



# Our Wonderful World

October, 2011  
Volume 2 :: Number 10


The Art of Living **Green** 

It's That  
Time of Year!

History of  
Halloween

The  
Precious  
Pumpkin

Gardening  
Secrets

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# FROM THE PUBLISHERS



Welcome to the October, 2011 issue of *Our Wonderful World*, Florida's leading green digital magazine. The current issue has what you might call a "spooky" theme. Our feature story, "The History of Halloween," is an entertaining piece tracing the ancient origins of this most unusual of holidays right up to present-day customs and practices.

In keeping with the spirit, Sandra Frens ("It's That Time of Year") shows us a number of ways to enjoy an exciting Halloween and still make it sustainable. Even our very own Green Goddess pays tribute to "The Precious Pumpkin." You'll be amazed at what a wondrous creation the pumpkin really is.

Speaking of the Goddess, be sure to check out her Pearls of Wisdom column for some great secrets on how to have a beautiful and healthy garden.

Our good friends with EcoWeek, who recently put on a great conference in Costa Rica that

we were proud to participate in as international media sponsors, are doing it again — this time in Margaritaville! Read about the upcoming EcoSummit for Sustainable Business to be held in Key West later this month.

Of course, we've got a host of other great articles, from Suzanne Kovi's "Develop your ESP for Business" to informative pieces about chiropractic and acupuncture. So, grab your cup of coffee and start clickin'.

Sincerely,



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# THE HISTORY OF HALLOWEEN

by Glenn R. Swift



Every year on the last night of October, millions of children in the United States and a number of other Western countries dress up in a bizarre array of costumes and go door-to-door to collect candy or money. But how and when did this whole Halloween thing come about? Well... you can thank the Irish for this one. And yes, the Scots and Welsh

deserve some of the credit too. Here's how it all began.

The origins of Halloween date back 2,000 years ago to the ancient Celts and a time when there wasn't an Anglo-Saxon to be found in all of the British Isles. (Some of my Irish friends refer to these times as the good old days.) These ex-

tremely mystical people celebrated their New Year on November 1. The day was viewed as the end of summer and the harvest season. In turn, the day also marked the beginning of the dark, cold winter – a time of year associated with death. The Celts believed that on the night before the New Year, the boundary between the worlds of the living and the dead became blurred. So, on the night of Oct. 31, the Celts celebrated *Samhain*, when it was believed that the ghosts of the dead returned to earth. In addition to causing trouble and damaging crops, the Celts thought that the presence of the other worldly spirits made it easier for the Druids (ancient Celtic priests) to make predictions about the future. For a people largely dependent upon the volatile natural world, these prophecies were an important source of comfort and direction during the long, dark winter.

In commemoration of the event, the Druids built huge sacred bonfires, where the people gathered to burn crops and animals as sacrifices to the Celtic deities. During the celebration, the Celts wore costumes consisting of animal heads and skins, and attempted to tell each other's fortunes. (And you thought St. Patty's Day in the Bronx was hardcore!) When the celebration was over, they relit their hearth fires, which they had extinguished earlier in the evening, from the sacred bonfire to ward off evil spirits and to help protect them during the coming winter.

By 43 A.D. the Romans had conquered the bulk of the previously Celtic-controlled Brit-

ish Isles. In the course of the next four centuries, two Roman festivals were combined with the Celtic celebration of Samhain. The first was Feralia, a day in late October when the Romans traditionally commemorated the passing of the dead. The second was a day to honor Pomona, the Roman goddess of fruit and trees. The symbol of Pomona was the apple, and the incorporation of this festival into Samhain probably explains the tradition of "bobbing" for apples still practiced today on Halloween in Britain.

By the ninth century A.D, the influence of Christianity had spread into Celtic lands. However, the Celts weren't quite ready to give up their deep-rooted pagan rituals. Needless to say, the Pope wasn't too thrilled and decided it was time to teach the Celts a few manners. Wishing to replace the Celtic festival of the dead with a church-sanctioned holiday, Pope Boniface IV declared in 835 the First of November as All Saints Day, or All-hallows Day as it was known among the English-speaking inhabitants of the British Isles. The night before All Saints Day was declared All Saints Eve, or All-hallows Eve. (The English were now clearly showing signs of future greatness for it was about this time that the Anglo-Saxons started the pumpkin carving thing.)

Over the years, All-hallows Eve evolved into All-hallow-even, then Hallowe'en, and eventually (by the late 19th century) Halloween.

The rest as they say is history.





# Waste Not, Haunt Not!

## Tips for Having a Sustainable Halloween

by Sandra Frens

You can feel it in the air... The days are getting shorter; there's a slight spooky feeling in the evening, and then it's upon you! The time for bats, cats and witches' hats draws near—IT'S HALLOWEEN!

Halloween is one of those treasured holidays enjoyed by both children and adults. The kids have their fun dressing up and going from house to house in search

of holiday goodies, while adults attend fabulous parties also dressed as an assortment of ghouls, vampires and other creatures of the night. Although Halloween fun can be enjoyed by all, it is sadly one of the most wasteful holiday reveries we indulge in. Many of the decorations, costumes and candies are considered disposable, creating more rubbish to consume our already overflowing landfills.

So does this mean we have to give up our beloved night of ghoulish reverie? NO! It means we have to change the way we celebrate, but only slightly. There are plenty of ways to have an exciting Halloween and still make it sustainable. Here are a few suggestions about how you can turn your Halloween into a sustainable witchy GREEN!

**Costumes:** One of the most important aspects of this holiday is the dressing up as various people, creatures and oddities. Many of these costumes are purchased for the one evening and tossed out without a second thought. Instead of throwing out old costumes and buying new ones, consider trading costumes with friends. This will save you money and conserve energy. Another option is renting a costume from a costume shop. Costume shops usually house truly unique and elaborate items; just don't spill anything on it! If you still insist on buying a new costume, instead of throwing out the previous year's donate it to a thrift store. Thrift stores also make a great place to buy or make costumes for less, and again it costs us less in energy use.

**Decorations:** The next most important aspect to Halloween are the decorations! When purchasing your haunted treasures, choose items that can be used over and over! Thankfully, it has become easier to find long-lasting Halloween décor over the last few years. For example, buy a real table cloth instead of the plastic one.

Avoid the overuse of fake spider web, unless you plan on using that same webbing next year. Refrain from buying paper crafted Halloween cutouts, and use real pumpkins and gourds. Stuff that old witch costume with old newspaper, and give her a pumpkin head! Also, when you are

done with your jack-o-lanterns, other pumpkins and gourds, compost them! If you are using Halloween lights, make sure you buy LEDs as they use much less energy. Remember, keep lighting to a minimum. Halloween is supposed to be dark and spooky!

**Treats:** Perhaps the most noted item kids (and adults) look forward to on Halloween are the candies and treats. The sad fact is that candy wrappers also contribute much of the waste on this holiday. If you're an adult and throwing a party versus buying pre-packed treats, make your own! Making your own cakes, candies and other Halloween delights will not cut back on waste, but it can be turned into a game with your guests!

To combat the litter created from over packaged and overpriced candy given to the kids, it is better to hand out little gifts and toys that usually have much less packaging. Stores tend to carry packs of small holiday-themed toys and goodies, but buying a lot of these can get expensive. A good alternative to candy and toys are small plantable die-cut shapes. These not only cut back on the waste of Halloween, but add to the environment in a positive way.

Sprouts! ([www.sproutem.com](http://www.sproutem.com)) has a puuurfect die-cut favor for Halloween in the form of a cat! Each die-cut cat comes with planting instructions and can be grown indoors or outdoors, making it perfect for trick-or-treaters no matter where they live.

Now that you have some ideas on how to create a more sustainable Halloween, you'll waste not, haunt not! What we don't waste this year won't be back to haunt our environment in the future.



GOING GREEN



# Let Your Wishes Grow with Plantable Shapes and Wish Sprouters!

Looking for a fun favor to give your friends or keep the kids entertained? Try Sprouts! Plantable Shapes and Wish Sprouters! Write down your wish, dream or hope on these plantable favors to watch it grow and bloom into beautiful wildflowers.

Sprouts! Plantable Shapes come in several different designs and are sold in a like group of 25 shapes. Sprouts! Wish Sprouters are packaged in a group of 5 and come in a variety of styles.

To see all the Plantable Shapes and Wish Sprouters Sprouts! has to offer visit our website at <http://sproutem.com/category/Favors-and-Tags>.

Interested in a custom Plantable Shape or Wish Sprouters? We'll be more than happy to accommodate your specific needs. Please contact us via email at [info@sproutem.com](mailto:info@sproutem.com) or call 561-840-8089.







# ASK THE ENERGY EXPERT

## How Water Use Effects Energy Use

by Scott Ranck

**B**efore I started working in the energy world, I paid little attention to the breakdown of energy costs and bills. Nowadays, I enjoy looking at different utility bills to see the various costs that appear. Recently, as I was doing some commercial energy audits, the reality of how significant water use can be to energy costs became clear. I thought it might be

interesting for consumers to learn more about how water consumption can greatly impact monthly utility costs.

To begin with, water use in the USA is the highest per person in the world. Two years ago, I was in Uganda for some humanitarian work, and our team took “solar shower bags” with us. Each bag held five gallons of water. The bags would simply be placed in the sun during the day, and in the evening we would hang them in a shower stall and enjoy a hot shower. Usually, the bag would last for two showers! This works out to 2.5 gallons per shower, and in the US, most regular shower heads produce 2.5 gallons per minute! Incredibly, the average American uses approximately 145 gallons of water per day.

