



# Our Wonderful World

The Art of Living Green

October, 2012  
Volume 3 :: Number 10



Do You Like It  
Raw?

Reach for the  
Sun

Waste Not,  
Haunt Not!

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Our Wonderful World  
Volume 3 Number 10



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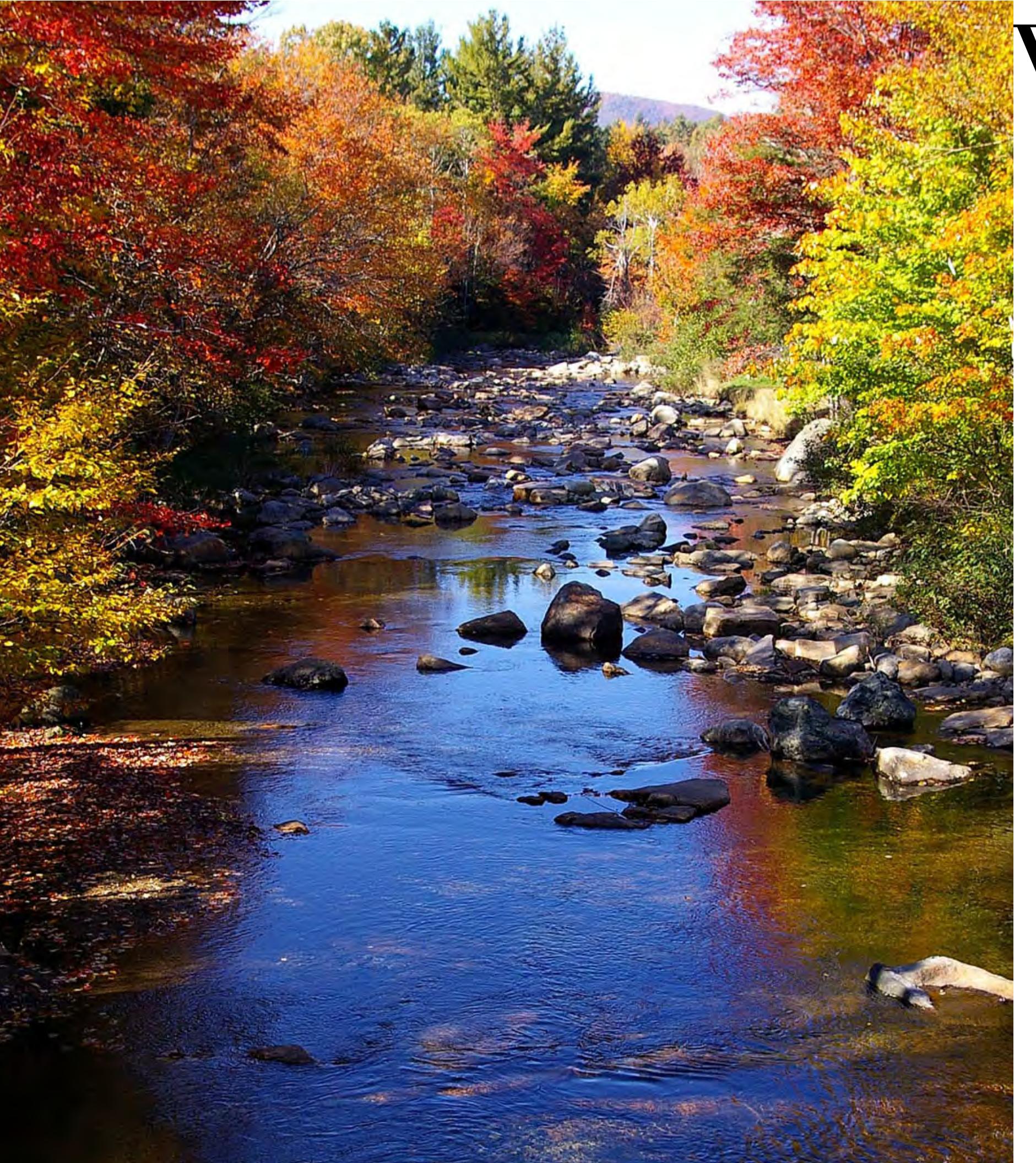
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Welcome to the October, 2012 issue of **Our Wonderful World**, Florida's leading green digital magazine. Our cover story, "Do You Like It Raw?" by Teresa VanDyk Marshall, explores the recent raw food trend and the many benefits of munching on living cuisine. This great story also highlights a few of the most popular raw food markets and eateries right here in South Florida.

Sean Herbert's "Reach for the Sun" reveals the secrets of some of nature's most nutrient-rich, natural foods, and the Green Goddess enlightens us in "Pearls of Wisdom" about the healing power of the Magnolia Tree. Thanks again to the Goddess for settling the score in Eating Well as to which is better: Iceberg or Romaine.

Sarah Spicer shows how jewelry can shield, empower and inspire, and Marlene Mier gives us some great advice as to the true cause of most back pain—and what we can do to get just the right treatment.

Richard Hawkins does a great job in

assuring us that organic food truly is worth any extra cost, and John Carr of JRC Consulting shares some tips on what you need to do after you've joined your local Chamber of Commerce. Kudos to Sandra Frens of Sprouts! and "Waste Not, Haunt Not" for some really great tips about how to have a sustainable Halloween. Last, but not least, thanks to our energy expert, Scott Ranck of FPU, for giving us a first-class gas lesson!

Of course, we've got a whole lot more in store for you, too! So, get clickin' and enjoy the latest issue of **Our Wonderful World!**

Sincerely,



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FROM THE PUBLISHERS

# Do You Like it Raw?

## Uncooked Cuisine & Harnessing the Power of Living Nutrients

by Teresa VanDyk Marshall



We love it raw! Vegetables, fruits, nuts and more are just so delicious—even without being cooked!

Some of our readers are very much so believers in the raw food trend while others would like to know a bit more about it. This article is dedicated to both exploring the benefit of munching on living cuisines and sharing with our readers a few popular raw food markets and eateries right here in our own backyard.

Sure, it sounds great right from the start, fresh nutritious whole grains and vegetables, minimal heated-cooking costs and no more smells of last night's chicken dinner wafting through the house in the morning.

That said, proponents of the raw food trend help us understand that it is so much more.

### Wait, why am I eating my veggies raw?

After considering the facts, even those of us who have not gone completely "raw" certainly must see the value in integrating raw food diet principles into our weekly menus. When we cook our foods, we are (to one extent or another) breaking down the proteins and losing at least some of the nutrients as these foods heat up and/or oxidize.

New York Times best-selling author Jordan Rubin, in his book *The Raw Truth*, compiled a series of findings from across the medical community that emphatically show a diet built upon living nutrients can literally transform our health.

Benefits vary. Some who follow the diet strictly report greater mental clarity, less inflammation, higher energy levels and much more. Others report improved digestive function. For example, one health



## Well, fresh vegetable juices and hearty salads are just the start!

Some grains can be sprouted and rice can be soaked overnight to allow them to become digestible. Some soak nuts and seeds, believing this helps to activate their enzymes. “Not Tuna” salads often are a blend of raw foods, including nuts, seeds and other proteins, to create a tuna-like blend that is both refreshing and nutritious. Raw food preparation can include the use of tools including juicers, food processors and dehydrators, often with the goal to achieve the texture and flavor of cooked food.

## Where can I try out this raw cuisine?

Whether we are ready to go completely raw or not, there are quite a few cafes and restaurants dotting Central and South Florida nowadays that cater specifically to our raw food yearnings. Here are just a couple of hot spots right in our backyard:

Based in Winter Garden is **Café 118**. Their innovative menu includes items such as Shiitake Lasagna, Spicy “bean” burrito, Mexican Chopped Salad and a variety of smoothies and juices. Take the raw foodies’ cake!

A little south, in Plantation, we find **Greenwave Café**, offering flavorful raw, vegan pizzas, lettuce boat tacos and “no tuna” pate sushi rolls.

In addition to restaurants, raw food markets are sprouting all over. The best thing a raw foodie can do is bring home the freshest, nutrient rich foods and

study completed by researchers at Columbia University explored changes in quality of life markers after test subjects stayed at a raw vegan institute. The subjects were assessed upon arrival at the institute and then again several weeks after leaving the institute. Documented in the U.S. National Library of Medicine, their conclusions were that the stay did have a marked effect on improved overall mental well-being.

**So, do Raw Foodies really live on salad and naked fruit juice?**

prep them just before eating them. A green market helps us in this respect.

Of course, we are grateful to **Whole Foods**, **Publix Greenwise**, **Nutrition S'Mart** and a variety of local green and farmers' markets who supply us with Florida's finest produce each season. There's also **Josh's Organic Garden** located at the Hollywood Beach Boardwalk and 4th Generation Organic Market located in Boca Raton.

So, if you have not already done so, get to know your produce vendors and add a new raw food recipe to your menu this week or pick up a fresh vegetable juice or Not Tuna salad, and make it a fun and tasty adventure to harness the power of living nutrients for your body.





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GREEN GOINGS

# Northern Palm Beach County Chamber's Women in Business Hosts Annual Tea Author Andrea Claster Greenspan Featured as Guest Speaker

by Glenn R. Swift

The Northern Palm Beach County Chamber of Commerce presented the **Women in Business Annual Tea** on Tuesday, August 21 at the prestigious Frenchman's Reserve country club in Palm Beach Gardens. The event featured author Andrea Claster Greenspan as guest speaker. The popular media source discussed human behavior, gift giving and etiquette. Greenspan is the national spokesperson for major associations and corporations such as The American Floral Marketing Council, Clinique, Ameritech, Godiva, Hallmark, Motorola, Seiko, Sprint PCS, Starbucks and American Express Gift Cheques.

For more information about the Northern Palm Beach County Chamber of Commerce, please visit [www.npbchamber.com](http://www.npbchamber.com).



# Northern Palm Beach Chamber Hosts CEO Connection Event Featured Deborah Caplan, VP and COO of FPL



by Glenn R. Swift

On Tuesday, September 11, the Northern Palm Beach County Chamber of Commerce presented Deborah H. Caplan, VP & Chief Operating Officer of Florida Power & Light at their CEO Connection luncheon at FPL's main headquarters in Juno Beach.

