfort through her ability to help others. It is possible that she knew her lemonade stands wouldn't save her, but she was able to see the bigger picture, that other children may avoid the same fate.

Since Alex's Lemonade Stand Foundation lost its namesake nearly five years ago, we have continued her legacy of hope. In addition

to funding medical grants, the foundation has implemented a nursing grants program dedicated to improving the quality of life for childhood cancer patients and their families. In 2008 we introduced a Travel Fund to assist families who must travel to receive treatment. It is hard to say that Alex's Lemonade Stand Foundation has one mission, we want to find a cure for all childhood cancer, but we also want to help discover better treatments for children battling the disease now, to improve the lives of children and their families, and become a resource during what can be a very scary time. Someday we hope that childhood cancer will be non-existent, but until that time, we are here to help.

Click on [www.alexslimonade.org](http://www.alexslimonade.org) for more information on Alex's Lemonade Stand Foundation. 

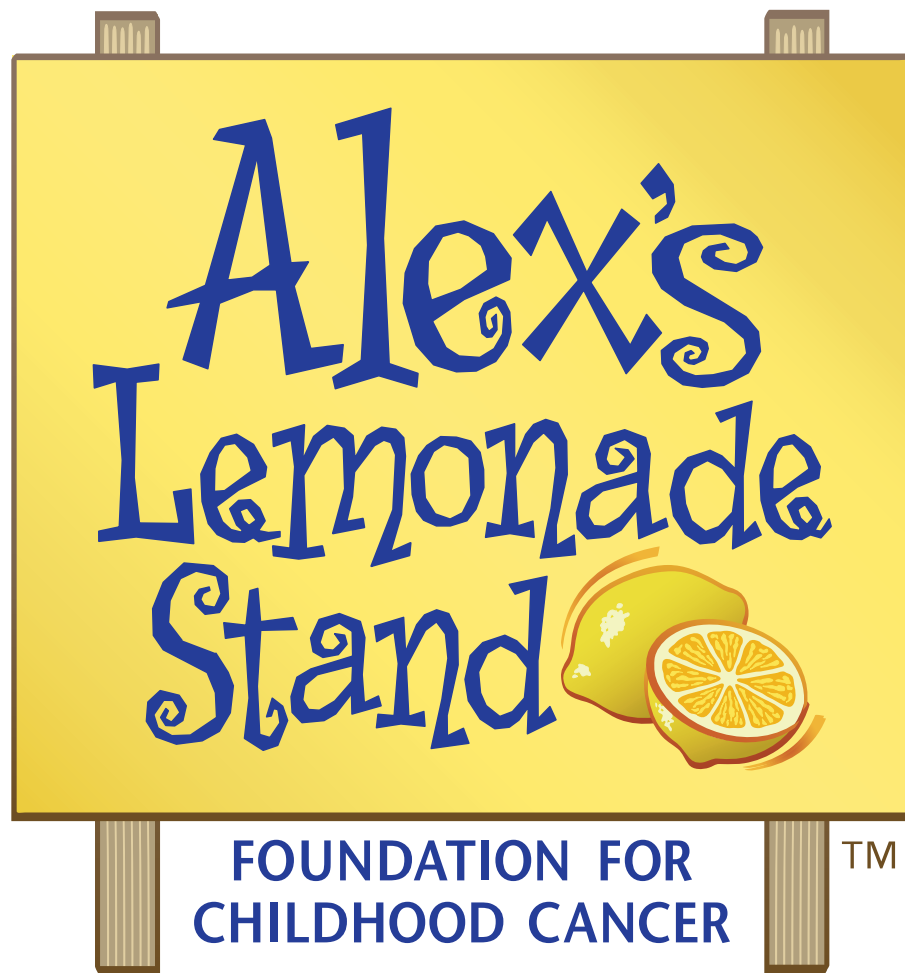
This June will mark the 6th Annual Lemonade Days on June 12, 13 and 14 when volunteers across the nation will once again host lemonade stands simultaneously. We hope you will join us at Alex's Original, held at Penn Wynne Elementary on Saturday, June 13, 2009 or at The Great Chefs Event at Osteria on June 17. More than anything though, I hope you will remember the story of one little girl who made a world of difference, and know that you can do the same.

*Elizabeth Flynn Scott*



Liz Scott is the mother of Alexandra "Alex" Scott, the creator of Alex's Lemonade Stand Foundation for Childhood Cancer. To date, Alex's Lemonade Stand Foundation, a registered 501(c)3 charity, has raised more than \$25 million towards fulfilling Alex's dream of finding a cure,

funding over 100 research projects nationally.



