



# Our Wonderful World

March, 2012  
Volume 3 :: Number 3

## The Art of Living Green



# Kale Is King!

## Healthy from the Outside In

## ArtiGras Showcases Student Artwork

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Our Wonderful World  
Volume 3 Number 3



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# Our Wonderful World

The Art of Living Green

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Gabriella LoGiudice and Sharon Quercioli Photo by Robby Antonio

Welcome to the March, 2012 issue of **Our Wonderful World**, Florida's leading green digital magazine. Our feature story, "Three Inexpensive Ways to Going Green," gives us a number of affordable ways we can not only help our beautiful plant, but save money at the same time. Kudos to Bradley Tayloe for a great story in his first contribution to **Our Wonderful World**.

The 2012 ArtiGras was yet another successful event with over 280 vendors and 125,000 patrons. **Our Wonderful World** was very proud to serve as a media sponsor, and we want to congratulate Ed Chase, Suzanne Neve, Rebecca Seelig and the many volunteers and staff with the Northern Palm Beach County Chamber for a job well done. Praise, too, to Sprouts! for doing a wonderful job of showcasing the magnificent art of some of Northern Palm Beach County's most talented young people.

Speaking of jobs well done, our very own Green Goddess once again enlightens us with "Healthy from the Outside In" in her Pearls of Wisdom column, which teaches us the first step toward having a healthy body—keeping our skin healthy. The Goddess gives us another must read, "Kale Is King," which makes it ever so clear that there are very few vegetables that are as healthy as kale.

By the way... Ever wonder why windows sweat? Well, you better read Scott Ranck's "Ask The Energy Expert." On the business side of things, the always charismatic John Carr offers some utilitarian advice about networking and developing a referral customer base.

Of course, we've got lots more, too. So, get clickin' and enjoy the latest issue of **Our Wonderful World**!

Sincerely,



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FROM THE PUBLISHERS

# Three Inexpensive Ways to GO GREEN Help the Planet and Your Wallet

by Bradley Tayloe

Most of us have heard the latest buzzwords about going green, sustainability, environmentally conscious and alternative or renewable energy. While most of the focus on these issues has been directed at large business and government programs, there are simple and inexpensive ways that you can make your home and lifestyle more green and save *money* doing it.



FEATURE STORY

While these are suggestions that if implemented may only make a small dent in your personal carbon and our communities' carbon footprint, if we all just changed a few of our habits it would add up to a larger difference for our home, our town and our future generations, who are watching us for leadership. So take note of some of the following ideas and check off which ones you think you can afford to do now, and then add more as you can. If you are really motivated and want to do more, there are plenty of options to reduce your carbon footprint to almost zero, and we will cover those in a later articles. For now, enjoy the following suggestions, and together we can make a change! All these ideas will cost anywhere from a few dollars up to a max of \$200.00. So, they are affordable for all families. These ideas will also save you money and give you a return on your investment in under a year.



## 2. Change Incandescent Lights to Compact Fluorescent Bulbs (CFL)

This is probably the easiest way to not only make a dent in your carbon and pollutant footprint, but also to save money. According to the EPA, if just one regular incandescent bulb was exchanged for a CFL bulb in every home across the USA, we would prevent the greenhouse emissions equal to that of 800,000 cars! The average CFL bulb will use about a 25% of the energy that a regular incandescent bulb would. The average US home has around 45 light bulbs (my 1200 sq foot condo has 24 light fixtures, of which so far I have replaced 15 with CFL's), so with an estimated saving of \$4.00 per CFL replacement, you could save over \$80.00 if you just change out 20 of your bulbs. Although CFL's do cost about \$4-5 more per bulb, you will see a return on your investment as quickly as one year in electricity savings. While there is some concern about the mercury in a CFL bulb, with proper disposal of the bulbs at the end of their life cycle you will eliminate that worry. Also keep in mind that the mercury in a CFL bulb is contained, whereas the mercury produced as a by product from coal firing

plants becomes airborne. A recent study done by Popular Mechanics showed that a coal fired plant will release 13.16 mg of mercury to sustain a typical 75 watt incandescent bulb compared to only 3.51 mg to sustain a 20 watt CFL!

**Cost:** 20 bulbs: \$100.00 40 bulbs: \$200.00

**Savings over two years** = \$160 (for 20 bulbs replaced) to \$320 (for 40 bulbs replaced)



## 1. Water Conservation

One of the biggest issues throughout Florida is water conservation. An inexpensive way for you to help is by using flow control devices on your showers and making sure you have no drips or leaks in your plumbing system, especially your irrigation system. Most utility companies charge more for irrigation water, so be especially vigilant in making sure your system is in top shape.

The easiest change is by either adding a flow reducer to your current shower head or replacing it. These will reduce the average water use in your shower from 5.0 gallons per minute (gpm) to 2.5 gpm. One thing to keep in mind is that all new shower heads sold have reducers built in. These cost from

around \$10 and up at your local hardware stores. If you really want to make a difference for your family, step up and purchase a Shower Filter, which not only reduces the water flow, but also chlorine and many other volatile organic compounds (VOC's), which have been shown to have possible carcinogenic attributes. The most effective shower filtration systems have either KDF or granular activated carbon (GAC) media in them. Most of your local water treatment companies and hardware stores have these systems available for you and can even do the install if you like.