Caplan is Vice President & Chief Operating Officer for Florida Power & Light Company, a subsidiary of NextEra Energy, Inc. She is responsible for the Transmission & Substation, Distribution and Customer Service business units, which serve 4.5 million customer accounts. Caplan accepted the position in May, 2011 after serving as Vice President of Integrated Supply Chain for NextEra Energy where she oversaw 450 employees responsible for sourcing and logistics of more than \$5 billion in goods and services annually. Caplan holds a bachelors degree in aerospace engineering from the University of Michigan and a masters degree in manufacturing engineering from Boston University. She resides in Palm Beach Gardens.

*For more information about the Northern Palm Beach County Chamber of Commerce, please visit [www.npbchamber.com](http://www.npbchamber.com).*



GREEN GOINGS

Northern  
PALM BEACH COUNTY  
CHAMBER OF COMMERCE



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# PEARLS OF WISDOM FROM THE GREEN GODDESS

## Magnificent Magnolia

*Beautiful Tree... Flower... Mood Support*

### *Quote of the Month:*

**Set peace of mind as your highest goal, and organize your life around it.**

**-Brian Tracy**

The Magnolia Tree is just a beautiful tree. One cannot help but look admiringly upon the deep bronze and rich green colors of its firm, medium-sized leaves and its gorgeous creamy flowers that smell like creamy citrus. As we walk through a variety of gardens, the Magnolia Tree always stands apart in its rich grandeur. Only recently did we discover that its beauty goes just a bit deeper than its looks.

Say Hello to Magnolia Bark Extracts—in a product called Relora®!

A friend of mine who is also a nutritionist shared a secret with me. When I asked for recommendations for herbs useful in managing stress, he was more than happy to tell me all about a supplement with Magnolia Bark extracts in it to help with periodic stress management. As it turns out,

two extracts from Magnolia Bark have very positive benefits to mood support: Honokiol and Magnolol. These extracts are combined to form the main ingredient in a patented herbal supplement called Relora. (The secondary ingredient in Relora is Phellodendron Amurense, which is also a tree native to the orient and used in Chinese medicine.) Most health food and vitamin shops seem to carry it.

*Some users have reported that it has helped them to lose weight.*

Previously, I had tried Vitamin B supplements, various homeopathic stress formulas and St. John's Wort. As it turns out, I must have been barking up the wrong tree.

When I first took Relora, I was amazed at how different I felt. Almost immediately after my first dose, there was an overwhelming feeling of calm and relaxation. In fact, I was a bit too relaxed—almost sleepy. However, over the next day or two, the sleepi-

ness wore off and was replaced by an overall peaceful feeling. Suddenly, I more comfortably coasted through stresses both at home and at work.

Some users have reported that it has helped them to lose weight. This could especially be the case if the weight gain was triggered by negative stress.

Because of its link to treating anxiety, it is contraindicated with the use of medications for treating depression and other mental health conditions without the prior approval of a physician. It's better to be safe than sorry.

Of course, everyone reacts differently to different things. If you are feeling a reasonable amount of stress and agitation like we all do, you may find that this herbal blend, courtesy of the majestic Magnolia Tree, will work wonders in helping to combat the damaging effects of negative stress. And just maybe you might look on the next Magnolia Tree you see with new appreciation for its gift to us who love its majestic beauty—as well as its bark.

WELLNESS  
WITH  
HEALTH



# Our Wonderful World Media & Entertainment, Inc. The Art of Living Green

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# Are You Paying the Price of Back Pain?

Lost Work Days | Limited Activity  
Sleepless Nights | Expensive Pain Killers  
Feelings of Irritability & Depression



the  
**back pain**  
coach

Marlene Mier MEd,CHES

The reality is that most back pain originates in weak, stressed or damaged muscles caused by a prolonged improper posture, coupled with STRESS, LIMITED or NO ACTIVITY, and other factors of our "modernized" world.

## Let's Get One Thing STRAIGHT!

Posture is NOT a concept.  
Posture is the Shape of you!

Posture is a result of how we hold ourselves while sitting, standing and moving, driven by our perfectly designed system of bones, muscles, tendons, ligaments and fascia, *the continuous web of connective tissue throughout your body.*

Are You Ready to

**CYCLE**  
Break the

of Back Pain

For nearly three decades, Marlene Mier, MEd, CHES, has successfully helped clients move beyond back pain, without surgery or drugs, through a comprehensive program which combines her study and practice in the areas of anatomy, physiology, psychology, and kinesiology.



In addition to holding a **Masters in Education** with focus on Health Promotion & Wellness, Marlene is also a nationally-certified **Health Education Specialist** with over 16 years experience in the **Spinal Health Industry** as a Trainer and Back Care Consultant.

**The BACK PAIN COACH** will teach you a comprehensive lifestyle program that will address the Physiological, Postural, Emotional, and Psychosocial components of Back Pain.

If you are ready to move BEYOND BACK PAIN, than don't waste another minute of your time or money, give Marlene a call today at **561-427-1054**, or visit **TheBackPainCoach.com**

# Understanding and Treating Back Pain

by Marlene Mier



Are you or someone you love struggling with Back Pain? The majority of the treatments people receive only address the symptoms of pain. Pain is merely a signal that something is wrong. Even if you get rid of the pain, the problem is still going to be there.

Most of the time, back pain, neck pain and sciatica take weeks, months or even years to develop. Usually, you're not aware of a problem until something starts to hurt. But rarely is back pain the result of a one-time incident. Barring an injury like a car accident, back pain typically doesn't happen overnight. And even if a fall or an accident did trigger pain for you, the fact is that before the event you likely had several "hidden causes" placing unnecessary strain on your body.

As a Nationally Certified Health Education Specialist with sixteen years in the spinal health industry training back care consultants, I have developed a comprehensive program to address the three major components to back pain: dysfunctional posture, muscular dysfunction and stabilizing the spine in "neutral spinal posture."



the  
**backpain**  
coach

Marlene Mier MEd,CHES

If you are FED UP with back pain and all it costs you, visit my website:

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Call me at (561) 427-1054 or e-mail me at [info@thebackpaincoach.com](mailto:info@thebackpaincoach.com). I can help!

Marlene Mier, MEd, CHES

The Back Pain Coach

# Eat Your Greens But Not All Greens are Created Equal Romaine vs. Iceberg

by Sharon Quercioli



Perhaps we have all heard at some point that Iceberg is just not as healthy as Romaine. Is there truth to that? What do the facts show? There are a lot of studies out there, but we found some common themes we'd like to share. Ultimately, if we are choosing between a bacon double cheeseburger and a Wedge salad, naturally, the Wedge is the way to go.

## Why switch to Romaine when prepping your favorite Iceberg lettuce salad?

What if we have a choice though when ordering our salads? It turns out some restaurants have already started serving Romaine as their default lettuce of choice. Others, like the Olive Garden, offer Romaine lettuce upon request. Why switch to Romaine when prepping your favorite Iceberg lettuce salad? Is it worth it? What do nutritional studies show?

Grab some tea or coffee, because we are going to do some number crunching. We will look at the numbers when comparing one cup of Iceberg to one cup of Romaine lettuce. It is worth mentioning that calorie-wise, they both weigh in a light and bright 8 calories each.



## Let's look at their treasure troves of nutrients, and see what we dig up.

- **Romaine is a better source of Potassium. Iceberg contains 78 milligrams of Potassium versus the 116 milligrams of Potassium in a cup of Romaine.**
- **Romaine is a better source of Vitamin C. One cup of Iceberg lettuce has 10 less milligrams of Vitamin C than Romaine.**
- **Romaine is a better source of Folate. Iceberg lettuce has 16 micrograms of Folate, while Romaine has 64 micrograms of Folate.**
- **Last but not least, Romaine has nearly 10 times more Beta Carotene than a one cup of Iceberg. Salad munchers derive about 164 micrograms of Beta Carotene in Iceberg compared to the 1,637 micrograms of Beta Carotene found in Romaine.**

Consider the fact that Romaine's dark leaves carry more phytonutrients than Iceberg. There are many types of plant nutrients that work together within the plant and strengthen it and these are called phytonutrients. In fact, Beta Carotene is considered one such phytonutrient. These phytonutrients, which demonstrate antioxidant properties, are especially valuable because of their ability to ward off ailments before they arise. So, by stuffing a salad with Romaine instead of Iceberg, you are actually working harder to boost your immune system.

Here is an interesting finding: the naturally occurring combination of Vitamin C and Beta-Carotene found in Romaine lettuce is proven to prevent the oxidation of cholesterol. Without oxidation of cholesterol, the sticky build up in artery walls that become a harmful plaque cannot form. Thus, greens enthusiasts may not even know it, but their Romaine salads help to dodge life threatening conditions such as arteriosclerosis, stroke or heart attack.