Lemonade Stand Foundation for Childhood Cancer. The Foundation bearing her name has raised over \$25 million, and is set to pass 100 funded research projects, a big accomplishment for any non-profit, but even more so for what started with one person, a child, who voiced a simple wish – to hold lemonade stands to help find a cure for childhood cancer.

The story behind Alex's Lemonade Stand Foundation is one you may have heard. Alex was diagnosed with neuroblastoma, a type of childhood cancer, prior to her very first birthday. Instead of celebrating that birthday by watching her take her first bite of birthday cake, I was in a hospital waiting for her to come out of surgery. This surgery would not cure her, and afterward the doctors would say that she might never walk.



# Walk to Fight Cancer!

The Light The Night Walk is The Leukemia & Lymphoma Society's annual evening fundraising walk that pays tribute to lives touched by blood cancers. Each fall, teams of friends, families and co-workers gather in cities and towns across North America. They walk at twilight, holding illuminated balloons — white for survivors, red for supporters, and gold to remember those who have lost their battle to cancer. More than a walk, the evening includes music, food and family activities. Please call us at 610-238-0360 if you would like to get involved. Or visit [www.lightthenight.org](http://www.lightthenight.org) for more information.

## Here's How Your Company Can Participate in Light The Night

- **Form a Corporate Team!** Gather a team of coworkers, friends and family to do the Walk! You can all wear t-shirts with your company name to advertise to our 5,000+ walkers in Philadelphia at no cost to the company!

- **Become a Corporate Sponsor!** Our sponsorship packages offer companies hundreds of thousands of impressions on all of our marketing pieces.
- **Provide an In-Kind Donation!** We need food and beverage items donated as well as entertainment (moonbounce, face painters, mascots).
- **Become a Retail Partner!** Sell our Light The Night paper balloons to your customers for \$1 or \$2.

### When is Light The Night?

Light The Night Walks are held on Saturday evenings in the months of September and October. Call us for more information at: 610-238-0360; or visit our website: [www.lightthenight.org/epa](http://www.lightthenight.org/epa)



Tina Fey, National Spokesperson, Light The Night



Aerotek team picture, Light The Night 2008



Sweet Ovations team picture, Light The Night 2007



## AEROTEK TESTIMONIAL

Aerotek came on board with Light The Night in 2008. Aerotek is providing leadership by sitting on Executive Committees to engage their business partners in the Walk this year.



Q: What prompted Aerotek to become involved with Light The Night?

A: Our local Aerotek office was made aware of Light The Night through our relationship with the Chester County Economic Development Council (CCEDC). We saw the event as an opportunity to partner with our customers in the area to give back to the community. Our fundraising efforts and the event itself were great team builders for our office.

Q: What are the different ways you participate in Light The Night?

A: Our local Aerotek office held several fundraising events to contribute towards our goal including hosting a Beef-and-Beer for our friends and families and participating in "Denim Days" when donations made on one Friday each month enable employees to wear jeans to work on that Friday. We also put together a team of 20 walkers to take part in the Walk itself.

Q: Why would you recommend that other companies participate in Light The Night?

A: I would recommend that other companies participate in Light The Night because it is a great opportunity to team build as an office while supporting an amazing cause. The Campaign staff does a tremendous job providing support by driving the message throughout our office, brainstorming fundraising ideas, and helping to plan events to ensure a successful walk for our team!

## SWEET OVATIONS TESTIMONIAL

Sweet Ovations has been involved with Light The Night for three years by forming a team, providing cash sponsorship, and donating their services to serve coffee and tea the night of the Walk.



Q: What makes Light The Night so special to Sweet Ovations?

A: So many people at our company have been touched by cancer. We learned that a generation ago, when someone was diagnosed with a blood cancer the chances of survival were much slimmer than they are today. That means that LLS research funding has truly made an impact.

Q: Why does Sweet Ovations participate in Light The Night year after year?

A: As a company whose philosophy is to give back, we wanted to positively impact the community in Philadelphia where we are based. We love participating because our employees all get involved in fundraising, which builds camaraderie within the office and plant and we have a lot of fun raising funds for such a worthy cause!

Q: What do you enjoy about The Light The Night Walk itself?

A: First, it is inspiring to look out at the huge crowd of people carrying these beautiful illuminated balloons, knowing that we are all working together to fight these diseases. Second, looking out at the crowd, you can see how many survivors there are by how many people are carrying white balloons. Each year we see the number of white balloons grow and we know we are truly making a difference.

# Delaware Valley Children Need Loving Foster Families

Every child should grow up in a loving, nurturing family. Sadly, some families face problems that make that impossible. When birth parents are unable to provide a safe, stable home, foster families can supply the love and stability that will help a child cope in that difficult time.