**Cost:** Less then \$10 for regular shower head at Ace Hardware to \$60.00 for KDF Shower Filter from Hydro Medix Technologies.

**Savings:** Your water usage saving from just changing out your shower heads would see a savings of around \$21.22 for the average Florida home. This does not take into account fixing any leaking pipes or dripping faucets.

### 3. Use Natural-Based Cleaners and Soaps

If you are a do-it-yourself type person, you can actually make very effective household cleaners out of natural based ingredients, many of which you may already have in your home. White vinegar is a great anti-fungal, germ and bacteria cleaner. Baking soda works great to reduce odors and as a scouring powder. Many essential oils, like tea tree oil, eucalyptus and lemongrass also have anti-bacterial and fungi properties, and leave a room smelling great. Click [here](#) for more information on making your own cleaners or just do a Google search.

If you prefer to purchase at the store, look for all natural labels. Most major brands have their own green cleaner such as Clorox has its Sierra Club approved Green Works line and Arm & Hammer has its natural line as well. There are also companies that only sell natural based products, like Seventh Generation or Dr. Bronner's. **Cost example:** Seventh Generation laundry detergent 100 oz: \$17.00 for 64 loads available at Target, Publix, Walgreens, Native Sun and many other stores.

**Savings:** Priceless! It will vary depending upon how many products you change out and whether you do it yourself or purchase at the store. If you think outside of actual dollar savings and look at the positive effect on your family's health and the environment, the savings are immeasurable.

Bradley Tayloe is a marketing and public relations consultant who specializes in training, research, brand building and social and Internet medium development. Tayloe received his BA from Ashford University in 2010 and is currently pursuing his MBA. He founded [Tayloe Marketing](#) in 2011 as a way to reach out to small businesses to assist in their growth, along with the use of modern technology and advertising opportunities. With experience in college admissions, automotive and real estate sales, along with many years in the construction industry, Tayloe has a variety of experiences to help him relate to others and give them the service they deserve. He firmly believes in the motto: Under-promise and Over-deliver.





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# Fine Art and Great Weather at the 27th Edition of ArtiGras

by Rebecca Seelig



As the 27th ArtiGras Fine Arts Festival presented by Palm Beach Gardens Medical Center came to close on Presidents' Day, all who attended the award-winning festival this year agree that it was one of the best ever.

Artist Judith Wood of West Palm Beach won Best in Show with her mixed media jewelry, while 77 finalists in the Youth Art Competition took home ribbons for their original works of art.

"We attend ArtiGras every year, and every year we are impressed with the artwork on display," said Darcy Cohen of Jupiter. "And every year we buy either a piece of art or some jewelry."

Crowds filled the streets during the three-day event, which was blessed with great weather and no rain. Entertained not only by the amazing art on display, patrons also took in the music and interactive art activities, which included art demonstrations and an opportunity to paint one's own masterpiece.

"We are continually impressed by how the community comes together to support ArtiGras, from the volunteers and patrons to the sponsors and artists," said Ed Chase, President and CEO of the Northern Palm Beach County Chamber of Commerce, which produces the art festival. "ArtiGras is one of the best art festivals not only in Florida, but the country because of the support of the community."

Since its humble beginnings in the parking lot of the North Palm Beach Country Club, ArtiGras has grown to include approximately 280 artists and 125,000 patrons over the three-day holiday weekend. ArtiGras has also emerged as a nationally renowned art festival, continually ranked by Southeast Tourism Society as one of the Top 20 Festivals in the Southeast.

*ArtiGras 2013 will take place Presidents' Day weekend, which is scheduled for February 16, 17 and 18, 2013. For more information about ArtiGras, visit [www.artigras.org](http://www.artigras.org) or call the Northern Palm Beach County Chamber of Commerce at (561) 748-3946.*

**ArtiGras**  
Fine Arts Festival

GREEN GOINGS



Kelly Ferrell and Sharon Quercioli

# Sprouts Showcases Prize-Winning Artwork of Local Students at 2012 ArtiGras

by Glenn R. Swift

Sprouts!, Inc., an innovative West Palm Beach-based company that uses 100 percent recycled, handmade paper embedded with flower seeds to create a diverse array of environmentally friendly products, played an active role in this year's ArtiGras Fine Arts Festival by printing beautiful note cards featuring the prize-winning artwork of local students.

"As we have done for many years, Sprouts! is thrilled to be involved in this year's Festival and especially proud of our work with the youth artists," says Sharon Quercioli, Sprouts owner and founder.

The company's note cards, featuring prize winning student artwork, is available online for sale at: A portion of the proceeds from each box of cards will go to support the ArtiGras Art Education Fund.

"Sprouts is committed to supporting our youth and to educating the community about waste reduction and conservation through our products and environmental education efforts," added Quercioli.

Sprouts products reflect the beauty and simplicity of a green message. "Instead of ending up in the landfills, our products can be planted in the earth and produce flowers that create oxygen and provide food for small

organisms, all the while beautifying the world," Quercioli continued.

Founded seven years ago by Sharon Quercioli, a lifelong entrepreneur with over twenty years in the recycle industry, Sprouts products include greeting cards, bookmarks, Blooming Boxes™ and a host of custom marketing pieces — all of which grow flowers when planted.

Sprouts products can be purchased directly from the company's Web site ([www.sproutem.com](http://www.sproutem.com)) or custom printed to accommodate various volumes, sizes and print specifications.

