

defining: *Women* magazine

Issue 3 September/October 2013

Back to School
at Life University

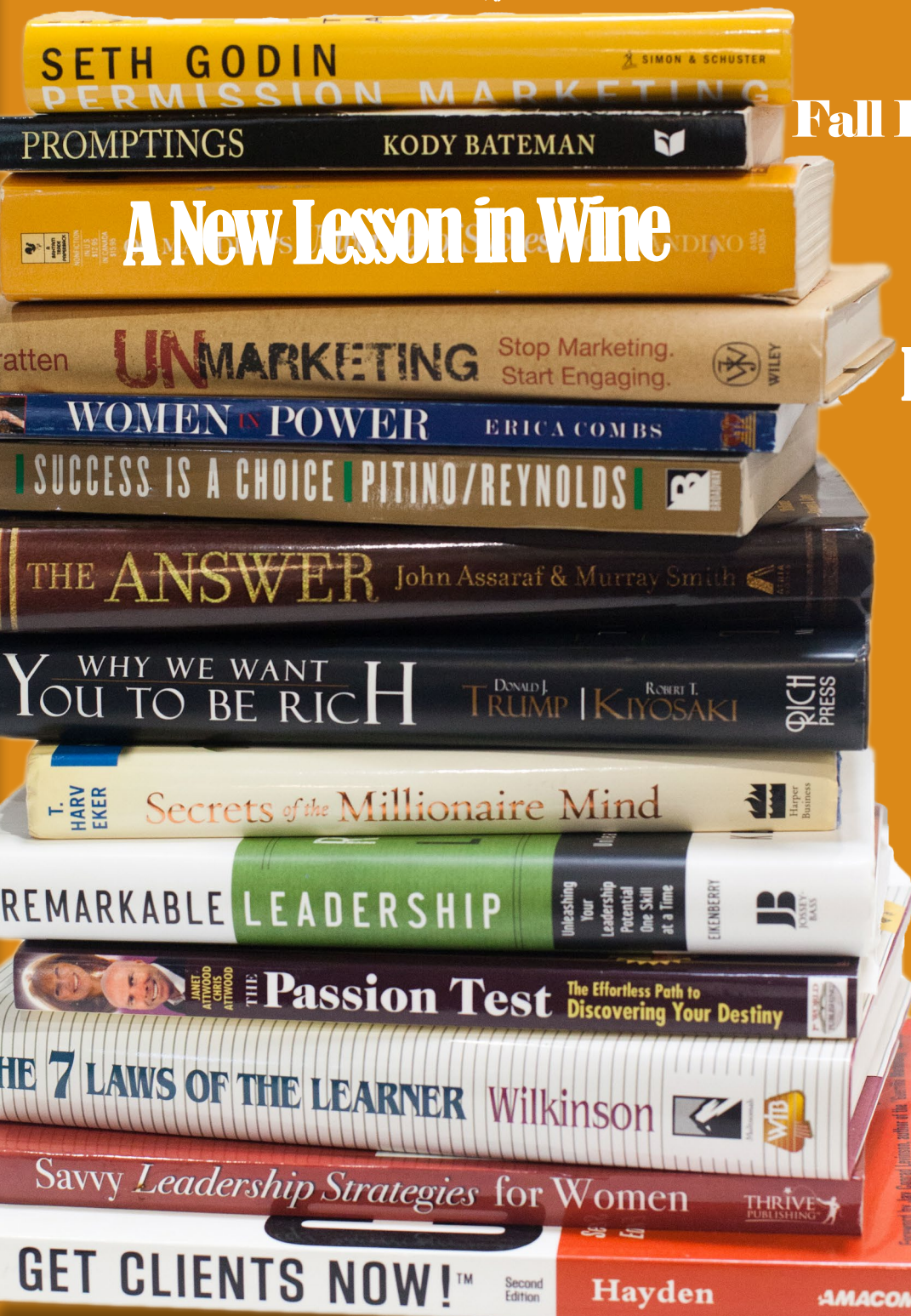
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A New Lesson in Wine

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Publishers Pearls

Happy September 2013! As I write this, I am so grateful for the numerous contributors that you will find as you get into these pages.

The women who share their stories with you are women who are taking this time at "Life University" to expand, express and explore.

What I wish for you and I this fall season is that we will take time to celebrate where we have come from and where we are going by enjoying this very moment. You are not the girl you once were and you may not have completely arrived at perfection, however, what you are is magnificent and brilliant and there will never be anyone else quite like you. So get out there and learn something new, explore what you have always dreamt of and desired.

This fall get back to you.... Get back to life... Get back to school.

Tubs of Love,
Kathlyn Eversole-Jaramillo

Questions and feedback:

6445 S. Tenaya Way, Las Vegas, Nevada 89113

Phone: (702) 527.7599

Fax: (702) 527.7664

E-mail: Kathlyn@definingwomenmagazine.com

Online: www.definingwomenmagazine.com

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Founder & Publisher
Kathlyn Eversole-Jaramillo

**Creative Director &
Web Designer**
Linda Bell

Contributing Writer & Editor
Christina Parmelee

Contributing Writer & Editor
Denise Michaels

Guest Editor
Elaine Odeh

Photographic Art Director
Connie Palen

**Layout & Design,
Photographer**
McKenzi Taylor

**Executive Marketing Director
& Contributing Writer**
Susan Sprague

Social Media
Holli McNeill

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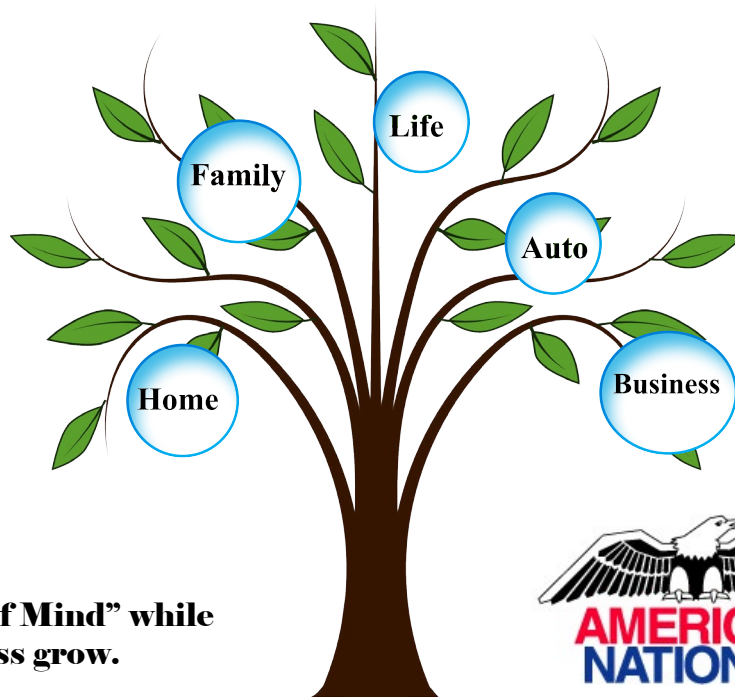
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The journey to peace and balance begins
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dreams come true, what would your life *look* like?
How would it be *different*? How would it *feel*?

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"Independently Defined" Breakfast Event!

By Susan Sprague



We are so proud of our first ever defining:Women Magazine Event, Independently Defined. It was held August 10th at the beautiful South Shore Golf resort at Lake Las Vegas. Over thirty women gathered together for a morning of inspiration, networking, fun filled conversation and a lovely breakfast. Our motivating speakers included our fabulous publisher and founder Kathlyn Jaramillo, the beautiful Kelly Garrett from Rodan and Fields and the inspiring award winning author Mary Carwile.

As always Kathlyn's talk was inspiring and motivating. She had wonderful hints and insights to Girls Just Having Fun! We were all captivated by Kelly's story of her obstacles and triumphs along the way to her successful career with Rodan and Fields. Mary Carwile shared stories about the "turbulence" in her life with divorce, cancer and adversity and how every experience in life can be a lesson to bring strength and meaning.

We at defining:Women Magazine would like to thank all the lovely women who attended and who are continuously supporting us in our new journey! STAY TUNED for our next fabulous event on September 13th & 14th in Las Vegas. Please check our website www.definingwomenmagazine.com for more information. We look forward to seeing you at one of our events in the near future.

A special shout out to our event sponsor Kelly Garret with Rodan & Fields, our table sponsors; Sarah Loy from American National Insurance, Stephanie from Michaels Angel Paws, Dale Cooper from A Little Bling and Paula Pecorella with Herbalife! Please support these lovely ladies in business by clicking on their logo below!



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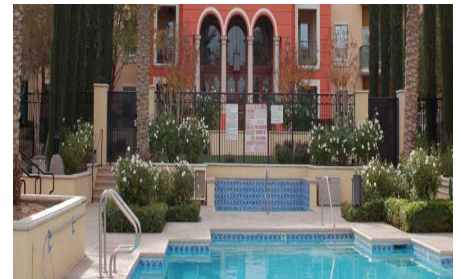
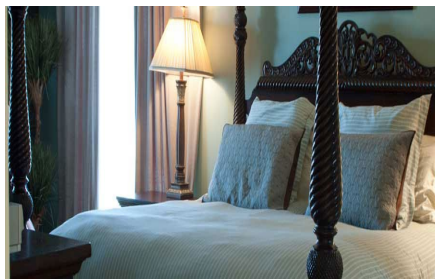
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defining:TEAM

Creative, Dedicated & Fun



Kathlyn Jaramillo
Publisher & Editorial Director

Kathlyn is a 25 year veteran of business and personal-development, as well as, a thriving business entrepreneur. She is an author and public speaker.

At age 47 Kathlyn defined herself fabulous and started her dream company, defining:WOMEN to inspire and motivate women everywhere to define what they want and who they aspire to be.



Susan Sprague
Executive Marketing Director

Susan Sprague is the Executive Marketing Director and a contributing writer for defining: Women Magazine.

Susan is the author of the forthcoming book "100 Dates to Mr. Right"!

As a certified Life Coach Susan Sprague, the Chief Dating Officer is a dating strategist with Coaching Divas! She supports women by directing them through the road blocks and detours of dating. Susan's motto is "Don't turn left looking for Mr. Right"!



Connie Palen
Director of Photography

Master Photographer, Connie Palen is nothing short of a pioneer in the photography industry who is often credited with being one of the leaders in Portrait Photography. She has used her 25+ years of experience and her award winning skills to build a successful full service photography studio in the heart of Las Vegas. Connie will capture the elegance and romance of your special occasion with the personal attention you deserve.



Linda Bell
Creative Director & Web Development

Linda A. Bell is an entrepreneur, contemporary artist, and lyricist.

She is also the founder of iHeartBooklets, a division of Bell Creative Studio.

Linda is a dreamer and see things, not for what they are, but for what they could be.

McKenzi Taylor
Layout Design

McKenzi's philosophy is life is one big adventure. No matter what you like to do, live life to the fullest and share it with friends and family.

On the weekends, you will find McKenzie either traveling for photography, enjoying a nice cup of joe, rock climbing, running or biking.



Denise Michaels
Editor at Large
& Contributing
Writer



Denise Michaels is Founder of the International Book Writing Guild which provides aspiring, enterprising book authors of how-to and personal growth books with the support, knowledge, strategies and tips to successfully write a book.

Michaels is also author of the Business Bestseller, “Testosterone-Free Marketing” which became a business bestseller and sold in fifteen countries.

WELCOME to
Our 2 new talented team
members!

Holli McNeill
Social Media



Holli is a Registered Nurse by trade. She works at a major pediatric facility caring for post-op surgical and trauma patients. The flexible schedule of a nurse allows Holli to pursue her interests in technology and social media.

Holli has an insatiable thirst for knowledge, and is always researching and learning something new online. We are so grateful she choose to join us and we are so excited about all she is doing to grow defining:WOMEN Magazine readership!

Christina Parmelee
Contributing
Writer & Editor



Spiritual. Faithful. Supportive. These are just three words that describe Christina, and her spirit, the best.

She has been a part of the Las Vegas community since 2005 and has traveled down the paths of writing, marketing and connecting.

Currently Christina is a freelance writer Her passion? Helping people.

Elaine Odeh
Director of Online
Membership &
Proof Reader



Elaine, one of Las Vegas' most innovative business women, has developed an entirely new way to approach the business of interior design.

Her unique background, having practiced law for 15 years and then owning a design center showroom for 6 years, gives her a unique detailed approach to all she endeavors.

She is a fabulous Mom of 2 boys and we love having her on board!

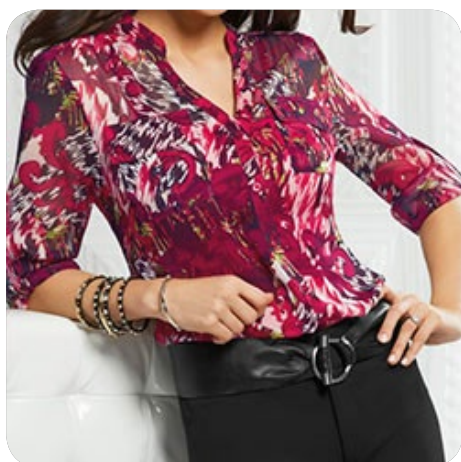
This sassy ensemble of nine women
are here to serve, support and source
an amazing magazine for you,
our readers & friends. Enjoy!