In Polk County, Florida there are several aspects to a consumer’s water bill. There is a fee for the pipe the water runs through, known as a “flow through” or transportation charge. For water, that is an \$8.37 base rate. Then there is a fee for the actual amount of water used. The first 3,999 gallons per month costs \$1.51 per thousand. If you exceed that amount, for water consumed in the 4,000-10,999 gallon range, you pay \$2.01 per thousand. Your wastewater (also known as sewage) has a base rate of \$29.73 for up to 7,000 gallons. There is also a fee of \$5.33 per thousand gallons of wastewater.

Here is the connection to water and energy—the gallons of hot water you use are paid for

three times! In other words, you pay for the water you use; you pay to heat that water, and you pay the sewage fees on that water! Washing clothes in hot water, running dishwashers and taking showers or baths make significant differences in one’s monthly utility expenses.

As in all energy issues, conservation measures (what you do to change behaviors) and efficiency measures (buying more efficient appliances) come into play. You may purchase energy-efficient washing machines, dishwashers and water heaters and reduce flow shower heads on the efficiency side. You may also choose to conserve. Maybe seeing three dollar signs instead of one going down the shower drain will help? 🌍

Scott Ranck is the Conservation Program Coordinator & Energy Specialist for Florida Public Utilities. Feel free to e-mail any energy-related questions or comments to Scott at [scanck@fpuc.com](mailto:scanck@fpuc.com).

*Florida Public Utilities Corporation encourages “greener living” through energy conservation rebates, commercial incentives and a slew of valuable services, including “Free Energy Check-ups.” And as the company continues exploring new ways to reduce environmental impact on a broader basis, its main focus is to provide every customer the direct tools they need to save money and energy in their home or business. For more information about Florida Public Utilities, please visit [www.fpuc.com](http://www.fpuc.com).*



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# PROTECT YOUR TREES AND BENEFICIAL INSECTS

## Systemic Root Injection Offers the Latest in Cutting-Edge Technology

*by Mandy Nolen, Marketing Director, Nozzle Nolan, Inc.*

Many Florida trees are susceptible to aphids, mites, whitefly and a variety of other harmful pests, which sometimes leave us with a difficult decision—spray the tree and kill every insect on it or leave the insects alone and let the tree get eaten.

Traditional foliar sprays indiscriminately kill all insects, but if harmful pests are left to feast on a plant they will cause damage and put unnecessary stress on the plant. The good news is that there is a simple solution that allows us to get around this dichotomy.

Systemic root injection allows beneficial insects to live on the tree while killing only the injurious pests. This is possible because it only kills the pests that feed on the plant. Another benefit of root injection is that it eliminates “pesticide drift” so that 100% of the treatment is used on the intended plant, and there is no waste or unintentional spraying.

A plant’s nutritional needs can also be taken care of systemically. In fact, applying fertilizer via root injection is a great option because it avoids runoff and spillage onto impervious surfaces, which are the most important factors in properly applying fertilizer. Well-nourished plants are less apt to be affected by insect pressure, as well as harsh environmental conditions such as drought. So, a routine fertilization should be a part of your lawn maintenance.

Root injection is great for all trees (with the exception of fruit and nut bearing trees) and is especially useful for large trees that are hard to reach vulnerable parts or that would require a large quantity of foliar spray. 🌍

*For more information about Systemic Root Injection, please visit Nozzle Nolan at [www.nozzlenolen.com](http://www.nozzlenolen.com).*



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# KEY WEST MUCH MORE THAN “MARGARITAVILLE”

Conch Republic to Hold Eco-Summit for Sustainable Business

by Glenn R. Swift

Most people wouldn't think of Key West as the center of the planet. The last island in the string of land points trailing southwest from the Florida mainland is more often described as a place of artists and t-shirt makers, a laid-back locale with bonefish in the bay and endless bottles of beer on the wall.

But if a small but influential group of people has its way, Key West will become known as the place where a global environmental movement was born, bringing together corporate and business executives, policy makers and environmental stakeholders, to work together to find real solutions to a host of environmental challenges.

The initial effort is scheduled for Nov. 2-5 in Key West during EcoWeek. The summit is called “EcoSummit for Sustainable Business” (<http://ecoweekfloridakeys.com>). It's more than a meeting of tree-huggers. Participants include Ed Russo, Project Director for Trump International, Terry E. Lewis, Esq., representative of more than 50 regional and local governments, Jeremy Lawton Susac, President and CEO of the Real Energy Strategies Group, and Bill Macdonald, film producer and former team member on Jacques Cousteau's Calypso.

The EcoSummit, to be held at the Tennessee Williams Theatre in Key West, will cover such topics as the power of business to make positive change, positioning your company

and yourself in the “green” marketplace, energy at a crossroads, the impact of plastic on ecosystems, and a session on responsible oil drilling in the world's coastal waters. There will be brainstorming sessions for participants and, on the final day, some fun in the sun.

Registration for the summit is \$375. One-day packages are available for \$150. Reservations can be made at:

<http://ecoweekfloridakeys.com>

“It's appropriate that this should start in Key West and spread around the world from here,” said Christi Allen, Co-founder and Media Relations Coordinator. “We are vulnerable to oil spills, sea-level rise due to climate change and degradation of the oceans. From where we stand, we are the center of the planet.”

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# EcoSummit

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Claude Ouimet, Senior VP and GM, Interface FLOR

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Dr. Jennifer Languell, President, Trifecta Construction

### The New, New Thing: Positioning Your Product, Process or Service in the New Green Marketplace

Dr. Honey Rand, President, The Environmental PR Group

### Climate Disruption: It's Your Business to Be Ready

Dr. Stuart Pimm, Duke University

### Businesses: The Power to Change Everything for the Better

Tia Diaz-Balart, President, EcoChamber

### Energy at the Crossroads: Coastal Oil Drilling: Is It Worth It?

#### Coastal Oil Drilling Forum

Jorge Pinon, Former president, Amoco Oil Latin America  
Dr. Ed Overton, LSU Professor of Environmental Science  
John L. Fiveash, Counsel for Lewis, Longman and Walker, PA

### Legislative Panel

Senator Mike Bennett, Representative Jeff Clemens,  
and Representative Ron Saunders  
Moderator: Terry E. Lewis Esq.



# A REALLY GREAT WAY TO WASTE YOUR MONEY

by Richard Hawkins



The marketing of bottled water has been described as the “Greatest con of the 20th century!” When did it become normal to pay for a safe natural resource that is virtually free to us? Think about this... You will probably pay about \$1.50 for a small bottle of

Fiji water at many stores—the same amount of gasoline costs about \$.36. Does that make sense? We pay more for water in plastic bottles than for bottles of domestic beer. What are we thinking!

Tap water is actually tested more safely and more rigidly regulated than bottled water. Bottled water is causing large scale environmental issues and takes 2000X more energy to produce than tap water.

The misguided belief that water in plastic bottles is a good idea currently reaps \$15 billion a year from American consumers. We drink more water from plastic bottles than nearly every other beverage, just a close second behind carbonated soft drinks.

The volume of PET bottles emptied for single use water is a staggering 50 billion a year in America—about 167 per person each year. About 30 billion of these get thrown away—\$1 billion worth of plastic ends up in landfills, but an incredible amount ends up in nature. Large volumes of plastic material have been found in “The Great Pacific Garbage Patch” and other ocean gyres. Plastic breaks down into small pieces and is killing animals that mistake them for food. As these get smaller, they are even getting into the food chain of the tiniest creatures. Luckily, PET plastic eventually breaks down completely—in 400 to 1000 years!

Plastic bottles are (with a few exceptions) made from petroleum oil. The production of them creates 100 times more emissions than glass bottles. Now I’m sure you have also heard that chemicals tend to leach from plastic bottles into their contents, especially when exposed to heat. In fact, endocrine

disruptors from this source have been tied to multiple health problems, and many types of bottles have been banned. Even though I am seriously concerned about the impact of bottled water on our planet and our health, it is the cost of this product that puzzles me. Why is so much of our income being spent on an item where a better alternative is available for free?

While tap water is a better alternative, it can be even more improved with add-on filters mounted in line or even on the faucet, using refrigerator water filters and even filtered pitchers. Need to carry your water? There is an easy solution—an endless variety of reusable water containers are available.

Do your bank account and the environment a favor and break the bottle habit! 🌍



Richard Hawkins is the Co-founder of Localecopia—a nonprofit organization based in Palm Beach, Florida focused upon bringing businesses, producers, educators and government organizations together for the purpose of lessening our carbon footprint by supporting local product consumption, helping operations better utilize waste and bringing together individuals to help achieve sustainable business practices. For information about Localecopia, please visit [www.localecopia.org](http://www.localecopia.org).





# A HOLISTIC APPROACH TO ENERGY SAVINGS

by Sean Cochrane

I recently went to a family home in Palm Beach Gardens to quote them for a solar power unit as the family was looking to reduce their power consumption, take advantage of the 30% federal tax credit and maybe even delve into the rebates on the offer from FPL.

Once we got talking and I examined the family's recent power bills and power usage, it was obvious that they were better off investing in a solar hot water unit or an efficient hybrid heat pump water heater, rather than a more costly solar power unit. This was due to their unique lifestyle and wise power usage. After a short

evaluation, we were able to show them how to make a smaller investment on a more efficient hot water unit that would provide them a greater return than immediately going for the solar power unit.