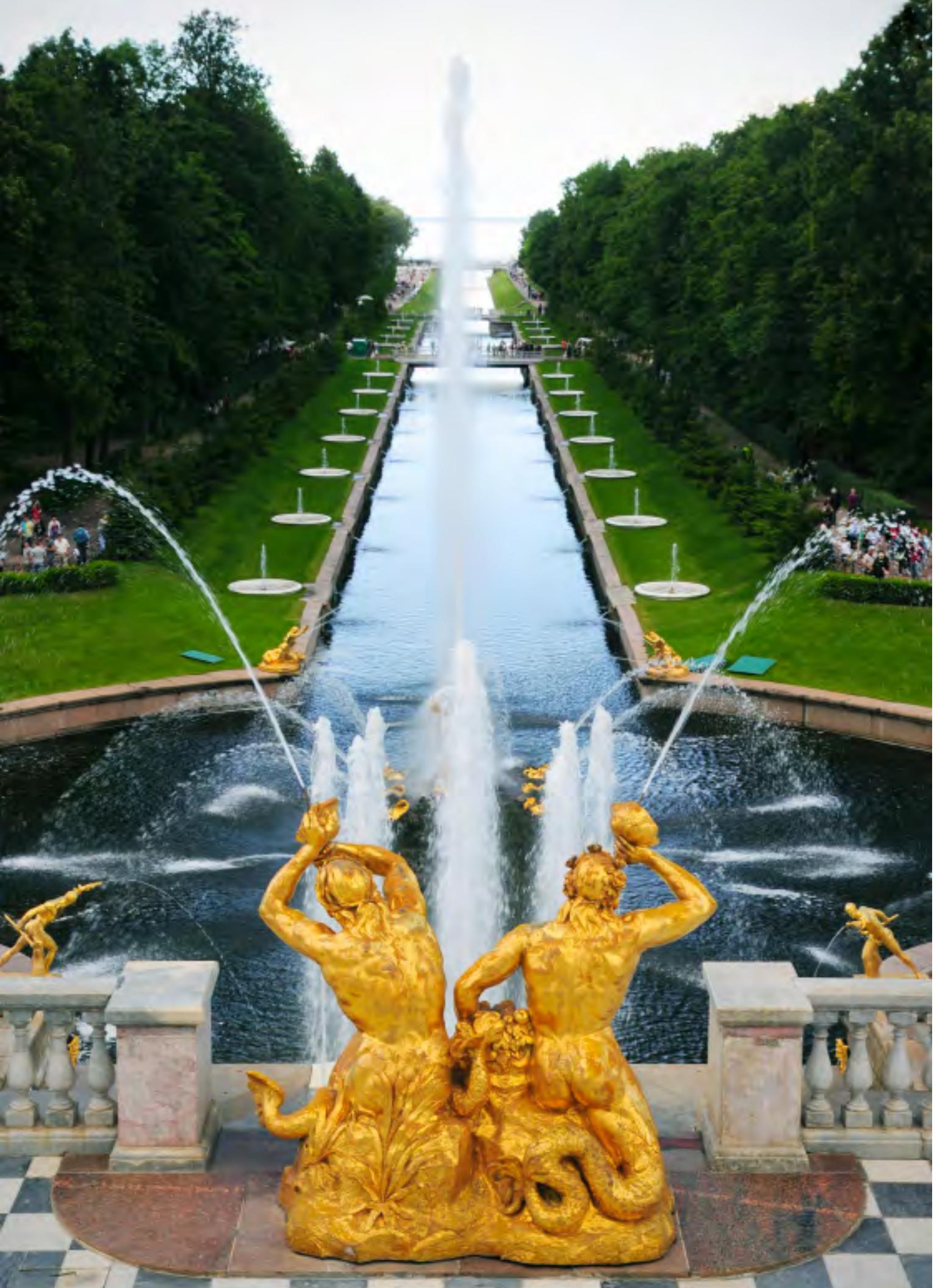
The fiber in Romaine adds another plus to its long list of benefits, helping contribute to the health of the digestive tract and normalize cholesterol levels.

Cynthia Stadd, a New York-based holistic health and nutrition counselor, shared her findings saying, "Dark green vegetables are the food most missing from modern diets. They...fight depression naturally."

Many natural-health advocates report that greens are energy-giving foods, increasing mental clarity and sustaining energy. So, all greens are not created equal. We've enjoyed sharing these findings with you and we wish you the best of health as you go about life—salad munching all the way, hopefully feeling a bit more informed.

EATING WELL





# A Fountain of Health and Wellness

by Teresa VanDyk Marshall

Water fountains are quite literally fountains of health and wellness.

We find fountains everywhere these days, from offices and lounge areas to home yards and wall décor. Fountains are generally very attractive to the eyes and ears. In fact, regarding sound, the soothing sound of falling water can be both pleasurable and practical by helping to drown out other undesirable sounds, such as nearby road noise or rumbling appliances.

**According to Interior Designer Stefan Lucian, there are several great reasons to add a water feature to your daily life space, including:**

- Stress relief and relaxation**
- The appearance and sound of flowing water is known to relax your mind, swipe away the stress and lower the tension in your muscles and joints. Being relaxed will make you feel more energized.**
- Negative ions**

When speaking of ions, negative is a good thing. Our bodies need negative ions and running water is known to generate these. Negative ions clean the air as they attract air impurities. Dust and dirt are attracted by the negative charge, and the air is purified. This allows us to breathe clean and healthy air, beneficial especially for those of us who are allergy prone. Furthermore, negative ions are also known to enter the blood stream and increase the serotonin level, which in turn helps to alleviate depression, relieve stress, increase energy and enhance overall mood.

## Improved sleep, work and study

The combination of tranquil and relaxing sound, along with the white noise effect, filter outs the background noises that create disturbance. Some people even need the white noise a fountain makes to fall and stay asleep! Indoor fountains assist in creating the perfect environment for study and work. They can be highly beneficial if placed in a student's room or at the working desk.

## Humidity

Not all of us suffer from low humidity, but many of us do. Low humidity is known to dry off everything, your eyes, your hair, your skin and even your mucous membranes. This, in turn, leads to dry eyes, nose and throat along with chapping and itching. Indoor water fountains are natural humidifiers. And unlike other humidifiers that force in too much of moisture into the air, indoor fountains are not known to over humidify.

Should you decide to build or purchase a fountain, who knows? You may also find improved health, mood and productivity also come your way. Indoor and exterior home fountains have been known to boost home resale value as well. If you decide you're able to work a fountain into your life space, you will surely enjoy the beauty and soothing quality they will bring you day after day.

WELLNESS

HEALTH

# Reach for the Sun!

by Sean Herbert



**"Why should I eat Sprouts?"** It has been my continued pleasure to answer people's questions on Sprouts and Sprouting, and invariably this question is usually the first to pop up. I could recite the health benefits, mineral and vitamin contents, but I usually like to start with a simple question: "Do you know where pharmaceutical companies get most of their ideas for new drugs from? **PLANTS!**

You can't patent a Sprout, so why not take some of the good attributes and make a synthetic copy and generate billions of dollars? Makes sense right? So why do we silly creatures try to perfect what is already perfect? We are en-vioned organisms and everything our body needs is naturally occurring (or growing) around us. Why not receive perfect nutrition instead of taking a pill or supplement containing one or two parts of the whole?

So what makes Sprouts so Great? It's not the vitamins, the nutrients or the fact that it's easily absorbed and digested by the body. (All of which are reason alone to include Sprouts in your daily diet.) What is most important is

the **ENERGY**, the **LIFE FORCE**, the **MIRACLE** that the **SUN, EARTH** and **WATER** infuse and transform a dormant seed into a vibrant Sprout!

Imagine a dormant seed placed in the fertile organic soil of the rainforest. First the growing process is activated by the rainfall and nourished by the soil. Once exposed to the SUN, the life force explodes into liquid energy called chlorophyll using the process called photosynthesis or **SUN INFUSED!**

Photosynthesis, from the Greek (photo) "light" and (synthesis) "putting together," is a process used by plants and other organisms to covert the light energy captured from the sun into chemical energy that can be used to fuel the organism's activities. Photosynthesis is vital for all aerobic life on Earth. In addition to maintaining normal levels of oxygen in the atmosphere, photosynthesis is the source of energy for nearly all life on earth, either directly, through primary production, or indirectly, as the ultimate source of energy in their food.

Have you ever heard a scientist say, we

**"If we could harness a percentage of the sun's energy, we could fuel the world forever!"**

The average rate of energy captured by photosynthesis globally is immense, approximately 130 terawatts, which is about six times larger than the power consumption of human civilization. Think of a Sprout as a battery infused by the sun's energy—a literal alkaline battery to fuel the human body with liquid sunshine!

Compare a Sprout to a young child... You can virtually see the energy bursting from each. A Sprout contains SIX times the energy of a dormant seed, and personally I think children possess even more! What do all the parents say about their children? "I wish I had their energy." Maybe you just need the right fuel. The next time you go shopping, **reach for Sprouts...and reach for the SUN!**



**gotsprouts?**

Sean and Jody Herbert own and operate GOT SPROUTS? The store phone number is (561) 689-9464 or you can visit [www.GotSprouts.com](http://www.GotSprouts.com). They deliver from Jupiter to Boca Raton and ship throughout the continental United States.

EATING WELL

# 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 puurfect 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.



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

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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.

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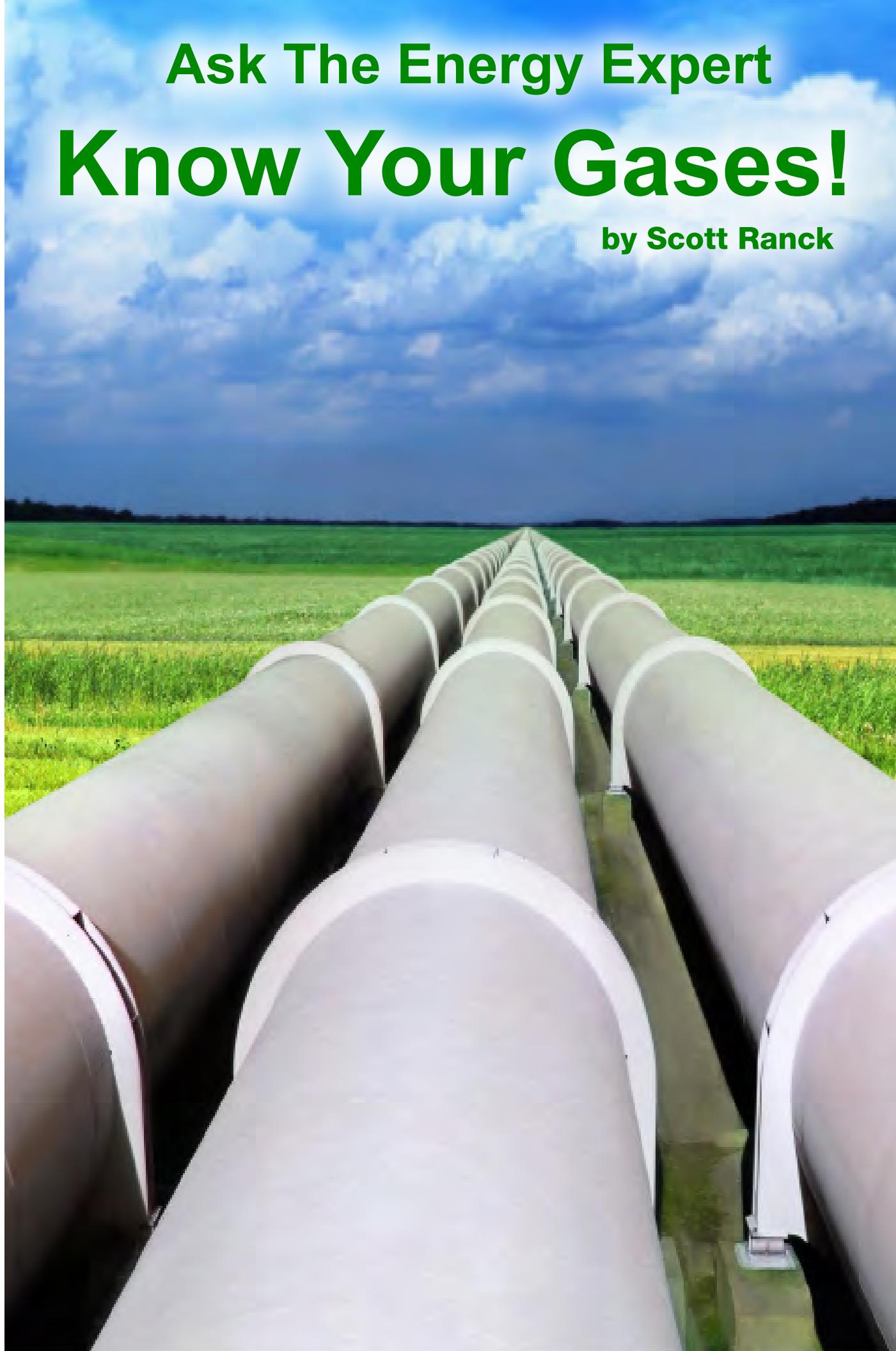
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# Ask The Energy Expert