Next time you need to send a greeting card or your company plans to send out a mailing or distribute handouts, consider using one of Sprouts "Green Greetings" or "Blooming Boxes." It's a fun, easy and environmentally responsible way to help tackle a growing problem.



*Photography provided by  
Sharon Querciloi and Robby Antonio*

GREEN GOINGS



Sharon Quercioli and Robyn Rosier



Heather Hart



Gabriella LoGiudice



Summer Scherb



Jean-Luc Abito and sister



Meredith Fortini



Sharon Quercioli and Shannon Meloy

GREEN GOINGS



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The Children Receiving Their Awards

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# PEARLS OF WISDOM FROM THE GREEN GODDESS

*Quote of the Month:*

“The body is like a piano, and happiness is like music. It is needful to have the instrument in good order.” Henry Ward Beecher



## Healthy From the Outside In!

by Sharon Quercioli

With so much focus on what we put in our bodies, how often do you stop and think about what the outside of your body is subjected to? We are exposed to an array of elements that are less than great for our skin, including free-radicals, UV rays from the sun, carbon monoxide and other air pollutants just to name a few. All of those harmful agents affect us on a daily basis, but we have the tools to replenish our bodies and save our skin. Remember, the road to a healthy body should start from the outside in!

Skin is the largest and perhaps one of the most abused organs of the human body. Your skin performs a range of different functions, which include physically protecting your bones, muscles and internal organs, protecting your body from outside diseases, allowing you to feel and react to heat and cold and using blood to regulate your body heat. Yet, we often take it for granted by doing little to take care of this ever-important part of our body. By taking care of your skin, you will not only have a more youthful appearance, but your body will feel rejuvenated.

One of the best ways to help your skin is by making sure your body stays hydrated. For those of us in tropical and sub-tropical temps, this is key to keeping our skin looking healthy. The human body is made up of about 60% water on average, and that water can be lost fast during the day. With daily activity, consumption of caffeinated beverages, being exposed to heat and even travel can cause the body to dehydrate rather quickly. To keep hydrated, it's recommended that the average person consume around 11 cups of fluid per day (or more depending upon your activities and the climate). Water is not the only fluid that can be used in re-hydration, other fluids such as natural juices, water with Young Living's lemon, grapefruit or orange essential oils are my favorite, and light vegetable broths can be used as substitutes.

However, it is recommended that you not wait until you are thirsty to start replenishing your fluids. By the time you notice the symptoms of dehydration (e.g., dry mouth, dark urine, light-headedness), you're already very dehydrated. The best way to keep your body hydrated is to be drinking healthy amounts of fluid on a regular basis during the day.

Another excellent way to take care of your skin is through regular moisturizing and cleansing. By moisturizing your skin after a bath or shower, you are further assisting in the replenishment of needed hydration to the skin. Simply showering and bathing with a moisturizing body wash helps, but in most cases is not enough. Using a good moisturizer will help retain even more of the softness to your skin. As for cleansing, a good exfoliating scrub can bring a healthy glow to your skin. A good regimen to follow for exfoliation is about twice a week (or more if you have oily skin), using a nubby washcloth to lather it on. This will revitalize your skin's appearance by ridding the body of dead skin cells, which dull out the skin. You can make your own scrub that's all natural and works just as good if not better than the ones carried in the leading department stores and with no chemicals



## ALMOND/OATMEAL EXFOLIATING FACE SCRUB

1/2 cup raw almonds

1/2 cup ground oatmeal

20-25 drops of Frankincense essential oil (or essential oil of your choice)

Grind almonds to a fine texture in a food processor or grinder;  
add ground oatmeal and essential oil and mix well.

Wet face.

Add 1 tsp. of the scrub to your palm and moisten with water; apply to face.

Massage in a circular motion over face and neck.

Rinse well with cool water.

Use as a regular face wash or as needed to exfoliate.



Frankincense essential oil is one of the best to use when making a homemade facial scrub and in skincare in general because it can be used as an antiseptic, astringent tonic and has cytophylactic properties. It has been used throughout the ages and was praised by Dioscorides for the wonderful properties it has in treating skin disorders. Ambroise Pare, the sixteenth-century surgeon, credited the oil for controlling bleeding and accelerating the healing of wounds. The inherent astringent qualities of this oil also act as a balancing agent for the skin and reduce any dry or oily skin condition, returning it to normal.

With all these good therapeutic properties, it is a powerful ally in the fight to keep wrinkles at bay, while at the same time improving the tone and quality of the complexion, even in more mature skins.

The most pure and potent Frankincense essential oil can be purchased from Young Living. Frankincense has a woody, spicy, haunting smell, a little bit camphoric but just more pleasant. It promotes a sense of calm and spiritual oneness. It is one of my favorite oils, but then again I LOVE THEM ALL!

To purchase Frankincense essential oil or other Young Living products, go to [www.youngliving.org/owwmedia](http://www.youngliving.org/owwmedia) and scroll down toward the bottom of the page.