As a result of this decision, the family will now be able to put the savings made by the new hot water unit towards the future purchase of a solar power unit. This experience made my happy clients realize the benefit of an in-home energy assessment and the holistic approach to energy efficiency. Of course, we are all different; our houses are different and require unique solutions. One size does not fit all with most things, and this applies to energy-efficient products as well. If you are living in an older home or are building a new home, with energy prices spiraling upward now is the time to look at what features you can incorporate for immediate cost-saving benefits, as well as explore options for down the road to improve the running cost of your home.

You might be surprised at how some small changes (such as a "water heater blanket" or garage door insulation) can be cost neutral and provide a great benefit. I am pleased to note that people often comment upon how energy-efficient products can increase the value of their homes. This shows that people are now more interested in purchasing well designed homes with greener and energy saving attributes. It also proves that they are willing to invest a bit more now to generate ongoing energy and green house emission

savings in the years to come.

If you are looking to reduce your power bill, reduce your carbon footprint or make an investment in the future, you should consult an expert in the field of energy efficiency and have them look at your unique situation. Most reputable energy-efficient products companies will offer an in-home "energy assessment" service, which is basically a mini-energy audit designed to highlight where energy has been overused or wasted and suggest what products will best be suited to your situation and budget.

**Parting Tip:** If you are building a new home, now is the time to talk to your builder about which energy saving or energy-creating features you could incorporate at the construction phase to deliver immediate and long-term energy/cost-saving benefits. Even if it is not in your immediate budget, making your home "solar ready," which is simply pre-wiring it for the installation of solar PV at a later date, can save thousands of dollars in retrofitting costs.

*Scott Cochrane is the Co-founder of SuperGreen Solutions, one of Florida's premier advisors, suppliers and installers of domestic and commercial energy-efficient solutions. For more information about SuperGreen Solutions, please visit [www.supergreensolutions.com](http://www.supergreensolutions.com).*





# Florida's First Energy Efficient Products Store

SuperGreen Solutions - your one-stop energy efficient products shop. Visit our state of the art showroom to see these products in action and learn how they can pay for themselves by reducing your energy bill.



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# THE PRECIOUS PUMPKIN

*by Sharon Quercioli*

The wonderful days of autumn are upon us. Having grown up in Ohio, this special time of year brings back many rich and wonderful memories...leaves changing, hot apple cider...and Halloween. Thanks to my dad and brother Ron, our house was always the most decorated in the neighborhood with all kinds of spooky looking stuff: skeletons, monsters, cob webs and of course scary music. Dad and Ron were always dressed in the scariest looking costumes you've ever seen. They were so scary looking that some of the younger kids in the neighborhood were too frightened to visit our house! Then there was Louie, my adorable Shih-Tzu, who would run to the door with a plastic pumpkin full of candy every time the door bell rang. These precious memories come alive every Halloween.

And while this season of goodies and goblins is sure to include a pumpkin or jack-o-lantern or two, before you trash that carved pumpkin on your porch, think again. The pumpkin has much more to offer than crooked smiles and a menial filling for holiday pies. Pumpkin is one of the most nutritional foods available year round. Rich in antioxidants, vitamins and minerals, both the flesh and seeds of the pumpkin provide many health-boosting nutrients.

## **Health Benefits of Pumpkin**

Alpha-carotene and beta-carotene are potent antioxidants found in pumpkin, as are pro-vitamin A carotenoids. Vitamin A promotes healthy vision and ensures proper immune function. The beta-carotene in pumpkin may also reverse skin damage caused by the sun and act as an anti-inflammatory. Alpha-carotene is thought to slow the aging process, reduce the risk of developing cataracts and prevent tumor growth. Carotenoids also boost immunity and lessen the risk of heart disease.

Pumpkin is an excellent source of fiber; one-half cup serving contains 5 grams. Fiber helps reduce high blood pressure and lower bad cholesterol levels, protect the body against heart disease, control blood sugar levels, promote healthy digestion and assist in weight loss. The vitamin C in pumpkin boosts immunity and also aids in reducing the risk of heart disease and in lowering high blood pressure and cholesterol levels. Pumpkin is also a good source of vitamin E, which promotes healthy skin by protecting the body from sun damage and may reduce the risk of Alzheimer's disease and certain cancers.





The potassium found in pumpkin is necessary for energy production and aids in balancing fluid levels in the body, as well as promoting strong bones. Pumpkin is also rich in magnesium, which aids the body in hundreds of functions, including promoting a healthy immune system, contributing to bone strength and normalizing heart function. Pantothenic acid, or vitamin B5, is also found in pumpkin. Vitamin B5 helps balance hormone levels and manage stress. Then again, the vegetable has a laxative action, being useful in cases of dyspepsia and constipa-

tion. Pumpkin juice is also useful in cases of insomnia, having a number of sedative properties.

#### **Pumpkin Seeds**

While pumpkin flesh is nutrient-rich, pumpkin seeds also contain essential vitamins and minerals for the strongest therapeutic effects. Pumpkin seeds are a good source of vitamin E, iron, magnesium, potassium, zinc, and an excellent plant-based source of omega-6 and omega-3 fatty acids. These help in eliminating intestinal parasites, cleaning blood vessels, adjusting cho-

lesterol levels and stimulating kidney activity. In treating cancer, leukemia, sclerosis, or various diseases hard to cure, pumpkin seeds have an energizing role.

#### **How to Use Pumpkin**

Fresh pumpkins are typically only available during fall and early winter; however, canned pumpkin is just as nutritious as fresh. Fresh pumpkin or canned pumpkin puree can be used to make soups, muffins, breads, puddings and smoothies. Pumpkin seeds can be eaten as a snack, used to top salads or added to sautéed vegetables.

#### **Spicy Roasted Pumpkin Seed Recipe**

- 3 cups pumpkin seeds
- 1 tsp. ground cinnamon
- 1/2 tsp. ground cloves
- 1/2 tsp. nutmeg
- Salt to taste

Clean pumpkin seed and allow to dry for at least three hours. Spray a flat non-stick cookie sheet with Pam. Spread pumpkin evenly on pan and sprinkle with seasonings. Bake at 375 degrees for 15 to 20 minutes, stirring several so seeds do not stick or burn. Watch carefully. Test with fork to see if done; when crunchy remove from oven.

#### **Black Bean and Roasted Pumpkin Salad Recipe**

Pumpkin doesn't always have to be a desert food. Enjoy it in a fresh salad with black beans, lots of crisp veggies, and a zesty lime dressing. This recipe makes for a hearty lunch or a light dinner.

- 2 cups cubed pumpkin
- 1/4 cup olive oil, divided
- 1 clove garlic, sliced
- 1 (15 ounce) can black beans, drained rinsed, drained
- 1/2 cup cherry tomatoes, halved
- 1/2 cup sliced red onion
- 1/4 cup sliced cucumber
- 1/4 cup sliced celery
- 2 tablespoons chopped parsley
- 2 tablespoons fresh lime juice
- 1/2 teaspoon salt
- 1/2 teaspoon black pepper

Roast the pumpkin: preheat oven to 400 degrees. Toss pumpkin in 2 tablespoons olive oil with garlic and place in a glass baking dish. Drizzle 3 tablespoons water in dish and bake until softened for 20 minutes. Remove and cool.

Prepare the salad: combine black beans, tomatoes, onion, cucumber, celery and parsley in a large bowl. Add remaining 2 tablespoons oil, lime juice, salt and pepper; toss to coat. Add cooled pumpkin, toss gently and serve.



# GARDENING

## PEARLS OF WISDOM FROM THE GREEN GODDESS

from Sharon Quercioli

*Quote of the Month:* **“Sing like nobody’s listening; love like you’ve never been hurt; dance like nobody’s watching.”**

**A**fter the cold winter frosts melts away, the earth is renewed with life. Landscapes are lush and green, and springtime inspires feelings of being alive again. It’s the perfect time to rekindle a relationship with a friend or discover a new outdoor hobby, such as gardening.

Whether you grow flowers or herbs, the most important tip is to keep harsh chemicals away from your plants because they not only harm the environment, but your family and home as well. A great alternative to hazardous chemicals are therapeutic-grade Essential Oils. The following tips come straight from the experts at the Young Living Lavender Farm in Mona, Utah and will help you learn how to use es-

be found at a garden store. Spray solution on or near infected plants. (Note: For best results put the soap in as your final ingredient.)

Lavender Essential Oil works as a soil amendment to improve growing conditions for your plants. At the Young Living Farm in Mona, they have found that lavender is a great compost material. The late winter, during the dormant period of a plant’s life, is a great time to prune and put out compost. In the early spring, it will be easier to incorporate the compost into the soil.

Cinnamon and Thieves® Essential Oils act as organic alternatives for getting rid of weeds. Take care to apply them only to the weeds, as these powerful and potent oils may harm your valuable plants.



