



Our Wonderful World

April, 2012
Volume 3 :: Number 4

The Art of Living Green



Easter Traditions

The Wonders of Essential Oils

2012 Art Fest By the Sea

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Volume 3 Number 4



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www.youngliving.org/owwmedia



Our Wonderful World

The Art of Living Green

President & Co-Publisher

Sharon Quercioli

Operations Manager

Kristin Purcell

Editor in Chief & Co-Publisher

Glenn R. Swift

Webmaster/IT Coordinator

Sean Reed

Art Director

Sandra Frens

Contributing Writers

Lindsay Babich, John Carr,
Sandra Frens, Denise Grunder,
Richard Hawkins, Sharon Quercioli,
Scott Ranck and Glenn R. Swift

Contributing Photographers

Robby Antonio
Howard Alan Events

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Welcome to the April, 2012 issue of Our Wonderful World, Florida's leading green digital magazine. Our feature story, "Easter Traditions," provides a fascinating and colorful insight into the history of the Easter Bunny and Easter Egg. This is a must read! Kudos to our one and only Sandra Frens for doing such a great job with this story.

The 24th Annual Art Fest by the Sea held on the shores of beautiful Juno Beach was yet another very successful event with thousands of patrons braving storm clouds to enjoy a spectacular springtime tradition filled with magnificent artwork, mouthwatering culinary selections from local vendors and live musical entertainment. We tip our hats to producer Howard Allen and the good folks at the Northern Palm Beach Chamber of Commerce for another job well done.

Our very own Green Goddess enlightens us to "The Wonders of Essential Oils" in her Pearls of Wisdom column, which teaches us the numerous health benefits from some of nature's most powerful healing agents. The Goddess gives us another great article, "The Awesome Avocado," which makes it ever so clear that we need to be eating this very special fruit.

Richard Hawkins provides an educated insight into how America can quench its addiction for oil, and Mandy Nolan gives us some preventative "green" solutions for those most insidious

of little pests—TERMITES! Homeowners in Florida should take notice.

Now just in case you ever wondered what an Energy Rater was but were too afraid to ask, Scott Ranck will tell you everything you need to know. On the business side of things, renowned sales trainer John Carr offers some great advice about building your client base through referrals. Last, but not least, our friends at Sprouts! focus on "The Gift of Reading to a Child" and how that gift builds the foundation for their education.

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

Sincerely,



Sharon

Sharon Quercioli,
President
sharon@owwmedia.com



Glenn

Glenn Swift,
Editor in Chief
glenn@owwmedia.com

FROM THE PUBLISHERS

Easter Traditions It's All About the Eggs!

by Sandra Frens

Ahh spring... The time of year when many children anxiously await for a cotton-tailed friend to deliver treasures of small toys, eggs and candy. Easter generally falls at the peak of spring when life is renewed from winter's cold shadow and nature has begun to reinvigorate our world with her beauty. When we think of Easter, many of the symbols that come to mind are brightly colored eggs, baskets filled with goodies, and, of course, the mythical Easter Bunny. But how did this magical bunny get mixed in with Easter and what role does the egg play?





Before the existence of the religious celebration known as Easter, Spring Festivals were commonly held to venerate nature coming back to life: animals give birth to their young, trees and flowers come into bloom and birds begin to have an abundance of eggs. This time of fruitfulness was often associated with rabbits, hares and eggs because of their links to fertility.

When it comes to the Easter Bunny, his roots are drawn back to an early German heritage. The earliest mention of the Easter Bunny is made in the 16th century. (Actually, he was not a bunny at all, but a hare called “Osterhase” or “Oscher Haws.”) The idea of this legend spread to America with the coming of German immigrants who settled the Pennsylvania Dutch country in the 1700s. Their children carried on the ritual of building nests in their hats and bonnets hoping for gifts of eggs laid by the hare. These “nests” would be the prelude to the Easter Basket, and due to the abundance of rabbits, the story naturally evolved into the Easter Bunny.

As for the connection between the Easter Bunny and the Christian Easter celebration, the only feasible link is the egg. Some Christians view the egg as symbolizing Jesus emerging from the tomb, which shares in the idea that all life comes from an egg. Eggs are thus equated as the seed of life. Another connection is that eggs used to be forbidden during the time of Lent. To mark the end of Lent, people would paint and decorate eggs, then eat them in celebration for Easter.

The connection between candy and Easter again started with the link to the egg. Easter is the second biggest candy holiday, and it started with the introduction of the chocolate egg, which was introduced in Europe in the 19th century. Other egg-shaped candy, known as jelly beans, would later be invented and even have a biblical connection as being a modern form of Turkish Delight. Even another popular Easter treat, Peeps (yellow marshmallow candy), have the egg connection because they are in the shape of chicks.