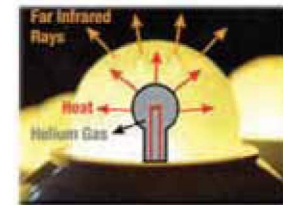
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# KALE IS KING!

by Sharon Quercioli

## THIS AMAZING VEGETABLE HOLDS AN EXCEPTIONAL AMOUNT OF NUTRIENTS

**M**ove over Popeye and your spinach because kale is the new lean, green, health promoting machine! The popularity of kale is growing exponentially, and it's no wonder. This amazing vegetable holds an exceptional amount of nutrients. With all the health benefits and delicious flavor, it's become one of my new favorite veggies, and I have incorporated it into my diet at least three times per week.

Eating a variety of natural, unprocessed vegetables can do wonders for your health, but choosing super-nutritious kale on a regular basis may provide significant health benefits, including cancer protection and lowered cholesterol.

There are few vegetables on the planet that are as healthy as kale. The beautiful leafy green kale comes in a variety of appearances, including curly, ornamental or dinosaur varieties. It belongs to the Brassica family that includes cruciferous vegetables such as cabbage, collards, broccoli and Brussels sprouts.

What makes kale a vegetable health marvel? Here is why it's a champion among natural foods—and ways to work it into your diet.

### Kale is a Nutritional Powerhouse

One cup of kale contains 36 calories, 5 grams of fiber and 15% of the daily requirement of calcium and vitamin B6 (pyridoxine), 40% of magnesium, 180% of vitamin A, 200% of vitamin C and 1,020% of vitamin K. It is also a good source of minerals (copper, potassium, iron, manganese and phosphorus).

Kale's health benefits are primarily linked to the high concentration and excellent source of antioxidant vitamins (A, C and K) and sulphur-containing phytonutrients.

Carotenoids and flavonoids are the specific types of antioxidants associated with many of the anti-cancer health benefits. Kale is also rich in the eye-health promoting lutein and zeaxanthin compounds.

Beyond antioxidants, the fiber content of cruciferous kale binds bile acids, helps lower blood cholesterol levels and reduces the risk of heart disease, especially when kale is cooked instead of raw.



## Super-Rich in Vitamin K

According to the American Journal of Clinical Nutrition, the potent antioxidant vitamin K can reduce the risk of developing or dying from cancer. Kale (as well as parsley, spinach and collard greens) is packed with the powerhouse vitamin K.

Vitamin K is required for a wide variety of bodily functions, including normal blood clotting, antioxidant activity and bone health.

Although vitamin K is a wonder antioxidant, too much can pose problems for some people. Anyone taking anticoagulants such as warfarin should avoid kale because the high level of vitamin K may interfere with the drugs. Consult your doctor before adding kale to your diet.

Kale might be a source of power nutrients, but is also contains oxalates, which are naturally occurring substances that can interfere with the absorption of calcium. It's a good idea to avoid eating calcium-rich foods like dairy at the same time as kale to prevent any problems.

## Easy Ways to Prepare Kale

Quick cooking preserves kale's nutrients, texture, color and flavor. Rinse kale, chop it finely and add it to soups, stews, stir-frys, salads, egg dishes or casseroles. (If you want to cheat a little, you can top a pizza with kale for added nutritional goodness.) Steam kale for five minutes to make it more tender or eat it raw. You can also substitute it for spinach or collard greens in recipes.

Other fast and easy ways to prepare kale:

- Make a simple salad with a bunch of thinly sliced kale, red pepper, onion, raisins and your favorite salad dressing.
- Braise chopped kale and apples, garnish with chopped walnuts and add a splash of balsamic vinegar.
- Toss whole-grain pasta with chopped kale, pine nuts, feta cheese and a little olive oil.
- Cover and cook a pound of chopped kale with a few garlic cloves and 2 tablespoons olive oil for 5 minutes; season with salt, pepper and a tablespoon of red wine vinegar.
- Make kale chips by slicing kale into bite-size pieces, toss with a drizzle of olive oil and a pinch of salt, and bake for 10-15 minutes at 350 degrees in the oven.

The foundation of a healthy diet includes vegetables which are rich in nutrients and fiber, fat-free and low in calories. Adding kale into the mix can enhance the nutritional goodness of your diet and help you eat the recommended 4-5 servings of vegetables every day.

Now you see why Kale is King!



# Here's To Good Friends and Good Health

by Sandra Frens

Suddenly your phone rings, and to your delight, you've been invited to a dinner party Friday night. The first thoughts that come to you are, "Aww how sweet of them to invite me over." Then you realize today is Thursday and tomorrow is the dinner party! The anxiety hits you: what am I going to bring? A list of various potential offerings starting running through your head and then you get to the perfect item—a nice bottle of red wine. Whether it's a dinner party with friends, a birthday or some other celebration, red wine always makes a great gift. By giving a gift of red wine you are not only showing appreciation to your host/hostess, but you are also giving them wishes of good health.

Red wine (when consumed on a moderately regular basis) provides an amazing array of health benefits:

## **Longevity**

A compound in red wine called resveratrol has been shown to increase lifespan in animal studies.

## **Brain Health**

Resveratrol has been shown to protect against Alzheimer's disease and dementia.

## **Heart Health**

Red wine has been shown to reduce the risk of heart and cardiovascular disease thanks to the resveratrol and other anti-oxidants that it contains.

## **Lung Cancer**

Researchers from the University of Santiago de Compostela in Spain found that each glass of red wine per day reduced the risk of lung cancer by 13%.