Remember that gardening is hard work, yet fun and rewarding. Be willing to sweat in the heat, dig through the dirt, fight weeds and bugs, but also remember to enjoy the warmth of the sun, the richness of the soil, and the splendor of life and beauty. 🌍

Putting 1-3 drops of oregano, basil, or thyme essential oil in a 24-ounce spray bottle full of water can be effective as a bug repellent. For an even more effective solution, blend a clove of garlic and add it to the solution along with 2 teaspoons of insecticidal soap, which can

*To purchase Essential Oils and other natural, health-related products, go to [www.youngliving.org/owwmedia](http://www.youngliving.org/owwmedia).*

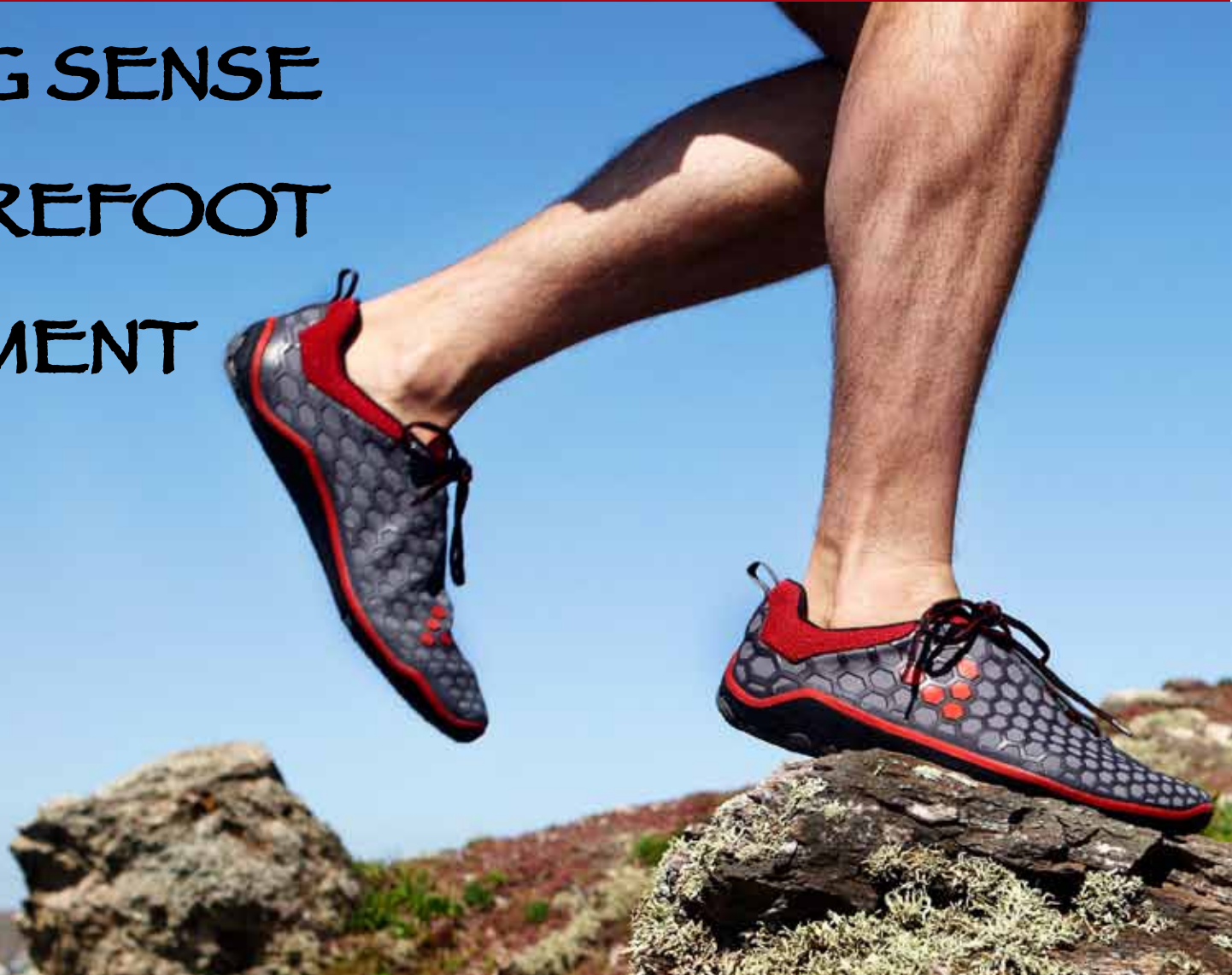
*The Essential Oils (Lavender, Peppermint, Cinnamon, Oregano and Thyme) can be found by scrolling down to the bottom of the page.*



# KEOLA HEALTH

## MAKING SENSE OF BAREFOOT MOVEMENT

by George Thomas



**W**ith 200,000 nerve endings, 33 major muscles, 28 bones, 19 ligaments; the human foot is a biomechanical masterpiece.

In the last 40 years we have been led by a common misconception that cushioned, padded sneakers are better. Despite all the developments in sports shoe technology, an estimated 79% of people give up running because of injury—a movement that should come naturally. However, unless you were brought up in an un-

shod, chair-free environment, you are likely to be lacking in certain physiological qualities and biomotor skills for running. Barefoot running is a skill that has to be learnt. The modern human being is generally disconnected with nature; so, we need to relearn how to run.

No heel, no midsole, no arch support, no gimmicks! VIVOBAREFOOT helps encourages us to move as million years of evolution intended—barefoot.

In 2004, Terra Plana became pioneers of the barefoot movement by launching VIVOBAREFOOT, the first minimalist shoe with a patented, ultra thin puncture resistant sole that offers maximum sensory feedback and maximum protection.

Keep in mind that 70% of your brain's information for movement comes from the nerves on the soles of your feet. The more you can feel the ground, the greater your body's understanding of its surroundings and natural movement.


In 2010, the American Academy of Physical Medicine and Rehabilitation and Harvard University released studies to support the opinion that running barefoot reduces injuries, reserves energy and improves technique.

As scientific support for barefoot health grows, so does demand for VIVOBAREFOOT, which features the most comprehensive line of minimalist shoes on the market. The VIVOBAREFOOT difference is in the sole. This state-of-the-art manufacturer make a series of constructions specifically designed for varying elements, terrains and activities. From high performance off-road and trail running shoes to work and kids shoes, VIVOBAREFOOT offers a total lifestyle solution for the whole family and options for transitioning from walking to sports.

As with all Terra Plana products, VIVOBAREFOOT footwear is produced sustainably us-

ing recycled, locally sourced materials, with efficient and eco-friendly production techniques, in independently monitored ethical factories. Sustainable, it must also be comfortable and durable in quality and style.

Keola Health & Well-Being Studios offers many cutting-edge health alternatives for your feet. VIVOBAREFOOT is just one brand in their collection. Remember, we exercise everything else with our body, why should we ignore the feet? When the foot is being used the way nature intended it to be, it will naturally strengthen the muscles in your feet and lower legs—thus preventing injuries to the body in the future.

VIVOBAREFOOT has many styles: running, walking, boating, fishing, hiking, golfing and beach running. So, come visit Keola Health & Well-Being Studios today and get connected with the ground with VIVOBAREFOOT— just like nature intended. 



# KEOLA

HEALTH & WELL-BEING STUDIOS

*For more information about Keola Health & Well-Being Studios in Palm Beach Gardens and their cutting-edge approach to helping the body to heal itself, please visit [www.keolahealth.com](http://www.keolahealth.com).*



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# DEVELOP YOUR ESP FOR BUSINESS

by Suzanne Kovi, Author, Speaker, TV Host

**W**hat does it mean to develop your ESP in business? I will tell you that it DOES NOT mean a mental trick that can provide you with a bird's eye view into the mind of your prospect, although this would be a great asset, and, when someone figures out how to do this, I would gladly help market it and make millions. But until this product hits the market, let's consider what ESP in business really means and how YOU can use it to make YOUR millions.

**ESP is your Expertise in Speaking Performance.** If you are in business, you ARE a speaker. What do businesses need to keep their doors open? Customers! How do we find them? There are many avenues we can pursue to reach our potential customer, but if you want to truly grow your business fast and build a strong referral base, learn how to speak about your business to the right customer, in the right way, so it creates win/win results. How do we do this? Master these top five skills and you will be on your way. Never forge; however, that to be an expert at anything you have to practice, train and master the craft of delivery.

1. Have a clear intention about your message and the end call to action before you head into any business meeting, networking event or communication setting. If you are confused, so will your customer. A confused customer does not buy.
2. Your power lies in the listening. Be the first to ask, "What do you do?" Listen for the answer and the hidden cues that help you connect to their needs. This is a powerful skill that will save you time and money. Rapport builds your referrals as well.
3. Body language and the hidden dangers. Maintain good eye contact, keep a comfortable distance between you and your customer, too much head nodding, vocal interjections and non-essential input

will greatly influence the end result.