## Know Your Gases!

by Scott Ranck



For now and the foreseeable future, America runs on fossil fuels. Quite regularly, I hear people talking about a variety of gas products and lump them all together as if they are all the same thing. I thought it might be helpful to give a brief overview of three gases quite common in our area and their differences.

First, let's look at the gas that fuels our cars. Gasoline is a byproduct of crude oil. According to the US Energy Information Administration, 90% of our gasoline is refined in the USA, approximately 45% in the Gulf Region. However, less than 40% of our crude oil that is processed to derive gasoline comes from our country. Things that can affect the cost of our gasoline are: the cost of crude oil, the cost to refine oil, local, state and federal taxes and marketing costs. Political unrest, politics and natural disasters also affect the cost of crude oil.

Natural gas is 95% domestic. That is, we discover and process natural gas mostly in the USA though we import a small percentage from Canada and Mexico. Natural gas is transported through approximately 2.3 million miles of pipelines. We have three major transportation lines that fuel

Florida with natural gas. Fifty-four percent of Florida's electricity is generated through the use of natural gas to fuel the generation process. All major cities in Florida have natural gas, but only 10% of our residences have access to natural gas. Most natural gas utilities are expanding to make their product available to more citizens. Common uses include heating, water heating, clothes drying, cooking, pool heating, outdoor kitchens and outdoor decorative lighting. Natural gas is the cleanest and most environmentally friendly fossil fuel. Natural gas is lighter than air and requires a very precise gas to air mixture to ignite. Natural Gas Distribution falls under the oversight of the Public Service Commission in Florida.

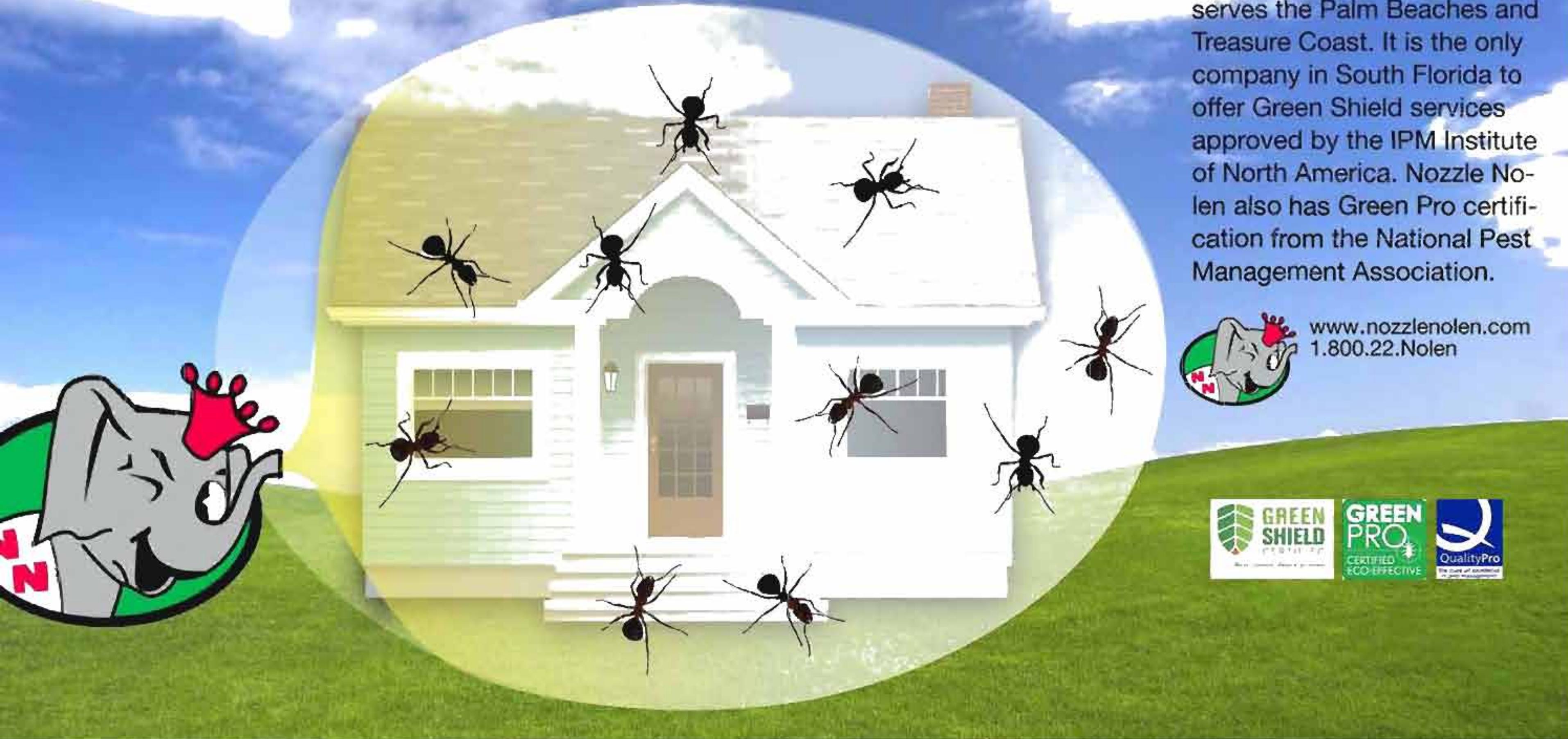
Liquid Petroleum, LP Gas and Propane all are referring to the same product. This gas is delivered by a propane truck often referred to as a "Bobtail." It is also sold in the container/cylinder many use for backyard grills. Propane is actually a derivative of natural gas and has a higher BTU content (NG 1030 BTU per cubic ft Propane 2516 per cubic ft). Because of this difference, appliances switching from one gas to the other need a conversion kit. Unlike

natural gas, which is piped to your home, LP Gas will be in a tank that could come in a variety of sizes. A standard size tank for a home or business ranges from 20-1,000 gallons. I have seen a whole subdivision serviced from a buried 30,000 gallon tank! The gas is actually put in the tank under pressure as a liquid, but it vaporizes inside the tank, and the vapor is what is actually burned. Propane can be used for all the same residential purposes as natural gas. To my knowledge it is not used to generate electricity at the industrial scale. Propane is heavier than air and will "lay" on the surface of the ground or water. It is used in movies for fire scenes on water. This gas falls under the oversight of the Bureau of Liquefied Petroleum, which falls under the Department of Agriculture. All three gases are combustible and safety precautions must be used.



*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 [sranck@fpuc.com](mailto:sranck@fpuc.com).*