**Prostate Cancer** Four or more glasses of red wine per week has been shown to reduce men's overall risk of prostate cancer by 50% and the risk of the most aggressive forms of prostate cancer by 60%.

## **Breast Cancer**

Moderate consumption of red wine is believed to lower the risk of breast cancer. However, drinking more than 1 or 2 alcoholic drinks per day appears to increase the risk of breast cancer in women, so moderation is key.

## **Inflammation**

Resveratrol has been shown to have anti-inflammatory properties, which helps overall physical health since many diseases and ailments can be attributed to inflammation.

## **Cholesterol**

Resveratrol has been found in studies to lower LDL cholesterol, while another ingredient in red wine, saponins, also have cholesterol-lowering properties.

Now when you give that bottle of precious rejuvenating liquid of Dionysus you'll want to make sure the host/hostess knows where it came from. Most of us would think to pair the bottle with a card, but cards often get separated from the bottle. The best way to assure that your host knows the wine came from you is with a wine tag. The wine tag is easily slipped over the neck of the bottle and lets the host/hostess know where it came from. Some of the cutest wine tags can be purchased from Sprouts! at [www.sproutem.com](http://www.sproutem.com). Sprouts! has six different styles, all of which are sure to bring a chuckle to the reader. The best thing about the wine tags from Sprouts! is (just like all their other products) when planted they will grow beautiful wildflowers.

Here's to good friends and good health, Cheers!

# Eco-Friendly Plantable Seed Paper Products That Grow Flowers!

Sprouts 100% recycled handmade plantable paper is filled with flower seeds. When the paper is planted, your message is remembered for months as the recipient watches easy-to-grow Sprouts become beautiful flowers!

## Send a Message that Grows Flowers!



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Marketing Materials

# South Florida We Have It Made!

by Richard Hawkins



This morning the local weatherman happily announced that we were again the warmest spot in the nation while most of the county is doubtless in the mid-stages of cabin fever. While residents in Northern states are getting up early to shovel their driveway, we are choosing what to wear to the beach. No wonder Florida has the distinction of being the top travel destination!

Our climate has advantages other than promoting tourism. When you move inland from the beaches and away from the theme parks, you will find the other Florida – a world of agriculture. Our climate makes food production possible year round and enables us to produce many common fruits and vegetables for up to seven months each year.

In a quest to seek out local foods, we could not be in a better place. Everyone knows that Florida leads the country in oranges and sugarcane. Did you know that we also rank #1 for sales of tomatoes, cucumbers, squash, watermelons, snap beans and grapefruit? We are at a close second in production of delicious strawberries and bell peppers.

The midsection of our nation is known for corn production, but most the corn produced will never become a sweet cob for your kitchen table. The commodity corn

grown most often is for feeding your car through ethanol production or used to produce synthesized food products. Corn syrup, corn starch and dozens of multisyllable food additives used in commercial food production are derived from these crops. Another use of the commodity corn crops is for animal feed in commercial feedlots. But Florida ranks #2 for the delicious sweet corn that makes its way to our tables.

When summer arrives and it is too hot for tomato production, we have the perfect climate for a myriad of tropical fruits and melons.

Let's not forget the other food that our state produces. In 2009, Florida had 1.7 million head of cattle. While Florida ranked tenth for beef cows, we also produced over 2 billion pounds of milk. We have large scale poultry and egg production, sheep, goats and hogs. We are even fourth in the nation for the production of honey! Agriculture has been struggling in many parts of the county, but the number of farms in Florida is actually on the rise. In 2008, Florida had 47,500 commercial farms utilizing 9.25 million acres to produce food. Also on the rise is the production of organic produce—a trend that savvy consumers are really learning to appreciate.

Surprisingly, densely populated counties are also home for much of

our agriculture. Palm Beach County leads the way with nearly a billion dollars of agricultural products sold in 2007 followed by Miami-Dade, Hillsborough and Hendry.

If your goal is to find locally grown food, you don't need to look far. It is right here.

Localecopia's mission is to reduce food miles and connect our growers to consumers. When shopping or dining, ask for the food that lives where you do—our Florida paradise.

*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).*



GOING GREEN



## Ask The Energy Expert

# “Windows Sweating”

by **Scott Ranck**

I have received several emails from readers wondering why their windows “sweat” during the heating season here in Florida. Like most building science questions there are the quick answers, but you must probe deeper to find the causes of the problem. The quick answer for windows sweating (condensation is the technical word) is that warm air is able to hold more humidity than a cold window (relative humidity is the moisture saturation in the air). As the warm air meets the colder temperatures near and on the window, the colder air and window surface cannot hold the same amount of moisture. When the temperature gets low enough and the air is at 100% humidity, the water vapor turns to liquid. This is called the “Dew Point.”

Relative humidity is called relative because it changes with the temperature of the air mass. For example, 90 degrees and 67% relative humidity will have the same amount of moisture as 110 degrees and 33% relative humidity. The warmer air has a greater capacity to hold moisture. Therefore, the percentage of saturation is less.