Fall into Fashion



By Maryanne Miller

Fall fashion 2013 will be a sensory experience with many rich saturated colors, multiple textures, and bold patterns to work into your wardrobe. Fall into it!



The most important garments to add to your closet this fall are those that are convertible, that can take you from office to evening, or from warm Indian summer days to cool autumn nights. If you can just add one garment to update your look this season, make it one that you can easily keep in your car or in your desk at work to instantly transform your look.

Look for the many fall hues to abound this year, with purples and reds, either warm or cool, dominating the color palette. As we move into the cooler days ahead, shift your neutral wardrobe staples to

rich brown, mossy green, or deep dark navy. Of course, black is a huge fashion trend again. Most designers are offering the majority of their collections in the tried and true tones of deepest, darkest, most fashionable noir!

Look for designs inspired by the opulent baroque era, rich in color, intricate patterns and detail, fluid fabrics that flatter the feminine shape. There will be lots of cozy fleece garments, richly textured sweaters of all lengths and styles, and chic formfitting leggings to pair with these statement

pieces. Also making a bold entry this season will be military inspired fashions featuring epaulets, brass buttons, and menswear styling. The best of these styles will not be cut straight like true menswear, but will be cut with curves to bring out the fabulous female form in all sizes. Be sure to look for Italian ponte knits this fall, as these sleek fashions work for all figure types and sizes and feel like butter next to your skin.

Watch the runways for boots, boots, boots. Boots in every

PANTONE® FASHION COLOR REPORT FALL 2013



length, from shooties to over the knee styles will again dominate for fall and winter. Choose your favorite flats or heels in metallic colors to go with all the color choices you may make this season. A good bronze or pewter shoe can span the color spectrum and make packing for a trip a cinch. Gold toned jewelry is making its way into stores and boutiques to compliment the rich fall palette. Animal prints, now a wardrobe staple, can be found in scarves, shoes, jewelry, belts, etc. Find an animal print that is becoming to your skin tone and clothing personality and add a garment or two, or some fabulous accessories that will become favorites for years to come.

As always, I recommend purchasing only that which you LOVE, always go for quality over quantity, and choose the most versatile garments that you can to make this awesome time of the year your best dressed season.

Maryanne Miller is an Fashion Consultant with Jockey Person To Person. Click [HERE](#) to find all the latest in fall fashion.

You can also email Maryanne at: Clothestogo@gmail.com

define: Your Style



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OATMEAL ANYONE?

By Denise Marshall

“What they couldn’t see was this underlying passion that kept simmering inside of me. I just couldn’t rest knowing I was settling for an oatmeal life! “

Recently, I courageously took a leap of faith by leaving a lucrative career as a government graphic artist to owning my own holistic business practice. My friends and family thought I was nuts leaving a stable job, with full benefits, to start up a new business that had no client base, no place of operation or a steady stream of income. What they couldn’t see was this underlying passion that kept simmering inside of me. I just couldn’t rest knowing I was settling for an oatmeal life! There have been sleepless nights and a couple breakdowns wondering if this was the right career move. And yet at these uncertain moments, it was the constant love, support and positive reinforcement from my fiancé that kept me on course to pursue my new career path. The value of emotional support from someone close to you is priceless when venturing on this kind of new career journey!

In my opinion, the key to starting up any kind of business is to:

Be Open to **NEW Opportunities and Trust Your Intuition:** Here’s a great example. I had the unbelievable luck when a sales representative from an internet coupon company archived my rejection letter from their “junk” pile. She called me to inquire about my business saying she had a “gut feeling” there was a way to promote my company and bring me new business too. Together, we created a clever coupon idea

that would run for a month. When she asked if I was ready to sign a contract, my heart stopped beating, my palms were sweaty... and for half a minute I thought about turning down the offer because I had nothing established. I didn't have business cards, no office space to treat clients, not even a website! Yet I KNEW this was an opportunity that would support my goal so I jumped in with both feet.

Stay Committed to Your Goal:

For two months, I kept checking action items off my list, opted out of social events, stayed up late, worked in my pajamas until 5:00 PM some days and hadn't had a full cup of coffee in weeks! The end result was that our collaboration created the highest selling internet coupon for the month in Las Vegas. All because we both trusted our "gut," took a chance and then committed to the process.

Design Your Vision: Another way I support my business, is that I designed a vision board of my company that shows how my personal life will positively change with the new generated income. I included pictures of what my new business does, how much money I wanted to net in a year and I include positive "I AM" statements written to support my goal: "I am creating \$_____ in net income in one year;" "I am creating abundance and everything comes easily for me;" "I am healthy;" "I am happy!" Large corporations create a vision statement that directs all business processes and procedures to achieve their vision. My vision board helps me to stay the course and have only positive thoughts and "feelings" for my company.

DENISE MARSHALL

is the owner of Live Sensually LLC, Reiki Spa Las Vegas and Heartfelt Essentials aromatherapy products. She offers Reiki energy and Crystal Bowl Sound therapy treatments to promote healing and wants to be your wellness source for living a positive and healthy life. Visit her online at <http://reikispalasvegas.com>. Namaste.



Schedule ME Time: I also know the value of taking a break and having some "me time" too. Hot lavender bubble baths, being "still" with meditation and prayer, long walks, eating healthy and getting a good night sleep fuel my body and spirit to continue doing this good work.

Today, I am operating full throttle in my new wellness career having treated over 30 new clients in the past month. And I've made new friends and created new business collaborations too. I believe I achieved so much in such a short time because my intentions were always laser focused. I knew what the end goal was and what was my big "WHY" behind my business. I spent my energy on only those things that supported this goal. Every day I did an action item to get my business to grow quicker and faster like creating a Facebook fan page and getting connected with LinkedIn. Riding the social media wave has been easy to do and has created great results! And then a funny thing began to happen...I had this insane Universal push that just kept opening doors and creating new opportunities for my business. Almost like the book, *The Alchemist*, when you're living your divine purpose everything falls into place easily.

Have clear intentions and be super specific on what you want when building your company. Remember, your thoughts become your reality. So keep your thoughts positive and one day you will be living the dream...your dream, your business, your life!

"Cease trying to work everything out with your minds. It will get you nowhere. Live by intuition and inspiration and let your whole life be Revelation." ~Eileen Caddy~

I'M 7.2

WHAT ARE YOU?

I realize it sounds like a very high grade point average, however, I am talking about your pH level...



No one knew better than I that a poor diet and high stress was doing a number on me and not the number I was looking for. I knew, like many of us, what to do, I just wasn't doing it. Sound familiar?

I went to the Bodies Exhibit one afternoon and I saw the first hand effects of what poor health does to the inside of our bodies. I was especially shaken when I saw what high blood pressure does. You see, I had been struggling with high blood pressure myself. Right then and there I choose to do something for my health and so I wouldn't end up with swollen organs because I wasn't taking care of myself.

My journey has now brought me to an understanding that inflammation and disease, especially cancer, cannot live in an alkaline environment. Unfortunately, we all run the risk of being too acidic due to poor eating habits, lack of exercise and general disregard for our personal well being. I have taken personal steps and am making amazing health strides for myself and my family because I am so passionate about living.

So Why Alkalize? It's simple. The benefits include: Improved sleep, improved skin tone, reduction in joint discomforts, increased energy,, reduced digestive disor-

ders and increased mental clarity.

How do you Alkalize? First you will want to start adding plenty of plant based, green food into your diet. I am sure you have heard that before. I know I have. The problem is that if it were easy, everyone would do it. The truth is, most of us don't have the time and money to shop, prepare and eat all the greens we really need in order to optimize our health.

If you are interested in discovering the benefits of alkalizing your body as I have done, I have some great information for you. I am happy to support you with getting on your own path. We can talk about what are healthy alkaline food choices and also introduce you to products that will make it SIMPLE & EASY for you to get on the path to your optimal pH number...7.2!

Let me know how I can support you!
I can be reached at 702.481.1864 or
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C-A-T

Recipe for WELCOME

Who is ready, willing,
and able to bake this de-
licious, mouth watering
cake called "Learning."

"LEARNING" Ingredients:

- 1 sprinkle of readiness
- 1 cup of exercise
- 1 dash of effect
- 2 spoonfuls of primacy
- 1 bag of recency
- 2 lbs of intensity
- 2 cups of freedom
- 1 pint of requirement
- 2 tablespoons of FUN
- 3 drops of Love

But, HOW DO WE LEARN?

Imagine that you are walking into a classroom for the first time, wearing your favorite outfit, with your hair all done up, and your shiny shoes all ready to go to school. You walk in, and sit down and there is a book on your desk, along with cooking utensils and ingredients. The book says, "Welcome to Learning." You open up the first page and it reads, "How do you learn?" You shrug your shoulders because you do not know, so you flip the page and in BOLD letters the words "It is OK", appear in a bright hot pink color. You take a deep breath as chills start up your spine, and again you flip the page, and see a picture of a red heart. You smile because for just one second you

felt something inside yourself that made you show those beautiful white, freshly brushed teeth of yours. You look around the room to NOTICE what others are doing, and what you see are everyone's pearly white teeth. You are anxiously waiting to turn the next page and as you do, the teacher Miss Marien walks in and shouts "Who is READY to LEARN?" The whole classroom is filled with excitement and curiosity, ready to do something. However, before you make another move, you courageously turn the next page and to your surprise something is written in another language that you do not understand. You ferociously raise your hand, hold your book up and say, "How am I supposed to understand this?" The teacher responds with a soft, elegant, question. "What do you think it says?" You reply, "Fun", another replies, "Love", another replies "animal" and the fourth reply was, "dumb."

Miss Marien looks around the room at all of the students and with a big bright smile, she expresses "this is a physical class filled with fun and love, is everyone ready to MOVE and make their cake?"

The students look around at one another with excitement as they begin to follow the first direction of grabbing a sprinkle of readiness. They are instructed to stand up and shake their bodies around, tap their brain, and move freely for a few seconds. All of the students get up and start shaking and moving around with big bright smiles on their faces. Miss Marien, directs them Next to grab their cup of exercise and tells everyone to sit down and stand up 10 times in a row. As the students do this, the teacher shouts, "Awesome", "great", "thank you", and "way to go." She says, "I just gave you your dash of effect that you will need."

Now, "Is this the first time you have all done this?" She asks. Everyone nods their head up and down. "Great" she adds this is called Primacy an important part of today. Primacy is the ingredient that makes a strong

Mahatma Gandhi says it best when he
"Live as if you were to die tomorrow. Learn as if you

r Learning TO CLASS

$$4+4=8$$

impression in the mind (the cake) that is difficult to erase. "So the mind will never forget this," you said. "Exactly", Miss Marien replied.

Miss Marien simply takes a deep breath and goes onto to telling everyone to grab their bag of recency. Recency is the principle that things most recently learned are best remembered.

"What have you learned so far?" Miss Marien asks.

You raise your hand and say "Miss Marien, you think I am great, a red heart makes me feel loved, and how to sit and stand up." "What else?" Another student raises his hand and says, "I'm learning that learning is fun and physical." As the class continues, the teacher asks each of them to take their 2 pounds of intensity, 2 cups of freedom, and 1 pint of requirement. As they do, she says, now do whatever you want with these three ingredients. The students look around at one another and start to pour the ingredients all over the classroom. "Miss Marien, this is fun." "Miss Marien, I love this," "Miss Marien, can we do this everyday?"

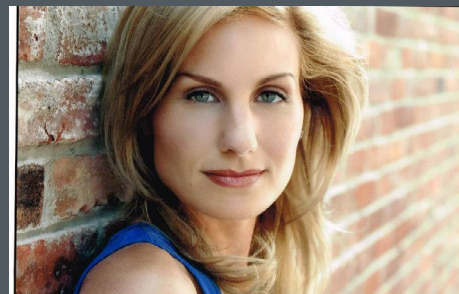
As the students begin to settle down after a few minutes and sit back down, Miss Marien starts to calmly speak. "Dear friends, I am glad you feel that learning is made of fun, love, and a desire to do this everyday. You can do anything you want to do. You see, you just made your very own cake. You started with readiness, you were all focused. You added exercise, where you repeatedly did something over and over again. I helped you with effect by making you feel something by complimenting you and since this was the first time you did this, the ingredient primacy was put in. If I asked you to do all of this all over right now, I know you could because you put the ingredient recency in and that reminds us that what we learned most recently we best remember. After that, I gave you the freedom to do whatever you wanted with the next three ingredients. Things freely learned are best learned my friends. You used all of your senses

to make this cake, which is what intensity is all about and I gave you all the materials you needed to do this, which is called requirement.

"But what about fun and love," a student shouted. Miss Marien gracefully answered, "my fun loving students, you see, every day you are filled with fun and love. Fun and Love are in every recipe. You walked into the classroom already with those ingredients inside of your heart and anytime you need them they are there just like the rest of the ingredients you added to your life today. Remember, once you learn anything, it is there forever."

The bell rang, and the class was over and everyone left except you. You stayed after to ask Miss Marien one more question. "Miss Marien, what makes your heart sing," Miss Marien smiled gave you a hug and didn't say one word. She quietly walked out of the classroom next you and as you walked away with your favorite outfit on, shiny shoes, and hair all done up, you knew what made her heart sing.

We walk through life awaiting someone to tell us how to learn, show us what to do, give us the answer all of the time, yet all of the answers lay between the questions themselves, for it is not in the how but in the doing that gets us where we want to be.