# Protection You Can Count On

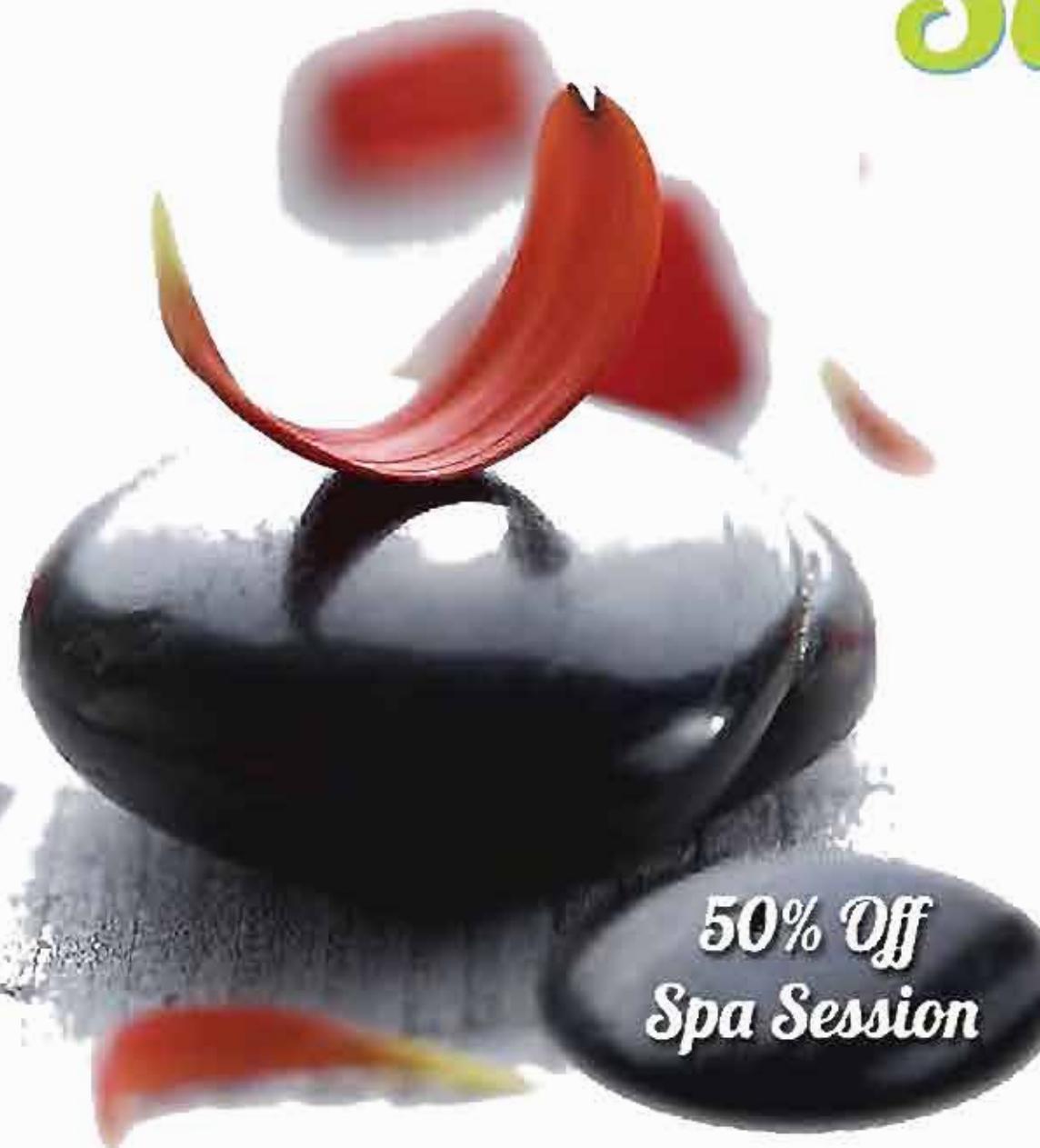


Nozzle Nolen Pest Solutions was green back when it was just a color. Nozzle Nolen serves the Palm Beaches and Treasure Coast. It is the only company in South Florida to offer Green Shield services approved by the IPM Institute of North America. Nozzle Nolen also has Green Pro certification from the National Pest Management Association.

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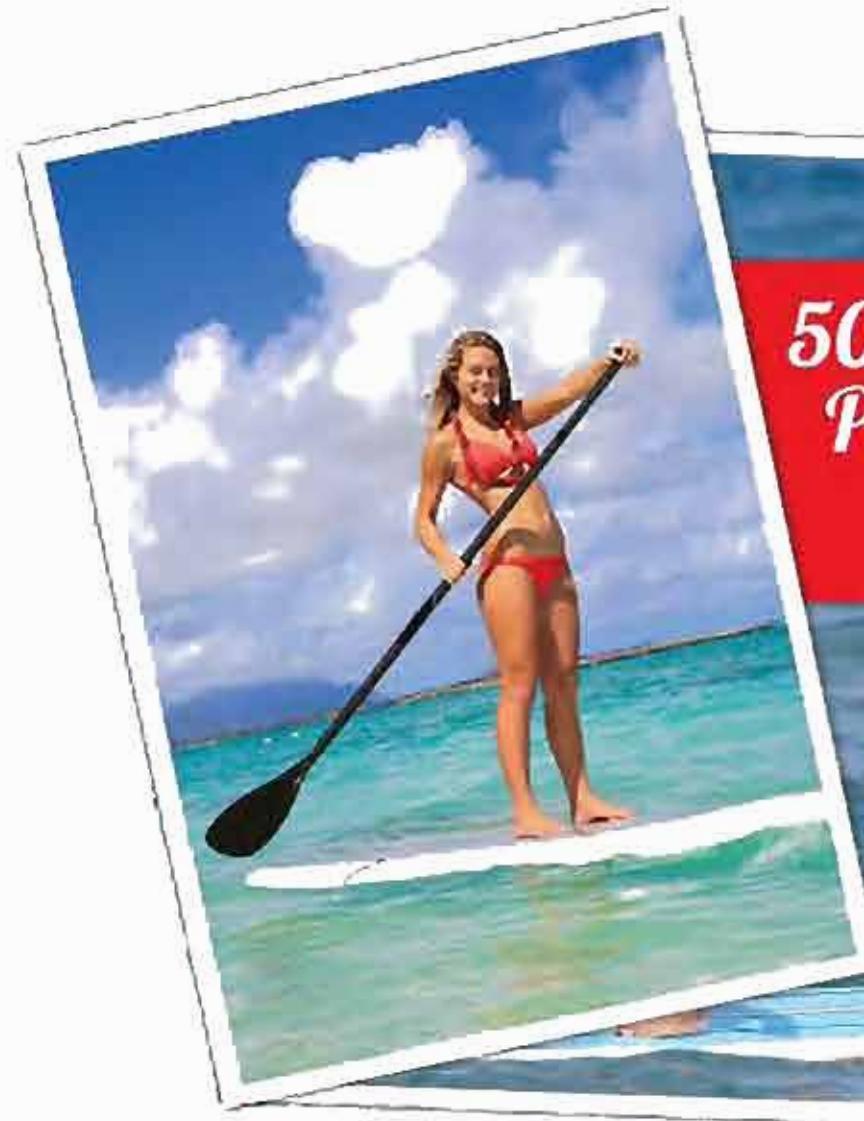


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# Is Organic Food REALLY Worth the Cost?

by Richard Hawkins

In early September, the news was flooded with headlines about new studies that organic food may not be significantly more nutritious than conventional food. All the news agencies and bloggers grabbed this headline and asked the question: is organic really worth the extra cost? This is a fair question and one that deserves a hard look.

So what is it about organic food that has led to an increase of its market share by 900% since 1997?

Recent studies claim that the majority of American families chose organic food because of health benefits. It is a fact that consuming organic food reduces the consumer's exposure to residual insecticides and to bacteria-resistant antibiotics. These are important factors in food selection, but I think there are many more reasons that choosing organic makes sense.

Organic agriculture in general is better for the environment. Most organic farmers use practices that partner with nature and natural processes rather than trying to overcome them. While conventional farming relies upon many kinds of pesticides, herbicides and chemical fertilizers, organic farmers typically practice ecologically based methods including biological pest management and composting.

Conventional farming practices reduce the soil to an inert lifeless substance, relying upon chemical inputs while organic growers nurture the soil and bring back natural fertility.

In a stark comparison to conventional growing, organic farming prevents groundwater, lake and river pollution, is not harmful to wildlife, prevents soil erosion and has a minimal carbon footprint.

Organic meat production has a set of rules that provide a better life for the animals as well as making them a better and safer product for the consumer. Animals must be given access to fresh plants in organic pastures daily during grazing season. Organic meat has no exposure to herbicides, fungicides or pesticides for its entire life. Organic meat contains no antibiotics and no growth promoting hormones. This is not true of conventional processes.

It is claimed that organic foods are as likely to cause food-borne illness as conventional foods. I work in the food industry and receive notifications regarding food safety alerts almost daily. Nearly every one of these stem from a large commercial grower or processor as the source. I find any issues originating from organic food growers or processors rare at best.

Does organic food taste better? Taste certainly varies by palette, but I find it hard to compare the taste of a tomato from a naturally grown organic farm to that of a commercially grown "wet cardboard" tomato and not see an appreciable difference.

Despite the claims that there is little nutritional difference between organic and conventional, there are numerous examples of organic vegetable, meat, dairy and egg products that seem to have justification for a higher price. If you compare, you will even find examples where organic products don't cost more than conventional products. As for me, when possible I will choose organic. It would be appropriate to change the "Organic" label to a more meaningful "Approved by Mother Nature."



*Localecopia is 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).*

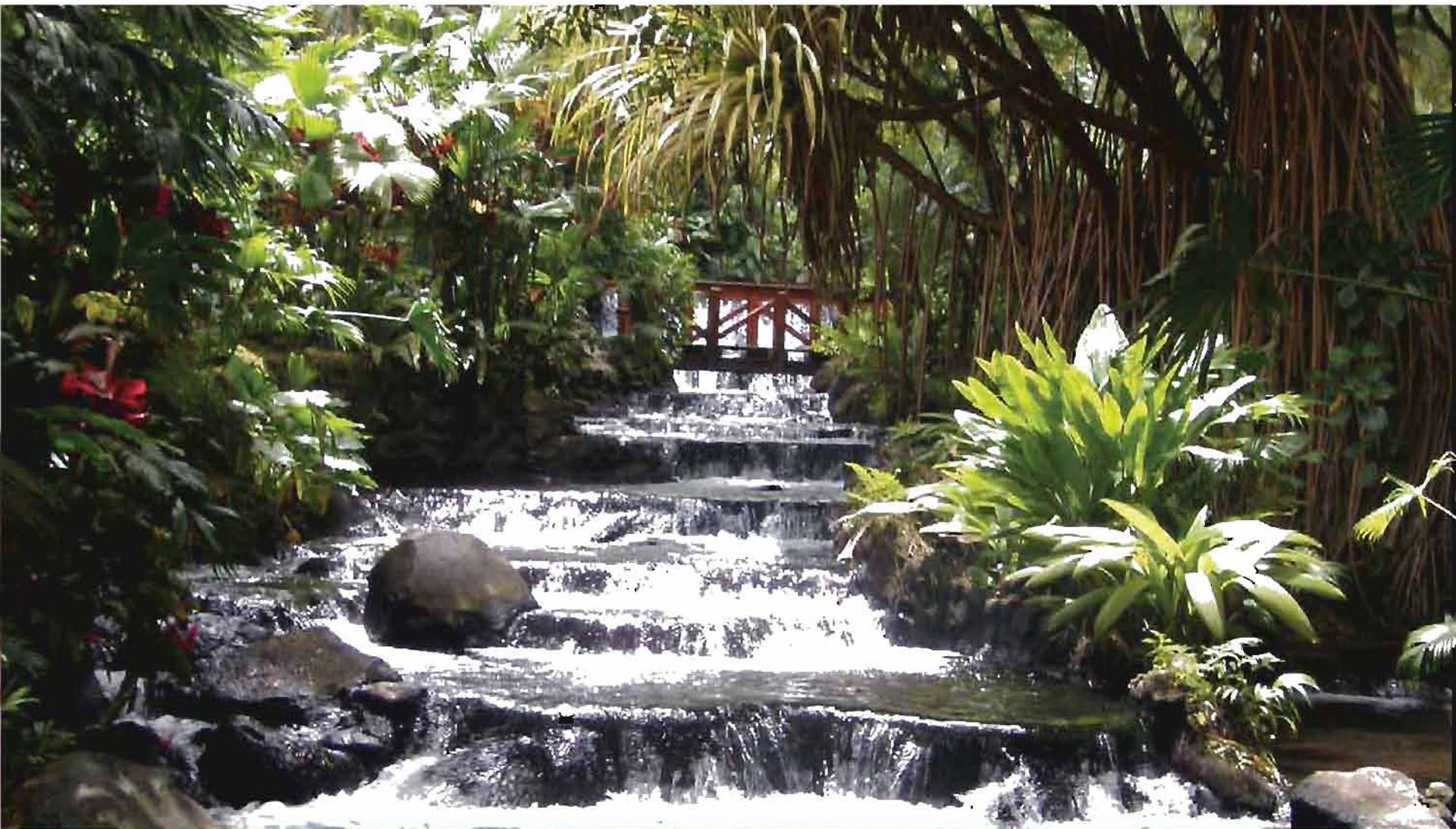


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Wheels For Kids is a 501c(3) non-profit which funds customized wheelchairs  
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PALM BEACH  
ILLUSTRATED