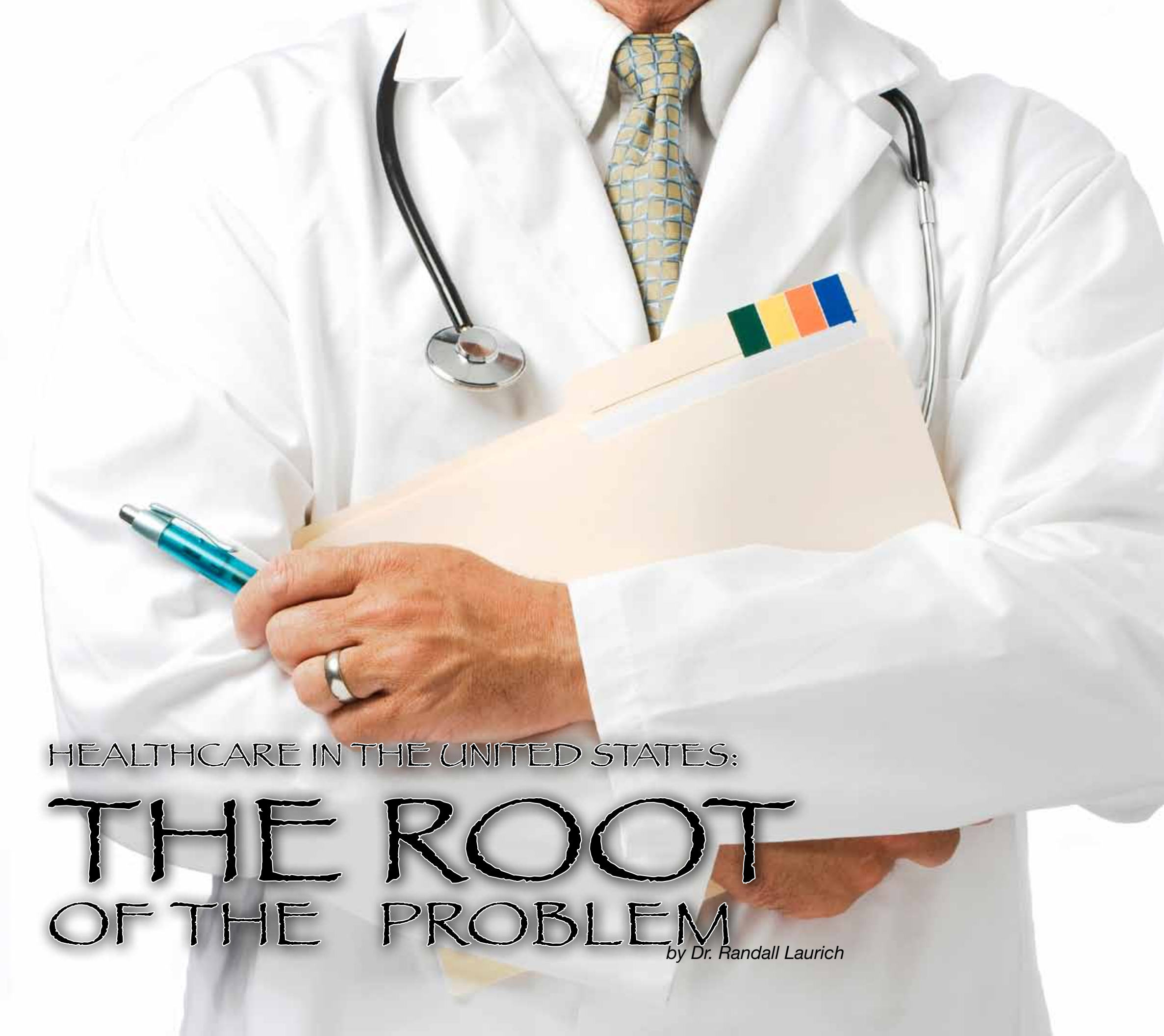
4. Share what you do in TEN seconds or less. This has exploded my business and all my clients because it cuts to the chase and opens the door to further dialogue. Don't give away all your information, just enough to entice interest.
5. Close the deal. If a customer shows interest, don't give your card...get their card first. They will usually not call you back, but if you have their card be sure to follow up.

There are many skills that business people must master to be powerful presenters in business and these five points are a great place to start. If you feel as though you are ready to master speaking to grow your business, then seek a program and coach who is proficient and has many years experience and one who can help YOU create your unique style. 🌍



Suzanne Kovi is the founder of Staging Your Success. To learn more about how Suzanne can help you grow your business through speaking, visit [www.StagingYourSuccess.com](http://www.StagingYourSuccess.com).





HEALTHCARE IN THE UNITED STATES:

# THE ROOT OF THE PROBLEM

by Dr. Randall Laurich

**M**edical errors and iatrogenic events are leading causes of death in the United States. In fact, according to a 1994 study published in the Journal of the American Medical Association 180,000 people die each year partly as a result of an iatrogenic injury. This is the equivalent of three jumbo jet crashes every two days!

So what's the problem with our healthcare? We are spending too much money (trillions) on drugs and care that is killing us and not enough on prevention and wellness care. I am not saying that certain medicines and procedures do not play a huge role in saving lives, but we are being misled to believe we have no other options. The United States is one of the wealthiest nations, yet ranks 37th in overall healthcare performance according to the World Health Organization. It's time for a change, a change that will help prevent people from being sick, a way to strengthen the immune system and not shut it down. This type of care has been around for hundreds of years. The type of care is Wellness.

So what is wellness? Wellness is a choice – a decision you make towards optimal health. Wellness is a way of life – a lifestyle you design to achieve your highest potential for well-being. Wellness is a process – a developing awareness that there is no end point, but that health and happiness are possible in each moment, here and now. Wellness is a positive acceptance of oneself. Wellness is the interaction of body, mind, and spirit – the appreciation that everything we do, think, feel, and believe has an impact on our state of health.

There is a growing body of evidence that wellness care provided by doctors of chiropractic may reduce health care cost, improve health behaviors and enhance a patient's perceived quality of life. Until recently, however, little was known about how chiropractic adjustments affected the chemistry of biological processes on a cellular level.

In a landmark study published this week in the Journal of Vertebral Subluxation Research (*JVSR*; [www.jvsr.com](http://www.jvsr.com)), chiropractors collaborating with researchers at the University of Lund found that chiropractic





care could influence basic physiological processes affecting oxidative stress and DNA repair. These findings offer a scientific explanation for the positive health benefits reported by patients receiving chiropractic care.

So most people are fearful of chiropractic, but we have the lowest malpractice insurance cost and the lowest report of injury in healthcare. Chiropractic has also kept up with the times; there is computerized technology used to evaluate and adjust the spine without pain or discomfort ([www.proadjusterlifestyle.com](http://www.proadjusterlifestyle.com)). An infant or a 99-year-old person with osteoporosis can be adjusted with this equipment, or many other techniques that are much less invasive than traditional chiropractic. Most people ask why do I need to continue to visit a chiropractor. Well, maintenance care may be once a month or four times a month depending upon the persons physical, chemical or emotional stress levels. We are all subjected to these stresses, which lead to subluxation – the misalignment of a vertebra, which puts pressure on a nerve, causing interference to the message from the brain to the body.

So, please find a doctor in your area and seek out ongoing chiropractic care, which will help lower healthcare costs and improve your quality of life.

Chiropractic is typically covered by insurance, however most maintenance care may not be covered. 🌍

*Dr. Randall F. Laurich is a local chiropractor who stands out in his community by using computerized technology to analyze and treat the spine. He has been recognized in his community with service distinction award and tries to set himself apart by maintaining quality personalized care for all of his patients. He has a solid background in nutrition, exercise therapy and other advanced quality of life training. His purpose for care is to provide his patients with the best alternatives for treating and preventing the true cause of the problem and not just masking the symptoms. He has advanced training in ProAdjuster chiropractic care and DRX 9000 care, each of which are advanced technologies and some of the most effective advanced treatment procedures.*

*The Wellness Experience of Wellington  
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[www.wellness-experience.com](http://www.wellness-experience.com)*



# ACUPUNCTURE & HERBOLOGY

## HOW DOES IT WORK?

by James Hanlon

Acupuncture and herbology are effective in treating just about anything because of the holistic context in which the human condition is observed, diagnosed and then treated. The patient is viewed as a collective series of eco-systems that are in a relative state of balance or imbalance! Mental, emotional, spiritual and physical aspects of the patient's life are all considered equally. Patients may have energetic deficiencies in particular systems and/or excesses in others, each of which can cause imbalances, sickness

and eventually disease. Treating these issues with acupuncture and herbology is the practice of preventative medicine, activating the body's inherent healing capacities, often harmonizing a conflict before it has the chance to become actual disease.

In looking at how Eastern Medicine works, we must first consider the points, channels and organ systems of the acupuncture network. There are 365 acupuncture points located on twelve main channels of energy.

These channel systems have a very natural and symmetrical structure: six channels originate in the visceral cavity and flow out towards the four limbs and head, and six channels flow up into the visceral cavity from the four limbs: three channels on the outside of the arms and legs, three channels on the inside of the arms and legs. Each channel also "homes" to an internal organ like "the Liver Channel" or "the Heart Channel."

Points are needled to acquire a "qi" sensation along the specific channel chosen in the treatment strategy, either to treat a local pain or address a deeper dynamic that is effecting the functioning of the internal organ associated with that channel, or both. Acquiring qi establishes contact with the body's energetic field and is a bit like tapping into a system of neural electrical impulses, but broader in scope. If we look to science and consider our body's composition it becomes clear why acupuncture works so well. Lean muscle tissue contains about 75% water by weight. Blood contains 95% water, body fat contains 14% water, and bone has 22% water. Skin also contains a fair amount of water. Overall the human body is about 60% water in adult males and 55% in adult females! Therefore, when we insert a stainless steel needle into a living system of water and electrical impulses, the needle conducts the electricity, having a local, regional and possibly global effect upon the patient.

For example, there is a fairly well known point

located in the fleshy part of the hand between the thumb and index finger. This point is wonderful for treating pain in this part of the hand, and because the channel it's on flows up through the musculature in the wrist, arm, shoulder, neck, face, and head, it is also excellent in treating pain in these areas. This channel "homes" to the large intestine so intestinal disorders are treatable by needling this point as well. These dynamics replicate in each of the other eleven channels and their corresponding internal organs, forming an extremely comprehensive energetic network for addressing virtually any type of healthcare issue. The herbal medicine in the pharmacy of Eastern Medicine also works this way, with certain herbs going to different channels and organs in the body, targeting different areas of the body, often at different levels, working in conjunction with the acupuncture protocols. 🌍

*James Hanlon A.P. is a licensed Acupuncture Physician at Shenque Healthcare, in West Palm Beach, Florida. His background is in Sport Psychology, Depth Psychology, Taoism, and Tai Chi Chuan. He has authored many articles and produced many workshops about: The Psyche and Chinese Medicine, The Extraordinary Vessels, The Tao of Addiction, Tai Chi Chuan, The I Ching, and The Art of the Dream.*





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# Northern Palm Beach County Chamber Holds WOMEN IN BUSINESS TEA

by Tess Lozano,  
NPB Chamber Marketing Director  
Photography by Donna Goldfarb

The Northern Palm Beach County Chamber of Commerce held a Women in Business Tea on Tuesday, August 23. The event featured guest speaker, Kelly Smallridge, President & CEO of the Business Development Board of Palm Beach County. More than 100 guests attended the event to hear Kelly give an update on the Business Development Board’s recent projects and share her insights on balancing a family life and demanding career. The event also included a “best hat” contest.