Gina Pero is a writer, dancer & Motivational Movement Coach. She has traveled the world in pursuit of supporting women with all they dream of! Email Gina at: GinaPero@gmail.com

e writes
ou were to live forever."



Soar With Your Strengths

By Laura Hess

**“Don’t try to teach a pig to sing ---
it wastes your time and annoys the pig.”**

Do I have your attention? This may make you smile. Go deeper and the message is there - it goes to the core of some basic teachings and philosophies that were certainly prevalent when I was going to school and I’m sure things haven’t changed much.

Throughout your life, you’ve found things you were good at and things you weren’t so good at. As a child maybe you were good at hopscotch or baseball. When you found something you were good at, you played it often and loved it. The things you were less adept at, you played less and enjoyed less.

In school, maybe you were good in math and not reading. Or perhaps your passion was science and not French. From the very earliest training most of us understood the lesson, If you’re good at something, spend less time on it. After all, you can already do that. Instead, let’s focus your attention and energy on where you need help - the things you don’t do well. The things that don’t come eas-

ily to you, the things you don’t enjoy doing. That way, you can be more well rounded and enjoy more of your life.

Unfortunately, most often the lesson backfires. We become less proficient in all things - mediocre in everything.

Focusing on a weakness in hopes of making you better ignores the reality that we just won’t be good at everything. Each of us has natural talent that, if we accept and acknowledge it, can be made our greatest asset. Yes, there are some things we have to do that we don’t like and aren’t good at. That is a reality of the life we’re living. BUT for those things, minimally effective is good enough. Mastery is not necessary.

Consider the Chinese ping-pong Olympic team: Their formula for continued success and medals is to practice 7 hours, six days a week. They perfect their strengths. The philosophy is that in perfecting your strengths, developing them to the maximum, they overwhelm your weaknesses. It has proven true for the Chinese with

every competition. They seem unbeatable. This is a perfect model for the power we have when we use our strengths.

The sad part is that most don’t even acknowledge their strengths. It may not be conscious, but it was taught into us. We work to minimize our weaknesses struggling to get better at what we’re not naturally good at. Worse, we have a tendency to discount what comes easily to us - if it’s too easy it must not be valuable. If we’re not struggling, how can it be good. This may be one of the greatest lies we tell ourselves and it’s time to get past it.

Look at your own life and what you’re doing. Are you using your talents? Are you doing things you don’t like or that you’re not good at? Are you living a life that allows you to enjoy your natural talents?

You have what you need to make changes that allow you to stop struggling and start living more effortlessly by using your strengths

**"ONE CAN NEVER CONSENT TO CREEP WHEN
ONE FEELS AN IMPULSE TO SOAR."
~HELEN KELLER~**

and allowing them to overwhelm your weaknesses. Start by making a list of all your strengths - even things that seem insignificant to you. These could be qualities you have (honest, happy, spiritual), things you do well (conversation, sing, needle work) or ways of being (supportive of others, helpful, people-oriented). Write them down. Next to each strength, identify what the benefit to you is when you acknowledge and use this strength. Then evaluate your life and see where you're honoring (or dishonoring) yourself. Where are your strengths in full bloom and where are you trying to work from a weakness? Identify the changes you can make to allow your natural talent to be part of your life.

This is a process and will require total honesty from you. You don't have to share what you're doing with anyone. Or it may be easier for you to ask someone who knows you to support you. This is really about you acknowledging yourself. As you continue the process of self assessment, you'll start tapping into your personal strengths more easily and more often. Instead of forcing yourself to do what you're not good at, you will learn to find other ways - either through other people or new options - to get those things done. I promise there's somebody who loves doing what you don't.

There's a reason I say "PUSH where it's easy." When you live from your

strengths, work from your strengths, and even play from your strengths, it's easy. If you're pushing against a brick wall instead of a revolving door, it's time to pay attention.

Trust in yourself and the process. You'll be stronger for yourself, your friends and family, and in your work. Follow the lesson of the Chinese Olympic ping-pong team. They are a model for what it means to soar with your strength.

It's possible to have an effortless life when you decide to stop pursuing an impossible dream of being able to do it all. Soar with your strength. It's yours to share with the world ... and we're waiting to watch you soar.

Laura Hess is a Master Certified Coach and is considered "The Coach with the Velvet Whip" Her mission is to support women by making struggle a thing of the past and joy a way of life.

Push Where It's Easy & Contact Laura:

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Change

is the new Black

By Denise Michaels

You've done your homework, your goals are in writing, you've polished your new school shoes and you've been chipping away at your goals one by one. However, if you've got a few years under your belt since graduation, there's a strong possibility what worked in the past doesn't always work the same way today.

The most popular seminars and workshop topics for over a decade now include:

- Dealing with Change
- Adjusting to Change
- Preparing for Change

Are you noticing a theme?

As a trend and change watcher for over two decades, I pay attention to pivotal events taking place in America. Then, I make the smartest guesses possible about how those events will gradually affect culture and society at large. This knowledge guides me as I help clients. From

the internet to politics, sports, the burgeoning growth of entrepreneurship and even reality TV, it's all gradually shifting the world we live in. Also, many people believe astrological and spiritual changes are hurtling us toward a new world of possibilities and dimensions. Honestly, I don't know a lot about astrology – but I feel something different in the air. You too?

Success flows more easily when you focus on what's happening around you. Then, make shifts in a positive way, taking advantage of the changes on the breeze. Respond to what people want and need. Make the swings and you'll graduate from Life University. Ignore the world and stay rigid and you'll feel confused, disconnected and eventually unhappy.

Change has become the new black. It's the foundational basic you can count on; the perfect go-to accessory to your life and your business. When you pay attention to change, like a great little black dress it'll never steer you wrong.

The RULES

Don't toot your own horn.
Be a Nice Girl.
Let everybody else go first.
Don't call the Boy.

As soon as one thing changes, chances are you'll start noticing changes in another area. Why is this happening? Partly it's the speed at which information is spread. Our knowledge base (that means knowledge since we started recording this stuff) now doubles about every nine months. Cultivating the ability to shift and adjust with the breeze spells success in the school of life.

Chances are you've noticed the notion of "a good job" has become more elusive. It's changed drastically from what it was 20 years ago. Maybe you started out after graduation in the corporate world, but after some years it started feeling more like a prison. If you've started your own business there's a good possibility it's an enterprise that reflects your talents and your values. In this new world, we care about owning businesses that are not just profitable, but soul-satisfying to us as well. In that business you've probably also observed getting the word out about your business has changed in the last five years, too. Traditional advertising isn't the sure

thing it once was. Social media is in the spotlight, but most marketers are still figuring out what actually works in the new virtual landscape. One increasingly popular option for some business owners is writing a book about their expertise.

For coaches, consultants, speakers, trainers, therapists, healers and others, a how-to or personal growth book is an amazing way to position yourself as a highly credible, go-to expert in your field. It's a tool that makes you the first, most likely choice for people who need your help. If it sounds like an unconventional choice, you're probably right. But the new normal is about shaking things up and doing things differently.

Many women were raised in a world that told us:

- Don't toot your own horn.
- Be a nice girl.
- Let everybody else go first, and
- For goodness sake, don't call the boy.

Being polite and demure was a big part of being seen as a lady. That was before women branched out, started careers, businesses and then, became the primary breadwinners in our households. Demure, quiet women rarely make successful business owners. We've had to learn how to walk the tightrope between what we learned and the new reality all around us we notice every time we walk out the door or click on our laptop, tablet or smartphone. More change.

When you notice these changes go back to your new basic: change is the new black.

Release and let go of the way you thought things were supposed to be based on an old idea you were taught that no longer works. Throw on your new little black dress of change, a confident, sexy pair of heels, and work it girl. Work the change and embrace what's new. When you do, success in business and life will become your Life University graduation day.

Denise Michaels, Founder and C.E.O., *The International Book Writing Guild*, her passion is supporting people in going for their dream of being a true book author.



Let Denise help you write your book:
www.internationalbookwritingguild.com



Back to School at Life University

By Christina M. Parmelee

Back to School. These three words traditionally mean an end to summer fun, dreaded school-supply shopping and a more-hecktic schedule for the entire household. However, going back to school is not just for the kids but for the adults as well. That's an exciting, and scary, endeavor for anyone in the pursuit of learning something new.

According to the National Student Clearinghouse® Research Center™ study published April 19, 2012, "38 percent of all postsecondary students, including undergraduate and graduate, are adult learners." That's over one-third of college students over 25!

With the state of the economy in the last few years, an exciting surge of entrepreneurs has hit the job market and changed the face of business forever. Some strike out on their own without formal education and some even leave their formal education behind to pursue the life and business they dream and still others look at a job loss as an opportunity to try something totally different. Back to school they go.

With the flexibility of education these days, many adult students are passing on the traditional classroom and choosing to receive their education in the comfort of

their own home. Some adults don't feel comfortable in a class with a bunch of kids even though the statistics prove that times they are a-changing. With so many on-line universities, the choices are vast and endless. Be sure and do the research before you commit to this "alternative student lifestyle" and be sure you have a support system in place. It takes discipline, planning, support at home and of course, reliable Wi-Fi.

In this issue of defining:WOMEN magazine, we take a look at some courageous women who took a chance and either went back to school to make their dreams come true or left behind what they once thought was their passion in exchange for what truly is. How did they do it with busy schedules, personal fears, doubting Thomases and money challenges? Read on.

Never Stop Going Back to School – Literally

By Christina M. Parmelee

Claudia Bryan did as many women in her generation, went to college for her MRS. degree.

Since this was ingrained in her, she had little motivation to get a college education. A trend that would actually play itself out many times in her adult life. She completed a year and a half of college and was married at the age of 20.

Twenty years later, after two marriages at the age of 40, an unusual catalyst spurred her on to go back to school: lack of nicotine. "Smoking was an activity for me and when I quit, I had a lot of time on my hands. I thought, why not go back to school?" states Claudia.

Claudia decided to start over instead of transferring transcripts that were nothing to write home about. In all, she completed 60 credits over several years of night school at community college. "It was actually really great being around young students, they gave me hope that our future would be in their hands, so to speak," says Claudia.

That simple desire to fill up some time ended when she was transferred to California at 44 to head up Executive Development for a large engineering and construction firm. As she climbed the corporate ladder, her boss began

to pressure her to get a degree. "He thought it looked bad that I didn't have a degree and I was consulting executives on their career development. My standard response was to point out an executive who didn't have a degree and say he seemed to be doing just fine!" Claudia says, rolling her eyes.

He eagerly agreed to pay for her education so, at 46, she found an accelerated program that accepted her 60 credits, did wonders with her "ancient" transcripts and in 18 months she was within a couple credit hours of a business degree. And then.... she stopped. Again. "Looking back, I was lucky that I had employers who were willing to provide significant help in funding my education," reminisces Claudia. But, for some reason, she still wasn't motivated to finish what she started in her education.

Fast forward several years and Claudia, 51 and still sans college degree, was consulting on her own when a private college offered her a job as an adjunct professor. You guessed it, back to school she had to go on the weekends to acquire the credits she needed to finally graduate at the age of 54. Finally. "People still ask me if it was hard going back and I say school is only as hard as you want it to be. If your goal is to get a 4.0, of course it's going to be hard. Going back to school as an adult is really so fun and invigorating, you have a foundation of practical knowledge that you can apply and it wakes up some dormant brain cells in a pleasant way!" Claudia says.

But that wasn't the end to this epic education saga. "As I was approaching retirement age, I thought it might be useful to have a Master's Degree in case I wanted to teach at one of the California state schools," states Claudia. Her field was Human Resources and Claudia was accepted into a Master of Science – Human Resources and completed her graduate degree in 2008 when she was 62. Finally, she was doing her life, and her education, on her terms.


Moral of the story? Going back to school is like losing weight and stopping smoking. Once you decide to do it for yourself – you'll succeed.



Making it up as I go...

By Elaine Odeh

defining: Herself



I was raised by foreigners. Anyone who understands that statement knows what I'm talking about. My father was domineering because the man rules the house and my mother was submissive because the woman does what the man says. It works for them. They just celebrated their 50th anniversary and they still hold hands everywhere they go.

While I am absolutely certain that my parents loved me and my brothers with their whole hearts and souls, the idea of allowing us to become whomever we were meant to be was not an option. The American dream, as they understood it, was higher education and a professional career. Naturally, success, wealth and happiness would follow.

It was always assumed I would go to college. The thought of not going to college never even crossed my mind. The only question was what college and what area of study? I wanted to be a TV news anchor. My father wanted me to be a banker or a lawyer. "No way," I thought silently, but I agreed to apply to a private local liberal arts college with a good business department

"I had no savings and no back-up plan because there were no signs that the money would ever stop coming, and I didn't care."

as well as some of the State Universities while also applying to Columbia College which is really where I wanted to go. I got accepted at several of the schools. Then we sat down to talk about which one I would choose. As far as I was concerned the choice was clear: Columbia. My parents thought otherwise. I ended up at the private local liberal arts college. Yay! Not only did I get to go the school my father wanted, but I also got to spend my college years living at home.

I am still not even sure how it all happened, but I finished college, went straight to law school and began my fabulous career as an attorney (just like my parents wanted) at the age of 24. For a while it was great. I was young, successful, rich and respected. One of my favorite things was calling a client on the phone and hearing them tell their family in the background to be quiet because "The lawyer is on the phone". I let that current carry me along for 14 years with each year more successful than the last.