According to Melrena Flowers, Director of Foster Care Services at Friends Association for Care & Protection of Children, 20,000 children are now in foster care in Pennsylvania; 1,200 in Chester, Delaware and Montgomery counties alone. One third of these children are living in group homes because there aren't enough foster families to care for them all. These children are all ages, from infants to teenagers. They're just like every other child. Many of them are outstanding students, or love sports or music. Some are shy and some are brash. All of them can thrive if the right family will step in to provide a nurturing, safe home for them.

How can a good foster family transform a child's life? Ask Dan Clark.\* When Dan was 13 years old, he and his three siblings were placed in foster homes. He was lucky to have a foster father during that time who taught him many of the life skills that have helped him build a successful career as a small business owner.

Because Dan wanted to provide the loving family he had wanted as a child, he and his wife have adopted one daughter and are fostering another child whom they hope to adopt as well.

Good foster parents come from all walks of life. They can be younger or older adults, and can be married or single. They may own their own home or rent. The key is to be able to provide a loving environment with

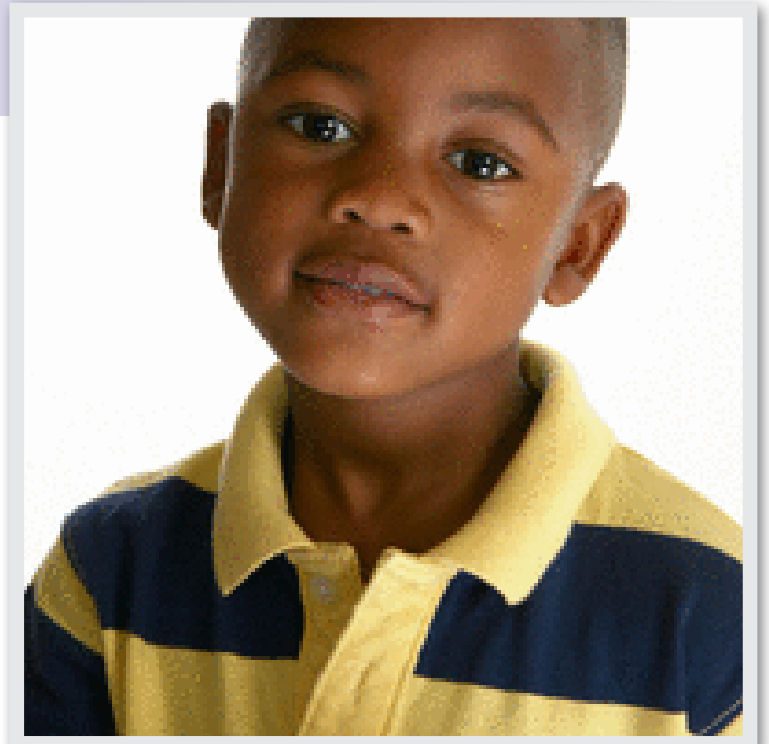
appropriate structure to help a child feel cared for and secure.


Foster parents provide temporary care to a child or children whose family is in crisis. They work as part of a team which includes the foster care agency's staff to create a nurturing environment for the child while birth parents work to overcome the challenges that caused them to lose their child. When children come into foster care these days, the goal is either to return them to their families as soon as possible or terminate parental rights so that they can be adopted. Ideally, a child should remain in foster care for no more than two years. In practice, that may not be the case, however. Foster care agencies work hard to match children and families well so that children won't have to be moved from family to family during their time in foster care.

Foster parents receive professional training and ongoing support. They partner closely with their case worker to meet their foster child's needs. In addition to regular visits, the case worker is as close as the phone if a family needs help. Foster children's medical and dental expenses are covered and a monthly stipend helps cover room, board and incidental expenses. People thinking about becoming foster parents often have

additional questions about the benefits and challenges of fostering. The staff at Friends Association is happy to answer those questions and offers a monthly Information Night to anyone interested.

**OF COURSE THERE ARE CHALLENGES IN CARING FOR FOSTER CHILDREN, BUT THAT'S NOT WHAT FOSTER PARENTS TALK ABOUT MOST WHEN**



YOU ASK THEM WHAT IT'S LIKE. A COUPLE OF MONTHS AGO, FRIENDS ASSOCIATION HELD A FOCUS GROUP WITH SOME OF THEIR FOSTER PARENTS. TOWARD THE END OF THE EVENING THEY STARTED TALKING ABOUT THEIR EXPERIENCES. ONE OF THE MOMS SAID, "PEOPLE ARE ALWAYS TELLING US WHAT A GOOD THING WE'VE DONE. I TELL THEM WE DIDN'T DO A GOOD THING. WE GOT A GOOD THING." ANOTHER FAMILY SUMMED IT UP BEAUTIFULLY BY SAYING "LOVE IS CONTAGIOUS." 