## Upcoming NPB Chamber EVENTS

DoNTOWN AT THE GARDENS HOSTS FREE ART FESTIVAL  
*New Location for 6th Annual Art in the Gardens (October 15 & 16)*

The seed has been planted for a record-breaking Art in the Gardens this year when the sixth annual outdoor art festival takes up roots at Downtown at the Gardens on Oct. 15-16. The free two-day event will include a new Halloween-themed ArtiKids area complete with “spooky” carousel rides to the tune of holiday music and a Youth Art Gallery. A Latte Fun and Resource Depot will also offer Halloween-inspired arts and crafts. Presented by the Northern Palm Beach County Chamber of Commerce, Art in the Gardens offers premier family-friendly entertainment with more than 70 local artists, live music and delicious food.

Festival hours are 10 am – 5 pm on both Saturday, October 15 and Sunday, October 16. Complimentary parking will be available onsite.

WOMEN IN BUSINESS “ANNUAL WOMAN OF THE YEAR” AWARD  
The event is a luncheon at Jupiter Beach Resort on October 25 to honor the recipient.

Dr. Jean Wihbey of Palm Beach State College will speak on leadership attributes of the women nominated/selected. The NPB Chamber has a form that could be included with your electronic version in a link. Deadline for submission is October 1.

For more information about Art in the Gardens or the Woman of the Year award luncheon, please visit [www.npbchamber.com/aitg](http://www.npbchamber.com/aitg) or call (561) 748-3946.



*The 2011-2012 WIB Executive Board*



*Donna Goldfarb and Cathy Peduto-Muzzio*



*Dr. Jean Wihbey, Kelly Smallridge and Sharon Quercioli*





*Nancy Mobberley and Kelly Smallridge*





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# “NEXT WAVE” EXHIBITION

## at Lighthouse ArtCenter in Tequesta Features Young Artists

Photography and story  
by Amy Woods  
North County Current

Ceramic artist Eric Burke is a 22-year-old Tequesta resident who painstakingly recovered from a debilitating car accident and re-gained his focus on pottery.

Chris Eliades is a 25-year-old Jupiter resident whose keen interest in clay has led him to experiment with kiln techniques and abstract designs while working on his one-of-a kind creations.

Nick Whipple, a 29-year-old Hobe Sound resident, developed his own medium of expression – 35mm slides – and won second place for a piece called Buddies in the “Next Wave: Young Contemporary Artists” exhibition at Lighthouse ArtCenter.

“I started this series originally because I didn’t have studio space,” Whipple said. “I was living in an efficiency the size of a closet.” His miniature canvases are home to all sorts of mixed media: theatrical gel, burlap, cheesecloth and human hair.

The “Next Wave” exhibit at the Tequesta gallery featured a collection of works by young artists under age 35. It concluded last month. Now on display: “Photo Now!” – a photography show; “Le Petit Art Exhibition,” a menagerie of miniatures; and “SoFlo Ceramics Invitational Exhibition.”

“These three exhibitions really highlight the range of talent in our area,” said Katie Deits, Executive Director of the ArtCenter. “That’s the job of a local museum.”

New instructors at the center include cartoonist Pat Crowley, painter Hugh O’Neill, tile fabricator Diane Hutchinson and photographer David Randell.

For more information about the Lighthouse ArtCenter, please visit [www.lighthousearts.org](http://www.lighthousearts.org).



Next Wave artist  
Eric Burke, Chris  
Eliades and Nick  
Whipple

Lighthouse ArtCenter’s  
newest instructors include  
painter Hugh O’Neill, tile  
fabricator Diane Hutchinson,  
photographer David Randell  
and cartoonist Pat Crowley.







*Penny Robb, Tracey Roedl and Jim McLaughlin of the Lighthouse ArtCenter*



*Shirley Kent, Barbara Broidy and Nina Fusco of the Lighthouse ArtCenter*



*Longtime staff member Evelyne Bates, with new hire Gina Rhodes*





## SeaFood Festival

Seafood prepared the way it was meant to be! The Lake Park SeaFood Festival, Saturday, November 12. Bring your family and friends to enjoy the day with great tasting seafood and side dishes. This FREE event takes place on beautiful Downtown Park Avenue, just west of US1 in Downtown Lake Park from 11am - 5pm on this Saturday.

Mark the date on your calendar for the Lake Park Seafood Festival, for a fantastic day of food, plenty of entertainment and fun for everyone! For more information, call 561-840-3122. The Lake Park Seafood Festival will be waiting for you!

**SEAFOOD FESTIVAL**  
**TOWN OF LAKE PARK**

# LAKE PARK

## SEAFOOD FESTIVAL

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*Free Admission*

Seafood prepared the way it was meant to be, along with great tasting side dishes and plenty of entertainment, guarantee a fantastic time for the whole family and all of your friends! Put the Lake Park Seafood Festival on your calendar now. The grouper, snapper and dolphin will be waiting for you!

**For additional information call 561-881-3338 or 561-840-3122**

**Directions to Seafood Festival**

From I-95: Exit at Northlake Blvd. East and proceed 1.4 miles to 10th Street, just beyond the railroad tracks. Turn right at the traffic light and drive .7 miles to the second traffic light. Follow signs to parking area.

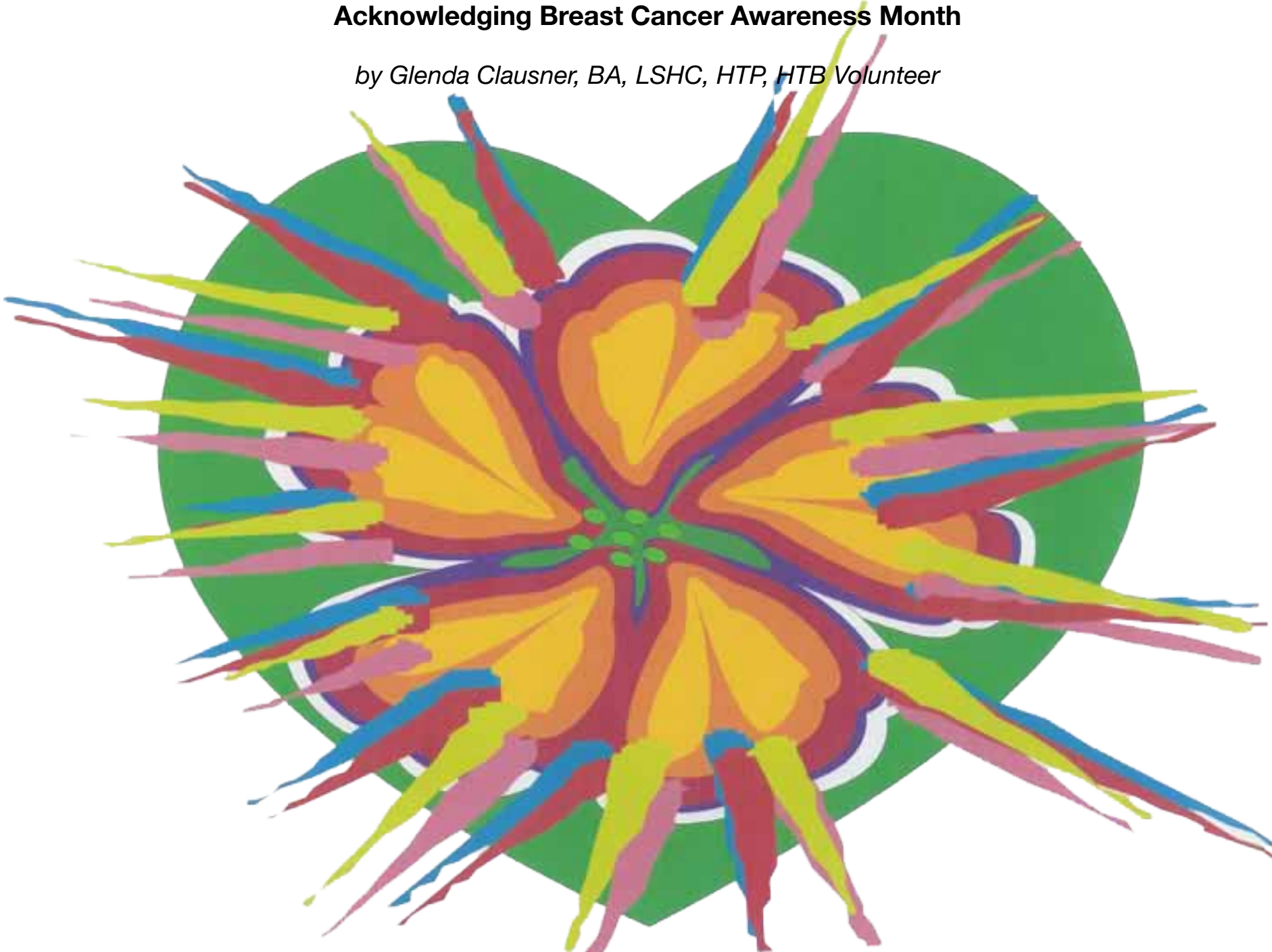
From US1: Turn west from US1 at Park Avenue, opposite Kelsey Park, and follow signs to parking area.