Often you will hear the weatherman refer to “dew point.” Dew point is the temperature that occurs when the air mass is fully saturated; relative humidity is 100% when the water vapor becomes a liquid. Studies have been done and charts made (known as psychrometric charts) that show the dew point for various combinations of temperature and relative humidity. So, at 72 degrees with relative humidity at 50% inside your home, the dew point is 52.4 degrees. Say that is your home, the dew point is 52.4 degrees. Say that is the situation in your home and someone gets a shower and doesn’t use the exhaust ventilation

and the home is now 72 degrees with 55% humidity. Now your dew point is 55 degrees! So, if your window surface temperature is 55 degrees or below, you have condensation. If you have a home temperature of 70 degrees with 40% relative humidity, your dew point is 44 degrees. That means if your window surface temperature is 44 degrees or less, your windows will sweat.

Here are some things to improve the situation. An extreme measure would be to replace the windows with an insulated glass and vinyl frame. Our single pane, metal windows will have more condensation issues than a better window. The better window won’t remedy the entire problem. Using your kitchen and bathroom ventilation fans will help keep the relative humidity lower. Raising your temperature a couple degrees will also help because the warmer room will hold more moisture. A dehumidifier may help keep your relative humidity in the 40%-50% range, which is optimal all year round. The problem is we don’t have a cold, dry air mass outside in Florida like in the North. This will be an ongoing battle for us here.

Thanks for reading and for your feedback.

*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).*





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# Prospecting Part 2 Existing Clients

by John Carr



If the thought cold calling for business gives you so much anxiety that you want to call in sick or quit, there is a way out! There is hope for all the sales professionals in the world. As mentioned last month, besides cold calling we have several ways to prospect that include advertising, existing clients, networking and referral partners.

For this part we are going to discuss prospecting within your existing clients. This type of prospecting is usually underutilized or improperly executed. Your clients may be the best referral source for you. A few things to consider when meeting with your clients and asking for referrals is to remember that it is always about them, and never ask for a referral without first asking how you can help them.

Depending what type of business you are in, it is important to stay in touch with your clients. I train my clients that you should be “touching” your clients a minimum of twice a year. I prefer to double that and have some sort of communication with my clients at least quarterly. This can be accomplished through e-mail, card in the mail or a phone call. These communications should be about building your relationship not getting referrals or more sales that day.

I am confident that we all have that one sales person that calls you every time there is some sort of “deal of a lifetime” going on. In some cases this may be true; however, if the only time you contact your existing client is to sell them something you lose credibility. I completely understand that in some cases it is impossible to contact all your clients, but the clients that you can help and can help you

build your business should be contacted regularly. It is also important not to pre-judge by how “big” the client is. Treat all your clients like the “big” client, and you will be amazed at how often you will receive referrals from your existing clients.

I still remember when I followed up with a former coaching client that only retained me for three months. I just called to see how things were going and to see how I might be able to help him (with referrals). In return, he asked how he could help me, and I told him what I was looking for. Two months later, I was training fourteen sales people as a direct result from a referral from him.

Let’s break this down. Keep track of all existing clients and develop a plan to contact them regularly. Contact them with true intentions of helping them first. Ask them how you can help them grow their business, and follow up with true action with regard to helping them. If you can’t help them, don’t tell them you can. Make sure they are happy with your products and services. Once you establish they are happy, ask them for referrals and be very specific with who or what you are looking for.

*John Carr is the President of JRC Consulting Group ([www.jrcconsultinggroup.com](http://www.jrcconsultinggroup.com)), a sales training company that trains salespeople and helps companies in hiring new staff.*



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- *Sales Assessments*

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.

*John Carr • 561-623-5349 • [john@jrcconsultinggroup.com](mailto:john@jrcconsultinggroup.com) • [www.jrcconsultinggroup.com](http://www.jrcconsultinggroup.com)*