Coconut Palm  
EVENTS





*Shields Jewelry*  
A CRISTIANA SHIELDS CREATION  
Photography courtesy of Keith Isaac Photography

# Shield...Empower...Inspire...

by Sarah Spicer

## A Knight in Shining...uh...Jewelry?

That's what the dogs at Big Dog Ranch got when 37-year-old jewelry designer and entrepreneur Cristiana Shields came into their lives. In an effort to raise awareness for Big Dog Ranch, Shields adorned the darling dogs in her brilliant, inspiring and creative pieces, contributing her own unique style to help raise awareness for the ranch and to find these pups a forever home.

And this is not the first time Shields has unsheathed her heart of gold. She does so with the spirit and passion that she puts into creating every brilliant piece of jewelry.

"I love to create one-of-a-kind designs that shield, protect, empower, inspire and bring peace and happiness into people's lives."

Coming from a long line of fashionistas, Shields is no stranger to style and elegance, yet she is certainly charging into the fashion world in her own valiant and fearless way. Named after her father and former Revlon Vice-President, Frank Shields, Shields Jewelry is about to put Cristiana on the map. She designs each handmade piece with semi-precious stones that carry their own energies and are chosen to bring the wearer something special and unique. In fact, when people ask her for a recommendation as to which piece she thinks would best suit them, Shields defers. "Let the jewelry choose you. You will be drawn to exactly what you need."

This deeply spiritual approach is evident in each piece she creates, from every bracelet and necklace to sets of earrings. Every one of her designs tells a story and is appropriately named for its inspiration, which is sometimes a quote, sometimes a song and sometimes a bold message.

"I love the idea of finding something plain, adding a little charisma and transforming it to something unique and eye-catching. That's my inspiration. There are so many stones, charms and beads that give off strong energies that can magically empower us. I promise you will feel energized when you wear my jewelry." 

Cristiana Shields' collections can be found at  
[www.shieldsjewelry.com](http://www.shieldsjewelry.com).



Cristiana Shields  
Photography courtesy of Jason Nuttle, Hair & MakeUp-Mish

BUSINESS



# I Joined the Chamber of Commerce . . . Now What? (Part 2)

by John Cari

When thinking of helping others, you can't forget about helping the Chamber because the best way to help the Chamber is by bringing them new members. I do everything I can to refer at least one potential member a month. If only half join, you are still giving the Chamber six new members annually!

Next, I need to stay visible. I know that I cannot go to every single event, but I try to go to as many as possible. If I am in town, I always make sure to go to the big awards dinner or luncheon. These special events are typically where many of the decision makers of the bigger companies go to network. Yes, it may be more money, but typically they are well worth it.

Sponsorships were another important part of building my business through the Chamber. The visibility of my company brand and logo being out there can be priceless. Most Chambers have very affordable sponsorships. I found that the more I sponsored events and supported the special events by attending or volunteering, the more people were getting to know me. And of course, everyone knows that people do business with people they know, like and trust.

The final part of what do at the Chamber is to utilize the events to build relationships with clients and prospects. I have never tried to close a sale at a Chamber event. Of course, I am not saying that if a prospect comes up to you and starts asking you closing questions that you not answer them. What I am saying is: let them bring it up.

Anytime you see a prospect or client at an event, try and help to introduce them to potential clients or other influential business people, and talk about life in general. Maybe talk about whatever sport they may enjoy, or, if you know their children are competing in something, just keep it light and off the topic of your business opportunity. It is ok to thank them for an opportunity, but never ask for the sale at an event.

A quick breakdown... You join the Chamber; now make sure you find a committee to be involved in. Second, map out your schedule to go to as many events as possible. Next, look for people that you can help at the events, and set appointments to meet them at a later date to learn more about their business so that you can refer them business. And most importantly, don't forget about sending potential Chamber members to the membership director. Lastly, stay visible to build relationships. Follow these simple tips, and watch the Chamber of Commerce help your business grow! 

*These few tips are part of a Full and Effective Use of Your Chamber Membership Program. If you would like more information about jrc Consulting Group, please contact me at [john@jccconsultinggroup.com](mailto:john@jccconsultinggroup.com).*

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CONSULTING GROUP

Members of the Northern Palm Beach County Chamber of Commerce  
Photography courtesy of David Randell

BUSINESS



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JRC Consulting Group was founded by John Carr in April of 2008. During the past 20 years, John has developed sales and business networking systems from his many successful endeavors in the networking and sales world. JRC's programs have a proven track record and can be tailored to work effectively for your business.





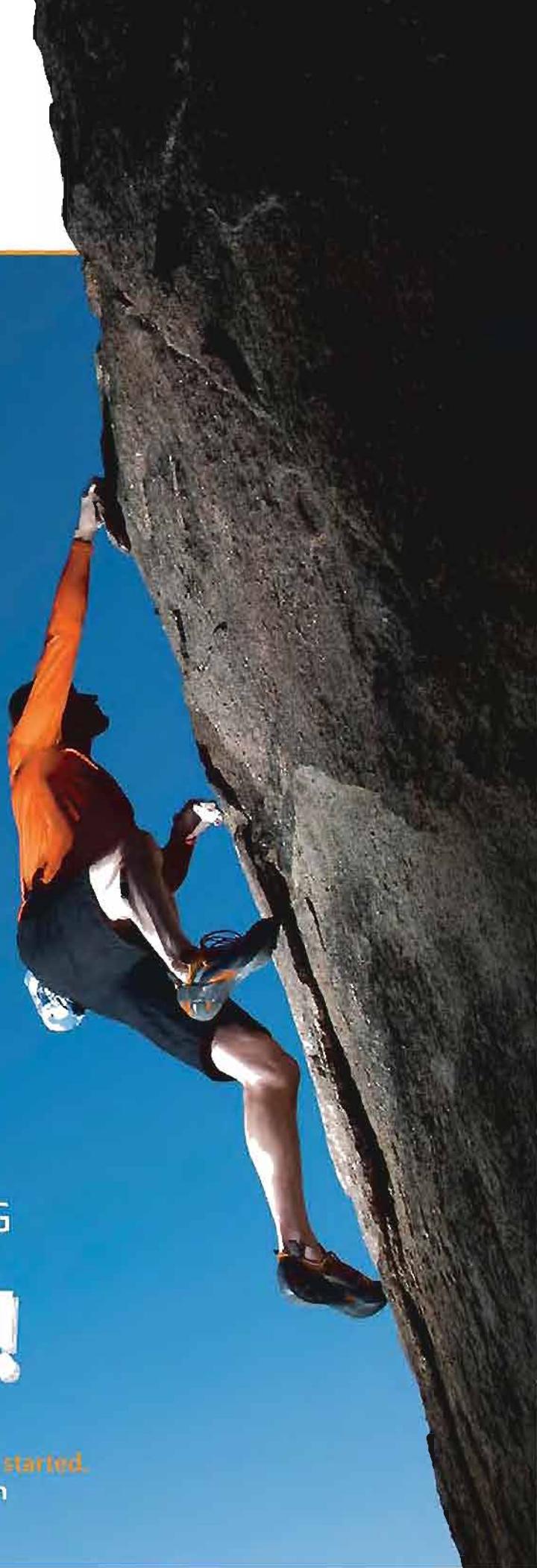
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# SweetScents

## Quality Soy Candles for the Candle Lover

by Teawanda Weathersbee

SweetScents is a family owned and operated soy candle company located in the heart of West Palm Beach. We started candle making as a hobby and as a way to provide quality gifts to our family and friends. We've gradually grown into a business that offers quality candles to the candle lover. All of our candles are hand-poured locally and made with a blend of 100% soy wax and extra virgin olive oil. Our soy wax is made from soybeans grown in the USA, and our wicks are cotton and, therefore, lead-free. We choose only the highest quality fragrance oils; most are infused with essential oils and are phthalate-free. We offer travel tins, jar candles and tea lights with our travel tins being the most popular. We also offer novelty candles that can be customized for any event and used as party favors and souvenirs.

Visit our website at [www.sweetscentswpb.com](http://www.sweetscentswpb.com).

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GREEN GOODIES



Happy Harvest Collection

Fall marks the time of year when the holiday parties are in full swing! So let your guests know about your party plans with plantable seed paper fall themed cards! Use the cards as invitations or as a hostess gift! The cards also make a great thank you card and you can use them as a way to let the hostess you're unable to attend.

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!

To see more of the fall cards Sprouts! has to offer, please visit:  
<http://sproutem.com/category/Fall>.



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# Meet the Team...



## SHARON QUERCIOLI

Co-Founder & President

Named 2011 Woman of the Year by the Northern Palm Beach County Chamber of Commerce, 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, bookmarks 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.