Then one day I found myself with a 3 year old son and another on the way, married to a husband who was unemployed. I was rarely home and when I was, I was tired and stressed. My breaking point: I took a case representing a pedophile. I remember looking at the pornographic pictures from my client's computer that the government was putting into evidence. One of them was of a 3 year old boy being victimized, this is hard to write and I can imagine hard reading, but it was my wake up call. The boy looked like my 3 year old and I thought, "What am I doing?" At that moment my heart said "I quit". This is not what I even wanted in the first place.

I had no savings and no back-up plan because there were no signs that the money would ever stop coming, and I didn't care. All I knew was that this was not me and suddenly I could not do it anymore. My parents were disappointed and everyone (like it was any of their business) told me I was foolish to give up a successful practice. All I knew was I felt free and no amount of money or professional respect could top that.

The reality of no money quickly set in, so to make ends meet I started selling things on eBay. First were things that belonged to my unemployed husband (yes, I had a resentment). When I ran out of things around the

house I discovered warehouse sales and auctions. I bought and sold everything from porcelain figurines to fishing equipment. Then one day I bought a set of hot rollers. Not just any hot rollers, these were hot-sticks (huge in the 80's), and even better, they were the professional sets with 60 rollers. The set cost me \$20 and I sold it on eBay for over \$100. I went back to the warehouse where I found the first set to see if they had any more. Way in the back all covered with dust there were 400 sets. The salesman said "You don't want those. They are like 10 or 15 years old". I played dumb and said "Yeah, well I had them when I was in high school and my friends would think it's funny and yeah, well, how much for all of them?" We finally agreed on \$10 a set and with literally my last \$4,000, I took my first real leap of faith. There were rollers everywhere, in my garage, basement, bedroom, laundry room. Over the next 2 years those rollers, which all sold between \$100 and \$180 a set supported me and my family. Somewhere in the middle of all of it I moved the "business" out of the house and got a small warehouse space.

I had been thinking that I really did not want to top out as an eBay seller. I really imagined bigger and better things. I just did not have any idea what was next. Then, out of nowhere, a man walked into my warehouse (where I normally kept the door locked, and I have no idea how I forgot to lock it that day). The man says he is the CFO of a furniture freight company and he has 10 years' worth of refused deliveries in his warehouse. He is wondering if I would be interested in buying it. I had maybe \$500 in the bank at the time and knew there was no way I could afford to buy whatever "refused deliveries" were, but I said sure I'll take a look. This 200,000 square foot warehouse was filled with brand new furniture from Neiman Marcus, Restoration Hardware, Pottery Barn, Crate and Barrel and more. Turns out, refused deliveries were furniture items that customers did not accept because they were the wrong color, did not fit down their stairs, they changed their mind, etc. Instead of telling him I had to pass because I could not afford even one piece of what he had, I acted like I knew what I was doing (I did not) and suggested that it might be better for both of us if I just contracted with him to sell everything out of his warehouse. That way he would not have to inventory and inspect everything and we would not have to try to negotiate pricing. I would just take a percent-

age of whatever I sold. I could not sell the furniture fast enough. As soon as I listed something for sale, someone bought it. So I came up with this idea to have a warehouse sale. I had never done anything like that before, but of course I told them that I had. I thought either it will be a success and I will make a pile of money or it will be a failure and I would have to move on to the next adventure. See, this was the best part – my work life had become one uncertain adventure after another and I loved it. I hired a couple of people to hold signs on the corner and for 3 days we had a sale. Now, this was the spring of 2006 when housing prices were at their peak. We had people physically fighting over sofas. At the end of the weekend, I cleared more than \$40,000. Not bad for 3 days work, especially considering I was making it up as I went along.

The business continued to evolve and change over the next few years and I learned more with each twist and turn. Fast forward to today, 10 years after leaving the practice of law, I am the owner of Laidback Lux, an interior design project management firm. I help my clients find their ideal interior designer and then I act as their advocate, managing every aspect of the project on their behalf, so they don't have to. I ensure that all work is done to my clients' specifications on time and on budget with no surprises and nothing left un-done. It is perfect for me because I get to help people (the only thing I enjoyed about the practice of law) and I am surrounded by beautiful things and amazing talented people.

I did not realize it as it was happening, but each step in my adventure led me to today, where I am happy and fulfilled, doing exactly what I desire to do and realizing that in this life it is truly about making it up as we go.



Elaine Odeh is the Owner of Laidback Lux & Lead Design Specialist. Let her make your space magical.

Contact Elaine via telephone (702) 948-8916 or via email at:
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To Risk is *to Live and Learn*

by Lynsey Swiderska

“What the hell am I doing!?” I ask myself, as I am literally walking uphill in the snowy terrain of Ohio....”

Having left the high desert of Las Vegas on a whim, to go back to school. After turning 30, and going through a life, so far, with unexpected twists and turns I told myself that now is the time. The time to take a risk, follow your dreams, and move far away from everyone I love to do it. It seemed like a great idea, in that life-altering, decision-making moment, but as I walked to school on that first day it felt like I had made an irrational, abrupt, hasty, irresponsible decision. I had no money and no job. One of my best friends was completing her Master's degree at the same university, so luckily I had a

place to live. Yes, it was a cold, small room. But nevertheless, it became home.

I started my initial journey just five years earlier at University of Las Vegas Nevada. At that time I wanted to complete my Bachelor's degree in Vocal Performance. This is something I had been pining for, and wanting so badly to accomplish. I was well on my way, when about a year into my studies my then husband, Rich, suffered a traumatic brain injury from slipping on ice at work. STOP! ... and my life did indeed. I quit school, work and all social commitments to care

for him. My whole world as I knew it was turned upside down, dreams crashed and everything that was, was gone in the blink of an eye. Rich had sustained major trauma to his brain that would change his outlook on the world, shape his personality into someone different and give him disabilities that the outside world wouldn't experience, yet he had to live in them. I devoted the next three years to taking care of him, ensuring he had what he needed and wanted, to the point of enabling him. He wanted independence; I wanted him back to normal. But all the books said he would never be that same person. We went to rehab together



daily, counseling, and multiple types of therapies, while I numbed out and he grew angry. Long gone were the days of what our marriage consisted of years before. After a long struggle, Rich made significant, amazing progress in his recovery, but we would never truly be the same again. As we were living a mundane existence together, we came together on the amicable decision of getting divorced. This was hardest choice of my life, no doubt, but it would turn

once again with love and happiness.

Rich was remarried a short year later. I was happy for the companionship he had found, but also longed to try to put the pieces of my own life back together. My option was hitting the restart button. When the lovely age of 30 rolled around, I thought “NOW IS THE TIME.” Time to get the hell outta town. I rented out my house, packed a moving truck



“NOW
IS THE
TIME”

defining: Herself

and got on my way to the campus of Miami University of Oxford, Ohio. Which brings us back to that snowy first day of class.

Where was all of this doubt and fear coming from? This honestly wasn’t me. I started to cry, asking myself what have I done? But truly, everything in my life had led me to this moment on purpose. This was where I was supposed to be. As I proceeded up the walkway of the center of performing arts sniffing and swallowing back that oh-so-familiar lump, I noticed one little squirrel. She was running in circles, flipping around in the snow, throwing the snow up in the air, and playing all the while making this cute little squeaky noise, which I have since translated to ‘WEEEEEEEE!!’ She was having a blast, living in the moment. Finding that one little buried acorn and enjoying every second of it without a care of where the next one might come from. Birds do the same thing; they don’t sit on the wire worrying about where their next worm will come from! I stopped, watched her, took it in, and a shift occurred deep inside of me from that moment on. To risk is to live, Lynsey. Take each moment as it comes.

got a job within two days. Loved my classes, and was absolutely filled to brim with happiness of being able to do what I loved most. *Sing.*

“There are no guarantees in life except that it will all be perfect in the end, as it should be.”

One year into my studies I auditioned for Cincinnati Opera and made the chorus. I sang in the following season as well, and had wild success in school as a performer and competitor. I graduated December of 2011, Cum Laude, BA in Vocal Performance with a minor in Arts Management.

What's next you ask? I was certainly comfortable. But I moved home, to Las Vegas, and just seven days later I met the absolute LOVE of my life, Voytek. We are now married with our first little angel baby on the way. I am so enamored, elated, and so grateful for the life we have built, I'm gushing at the seams! We live in San Diego where Voytek is a high-end wedding photographer and I sing with San Diego Opera. Wow. How my life was changed and reformed in the blink of an eye.

Moral of my story? Live your life to the fullest. Go take a risk. Do what you need to do to make that thing happen! You will be so pleasantly surprised at what lies ahead for you. There are no guarantees in life except that it will all be perfect in the end, as it should be. **WEEEEEEEEEEEEEE!**

Lynsey Swiderska is an Opera Singer with the San Diego Opera House. She is a daughter, a wife and soon to be MOMMY! You will find her most days readying her home for new baby, caring for her 2, 4-legged, girls Roxy & Daisy and spending time with her husband Voytek. Follow Lynsey's adventures on Facebook!

Photo Courtesy of :
Connie Palen Photoworks

“Live your life to the fullest. Go take a risk. Do what you need to do to make that thing happen.”



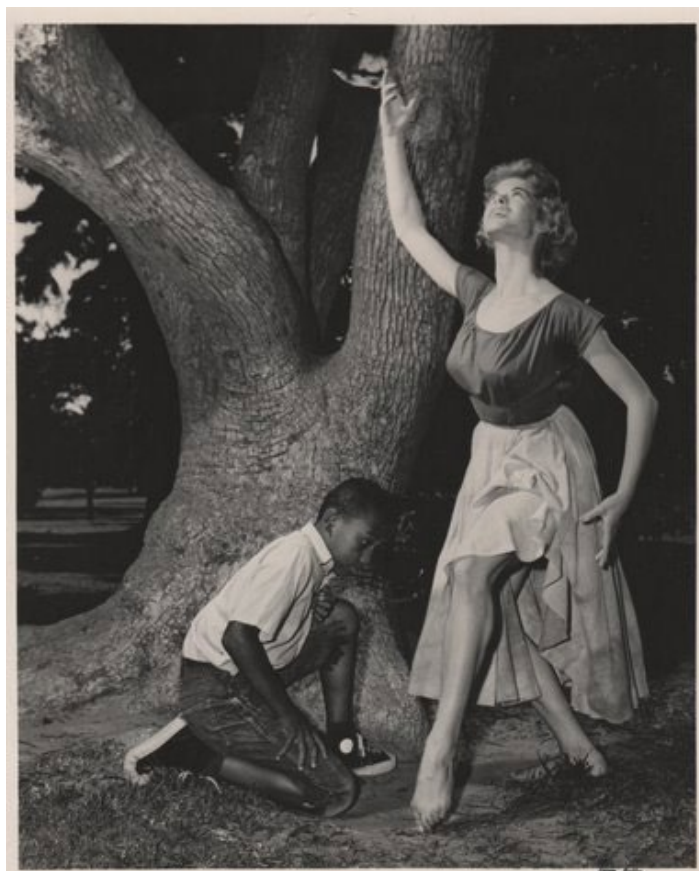


Life Long Learning

By Sandy Runkle

"I'm not young now as I once was, but what has happened during the fall and winter of my life, I find as exciting as life could ever be."

As a very young woman (the spring/summer of my life), my days were filled with beach parties in Newport Beach and various car club events and parties, ballet and modern dance classes, rehearsals and shows. I actually lived at the Hollywood Studio Club in Hollywood while rehearsing for an original musical. As many of you probably don't know, the Studio Club was a dormitory of sorts whose residents were all young ladies engaged in some form of show business. We had breakfast and dinner there where we shared the gossip of Hollywood show business. When we went anywhere at night, we had to return by 10 PM. If we expected to return later than 10, we had to leave a slip



of paper detailing where we were, whom we were with, and what time we expected to return. When we did return, we were required to ring a bell and "check in".

Those were the dreams come true of my youth, but when the "show" closed, I found myself lonely for a more normal life and the return of the closeness of family and especially my boyfriend. It was the holiday break at Cal Poly in San Luis Obispo where "Bob" was a student, and I came home for Christmas. It was then I decided I wanted to abandon the dreams of my youth and spend my life with this man I loved and pursue the more normal goals of a young woman of the 50's. Those goals were getting married and becoming the perfect wife and homemaker, which I did with the greatest of joy!

Ah, life! The next 30+ years fulfilled that wish! What happened during those 30 – 40 years will be the topic of another time; but needless to say, the years passed and I found myself a "senior". OMG! How did this happen?