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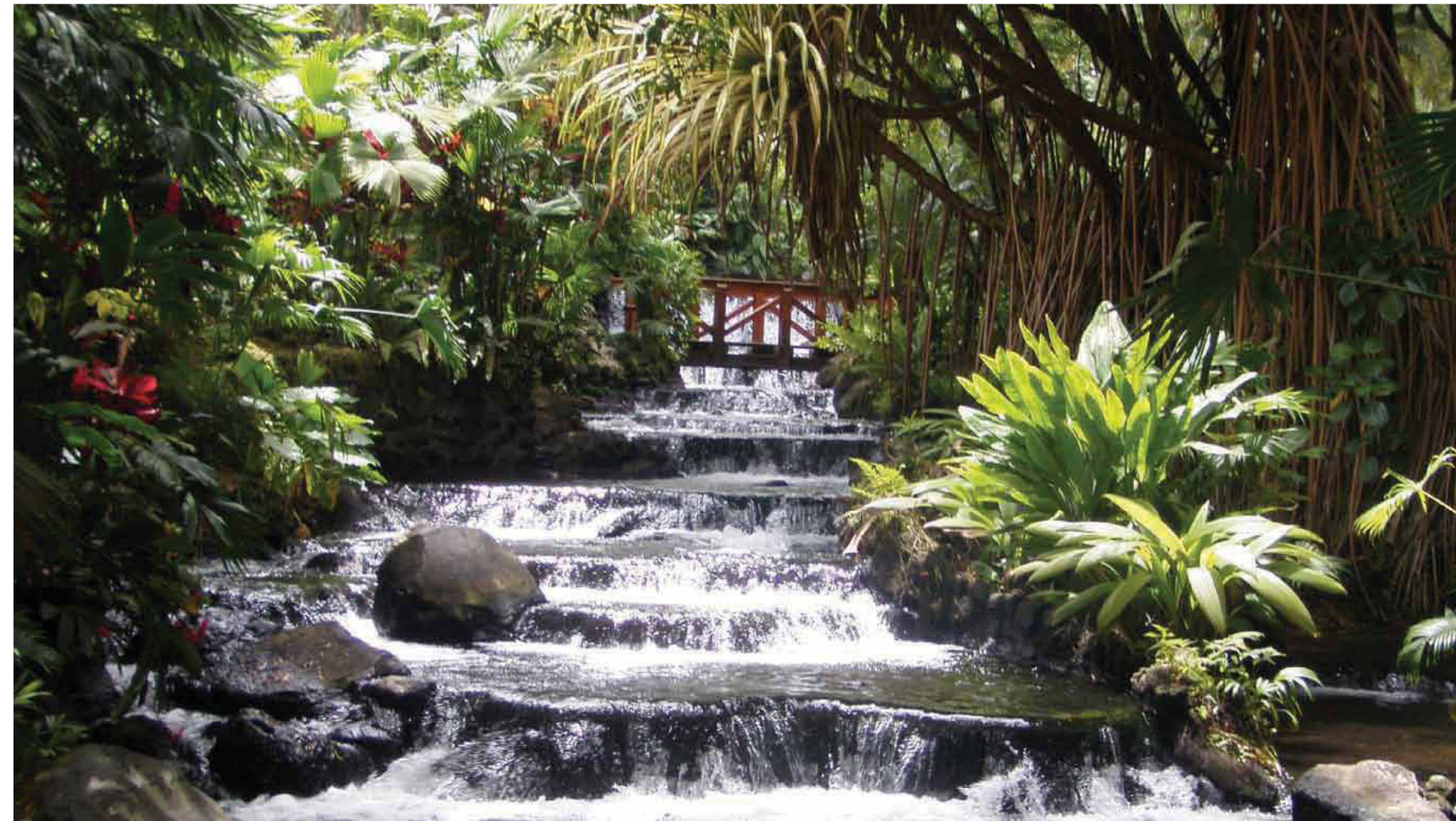
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# Bob Lappin And The Palm Beach Pops Celebrate The Genius of George & Ira Gershwin

by Denise Grunder

Broadway's quadruple  
crown winner

Lillias White  
returns for a six night  
engagement showcasing  
the brilliance of  
The Brothers  
Gershwin



Bob Lappin & The Palm Beach Pops will “Strike Up the Band” and pay tribute to the “Fascinating Rhythm” of the amazing duo whose compositions bridged the worlds of Tin Pan Alley, Broadway, Hollywood and symphony halls around the globe. Special guest artist Lillias White, Broadway “Quadruple Crown Winner” whose achievements include Tony, Drama Desk, People’s Choice and Outer Critics Awards, will join The Palm Beach Pops for a six-night county-wide engagement. The fifth concert series in The Palm Beach Pops 20th Anniversary Season, “The Genius of George and Ira Gershwin” will be performed February 29 & March 1 at the Kravis Center, West Palm Beach, March 2, 5 & 6 at The Carole and Barry Kaye Performing Arts Auditorium at FAU, Boca Raton and March 3 at the Eissey Campus Theatre at Palm Beach State College in Palm Beach Gardens.

## Lillias White

Lillias White has been recognized on Broadway with the Tony Award®, Drama Desk Award®, People’s Choice® Award and The Outer Critics Award® for Best Actress in a Musical—Broadway’s Prestigious Quadruple Crown—for her 1997 role as Sonja in the The Life. In 1990, she won The Obie Award® for Best Actress in a Musical for her portrayal of Hennie in Romance in Hard Times. In addition, she won The Drama Logue Award® for Best Actress in a Musical for her role in the national tour of Dreamgirls. In 1992, White won an Emmy Award® for her role as Sesame Street’s Lillian Edwards. She is also known for her performance as Bloody Mary in the 2005 Carnegie Hall concert South Pacific, as well as for her many other theatre, TV, film and roles and recordings.

## About The Gershwin Brothers

George and Ira Gershwin are best known as a brilliant Jazz Age songwriting team whose compositions were synonymous with the popular culture of the era. From 1924 until 1937, when George succumbed to a brain tumor, the brothers wrote almost exclusively with each other, composing over two dozen scores for Broadway and Hollywood. In addition to numerous hit songs, the pair is perhaps most notably remembered for their trilogy of political satires: “Strike Up the Band,” “Of Thee I Sing” and “Let ‘Em Eat Cake,” which served together to elevate musical comedy to an American art form. Furthermore, their opera Porgy and Bess is constantly revived in opera houses and theatres worldwide. Along with the brothers’ significant musical theatre and film success, George also enjoyed great acclaim in the concert arena as a virtuoso pianist, conductor and composer whose works included “Rhapsody in Blue,” “An American in Paris” and the “Concerto in F.”