*Founded in 1822 by a group of Quaker and African American women, Friends Association is a private nonprofit agency whose mission is to ensure that children are able to grow up in nurturing families and stable homes where they have a chance to achieve their full potential.*

*Anyone with the love, patience and commitment to provide a caring home for a child can contact Melrena Flowers, Foster Care Services Director, 610-431-3598, ext 209.*

*\*Name changed to protect the family's privacy.*



April is Autism Awareness Month

Written by Louise Saruk

# The TALK Institute and School: Giving Autism a Voice One Sound and One Child at a Time

**W**hen your child is just a year old, it's upsetting that he can't tell you what's wrong or why he's sad, but it's expected. When your child turns 3, or 5, or 10, however, and he still can't tell you where it hurts, what he needs or that he loves you, it breaks your heart every minute of every day and wounds him in ways that most of us can't even imagine.

Unfortunately, this is a reality for thousands of families across the Commonwealth. Many of these children have autism, some are diagnosed with other disabling speech disorders, but they all have a desperate, largely unheeded, need to communicate, to be heard, to have hope of a future.

Just seven years ago there was not a single full-day speech and language school anywhere in the state. Parents were forced to try to cobble together treatment programs on their own. These programs were often inadequate, poorly coordinated and very expensive. Today, thanks primarily to the dedication of one indefatigable mom, there is now an extraordinary resource right in Newtown Square, the **TALK Institute and School, formerly Magnolia Speech School Demonstration Program**. Located at 395 Bishop Hollow Road in Newtown Square, it is Pennsylvania's only full-time speech and language school.

**TALK** is the brainchild of its executive director, Melinda Kotler, who is herself the mother of an autistic and severely speech-impaired son, Paul. More than a decade ago, Melinda left her family here in the Philadelphia area and took Paul to California to access a remarkable, but little known speech and language curriculum called the

Association Method.

Four years later, though delighted with Paul's progress and the potential afforded by the method, she had had enough of bi-coastal

**Not Being Able To Speak  
Is Not The Same As  
Having Nothing To Say...**



living. Correctly reasoning that there were many other families with similar needs back at home, Melinda grew determined to bring the Association Method to the Northeast. And so it was that in the winter of 2001, she gathered a handful of other parents around her kitchen table in Downingtown and laid out her ideas for establishing an Association Method-based school.

The parents who joined her that day had collectively done decades of research and investigation. They had consulted experts nationwide, tried this and that and in the end, all had reached the same conclusion: Treatment that did not take into consideration all of a child's developmental needs, (emotional, sensory, physical, social and cognitive) had little hope of

getting the children where they needed to be –and in fact, impeded progress. As a group they knew Melinda offered a better way and were eager to help her make it happen.

The following September, when the new school opened its doors to the first class of students, my son Ben was among them. I was



delightedly amazed at the way the Association Method teaches reading, writing and speech simultaneously. I thought, if you can take a severely autistic child and give him receptive and expressive language – plus reading with comprehension and writing – then you are at least halfway to where you want to go. But that was just the core of the school's offerings. There was so much more. It was thrilling.

Melinda received permission from the Board of Magnolia Speech School in Jackson, MS to adopt their Association Method curriculum and be mentored by their highly trained professionals. Next, Jeannetta Burpee, the internationally recognized occupational therapist, child development expert and educator, agreed to mentor the occupational therapy staff. In the prospect of a new school Jeannetta saw a longed-for opportunity to

apply her knowledge of both sensory integration/occupational therapy and DIR/Floortime™-based therapeutic interaction to the classroom.

Soon other experts in the field were lending their talents. Together they developed **TALK's** program into a **fully-integrated and highly individualized approach to fostering emotional and cognitive growth, establishing automatic and fluent speech and helping its students gain more awareness and control of their bodies.**

Therapeutic programming at **TALK** is uniquely intensive. The experienced, qualified staff of special educators, speech and language therapists and occupational therapists is thoroughly trained in the Association Method and also trained across disciplines. Students receive both individual and group therapy interwoven with full academics, progressing at the student's own pace in the course of the 11-month academic year.

The changes in our students have been dramatic and permanent. My youngest son, Evan, has complained on more than one occasion that ever since Ben learned to talk, "He just never shuts up." Part of me would like to be sympathetic, but really, all I can do is smile.

**TALK, inc.** is a registered not-for-profit corporation and the school is fully licensed by the Commonwealth of Pennsylvania. Enrollment is currently underway for children ages four through twelve. For more information, or to make a donation, visit our website at [www.talkinc.org](http://www.talkinc.org). Or, contact Melinda Kotler, Executive Director, at 610-356-5566.



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