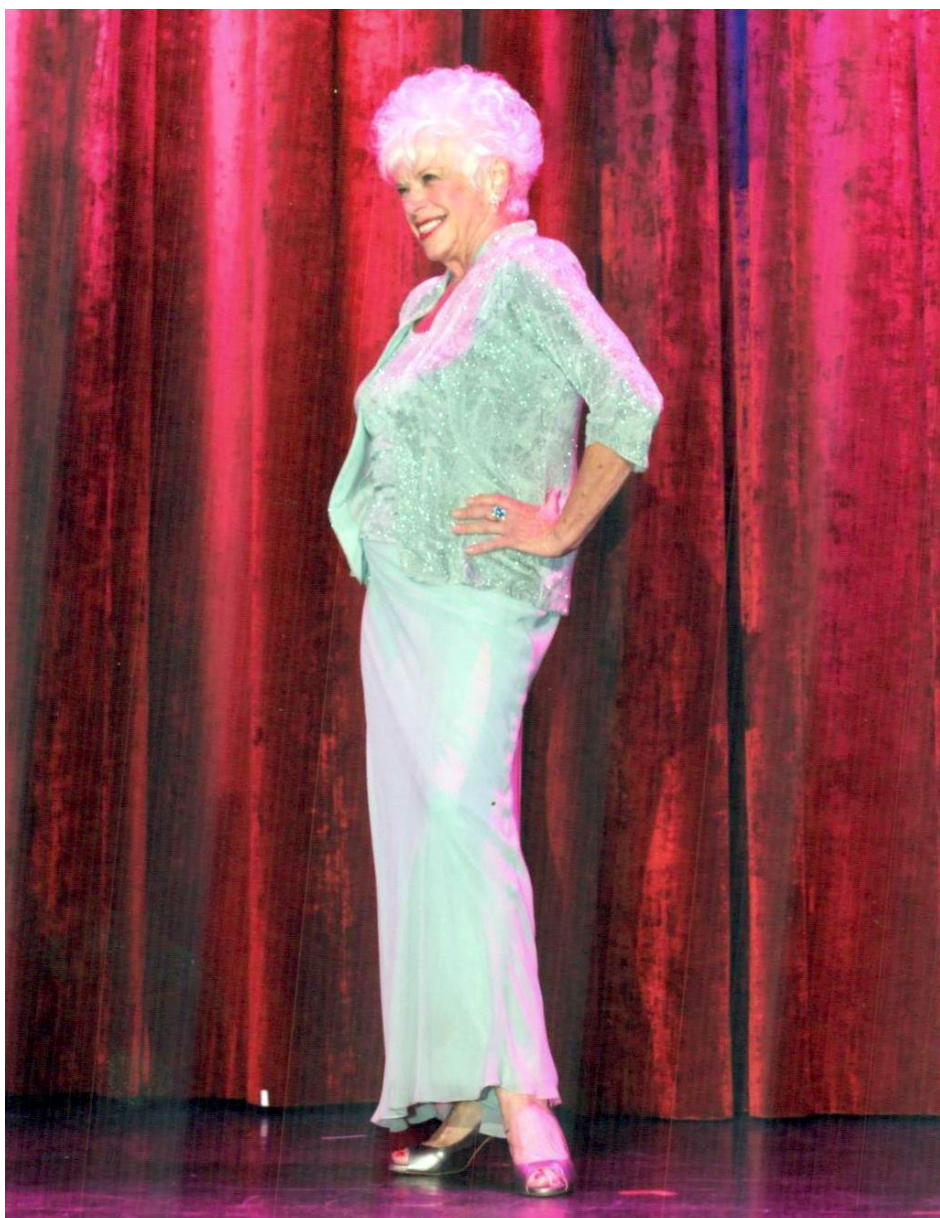
I also found myself living in Las Vegas, actually a place that had been included in my dreams of show business as a young woman. I met my second husband here, and we had 10 fantastic years together. But then suddenly I was a widow (banish the word!) without friends or family. Many women either have or will experience this event of life. It is truly dreadful. I cried and stared at walls and wondered how I was going to spend the rest of my years, how I would possibly survive.

“After a time, I took a good look at all the credits I had accumulated and thought, I have got to go on and achieve something tangible with this.”

Out of the blue a newspaper article appeared describing the Senior Adult Theatre Program at UNLV. Whoa! Theatre! The stage! The excitement! Going home to my first love - theatre! I enrolled and proceeded to study courses in acting, play writing, improv, scene study, history of the theatre, on and on. A dance teacher from UNLV came to class describing the beginning of a Senior Jazz Dance Program. I added that to my curriculum. I was in my element.

After a time, I took a good look at all the credits I had accumulated and thought – I have got to go on and achieve something tangible with this. I added classes to meet the requirements of becoming a certified gerontologist, “the study of successful aging.” That was fun! My health class had a number of football players on the Rebel (UNLV) team. I know I was the only person in the room over 20. I could tell that by the color of my hair – sort of platinum/white! I got a real kick out of the day Planned Parenthood came to class to teach us all about STD’s and birth control. Birth control? Hey, I had five sons! It was too late for me. Of course, someone could keep the number of grandchildren to a minimum.

I continued with the senior theatre and dance programs involving myself in countless productions. I acted in some of the productions and found I loved acting as much as dancing. Nothing feels better than working hour after hour, rehearsing and rehearsing, and then finally hearing the appreciation of the audience. There really is nothing like it! I know of no



drug accomplishing this. All this was great until, unfortunately, UNLV discontinued those programs.

The show must go on so in 2011, I became president of The Speeding Theatre – Over 55. Suffice to say, I am one busy senior devoted to my art, education and community and I love every minute of it!

What I now know is, although in a different way, I love this fall/winter period of my life every bit as much as the spring/summer period of my life. I invite you to love your path, wherever it takes you!



Sandy Runkle

President
The Speeding Theatre -Over 55
sandy.runkle@speedingtheatre.org

DEGREE IN ADAPTABILITY

By Heather Wilde



“Adaptability is the key to the modern workforce.”

With my traditional Northeastern upbringing, complete with private schools and the guarantee of college bored into my brain from an early age, I'd never given much thought to what came "after the degree." I did the requisite high-profile internships, but I really didn't have anyone guiding me toward any one particular path. Nonetheless, it came to be that when I graduated with a Bachelors of Liberal Arts, and I hadn't even bothered to line up a job for myself, I wasn't worried. I've always had the attitude that with hard work and dedication I'd be able to do anything I put my mind to, and I now had a degree in "Adaptability" to prove it.

Without any specific job path defined, I was therefore able to pursue literally anything. I saw a posting for Flight Attendants and applied on a lark, thinking "Why not?" I got hired immediately.

Each day as a Flight Attendant I dealt with unruly passengers, unhappy coworkers, and general plane issues that made the job a challenge. I started singing songs

in my head to keep a genuine smile on my face, and started trying to learn something about each passenger on each flight so I could interact with them. I also started making a point to double check all procedures before, during and after flights to ensure we were in compliance.

I was recruited while at the airlines into an early-phase Startup. They saw my value as someone who would be able wear whatever hat was needed. I took it as a challenge, and learned about Game Design as well as Community Management. There was nothing I wouldn't do, even, at times, including donning the outfit of a Booth Babe at conventions. Every opportunity to grow, both as a person and in business, is an opportunity that I won't say no to.

The next company I was involved in was another Startup. I remember going in to talk to the young entrepreneur CEO (Phil Libin) about getting a job, and I was super nervous that he wasn't going to want me for his

shiny new company, when he tossed out a number. I mumbled something unintelligible like "Uhoksure." I started out doing random odd jobs, then morphed into an Executive Assistant and finally into head of HR. "But wait", you say, "you don't have a degree in any of that!" Adaptability is the key to the modern workforce.

12 years later I'm still working with that not-as-young entrepreneur who saw the value in me and let me grow with his companies. In his current venture, I run the Technical Support department. I've leveraged my background in Customer Service, my knowledge of technology and my ability to lead teams to build and maintain a global department.

Throughout my career, I've found that I've relied on these three skills, no matter what the position:

Positivity - No matter what job you are doing, *especially* the ones that are unpleasant, doing it with a positive attitude (a smile isn't enough!) will make your job more enjoyable for you and the people around you.

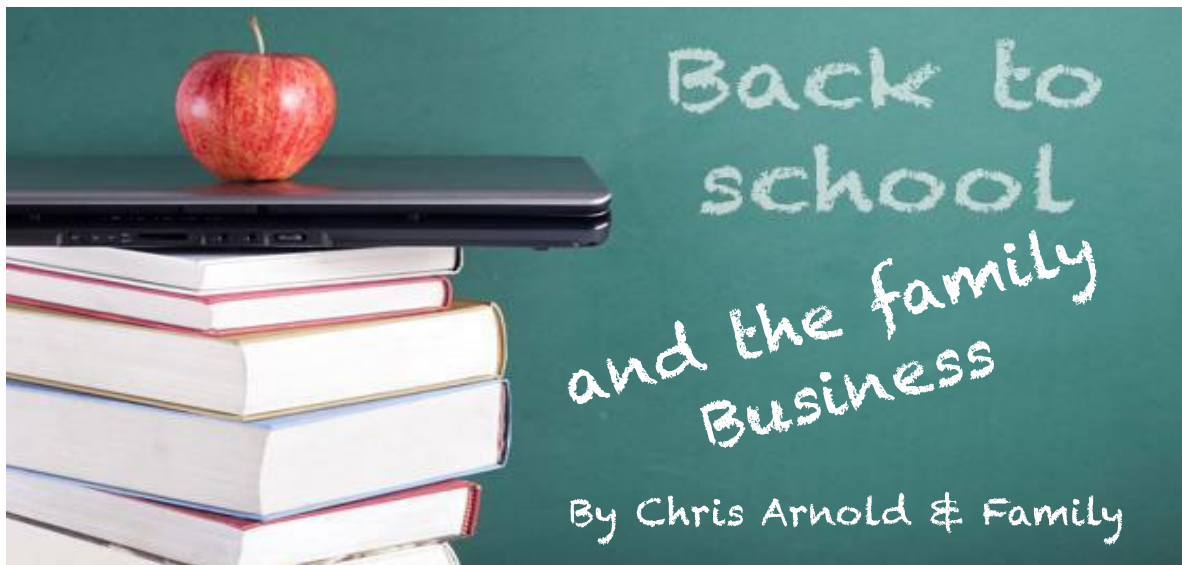
Leadership - Whether you're on a team of 1 or 1000, if you don't know how to properly lead, you can't expect people to follow. Give people a clear set of instructions and follow through.

Service - You need to be prepared to give whatever it takes to get the job done. If you have already got points one and two down, this one is easy.

Heather Wilde is Director of Technical Support at Evernote. Heather travels the world managing a Global team of Technical Support representatives. Evernote makes it easy to remember things big and small from your everyday life using your computer, phone, tablet and the web. To find out more click the icon below. TO reach out to Heather you can find her on LinkedIn at: www.linkedin.com/in/heatherwilde/



“Do not follow where
the path may lead.
Go instead where there
is no path and leave a trail.”
Muriel Strode



Many women struggle to balance the need to work, either for financial reasons or for personal fulfillment, with a desire to spend as much time with their children as possible. This struggle has lead many mothers to find ways to work from home. One path that mothers often take is through starting a home based business. Mothers who have a home based business have a unique opportunity to create a family business that their children can be involved in from an early age which can teach them valuable skills that will serve them well into adulthood.

When you are working at home and have preschool aged children they tend to be playtime adjacent. The children are nearby doing their own independent activity while Mom is working her business. During these times the children start to pick up on Mom's professional skills such as phone presence and focusing on a task.

As they get older they can be more involved in the business itself. Elementary age children can help prepare marketing materials like brochures and sample packets for distribution or sort products. They begin to get an idea of when multi-tasking is a good way to get things done and what types of tasks require more focused attention which is an important time management skill.

Pre-teens and teenagers can help with administrative tasks like entering orders and accounting. Assisting with administrative work exposes the child to important business and computer skills, which they can then use to earn some extra money helping other small business owners and of course take those skills with them into the job market.

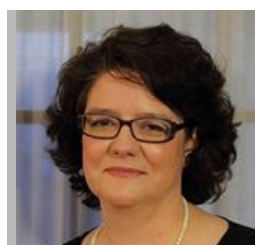
Once children are old enough to work independently you can begin to let them know what needs to be done, but give only general guidelines on how to do it. This allows them to build their creative and problem solv-

ing skills and gives them some freedom to find the work style that fits them best. You can even let them have a hand at the types of projects that come up a lot in home businesses, where you need to create something that doesn't yet exist, or tweak something that isn't exactly the way you want it.

Watching Mom interact with customers and business associates shows the child how to communicate with other people effectively as well as how to interact with people who come from different backgrounds. Participating in business activities helps the child see how to choose the appropriate behavior for different situations.

Lastly, when we work away from home we often leave a lot of our work life at the office, but when home and work are the same your children get to see more of the ups and downs of your job and how you deal with it. It's important for children to know that no job is perfect, but how you deal with the speed bumps in business make a big difference.

Along with all of the valuable lessons your children learn from participating in a home based business, they also benefit from having Mom available when they need her, while still getting some of the independence of children whose parents work away from home. As with all choices we make for attaining work/family balance, a home based business it may not be perfect, however it can be a great way to set your children up to be successful adults.



Chris Arnold is your Modern Old-Fashioned AVON Lady. Chris is devoted to her family and customers. Her AVON business is truly a family affair.

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Look Great Everywhere

By Cheryl Thode

How many times a day are you looking at your phone? Checking the time, reading an email, a text message or seeing what's happening on Facebook? I start first thing in the morning, before turning on my computer and sometimes I am still in bed! I'll check in again while waiting in line for my morning coffee and multiple times throughout the day. Frequent check-ins for short intervals appears to be the common pattern for cell phone users.

A study, commissioned by Nokia learned the average person looks at their phone every 6.5 minutes up to 150 times a day! Statistics say 44% of email is now opened on a mobile device (Litmus –"Email Analytics" June 2013). More email is now read on a mobile device than on a desktop email client or via webmail.