# A "BUDDY'S" GIFT

Acknowledging Breast Cancer Awareness Month

by Glenda Clausner, BA, LSHC, HTP, HTB Volunteer



Our collective attention sharpens every October to all aspects of breast cancer, its causes, affects and treatments. From my perspective as a Healing Touch Buddies (HTB) volunteer, I find myself on the front lines, supporting those challenged with this epidemic disease that has touched all of us in some way. It's highly likely that you know of someone recently diagnosed, in treatment, who has recovered or has not survived breast cancer. Rather than feeling powerless to help when it seems pervasive, being a HTB Volunteer allows me to make a difference in how one person experiences a

breast cancer diagnosis and treatment.

Surgeons, oncologists, patient navigators and support group facilitators refer patients because they've seen the positive results when a Healing Touch Buddy is present for their patient. Our HTBs are from all levels of conventional and integrated medicine, clergy and the healing arts, all with a minimum of 50 hours HT instruction before being considered to volunteer for our program.

Initially, a careful match is made between a HTB volunteer and the breast cancer patient. If surgery is planned, HTB may provide a surgical coaching module from the Beyond Surgery Program® as well as Healing Touch twice monthly for one year, free of charge.

By being included in the team of physicians, nurses and other healthcare providers, I am able to provide holistic support, softening the hard edges of treatments with healing touch, providing a quiet space for rest, renewal and repair for mind, body and spirit.

I am there to offer relief from the possible side effects of chemotherapy and radiation, easing nausea, pain, anxiety and depression. Healing Touch sessions normally are about an hour, depending upon the mutual goals for the visit. All are clinically documented with a measurable outcome to monitor a patient's progress.

My client and I completed our year together,

during which we developed a close professional relationship of mutual respect, education and kindness. Together with intention, including Active and Reflective Listening, we were able to raise her self-esteem and help her regain a positive attitude. She experienced overwhelming relief and relaxation from gentle and sacred healing touch. I taught self-healing techniques that she incorporated into her daily practice of pursuing wholeness and well-being. Grounding and centering exercises gave tools for balancing mind, body and spirit with meditation and intention.

Healing is enhanced knowing that we have an internal drive toward wholeness. Using a gentle touch, an open heart and a compassionate ear, we set our intention to bring one's entire system, mind, body, emotion and spirit into full harmony and balance. When we allow our body's natural healing wisdom to do its job, it will.



Please join me in connecting with a small gesture of kindness in observance of National Breast Cancer Awareness Month. 🌍

Support the work of Healing Touch Buddies  
DONATE @ [www.healingtouchbuddies.org](http://www.healingtouchbuddies.org)  
or call (561) 741-1671 for information.



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*Florida Atlantic University*, founded in 1961, is currently serving 28,000 degree-seeking students on seven campuses and sites located along the state's southeastern coastline. The University's student body, which ranks as the most ethnically and culturally diverse in Florida's State University System, includes many men and women of non-traditional age. Long known as an outstanding teaching institution, FAU is rapidly developing as a hub of cutting-edge research, particularly in the biomedical arena. This process has been accelerated by the University's partnerships with three internationally known biomedical research organizations, the Scripps Research Institute, the Torrey Pines Institute for Molecular Studies and the Max Planck Society. FAU's Charles E. Schmidt College of Medicine recently received preliminary accreditation and welcomed its charter medical school class for fall 2011.

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These plantable cards will grow anywhere during any time of year. In the cooler months, plant the cards in a small pot with a light layer of soil by the window inside the house. In the warmer months they can be planted outside in a pot or in the ground. Keep moist and the cards will grow beautiful wildflowers right before your eyes!

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# VERO BEACH AUTHOR LAUNCHES THE PLATINUM PROJECT

## ***MEN in the 21st Century***

by Glenn R. Swift

Originally from Michigan and the first of twelve children, Cynthia Hurst grew up in northwest Detroit. She earned a bachelor's degree in social work and a master's degree in labor relations from Michigan State University in East Lansing, where she chose to live for many years following her studies. Over the years, her careers have included bookstore management, government relations for Lear Siegler Corp. (where she heard of Vero Beach for the first time in association with what was at that time their Piper Division), and as Procurement and Contracts Manager for the Michigan Department of Corrections.

In 1998 her life completely changed when she remarried. Her husband, Richard, is a successful inventor who has developed designs and building machinery for the pharmaceutical industry—though he has patents in several areas. Their subsequent move to Vero Beach gave Cynthia the chance to pursue creative interests, learn gardening in the semi-tropics, and continue her studies in Tai Chi and French. After the infamous 2004 hurricanes Frances and Jeanne, the Hursts purchased a home in the Blue Ridge Mountains of North Carolina, offering an entirely new eco-getaway within a day's drive of their beloved Vero.

Cynthia's and Richard's wedding promise was to make each other's dreams come true. Cynthia wanted to travel, and this led to a whirlwind European honeymoon, a fabulous time in Italy and a life-long love affair with

France. The couple began traveling frequently (for business and pleasure) to destinations all around the globe, ultimately leading Cynthia to a newfound love—travel writing. The result was *Turn Left and Keep Going Straight*, followed a year later by *Travels with Dick and Cindy*. Both were big hits locally, with particular support from the Vero Beach Book Center and broadcast media. Cynthia sold books herself, too, attending numerous book fairs, literary events and author signings while learning the “ins and outs” of the publishing industry.

While walking one morning, it occurred to Cynthia just how many interesting women she knew and to whom she wished to give voice—and to use those voices to inspire others. Her next book, *The Diamond Project: Ordinary Women Leading Extraordinary Lives*, featured essays from 45 women aged 13 to 95 from all over the world and all walks of life. At a book signing for *The Diamond Project*, someone asked her what was next. “I’m thinking of writing about the men,” Cynthia replied. Shortly thereafter, Yale Divinity graduate and contributor Elizabeth Frazier approached her and said, “You’ve got to write about the men. They are hurting. They need something.”

*The Platinum Project: MEN in the 21st Century* was born. The men featured in her new work are all people that Cynthia knows and who she asked to write because they possess a certain platinum quality. They have found a way to combine passion and play with work





and livelihood. Originally, all men were hunters and all women were gatherers. So, Cynthia wanted to show the range of choices today with regard to what men do, where they find adventure and how they continue to express that ancient need to be the hunter in a modern technological world.

Both projects are really about the evolution of consciousness, a fascinating subject for the author. Are we as individuals, as a society, as a planet, in a state of stasis? Have we lost advancement in favor of the power struggle? Cynthia finds evidence that those who overcome this dynamic have an unending source of energy, building, creation and meaning in everyday things that permit life to continually unfold. Throughout the book hope is ever-present with all the contributors setting a clear example. Undoubtedly, they are different from each other in a number of ways, but with common threads throughout.

Cynthia did not want to focus solely upon the serious and profound. She strives to portray men in all their guises, from a young man (her son) who loves to fish, describing the joys and the lessons learned from the sport, to someone who survived the Islamic Revolution in Iran and lived to tell the tale. There's funny stuff, too, like Jack Downs of Ft. Lauderdale, who begins by writing a spy novel sequence that segues into a shipwreck off the coast of Madagascar. ("Oh yes, and I was naked.") The book ends with a 25-year-old who climbs mountains for a living. This suits the theme

of reaching for higher ground, ties the other stories together and concludes on a note of color, youthfulness and passion.

#### **Digital/Electronic Media**

"Of course I have mixed feelings about this subject because I am from the book generation, a reader who has loved the look, smell, feel and experience of books since I was a young girl," Cynthia says. "But I have really tried to embrace modern technology and have done a fair job at using the remarkable tools and means of communication at our disposal today. E-mail, cell phones and Facebook have kept me connected to my two sons. My husband can work anywhere in the world if he has a phone and a computer. I love writing on a word processor and researching on the Internet. The access at your fingertips is simply amazing. I am a big customer of our community bookstore, but I also welcome digital media, its vast audience and the ease of having my books available to someone at the touch of a button—and for a nominal price."

What is the ultimate purpose of *The Platinum Project*?

"In the end, my goal is not fame and fortune. My goal is getting the message out, conveying the energy and the eternal song of my books to others—lots of others." 🌍

For more information about Cynthia Hurst and *The Platinum Project*, please visit [www.cynthiahurst.com](http://www.cynthiahurst.com).





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# PALM BEACH POPS KICKS OFF 20TH SEASON

by David Quilleon

Bob Lappin & The Palm Beach Pops will kick-off Opening Night for their 20th concert seasons with The Great American Songbook Spectacular featuring, for the first time ever, television star Tom Wopat, direct from Broadway's hit, *Catch Me If You Can*, will be featured along audience favorite, world-famous Big Bands' songstress, Lynn Roberts. They will be performing your favorites from the Great American Songbook, including songs by Harold Arlen, Irving Berlin, Jerome Kern, Frank Sinatra, Doris Day, Judy Garland and more.

Tom Wopat may be best known as the free-wheeling Luke Duke on the TV series *The Dukes of Hazzard*. Wopat went on to perform in the Tony Award-winning *City of Angels* and *Guys and Dolls*, and received a Tony nomination for creating the role of Frank Butler in the Broadway revival of *Annie Get Your Gun*, opposite Bernadette Peters. In 2008, Wopat returned to Broadway as Tom Hurley in *A Catered Affair* with Faith Prince and Harvey Fierstein. Wopat has also become a successful recording artist with many albums to his credit, including *A Little Bit Closer*, *Don't Look Back* and *Consider it Swung*.