## TICKETS

- February 29 & March 1 at 8:00p.m. – Kravis Center, West Palm Beach
- March 2, 5 & 6 at 8:00 p.m. – Kaye Performing Arts Auditorium at FAU, Boca Raton
- March 3 at 8:00 p.m. – Eissey Campus Theatre, Palm Beach Gardens

*Tickets \$29-\$89;*

*Call 561-832-7677 or visit*

*[www.palmbeachpops.org/gershwin](http://www.palmbeachpops.org/gershwin)*



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

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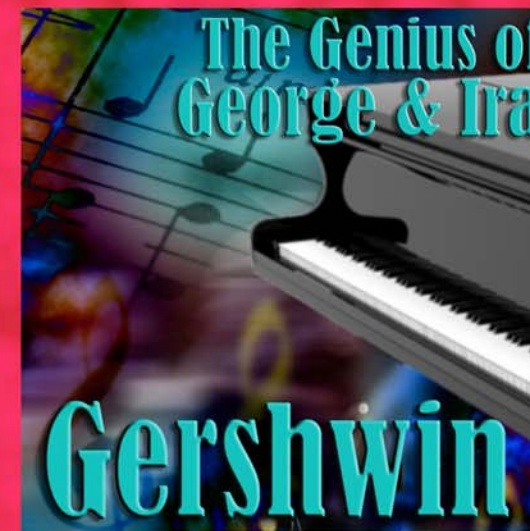
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# Bob Lappin & The Palm Beach Pops



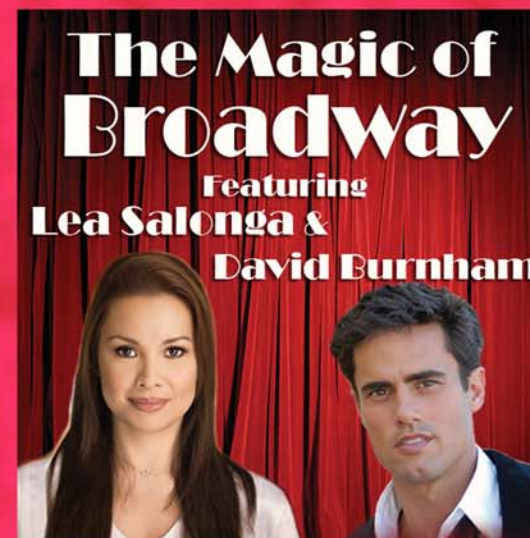
## The Genius of George and Ira Gershwin

Feb. 29 & March 1 • Kravis Center, West Palm Beach

March 2, 5 & 6 • Kaye Auditorium, FAU-Boca Raton

March 3 • Eissey Theatre, Palm Beach Gardens

BACK BY POPULAR DEMAND, audience favorite LILLIAS WHITE returns to join The Palm Beach Pops as they celebrate the brilliant brothers whose compositions bridged the worlds of Tin Pan Alley, Broadway and Hollywood. Hear favorites including *Strike Up the Band*, *Fascinating Rhythm*, *Someone to Watch Over Me*, *Summertime* and more.



## The Magic of Broadway & Disney Favorites

March 29-31 • Kaye Auditorium, FAU-Boca Raton

April 1 • Eissey Theatre, Palm Beach Gardens

April 2 & 3 • Kravis Center, West Palm Beach

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

## Tickets Start at \$29

# Call 561.832.7677

Choose Your Seat - [www.PalmBeachPops.org](http://www.PalmBeachPops.org)

Kravis Center for the Performing Arts, West Palm Beach  
Eissey Campus Theatre (Palm Beach State College) Palm Beach Gardens  
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# Plantable Seed Paper Wine Bottle Tags & Cards

What do you do when you get a call for a dinner party? What will I bring – wine, a piece of jewelry, stationary, flowers? The dinner party is tomorrow evening, and I don't have time to go shopping, so I will bring a lovely bottle of wine? But how can I add a special touch to that bottle of wine? I know! A plantable wine tag from Sprouts! And Sprouts! also has matching plantable cards with cute little sayings.

The wine tags easily slip over the neck of the bottle and include a TO and FROM on the back along with the planting instructions. They come in two different variety packs of three: The Grape Lovers Collection and The Good Friends Collection.

Sprouts! Plantable Wine Cards provide that little something extra when you need that perfect hostess present. These cards feature six unique and funny wine-themed designs sure to give anyone a little giggle.

Just like all of Sprouts! products, these wine tags and wine cards are made from 100% recycled handmade paper embedded with top quality flower seeds. Each card and tag comes printed with planting instructions. When planted, both the tags and cards will grow into beautiful wildflowers!

For more information or to order, please visit [www.sproutem.com](http://www.sproutem.com) or e-mail us at [info@sproutem.com](mailto:info@sproutem.com).



GREEN GOODIES

# Meet the Team...

## SHARON QUERCIOLI

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.

Co-Founder & President



## SANDRA FRENS

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."

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

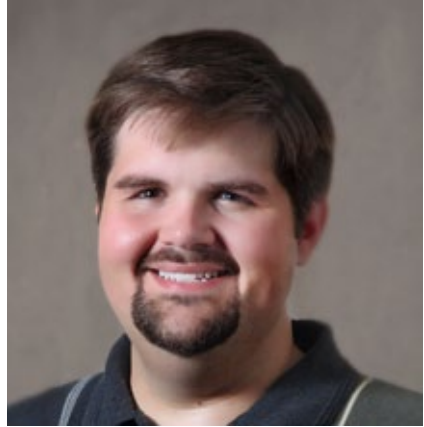
Kristin is a native Northern Ohioan with over 15 years in operations as a Client Services Manager. The majority of her managerial experience has been with the insurance industry where today she is still a licensed insurance agent in Ohio. "I am thrilled to have the opportunity to work with a state-of-the-art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



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