If you own a small business or nonprofit, you should be creating emails that are mobile friendly. A mobile-friendly email is an email that displays optimally between a desktop/laptop and a mobile device, ensuring that it will look great regardless of where your customers and prospects read it.

Here are four simple ways you can ensure your emails are mobile-friendly:

1. Only use images essential to your email.

Here's why: Apple's iOS automatically enables images to display by default, but providers like Android turn images off by default. You can't assume your images will be displayed. If your email has a bunch of images in it, they might just look like chunks of white space. It's a best practice in any email but especially mobile to include a caption that describes the image. Always preview your email and make sure it still looks great, even if none of the images are displayed.

2. Be concise in both design and content

Having a concise message and subject line should be a staple of any email, but it's even more important when designing for mobile. Keep the design very clean, simple and focus on the essentials. Limited screen size can make it difficult to navigate. Reduce scrolling and pinching by choosing a single column design.

3. Use a single, clear call to action

Make sure to include a clear call to action, and put it near the top of your email. Multiple calls to action often make things a little complicated in any email especially on a Smartphone. Drive mobile action by adding a button that's easy to find and click. Remember—with mobile, the finger is the new mouse!

4. Avoid small fonts

Make sure your text can be read easily. Use a minimum 11pt font for body text and 22pt for headlines. Many people turn down the brightness level on their phone to conserve battery—and they are often reading on the go outside in the sunlight—so a strong contrast of colors will be easier to read—Light background with dark text display is best.

Look great everywhere!

A little work on your email design can go a long way to make sure emails look great no matter where people are reading them. So what are you waiting for? Now's the time to give your email a re-design and make sure that it's mobile-friendly!

Cheryl Thode is a trainer on all things email & social media. She can be reached at 702-525-0579 or via email: TrainU@gmail.com



Playtime



“It’s ok if you lose. When you don’t play, you lose even more.” By Stacey Hall

7-year-old Donovan Crumrine

As I prepare for the Fall season, I’m currently starting a number of new projects and I am scheduling an abundance of intentional activities to be implemented to support me in achieving these projects.

My mind has been filling up with all the details that I am choosing to address in order to bring these goals into fulfillment. I am so glad that I came across Donovan’s quote a few months ago ... and for what I learned from this quote that is making it possible for me to achieve my goals with more velocity and ease!

I found Donovan’s quote quite unexpectedly as I was doing research for one of my projects at the time and it stopped me in my tracks. What a welcome reminder that I could choose to approach my goals and projects as if I am playing an enjoyable game and with great anticipation of winning!

His quote made me realize I had been taking the project all too seriously. In doing so, I had been squееееееееzing all the fun out of the process. Because I was not having fun, I was not enjoying developing the project...so, of course, the project was not attractive or appealing to anyone at that time. And, I was feeling discouraged because it seemed like a good idea...yet, no one was buying it.

Donovan’s quote invited me to look a little deeper under the discouragement. I became aware that I had been focusing on and allowing my fears of 'losing' to be the motivation for how I was approaching the project.

As soon as I came to that realization, I decided to ‘play’ with celebrating small and big ‘wins’ at each step along with the way. I decided I was ‘winning’ when I learned or discovered something new – including discovering what worked and did not work for each activity I created towards the fulfillment of the project.

Once I started playing to ‘win’ at these types of goals...I ‘lost’ all sense of failure. This freedom from failure gave me the courage to take bigger risks at each stage along with way. I started having fun again! And, all of a sudden, I started attracting customers who told me they think I am fun to be with. And, that was even more fun!

Now, I approach everything I do as I am playing a game with myself. I am in the process of becoming 100% vegan. Each time I make a food choice that does not include animal products, I ‘win’. I am learning new social media tools. Every time I read an article about social media and implement an idea or tip from it, I ‘win’. And, when challenges show up in my life, I do my best to remember that I can see myself as a failure or I can remember that I am playing the game of Life and anything I do to move myself forward is a ‘win.’

At the end of each day, as I start to fall asleep, I count up my ‘wins’. I call this ‘Going A.P.E.’ on myself because A.P.E. stands for Appreciation Perspective Experience. I fall asleep appreciating all the ways that I won the game of Life that day.

As a result, I wake up energized, powerful and ready to play again. As Donovan says, no matter what the outcome...I have won just by choosing to play.

What will you play at today? Game on!

Stacey Hall, CEO & Founder

The Hall Institute of
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DO, BE, MOVE & BREATHE

“The first time I struggled through a heated yoga class was 5 hot summers ago. Wow, how I and my life have changed.”

Lesson #1

I reluctantly moved out to Vegas after graduating with a Bachelor's Degree in Fashion Design from California. In the course of 11 months I fell into depression, bad habits, and had a terrible attitude towards the town in general. For almost one solid year I did two things; went to work at a job I didn't really like and I went home to nurse habits that did nothing to adjust my attitude. Something needed to change. Not only an external change, but an internal adjustment of the way I was thinking.

Lesson #1 “When we change the way we look at things, the things we look at change.” Thanks Wayne Dyer!

Lesson #2

After the initial shell shock of my first Bikram class, I realized that there are people out there, like me, struggling to find out who they are. This wasn't an ego driven desire to find a place amongst the outrageous and the famous. This was a drive deep within the soul to prove to no one but yourself on your mat that you can Do, and Be, and Move, and Breathe.

Yoga became my daily routine to break up the monotony of being at work and being home. Each class is different, each day shows different results and the physical progress could be seen. With no judgment, I am challenged by teachers and inspired by my own small successes. Soaking up every type of yoga, I soon added Pilates, Kettle Bell, and rock climbing. I met each day head on and welcomed the additional challenge with as much hunger as I had at that first class.

Photos Courtesy of Taylored Photo Memories

Lesson #2 Daily greet yourself with what you hunger for!



Lesson #3

My practice opened new paths for me so that I could use other talents I was trying to develop. When taking 8 to 10 classes a week, the need for proper attire grew and the choices available were limited. Over and over I would see the same simple black yoga pants and sports bras and each time I put that uniform on I felt like I was suppressing a song I wanted to sing about myself. I needed clothing that was a vibrant and vigorous as I felt, so I started to make my own yoga clothes. Bright patterns in ever color in any style I could think of sewing. My new friends started to buy from me and slowly, baby step by baby step I managed to put together my own company for men and women yoga apparel.

Lesson #3 Once you have found your bliss, discover what else you can do with it!

Cristina Osorio is a certified Pilates and Kettle Bell instructor and the owner of her own yoga apparel label 'Osorio'. Her purpose is to inspire others to Do what they do not think they can, Be more pliable of mind and body, Move with assured purpose and determination, and Breathe in all possibilities offered to us in our lives.

To support Cristina please visit www.CristinaOsorio.com



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A NEW LESSON IN WINE

"WINE IS WONDERFUL STUFF. BUT
SO MANY PEOPLE ARE PUT OFF BY
THE SNOBBERY OF IT."
--JOHN CLEESE--

During the relaxed, carefree days of summer, the temperatures rise and we instinctively reach for an aromatic white or rosé, a simple glass of bubbly, or a refreshing cocktail. The beginning of fall and the "back-to-school" days can bring mixed emotions, often with the return to responsibility and routine. But for a student of wine, fall brings a new harvest and a renewed sense of focus. Complacency and repetition can be comforting, but it is the seasons of transition that are, perhaps, the most interesting times of year for wine.

Many people find wine intimidating; so many different grape types and vintages, and often confusing names. While choosing a wine requires more knowledge than, say, picking an apple, it is not such a stretch to think about wine in much the same way. Apples can range from tart, to crisp and crunchy, to fragrant and sweet. They can be described as unripe, ripe, raw, dried, baked, stewed, and even caramelized. Similarly, wines share many of these, along with other familiar characteristics: sourness, bitterness, sweetness, etc. However, when faced with a list (or an entire store) of unfamiliar wines, how do you know which ones you might like? The answer, of course, is to taste as much as possible. Since most of us do not have that day-to-day luxury, here a few tips for approaching wine with confidence and appreciation (peppered with a few delicious suggestions).

1 Take a Whiff

Between 75 and 95% of our sense of taste is actually related to our sense of smell. Aroma is a key indicator of wine quality, so give the glass little

swirl and pay attention to the aromas gently wafting into your nose. Different flavors will start to register once the wine is on your palate, so this first step is one not to be rushed, especially with a wine like the 2012 Ponzi Pinot Gris (~\$17) from the Willamette Valley in Oregon or the 2010 Handley Cellars Pinot Gris from the Anderson Valley in California (~\$18). These aromatic beauties are full of scents reminiscent of spring greenery, daffodils, orange blossoms, lime, and guava, while retaining distinct mineral qualities on the finish.

2 Take a Sip

What do you notice first? Two of wine's most basic characteristics are acidity and body. Do you feel a slight prickle on the sides of the tongue? Is your mouth watering? How does the wine actually feel? Is it silky, drying, viscous, or somewhere in between? Does the wine seem balanced? Does it remind you of anything? Wine contains an enormous range of flavors and aromas, so don't be embarrassed to say you pick up pineapple, wet leaves, cinnamon, cherries, gasoline, black tea, orange blossoms, hay, or even bacon. For example, tasters of the 2006 Francois Baur Turckheim Riesling (~\$20), a great value Riesling from Alsace, often comment on its intriguing mix of white peaches, earthiness, and a touch of kerosene. More importantly, do you like the wine? Your palate is as unique as your fingerprints, so what you like may not be what everyone else likes. The subjective nature of tasting wine is one of the reasons it can be so compelling.

3 Pause and Reflect

The length of the finish is another key indicator of quality; and long, delicious finish can be wonderful. Once you've swallowed a sip of a sophisticated Margaux like the Château Monbrison Bouquet de Monbrison (~\$40, depending on the vintage), you'll notice that the flavors of dark fruits, cassis, graphite, and lavender linger...and you'll be very glad they did.

4 Take a Bite

When properly chosen, wine can enhance or amplify food flavors. The wines that are more compatible with food tend to have lively acid-

ity, ripe fruit, and (if present) well-integrated oak and tannins. German Rieslings (try the 2011 Dr. Loosen Dr. L Riesling, ~\$14) and sparkling wines (try the Casteller Cava, ~\$11) are some of the most food friendly white wines in the world. Or perhaps consider a Sauvignon Blanc from Sancerre (try the biodynamic 2010 Nicolas Joly Les Vieux Clos Savennières, ~\$42) or Chile (try the organic 2011 Cono Sur, ~\$10). Rosés from Padthaway (try the 2012 Pillar Box Rosé, ~\$20) or the Santa Lucia Highlands (try the 2011 Lucy Rosé, ~\$19) can add a refreshing complexity. And if you prefer reds, consider Pinot Noir (try the 2009 Vavasour from New Zealand, ~\$17), Cabernet Franc (try the 2005 Chateau de la Grille Chinon, ~\$34), Sangiovese (try the 2008 Mannucci Droandi Chianti Classico Ceppeto, ~\$19), Barbera (try the 2010 Boeri Barbera d'Asti, ~\$12), or Malbec (try the 2011 Achaval-Ferrer Mendoza Malbec, ~\$22).



5 Take Notes

It helps to consistently write down the name, grape(s), appellation, etc.; along with what you liked or disliked about it, and a few key observations. Then, you can seek out that particular wine, producer, region, style, or grape in the future. And if you happen to encounter a beautiful wine like the 2011 Antica Terra Antikythera Eola-Amity Hills Pinot Noir (~\$100), with aromas of dark red cherries, herbs, bramble bushes, rose petals, and toasty new French oak, you'll be pleased to have done your homework.

TAKE IF FROM A STUDENT OF WINE

WINE, LIKE LIFE, IS AN ENDLESS SOURCE OF EDUCATION AND COMPLEXITY.

THE BEST WINE IS ALWAYS THE WINE THAT YOU LIKE; BUT NEVER BE AFRAID TO TRY SOMETHING DIFFERENT. CHEERS!

6 Take a Few Extra \$\$

Price is not always a direct indicator of quality or how it will taste to you. Much of a wine's price comes from simple supply and demand. Wines from less well known regions or producers can be very well made, just like expensive wine. That said, consider adding just \$5 to your wine budget. With the range of values available on the global wine market, this can increase your options significantly. If you're frustrated by the lack of Napa Cabernets or Champagnes under \$10, consider shelling out a couple more dollars for something from a less well known region, such as The Crusher (~\$12), a Cabernet Sauvignon from the Clarksburg AVA (American Viticultural Area), or the Graham Beck Brut Methode Cap Classique (~\$15), a non-vintage sparkler from South Africa. Both will make you rethink wine's value. Or for the more adventurous, consider the classic undervalued fortified wines of Jerez-Xérès-Sherry and Madeira.

Sarah E. Bortz had her first taste of wine after migrating to California for graduate school. She is certified at the Wine and Spirit Education Trust (WSET) Advanced Level 3, and is currently a WSET Level 4 Diploma candidate. When she's not reading about grapes, you can find her upside down in a yoga class or running through the hills of Southern California.