The idea of the Easter parade may not have the egg connection, but it does loosely tie into the religious aspect of Easter. Originally it began in New York City when the common people would come out to see the wealthy return home from Easter church services. When these socialites traveled down the streets (elaborately dressed in their Sunday finest hats and adornments), their stroll took on the appearance of a parade complete with spectators! This spectacle is where the song In your Easter bonnet with all the fills upon it... (popularized by Fred Astaire and Judy Garland in the 1948 movie Easter Parade) has its roots. To this day in Manhattan, Easter parades (not of religious significance) are still held, shutting down the city from 49th to 57th Street.

The imagery associated with Easter was solidified during the Victorian Era, giving way to beautiful depictions of spring, colored eggs and religious symbols. Now that the imagery was in place, and, with the rise of the postage stamp, the stage was set for the first Easter Card greetings. The first Easter card was the idea of an English stationer who added a greeting to a drawing of a rabbit. In the beginning they started out as mere postcards, but today have transformed into an assortment of extravagant greeting cards that light up, have pop-ups, play music and even grow into flowers! Through the sending of greeting cards, the conventions surrounding the Easter holiday flourished and (in a sense) the greeting card was the seed (or egg) that helped this holiday spring to life in American culture.

Easter Cards that can grow into flowers truly tie in all the aspects of this mishmash of traditions that make up the American Easter Holiday. The seeds in the cards represent life (mirroring the idea of the egg) and the growing flowers symbolize life renewed. If you would like to purchase seeded plantable Easter Cards and gifts, please visit: www.sproutem.com.



Juno Beach Hosts 24th Annual Art Fest by the Sea

by Glenn R. Swift

Thousands of patrons braved storm clouds on March 10 and 11 to enjoy a spectacular springtime tradition filled with magnificent artwork, mouthwatering culinary selections from local vendors and live musical entertainment.

Stretching along the oceanfront along A1A in beautiful Juno Beach, Art Fest by the Sea has become a springtime tradition for South Florida residents and snowbirds alike. With 250 national and international fine art and fine craft exhibitors from more than 30 states and Canada, this highly regarded, juried art festival has become one of the most popular of its kind in the Sunshine State.

Produced by Howard Alan Events & American Craft Endeavors, this year's festival brought together a number of longtime favorites along with some of the rising stars in the contemporary art scene. Life-size sculptures, spectacular paintings, one-of-a-kind jewels, photography, ceramics, and much more truly made for one fabulous weekend. For more information about ArtFest, please visit www.artfestival.com.



Photography courtesy of Howard Alan Events



April Davis, Artist



Photography courtesy of Howard Alan Events



GREEN GOINGS

Photography courtesy of Howard Alan Events



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GREEN GOINGS

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Contact me to talk about GREEN investment opportunities for your portfolio.

Ernesto Keaney, RFC®
Ameritas Investment Corp.
850 NW Federal Highway
Suite 183A
Stuart, FL 34994
772.287.8089
877.287.8089



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PEARLS OF WISDOM FROM THE GREEN GODDESS



The Wonders of Essential Oils

Quote of the Month: "Healing Is a Choice—Make It Yours"

by Sharon Quercioli

Freshly cultivated and steam distilled, essential oils are life-enhancing gifts from the plant kingdom, revered for centuries for their restorative properties to body, mind and spirit. Pure essential oils have become an important solution to the challenges facing modern lifestyles.

Superior to all other supplements, Young Living's therapeutic-grade essential oils deliver positive benefits to the body through smell, direct absorption into the skin and by normal digestive processes. Antiseptic, calming, stimulating and soothing, Young Living's essential oils bring balance to all systems of the body.

Recently, I have been speaking with several people who want to know more about alternative ways to promote a healthy lifestyle. The great news is that whether the oils are used as a bug repellent or as a healing agent for stomach ache, cramps, stress or anxiety, there are many ways Young Living products can change your everyday life.

Essential oil testimonials are an effective way of learning and sharing information. With this knowledge, we can take control of

our own personal health. I would like to share with you some of the different uses for these Young Living essential oils of which I have received many testimonials. I suggest to everyone to print out and laminate the different uses of Young Living Essential Oils so that we can show others how to begin replacing the chemical stuff in our medicine cabinets!

Remember not to expect the same results unless you are using Young Living Therapeutic Grade essential oils and supplements.

To purchase Young Living essential oils or other Young Living products, go to www.youngliving.org/owwmedia and scroll down toward the bottom of the page.

"These statements have not been evaluated by the FDA. Products and techniques mentioned are not intended to diagnose, treat, cure or prevent any disease. Information provided here is in no way intended to replace proper medical help. Consult with the health authorities of your choice."



Choose to fill your “medicine” cabinets with fast, effective natural alternatives!

Young Living Essential Oils have over 150 Therapeutic/Medicinal-Grade oils, which can be used for everyday issues from simple to severe.

Do not be fooled by other essential oil companies that claim this.