## GLENN SWIFT

Co-Founder & Editor-in-Chief

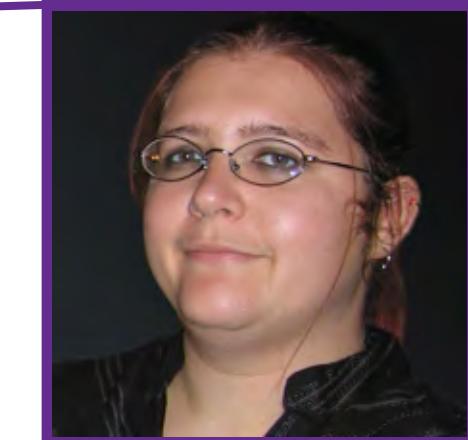
Glenn Swift has been a feature story writer and editor for a number of high-end publications across the United States, and over the past decade has established himself as one of South Florida's leading journalists. Holder of a B.B.A. in Finance from Stetson University and a Master's Degree in European 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.

## SANDRA FRENS

Art Director

Sandra is a talented graphic designer who earned her Bachelors of Fine Arts from Florida Atlantic University. For more than a decade, she has worked as an independent designer and freelance artist specializing in painting, drawing, digital design, and photography before settling into Sprouts!, Inc. as the Creative Director. Now she is applying her vast artistic knowledge and creativity as the Art Director for Our Wonderful World.



"A good graphic artist understands the elements and principles of design, but an exceptional artist (of any kind) has to be able see how they come together in all the objects that compose the world around us. Remember: everything in our world (even the natural world) has been made by an artist."

# Meet the Team...



## SEAN REED

Webmaster / IT Coordinator

Sean is an information technology expert and photographer based in Palm Beach, FL. He is a graduate of the University of South Florida with a degree in Management Information Systems. Prior to graduating, he held positions as Senior Photographer and Online Editor for the University's campus newspaper, The Oracle.

With over a decade of experience in the information technology field, Sean has a long list of clientele for his IT consulting agency and holds a position of prominence in numerous organizations, including ArtiGras, the Northern Palm Beach County Chamber of Commerce, Sprouts! and Our Wonderful World.



## KRISTIN PURCELL

Operations Manager

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."



## TERESA VANDYK-MARSHALL

Contributing Columnist

Teresa Vandyk-Marshall is a columnist for Our Wonderful World Media as well as a Senior Quality Consultant with Florida Power & Light (a leading clean energy provider). Having spent over nine years writing for the company, this Palm Beach Gardens resident currently specializes in communications within Quality Management and has written a multitude of educational references for the company. Representing FPL, she provided helpful tips on energy conservation that all energy users can view at [www.FPLConnect.com](http://www.FPLConnect.com). In her private time, she and her husband, James, are passionate organic gardening enthusiasts, nature lovers and Sustaining Members of Bok Tower Sanctuary and Gardens in Lake Wales. "It is very important to me to actively support a team bringing a healthier, more sustainable and more beautiful tomorrow to our Earth and to our children."

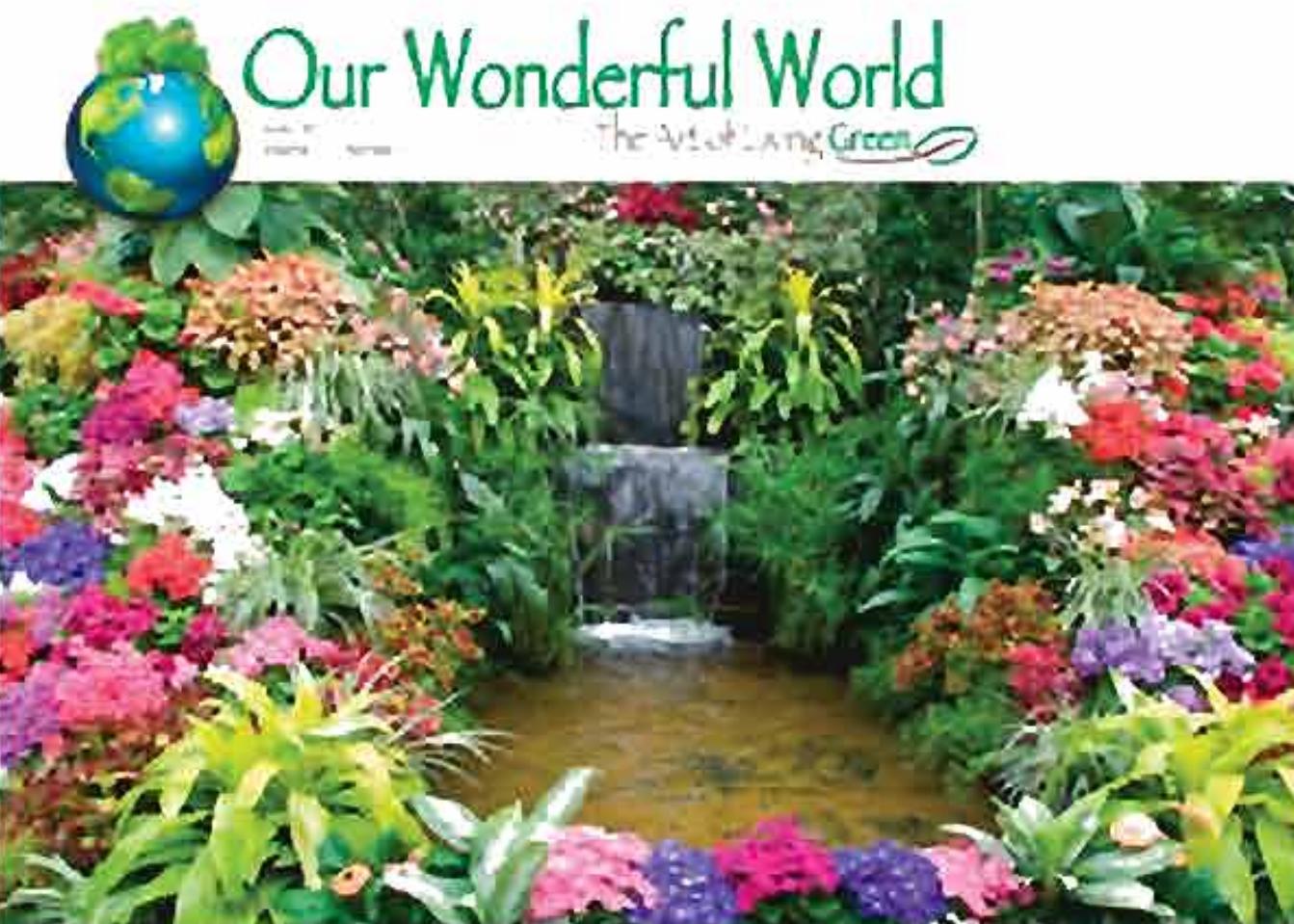
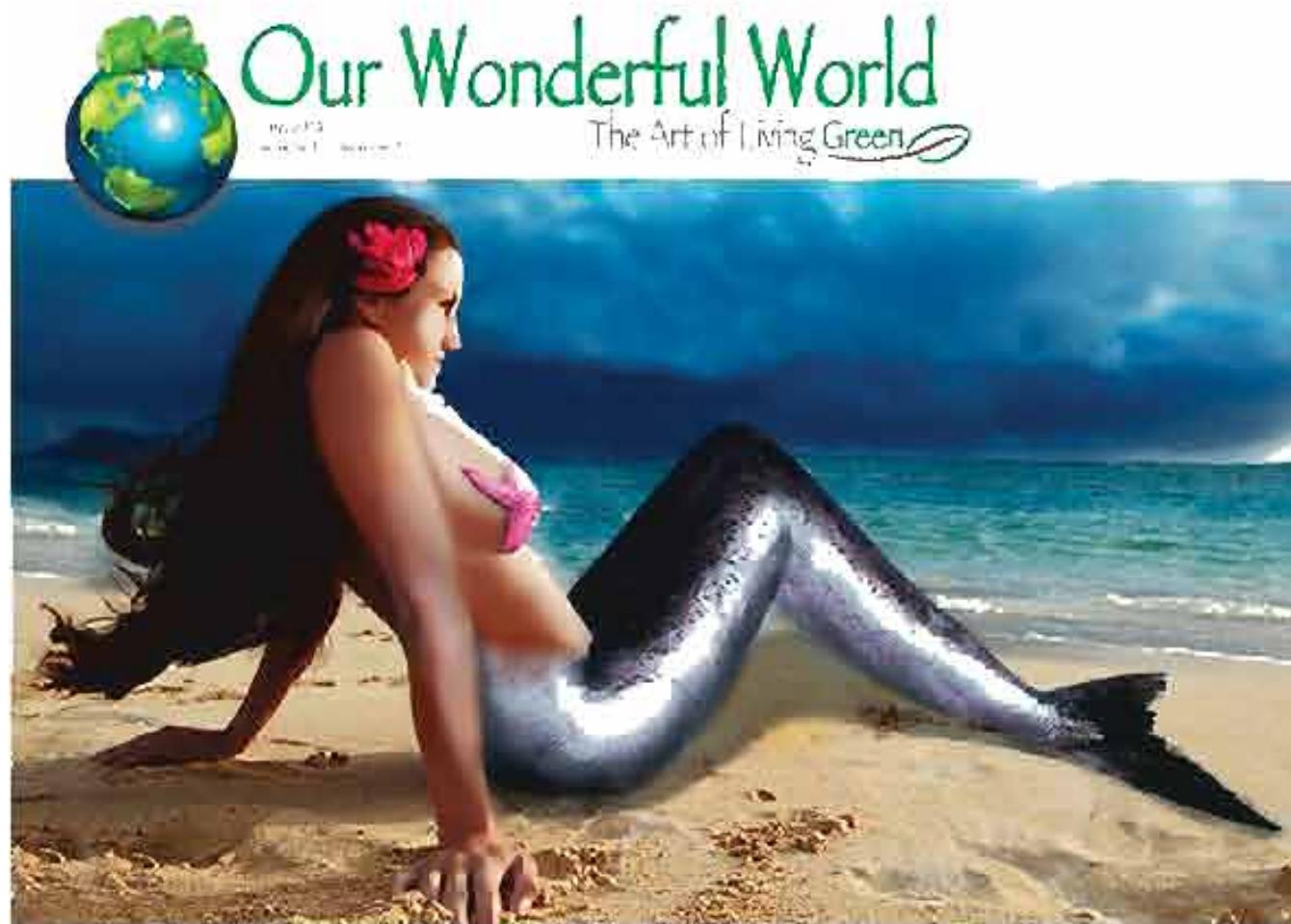
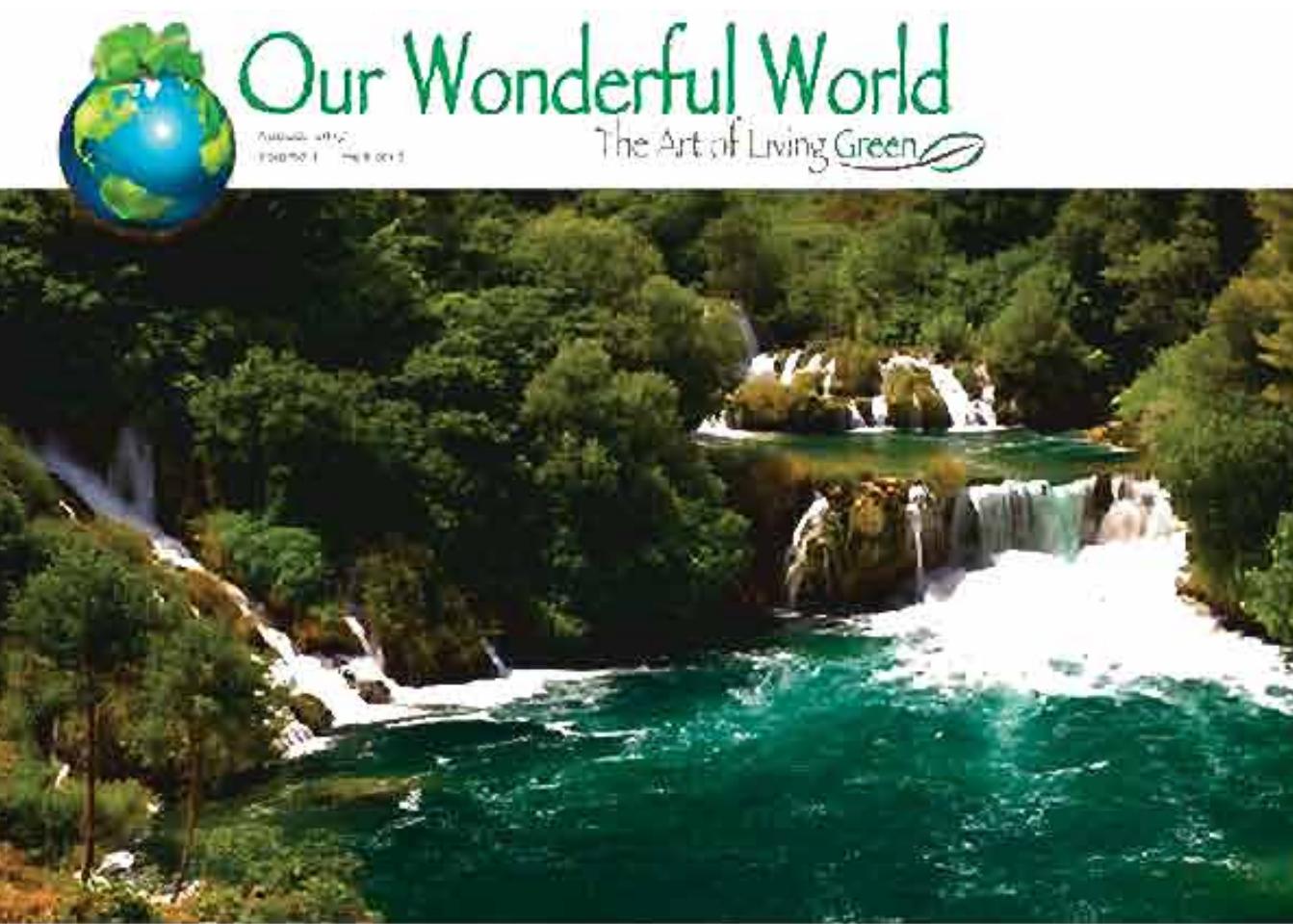