Sarah welcomes all questions, and can be contacted at 949-939-2662 or sebortz@yahoo.com

Photographs courtesy of Wine Shop at Home

7 Take A Trip

There are more than 200 AVAs and more 7,000 wineries in the US alone, along with the thousands of wine producing around the world. Consider visiting a winery for more in-depth information about how grapes are grown and pressed, and how wine is made. Or more simply, seek out a local wine shop or restaurant with a strong wine program, tap into your inquisitive side, and start asking questions. Ask the staff what they've tasted or what has surprised and excited them recently; then try a few of their recommendations. Once you find a place you trust, you'll be more receptive to their range of suggestions, especially if it's something as interesting as 2001 R. López de Heredia Viña Tondonia Reserva (~\$27) from Rioja or the 2008 Chateau de Saint Cosme Gigondas "Le Poste" (~\$60) from the Southern Rhone.



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your bravery, your determination,
your acceptance, your fight,
your release, your hair, your smile,
your encouragement,
your pain.

We remember you.

In the following pages you will find
the stories of two such women
we honor during
Breast Cancer Awareness Month
October 2013

Sisters in Paradise

By Mary Carwile

Adversity. It seems to affect each of us differently. When we hear bad news we react. After the initial tears, denial and finally acceptance we have a chance to look back—to reflect—on the journey that was ours and ours alone. Have you ever thought that there might be a gift inside of our troubles? Not one of us makes it through this world unscathed. Sometimes a person's adversity cripples them, both figuratively and literally. Once in awhile we run into someone who has had a horrific life, yet they seem to take it in stride—even seem to be happier than most. In my opinion, that is a choice we can all make.

I've read and heard over and over that breast cancer "made me a better person." I've said that myself. Without breast cancer in my life, how much different my life would be. It was the catalyst that moved my life in a wonderful direction and I, like many others, wouldn't change a thing.

I was in paradise, Paradise Village in beautiful Puerto Vallarta, Mexico. I was totally in my happy place; sitting under a palapa, sipping a cool drink, a great book in hand, the cool breezes blowing. I could simply lift my eyes from my book and behold the magnificence of the ocean. Ahhhh.....

I overheard the group of tourists on the beach chairs next to us, enjoying their time at the ocean. The woman's voice caught my attention first. She was jovial, upbeat and totally enjoying the wind blowing through her darling short hair cut.

Her hair is so cute, I thought to myself. I love it when I see women daring to go very short with their hair, or wearing outfits I wish I had the courage to wear. Even in a foreign land, we often carry our personal baggage with us to the beach.

I sort of eavesdropped on their conversation as they visited with a couple on the other side of them. I learned they were on vacation with their two grown children, that they lived in Oregon and were having a ball together. The following morning we saw them again. This time I commented on

her hair cut. "Oh," she laughed, as she ran her hand over her head. "Thanks so much." She gave her husband and daughter a sideways glance and they, too, smiled.

At the delicious breakfast buffet the next morning we saw them again. I wondered if all this coincidental bumping into each other meant something. We began chatting with the family and I finally learned why we had met them.

When I mentioned her hair, again, she rather shyly said, "Well, this is the first time I've dared to leave my wig in the room." I had no idea she had what cancer patients fondly call "chemo head." It was stylish, curly, short, grey. I wondered why I hadn't guessed.

Immediately I pulled up a chair at their table. "How long has it been?" I asked her. She knew what I meant. "Well, I finished my last round of chemo in October, so—let's see—seven months now." I smiled, looked her in the eyes and said, "I'm a survivor too, nearly eight years." With that we became sisters. Donna told me her entire story and I shared mine. She was so happy and confident and just the kind of person to lift someone else up. We talked a mile a minute until her husband reminded her that it was time for their adult kids to go on a parasail ride. We hugged and then arranged a time when we could talk more, so I could get all the details.

Later that afternoon, on the beach, we talked and shared and I found out that Donna is one of those people who just makes the best of any situation, something I suspected from the first meeting. She shared several details of her cancer experience and the many blessings that came of it. "I was terrified, of course, but knew I just had to get through it. My husband took me for an MRI test one morning. That was the first of many blessings." An MRI? A blessing? I'd never heard that before. "Everyone there was so nice. They put a headset on me so I could listen to music during the test. It takes your mind off of the present, I guess. Well, do you know what song they were playing just as I was rolled into that

MRI machine?" She said with great enthusiasm. "It was 'I Will Survive'! From that moment on, I just knew everything was going to be ok."

If we look, there are blessings everywhere. We just need to be aware. I, too, had so many things fall into place when I was in the middle of my breast cancer. People would show up just when I needed a hug; a meal was brought to my house when I was wondering what I should eat; there was laughter and joking as I was preparing for surgery. I felt so safe, secure and confident that all was going to be well with me.

Donna continued her story, "The strangest thing happened another day. My husband was alone in the waiting room while I was having chemo. A woman walked in and sat down by him. He hadn't noticed her before. "'Your wife seems very scared,'" the stranger said to my husband. 'Here, I bought her this. Please give it to her.' And then she was gone. Donna's husband was stunned. Who was this woman? Why hadn't he noticed her in the room with him? Why did she buy a gift for a stranger? He went out into the hall to thank her but she was nowhere to be found. An angel? Donna and her husband certainly think so.

I got chills while I listened to her story. There are angels everywhere, I believe. Oh, they don't think they're angels, and we might not recognize them as angels, but they are angels just the same. "When I came out into the waiting room, my husband gave me my little gift. It was the cutest little stuffed white lamb. It was adorable. Do you know I carried that lamb with me into every single doctor's appointment, test, surgery, chemo—everywhere. I got such comfort from it." Will that angel ever know what a difference she made in one woman's life?

The day we were getting into our cab to leave paradise, Donna rushed up to me. "I forgot to tell you one thing!" She said excitedly and out of breath. "My son said, 'Mom, you didn't tell her one of the most important things.' I'm so glad

I caught you so I can tell you this. I have dieted for years. I'd tried everything and nothing had helped. Finally I found something that worked and I was able to lose twenty five pounds.

I'd have never guessed that, either. Donna looked stunning in her bathing suit on the beach. She had a darling straw hat, too, but it wasn't for covering up her short hair. She was simply protecting herself from getting too much sun. "I was just having a routine mammogram when the doctor found a lump in my breast. Do you know that about eighty-five percent of all breast cancers are found in the milk ducts? Well, mine wasn't. Mine was in the fatty area around the duct. My doctor knew I'd lost a lot of weight since my last mammogram. He told me that if I hadn't lost the weight they might not have found that lump for, who knows how long. Oh my gosh, can you believe that?"

Donna is one lucky woman. She has a long, long list of blessings, coincidences and angels. Her attitude was contagious. Her adversity? She told me over and over, "Having breast cancer was a huge blessing. I've done so much more with my life. I have a much better job than I had before. I know the love and support of my family. I've made new friends." I chuckled. "And you've got about the cutest hair I've ever seen!" With that, we hugged and laughed and made tentative plans to get together as guests in their home in Oregon.

As the cab pulled away from the curb, I looked back to see Donna waving. I smiled and thought, "Wow! Now that was a good trip to the beach!"



"Things like this don't happen to me. This happens to other people. People I know. People I don't know. Not me! I've never been seriously ill in my life. Oh, I've had a few sinus infections along the way, but cancer? Did she really say, 'You have breast cancer?' That doesn't run in my family. We have heart attacks and strokes. We don't have breast cancer! But then, she didn't say 'we.' She said 'You' meaning, 'Me.'"

Hearing the diagnosis of cancer for the first time is probably the most alone moment of your life. It's the one time when you are totally with yourself and your thoughts. No one else can know how you feel or what you should do. You will not understand it. Your family and friends will not understand it. It's possible that the only one who will ever understand is God.

I was to be off work the next day to celebrate my birthday, so it seemed like a good time to schedule the surgery. I arrived at the hospital at 5 a.m. When I awoke hours later, six nurses were singing "Happy Birthday."

The follow-up appointment with the surgeon the next week consisted of an explanation of an additional surgery which I would need to remove a sentinel lymph node – then a round of radiation treatments and chemotherapy. It was my understanding the sentinel lymph nodes are removed at the time of the mastectomy or lumpectomy. I had a partial mastectomy and a lumpectomy and she didn't remove them then. "Why?" I asked. She said, "Because I wasn't absolutely sure you had cancer. I had to send the tissue samples to the lab for diagnosis. Now that we know, you will need to come back within the month to have one to three of your sentinel nodes removed." What did she mean by she wasn't absolutely sure I had cancer? She seemed sure when she said I had to have surgery the next day. Doubt was starting to creep in.

Even then, I listened to the surgeon and scheduled the lymph node surgery for the next month. I had always done what my doctors recommended. But now, I was starting to hear a voice inside my head telling me not to do it. As the date grew near, the voice got louder and louder. I still was not healed from the first surgery and felt I just couldn't do a second surgery at that time. I called the surgeon and asked how long I could wait before I absolutely had to have the lymph nodes removed. She said no longer than a couple of months, but waiting a month or so would not hurt. So, I postponed the surgery. She sent me to see an oncologist in the meantime. Oncologists are specialists who diagnose and treat cancer every day. If anyone has the most up to the minute information on treatment op-

Overcoming Cancer

"Things like this do

tions for each type and stage of cancer, it is an oncologist. This oncologist explained to me that lymph node removal is usually done at the time of the cancer surgery. It is for the evaluation of how fast the cancer is moving through the body. He seemed surprised it had not been done.

I thought the surgeon said she removed the cancer and all the edges were clean – Why would there still be cancer moving through my body? If it was standard practice to remove the sentinel node when the breast surgery was done, why hadn't she done it?

At my follow up appointment with her, the explanations still didn't add up correctly in my mind. After all, I had been led to believe the surgery would consist of a cut about an inch long where the surgeon would go in and remove a small tumor. Instead, I woke up from the surgery to find I had experienced a lumpectomy on one breast, a partial mastectomy on the other and I had large cuts along the side of each breast. On top of that, I had a staph infection in my breasts. Now, she wanted to cut me open again and was telling me it wouldn't be one or two lymph nodes she would remove, it would be eight or ten.

She showed me a pump that looked to me like a clear hand grenade attached to a long tube which according to her, she would insert under my arm and down my side. Daily, I would have to pump toxins out of my body. I looked at that contraption and I couldn't think what to ask. I didn't even ask how long I would have to do this. Was it to be a week? A month? Forever? I couldn't see myself wearing that thing under my suit and going to work. What choice did I have? I was fearful. I didn't want to do this. I was absolutely positive I wouldn't do it. So I said, "You are not going to make it as a motivational speaker. There is nothing you just said that would convince me to do that." She was not at all impressed or amused by my comment. She just

: A Journey of Faith

By Judi Moreo

It won't happen to me."

responded in a very threatening voice, "You'll be sorry you didn't." That was even more upsetting. Emotionally, everything was upside down for a couple of weeks and my immune system was growing weaker by the day.

Surely, there was another way to find out if there was any more cancer in my body, so I pestered the oncologist who said, "Yes, there is another way. We can do blood tests and a CT scan." Well then, let's do that. Why do I want to be cut open again if you can tell from the blood tests? Besides, I was still fighting the staph infection. What if I had let the surgeon operate again? Would the infection have spread? Would it have killed me? This made me realize that one of the most important things cancer patients should do which I had not done was to get a second opinion before allowing anyone to cut us open or treat us in any way.

I started doing research, visiting clinic after clinic, spas, and raw foods facilities throughout the Southwest, Texas, and even Georgia. I checked out clinics and doctors in Mexico and Europe. I even saw several naturopathic doctors. One told me to go ahead and do the radiation and chemo and then he would help me regain my health. That didn't sound right to me. I prayed for guidance. I prayed I would make the right decision. I prayed for a sign or a message to help me decide what to do, but no answers came. The voice inside of me kept saying, "No" to what everyone else was telling me to do. The more they insisted I had to have chemo and radiation, the louder the voice became.

I read books and watched every movie I could find about cancer, treatment, nutrition, diet, and natural healing. I watched Louise Hay's movie, *You Can Heal Your Life* so many times I could almost quote it word for word. When I watched it, the information resonated with my heart. I felt it had answers for me. After a long month of reading, seeing doctors, watching documentaries on healing and

talking with other people who had been through conventional treatments, I was more convinced than ever that an "alternative" method was best for me.

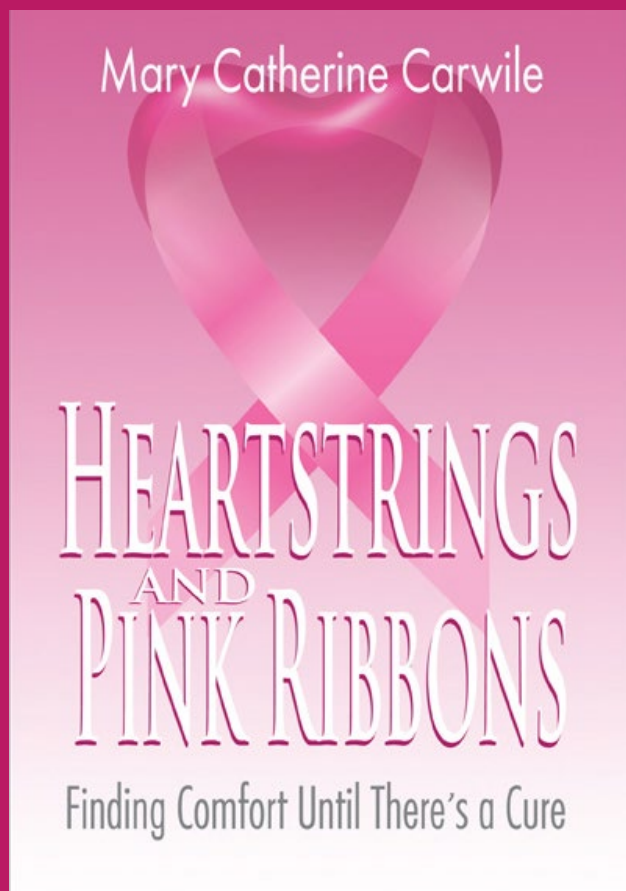
A friend recommended the Cedar Natural Health Clinic in Cedar City, Utah. I looked it up on the internet and saw they offered many of the same treatments which some of the huge expensive clinics offered. This clinic said I could be an outpatient so I made an appointment. The following week, I drove to Cedar City and met Dr. Joe Holcomb. The instant I walked into the clinic, I felt a sense of peace and a calm I had not experienced since this whole nightmare began. Dr. Holcomb is a soft spoken, kind, and gentle man. He listened intently. Then he said, "Let's see if we can get you well." What a novel idea!