Those who have shared musical moments with Lynn Roberts are grateful that she has prevailed as one of the few stars to bridge the decades. Roberts started her exciting career with Charlie Spivak at the age of 15. Songbird Roberts spent one year with Charlie, a year with Vincent Lopez, five years with Tom-

my and Jimmy Dorsey, ten years with Benny Goodman and four years with Harry James. Roberts is proud of her distinction of being the only girl singer to have sung with all the superstar band leaders. She also shared the spotlight with Sammy Kay for a year and a half, on the ABC-TV show *Music From Manhattan*. Her career momentum led her to stellar performances throughout the United States, Europe, Japan and Israel.

Producer Michael Bennett featured her as Marlene in the Broadway production of *Ballroom*. It was there that the critic Rex Reed said "Lynn Roberts sings like an angel, and the way she handles 'Dreams,' the evening's best song, is a thing of pure beauty." In recent years Roberts has performed with over 40 symphonies throughout the U.S. and Canada, and been featured in numerous major productions ranging from specials to Judy Garland, George Gershwin, Doris Day, Songs of World War II and tributes to Benny Goodman, Harry James, Frank Sinatra and Tommy Dorsey. 🌍

Concerts for The Palm Beach Pops begin November 4 and 5 at the Kravis Center in West Palm Beach, November 7 at the Eissey Campus Theatre at Palm Beach State College in Palm Beach Gardens and November 8, 9 and 10 at the Carole and Barry Kaye Performing Arts Center at Florida Atlantic University in Boca Raton. Tickets start at just \$29 and are available by calling (561) 832-7677 or visiting [www.palmbeachpops.org/songbook](http://www.palmbeachpops.org/songbook).





# BOB LAPPIN & THE PALM BEACH POPS 20<sup>th</sup> ANNIVERSARY



# Bob Lappin & The Palm Beach Pops

## 2011-2012 Concert Tickets Now On SALE



### American Songbook Spectacular November 4-5 and 7-10, 2011

Kicking off the 20th anniversary celebration with your favorites from the Great American Songbook including songs by Harold Arlen, Irving Berlin, Jerome Kern, Frank Sinatra, Doris Day, Judy Garland and more. With world famous Big Bands songstress, LYNN ROBERTS & Palm Beach Pops Big Band



### The Music of Burt Bacharach, Cole Porter & More Nov. 29-30 and Dec. 1-2 & 4-5, 2011

Showcasing the music of American composers Burt Bacharach and Cole Porter in a concert that is sure to be a favorite with hits like *Alfie*, *Night and Day*, *What The World Needs Now*, *Let's Fall in Love* and *Wives & Lovers*. Featuring lead singer for Bacharach for over 15 years, JOHN PAGANO.



### An Evening with Clint Holmes January 6-11, 2012

Back by popular demand, CLINT HOLMES will join us for a night of standards from the Great American Songbook. An outstanding entertainer, Clint is sure to engage our audience again with his magnetic personality and incredible charisma on stage.



### Wonderful World: A Salute to Louis Armstrong February 6-8 & 10-12, 2012

Join The Palm Beach Pops in honoring the legacy of Louis "Satchmo" Armstrong with *Hello Dolly*, *Wonderful World* and *Mack the Knife*. Hailed by critics as one of the world's finest trumpet players, LONGINEU PARSONS joins us along with Broadway superstar and Tony Award Winner, LILLIAS WHITE.



### The Genius of George and Ira Gershwin February 29 and March 1-3 & 5-6, 2012

The Palm Beach Pops will *Strike Up The Band* and celebrate the *Fascinating Rhythm* of the brilliant brothers whose compositions like *Rhapsody in Blue* bridged the world of Tin Pan Alley, Broadway, Hollywood as well as Symphony Halls.



### The Magic of Broadway & Disney Favorites March 29-31 and April 1-3, 2012

A Palm Beach Pops tradition, delight in the music of Broadway's greatest hits featuring Broadway stars LEA SALONGA, Tony and Drama Desk Winner, known as the singing voice in Disney movies and for *Miss Saigon* & *Les Mis*, as well as audience favorite DAVID BURNHAM of *Wicked* & 2007 Helen Hayes Award winner.

## Tickets Start at \$29. Call 561.832.7677

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# Meet the Team...

## SHARON QUERCIOLI

Sharon Quercioli is a highly successful entrepreneur with over 20 years in the recycle industry. The former Vice President of Static Control components, Inc. and four-time president of her own companies, Quercioli is widely recognized as a marketing guru and has consulted numerous companies across the United States. In 2004, Quercioli founded Sprouts, Inc., an innovative company that uses 100% recycled paper embedded with flower seeds to create a diverse array of eco-friendly products including greeting cards, book-marks and unique marketing pieces that grow flowers when planted. In 2009, Sprouts was named Small Business of the Year by the Northern Palm Beach County Chamber of Commerce, and in 2010 the company received recognition by the U. S. Chamber of Commerce for being one of the leading small businesses in the country.

Co-Founder & President



## DORI BEELER

A native Southern Californian, Beeler graduated with a BFA from Cal State University Fullerton in 1995. Since graduating, Beeler has worked professionally in graphic design for numerous companies and ten years ago founded her own firm, where she served as operating project manager and senior graphic designer. Her vast experience ranges from developing Web sites to designing high-end craft books.

Art Director



## GLENN SWIFT

Glenn Swift has been a feature story writer and editor for a number of high-end publications across the United States, and over the past decade has established himself as one of South Florida's leading journalists. Holder of a B.B.A. in Finance from Stetson University and a Master's Degree in European History from the University of Central Florida, Swift was the Winner of the Florida Magazine Association's Bronze Award for Excellence in Writing and is a member of Phi Alpha Theta, the International History Fraternity. Swift has interviewed many of the biggest celebrities in the Arts & Entertainment world and is renowned for his in-depth knowledge in that field. He has also hosted several radio shows, all of which focused on his passion for entertainment. From 2005-2007, Swift served as Managing Editor of Newport Beach, California-based Advisys, Inc., one of the nation's most highly respected e-publishers for the financial services industry.

Co-Founder & Editor-in-Chief



## KRISTIN PURCELL

Kristin is a native Northern Ohioan with over 15 years in operations as a Client Services Manager. The majority of her managerial experience has been with the insurance industry where today she is still a licensed insurance agent in Ohio. "I am thrilled to have the opportunity to work with a state-of-the-art digital magazine focusing upon the Art of Living Green!"

Kristin is no stranger to green initiatives as she worked vigorously with two insurance agencies helping them transition to a paperless environment. "It is really important to me to recycle and do as much as possible to save our precious planet. I have two young children and teach them every day the importance of living green for their future and the future of their children."

Operations Manager





# Meet the Team...



Photographer

## ROBBY ANTONIO

Robby is a native South Floridian who holds two bachelor degrees in Management Information Systems and Marketing. His background in photography started at an early age shooting with the inspiration from his family and friends. Under the tutelage of a great teacher in high school and some extremely talented friends, he has honed his craft to capture life through a viewfinder. Robby continues to pursue his passion as a freelance photographer shooting with friends, travelling, and as an active member of the Freelance Photography Studio in West Palm Beach. He views each shoot as a new challenge, never knowing what he can expect when he gets there. So far with Our Wonderful World he's shot in 9° temperatures for ICE! at the Gaylord Palms Hotel in Orlando and in the rain at the Worth Avenue Christmas Tree Lighting Ceremony.

"Photography is an adventure, and you can never be afraid to do what it takes to get the shot."

## ALICIA DONELAN

Alicia Donelan is a native Texan who has lived and worked in South Florida for seventeen years. She holds a Masters Degree in Photography from New York University in conjunction with The International Center of Photography in New York City. Donelan's photography is best expressed in her destination weddings and lifestyle portraits for private clients in Palm Beach, New York and Dallas, as well as numerous high-end publications throughout the United States.

Photographer



## MISSY STRAUSS

Missy Strauss is a Vice President of Eco Advisors and the host of Radio Green Earth, South Florida's first all environmental talk show. She is a sustainability consultant working with clients to develop programs for their businesses, vendors, supply chain and facilities through corporate social responsibility programs, operational procedures, strategic planning and marketing. Strauss is currently the Vice Chair of the Palm Beach/Treasure Coast Branch of the U.S. Green Building Council South Florida Chapter and an adjunct faculty member at Palm Beach State College on the subjects of Sustainability, Green Programs and LEED. When off the green circuit, she spends her time exploring the joys of life with her husband Paul and her two wonderful daughters, Sabrina and Gabrielle.

Contributing Columnist



## JOHN POGGI

John Poggi is an environmental scientist and the Founding Principal and President of Eco Advisors, LLC, an environmental services professional focusing upon environmental, sustainability and green building solutions, CEO of the Green Earth Environmental Education Foundation, a nonprofit media corporation promoting environmental stewardship through education, and Executive Producer of Radio Green Earth, an environmentally focused radio program produced for public radio.

An environmental professional with over 30 years experience in South Florida, Poggi is a member of the U.S. Green Building Council, a Registered Environmental Manager and a Florida licensed environmental contractor. Poggi routinely lectures on sustainability and environmental subjects to a wide variety of audiences, including government, education, healthcare and commercial development industry representatives.

Contributing Columnist