## ROBBY ANTONIO

Photographer

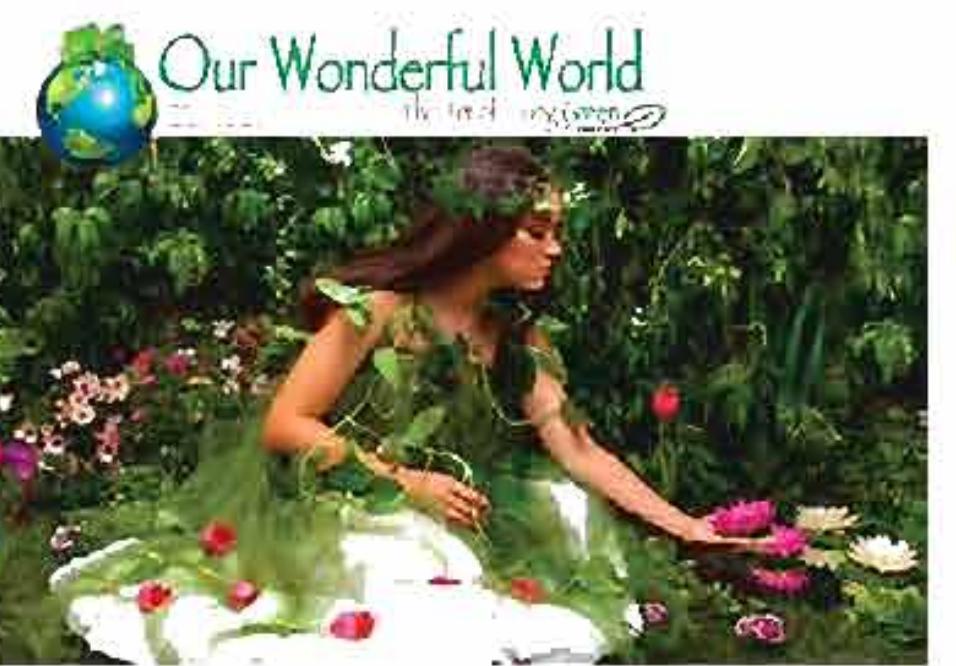
Robby is a native South Floridian who holds two bachelor degrees in Management Information Systems and Marketing. His background in photography started at an early age shooting with the inspiration from his family and friends. Under the tutelage of a great teacher in high school and some extremely talented 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."

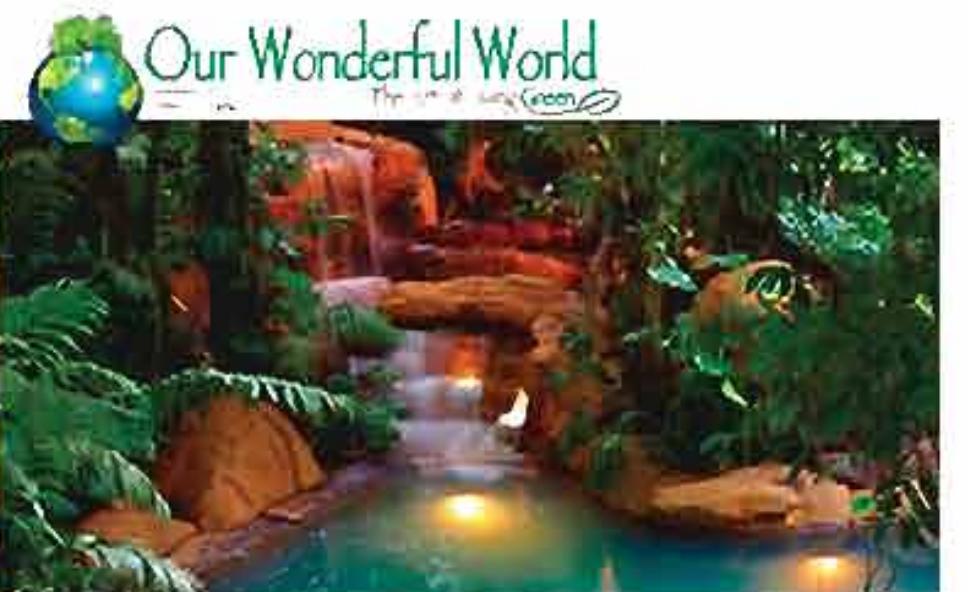
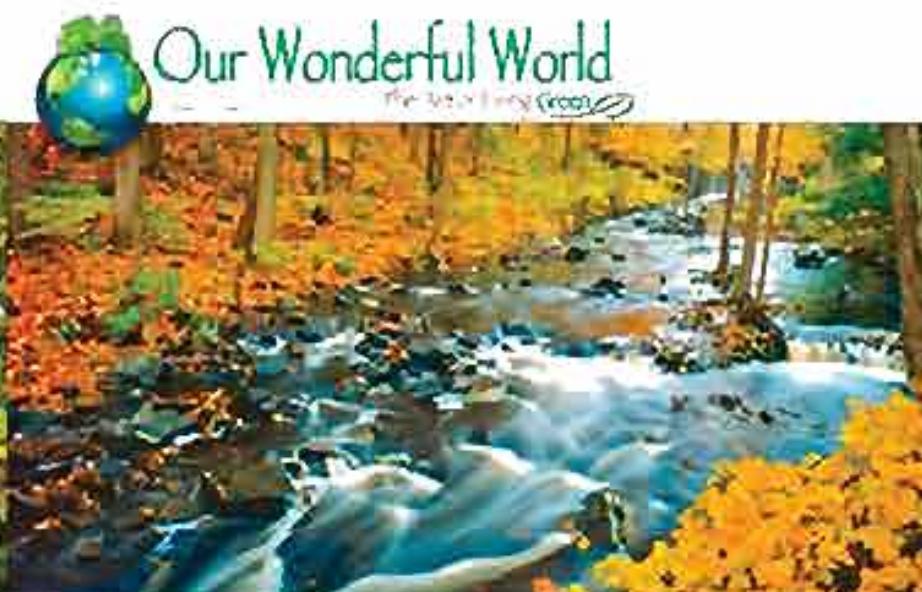


# The Archive





# The Archive



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# The Archive