The other doctors had talked to me about treatment, but no one had mentioned "getting well." I felt he was truly interested in helping me heal. After the initial examination, he put me on an intravenous drip of vitamins, minerals, and trace elements to boost my immune system. I sat for 2-1/2 hours with the tube feeding this mixture into my blood stream. Dr. Holcomb administered the drip, left the room, and came back with a book which he suggested I read.

It impressed me that he had "heard" what I had briefly shared and gave me a reference for dealing with my emotional pain. This was a doctor who did not see me as an illness. He saw me as a person. He would help me heal all of my dis-ease, not just my body. I asked to use the restroom before I started the three hour drive home.

While in the restroom, I continued to pray about my decision to take the naturopathic route. Prayer was becoming a 24 hour per day activity. While praying, I looked up and saw a beautiful poster that said, "The Power that made the body, heals the body. There is no other way." An incredible peace came over me. I had the answer for which I had been searching. I must admit, I previously thought a sign from God would come in the form of a white dove, a rainbow, or something equally transcendent. I hadn't expected it to be an actual sign on a wall. But my heart was saying, "Yes." There were extreme lifestyle changes to be made and for some, it may be too difficult. I had to find strength enough to make those changes. I knew, with God's help, I could do it. Seven and a half months later, my oncologist gave me a clean bill of health.

Things like this do happen to all of us. That was four years ago. I have made many lifestyle changes and today, I am healthier than I have ever been in my life.

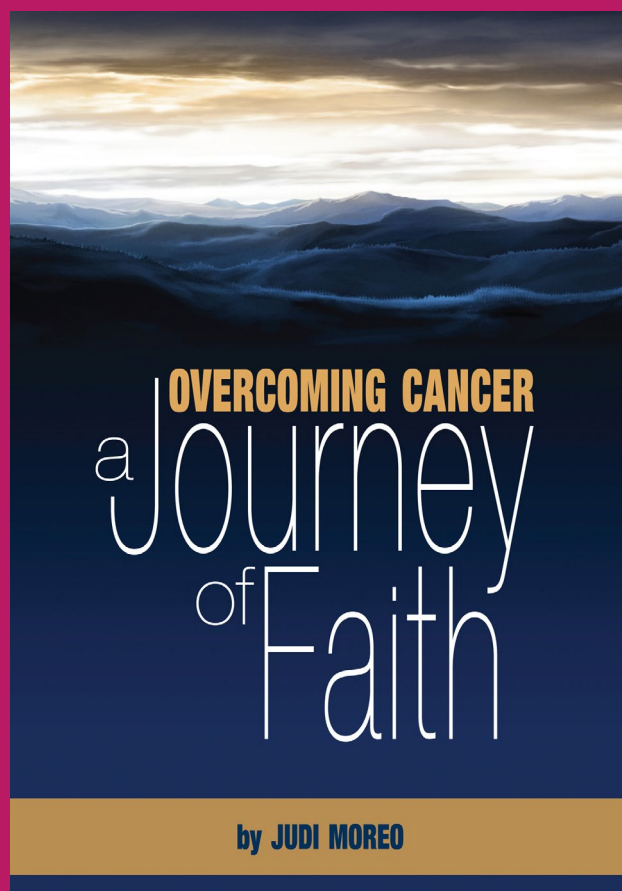


Mary Catherine Carwile
is an award winning author, speaker
and cancer survivor.
Sisters In Paradise is an excerpt from her
Book
"HeartStrings and Pink Ribbons"
Finding Comfort Until There's a Cure.

Her book can be purchased on her website:
www.marycarwile.com



**Judi Moreo is an author, motivational
speaker, and cancer survivor.**
Her new book,
"Overcoming Cancer: A Journey of Faith"
can be purchased at all major book stores,
on Amazon.com, and on her website,
www.judimoreo.com





Here is a reminder of what you should be doing at least ONCE A MONTH!

Adult women of all ages are encouraged to perform breast self-exams at least once a month. Johns Hopkins Medical center states, "Forty percent of diagnosed breast cancers are detected by women who feel a lump, so establishing a regular breast self-exam is very important."

While mammograms can help you to detect cancer before you can feel a lump, breast self-exams help you to be familiar with how your breasts look and feel so you can alert your healthcare professional if there are any changes.

HOW SHOULD A BREAST SELF-EXAM BE PERFORMED?

1) IN THE SHOWER ~ Using the pads of your fingers, move around your entire breast in a circular pattern moving from the outside to the center, checking the entire breast and armpit area. Check both breasts each month feeling for any lump, thickening, or hardened knot. Notice any changes and get lumps evaluated by your healthcare provider.

2) IN FRONT OF A MIRROR ~ Visually inspect your breasts with your arms at your sides. Next, raise your arms high overhead. Look for any changes in the contour, any swelling, or dimpling of the skin, or changes in the nipples. Next, rest your palms on your hips and press firmly to flex your chest muscles. Left and right breasts will not exactly match—few women's breasts do, so look for any dimpling, puckering, or changes, particularly on one side.

3) LYING DOWN ~ When lying down, the breast tissue spreads out evenly along the chest wall. Place a pillow under your right shoulder and your right arm behind your head. Using your left hand, move the pads of your fingers around your right breast gently in small circular motions covering the entire breast area and armpit. Use light, medium, and firm pressure. Squeeze the nipple; check for discharge and lumps. Repeat these steps for your left breast.

WHAT CAN I DO TO REDUCE MY RISK OF BREAST CANCER?

Although you cannot prevent cancer, some habits that can help reduce your risk are:

- Maintain a healthy weight
 - Stay physically active
- Eat fruits and vegetables
 - Do not smoke
- Limit alcohol consumption

Reprinted from The National Breast Cancer Foundation

Heart Hints

By Susan Sprague



“Reading, Writing & Romance”

Going back to the dating scene can be a lot like going back to school.

What do I wear on my first day (Date)!? We all know that a first impression can often times be a lasting impression. Starting with the way you dress and the way you present yourself describes how you want people to see you.

Body language is as important as appearance. Posture and smiling are all nonverbal ways to communicate your level of interest in the other person. Dressing appropriately, good body language and a positive attitude projects confidence and encourages others to feel at ease.

Be sure to be ready before the school bell rings. Whether you are meeting your date or they are picking you up...be respectful and be on time!

Have you ever been caught by a teacher not paying attention or drifting off day dreaming? It is just as important and courteous to pay attention and listen to your date.

All teachers seem to like their students raising their hands and answering or asking questions. Your date is not asking for full disclosure...keep your answers short and to the point. Ask pertinent, intelligent questions. This is not a time for inquisition; engage the other person and help them feel comfortable.

The Dreaded Homework: the purpose of homework is to research or learn more about a certain subject, interest or hobby. How much more enjoyable and relaxing would it be on the next date when you feel comfortable conversing about and being interested in some of the same interests or hobbies!?

AND MOST IMPORTANTLY:

Be yourself-after all; everyone else is already taken!!

Wishing you luck in Life and in Love!
Susan

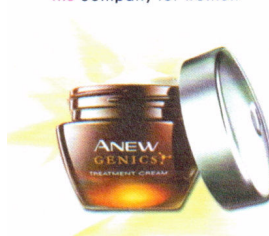
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The Write Connection





It's a Lucky Life

It's a Lucky Life is all about your relationship with your beloved pets! Inspired by my little Dachsador who I found desperately trying to find his family. We became his family, named him Lucky and now indeed... It truly is a Lucky Life!

“Helping Others Pawsitively Everyday”

By Stephanie Gerken

May 8th, 2011 (Mother's Day), we were going to be parents. It was a dream come true after waiting four years. When I called my husband, he raced home from work with flowers in hand to say, “Happy Mother's Day.” Needless to say, we were ecstatic to be adding our “little angel” to the family which already included our two four legged girls, Sheasta and Kaydee. On that joyous day we talked about our dreams coming true, tossed around names, and wanted to be surprised at the birth of “our angel.”

I was given an amazing opportunity, in June 2011, to attend Bergin University of Canine Studies. This was made possible by a wonderful friend who paid for my schooling. I packed up my car headed to Santa Rosa, CA for six weeks with our growing “angel”. Days were spent researching, reading, and training a canine to be a service dog. It was a great experience learning under the guidance, of Bonnie Bergin. I am now an official certified service dog trainer.

At a regular checkup in mid-August 2011, after having an ultrasound, we were told to see a prenatal specialist. Our world came to a screeching halt we left immediately with tears streaming down our faces. We met with a geneticist and I underwent an amniocentesis. We survived waiting for the news about our “little angel's” health, with the support of our family and friends. On August 29th, 2011 it was confirmed that “our angel” had major medical conditions.

On September 13th, 2011 we welcomed our angel Michael Charles Gerken into our life and hearts. We enjoyed the precious little time we had spent with Michael that night. Having been blessed with a son for just a few short hours made a tremendous change in our



lives. We have chosen to remember this day, not as his birth or death, but as the day he became our angel.

As I recuperated medically I was determined to not let his short time here on earth go unnoticed. I knew that if he had survived he would have needed a service dog to help mitigate his disabilities and as a mother I would do anything to help my son. Michael's Angel Paws is dedicated to helping our community train, certify, find a service dog, and to offer **H.O.P.E.** In my years as a dog trainer I hear over and over the word **H.O.P.E.** to finding an organization in Las Vegas to help those that want a service dog to be a part of their life.

Click here to **DONATE** to Michaels Angel Paws. For more information or to take a class or obtain a service dog please go to: <http://www.michaelsangelpaws.org/> or call (702) 658-0148.



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Just this side of heaven is a place called **Rainbow Bridge**. When an animal dies that has been especially close to someone here, that pet goes to Rainbow Bridge. There are meadows and hills for all of our special friends so they can run and play together. There is plenty of food, water and sunshine, and our friends are warm and comfortable.

All the animals who had been ill and old are restored to health and vigor; those who were hurt or maimed are made whole and strong again, just as we remember them in our dreams of days and times gone by.

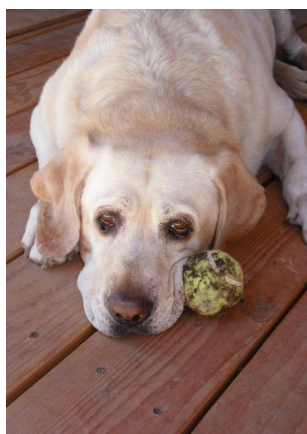
The animals are happy and content, except for one small thing; they each miss someone very special to them, who had to be left behind.

They all run and play together, but the day comes when one suddenly stops and looks into the distance. His bright eyes are intent; His eager body quivers. Suddenly he begins to run from the group, flying over the green grass, his legs carrying him faster and faster. You have been spotted, and when you and your special friend finally meet, you cling together in joyous reunion, never to be parted again. The happy kisses rain upon your face; your hands again caress the beloved head, and you look once more into the trusting eyes of your pet, so long gone from your life but never absent from your heart. Then you cross **Rainbow Bridge** together....

Author unknown...

We want to hear about your pets and the love you have for them so write me at:

Kathlyn@definingWOMENMagazine.com and tell me all about it because indeed it is a **LUCKY LIFE!**



"Roxy"

**Beloved dog and
Best buddy of
Lynsey Swiderski**

**Until we meet again
sweet baby girl.**

"Capper"

**Beloved dog and
Best friend of
Kathy Freberg...**

**Until we meet again
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Panty Thoughts & Love from Kathryn



This fall season it is all about the ‘Granny Panty’. Smoothing, shaping, secure... From the stage to the runway, the granny panty is showing up everywhere! So what color will you choose?

A British poll conducted by a psychologist recently discovered that the color of panty you wear can say a great deal about you. Here is a quick lesson in the results:

Nude: “Relaxed, with nothing to hide. Nude denotes a personality that is natural, easy-going, down-to-earth and transparent.”

Red: “Passionate, energetic and driven. This woman is not shy about asking for what she wants. Her moodiness and need for drama are also part of her allure.”

Pink: “Romantic, gentle and in need of affection. She is feminine, sensuous and would never take the lead.”

Black: “Powerful but sultry. This woman has subtle charms and is deeply passionate.”

White: “Innocent, but open to suggestion. A woman who opts for a white bra is usually a willing learner.”

I think I am going to grab every color! I will be dressed for success from my bottom up! How about you? Come on...It’s time...
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