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- Neosporin/Bacitracin
- Mederma
- Scar Away
- Scar Zone
- Blister Shield
- Azo Cranberry
- Neutrogena
- Oil of Olay



Lemon

- Children's Tylenol
- Children's Motrin
- Chloroseptic
- Imodium-AD
- Pepto-Bismol
- Mucinex
- Alli
- Azo Cranberry



Lavender

- Neosporin/Bacitracin
- Aleve/Motrin
- Advil Sinus
- Tylenol PM
- Unisom
- Zyrtec/Claritin D
- Benedryl
- Calamine Lotion



Peace & Calming

- Unisom
- Tylenol PM
- Benedryl
- Stress & Anxiety
- Ultimate Stress Pills
- Zanaflex



PanAway

- Bengay
- Mineral Ice
- Icy Hot/Biofreeze
- Aleve
- ThermoCare
- Aspercreme
- Motrin/Advil
- Midol



Valor

- Advil
- Ibuprofen
- Motrin
- Tylenol Arthritis
- Bengay
- Sleep Apnea Eze
- Breathe Right Strips



Peppermint

- Pepto-Bismol
- Imodium-AD
- Tums/Rolaid
- Mylanta
- Prilosec/Zantac
- Tylenol/Motrin
- Beano/Gas-X
- Midol



Thieves

- Dayquil/Nyquil
- Chloraseptic
- Robitussin
- Abreva
- Orajel
- Lamisil/Lotrimin
- Vicks Vapo Rub
- Nicorette



Purification

- Calamine Lotion
- OFF!
- Bactine
- Proactiv/Clearasil
- Benedryl Topical
- Cortaid
- Cortizone-10
- Vagisil

HEALTH & WELLNESS

The Art of Living Well

Envy's Green...And So Am I

by Rev. Lindsay Babich

Envy, the other side of Green – dark green, very dark green. Who among us hasn't turned green with envy? The source may be different for all of us. For example, big boobs, a Ferrari, a Swiss chalet, a loaf of bread, a roof.

Envy is a human emotion and why this one was colored "green" in our lexicon is out of my reach. So, don't be envious. Americans usually relate the color to money. What I do know is that our nature as humans is to be emotional and sometimes that's green.

Now here's my scientific conundrum — I went green and no longer "turn green."

I have discovered, quaintly enough, that there is a "natural, 100% pure-beyond-organic distilled product that can change my color to rosy-cheeked and healthy. These green elixirs are so important to life that they are actually called "Essential Oils."

Used for thousands of years by humans, millions by animals and millennia as self-protective plant aids, essential oils share their complex, beneficial properties with us now – if you smell the truth.

Only 3.6% of all plants have

essential oils – that's 18,000 out of 500,000 (roughly). They serve their green Masters (yes the capital is intentional) as anti-bacterials, anti-virals, anti-fungals, insect repellents, tissue rejuvenators, sexual attractants, aphrodisiacs, micro-environments, entertainment and more. I don't know if plants require entertainment, but according to my friend, Lisa Black, of the Fields of Gold project in Hendersonville, North Carolina, bio-dynamic farm plays classical music to very happy, healthy organic vegetables.

Which brings me to the green hero: LEMON OIL. Just two drops in a very big stainless steel or glass bowl full of water, washes clean romaine, spinach, cukes, kale, cilantro, tomatoes, etc., etc. Simply, cleanly, non-toxicly, cheaply in both cost and environmental impact, Essential Oil of Lemon cleans the food you eat killing bugs, bacteria and fungi and leaving you healthy — not poisoned. No expensive questionable commercial veggie washes to buy. Goodbye e-coli!

Lemon oil also delightfully flavor drinking water into a delicious, healthful and refreshing alkalizing drink that can help balance stomach acids. One drop will do. The concentration of the oil is equivalent to approximately 25 squeezed lemons – without the pucker-up need for sugar.

Lemon Oil shares the sheets, so to speak, with over 200 other single and blended essential oils, all of which I have at my fingertips – no kidding. Your essential oil friends can help you go to sleep, wake up, satisfy hunger, drop your bloodpressure, tame stress, raise your consciousness, find peace and kill a wicked hospital-acquired bacterium before it kills you. These are just a few of the Living Green ideas to consider when thinking of essential oils. And, speaking of sheets, there are

oils to kill bedbugs, too. I travel savvy and bite-free with my Thieves spray.

Like most other products, it's important to know what you're getting. Do the work. Don't believe everything you read. And, don't go sniffing any adulterated oils. Therapeutic-grade (yes, that's right, therapeutic – as in "therapy") oils cannot be effective when grown, distilled or bottled with shoddy capital-intensive methods or when adulterated with odorless, tasteless toxic chemical diluters. If you put it in or on your body, you had better get it right. Otherwise, don't call me. Okay... you can call. I love teaching the eager ignorant.

Excuse me while I anoint my feet with oil – Lavender precisely. In ten minutes I will drift off into a non-intoxicated, gentle, healing sleep. And now I lay me down to...sigh...🌍

Lindsay Babich is an author, marketer, public television and international film producer, radio personality and Rockette. A "green Lover" who walks her talk, a Minister to the planet and all her inhabitants.



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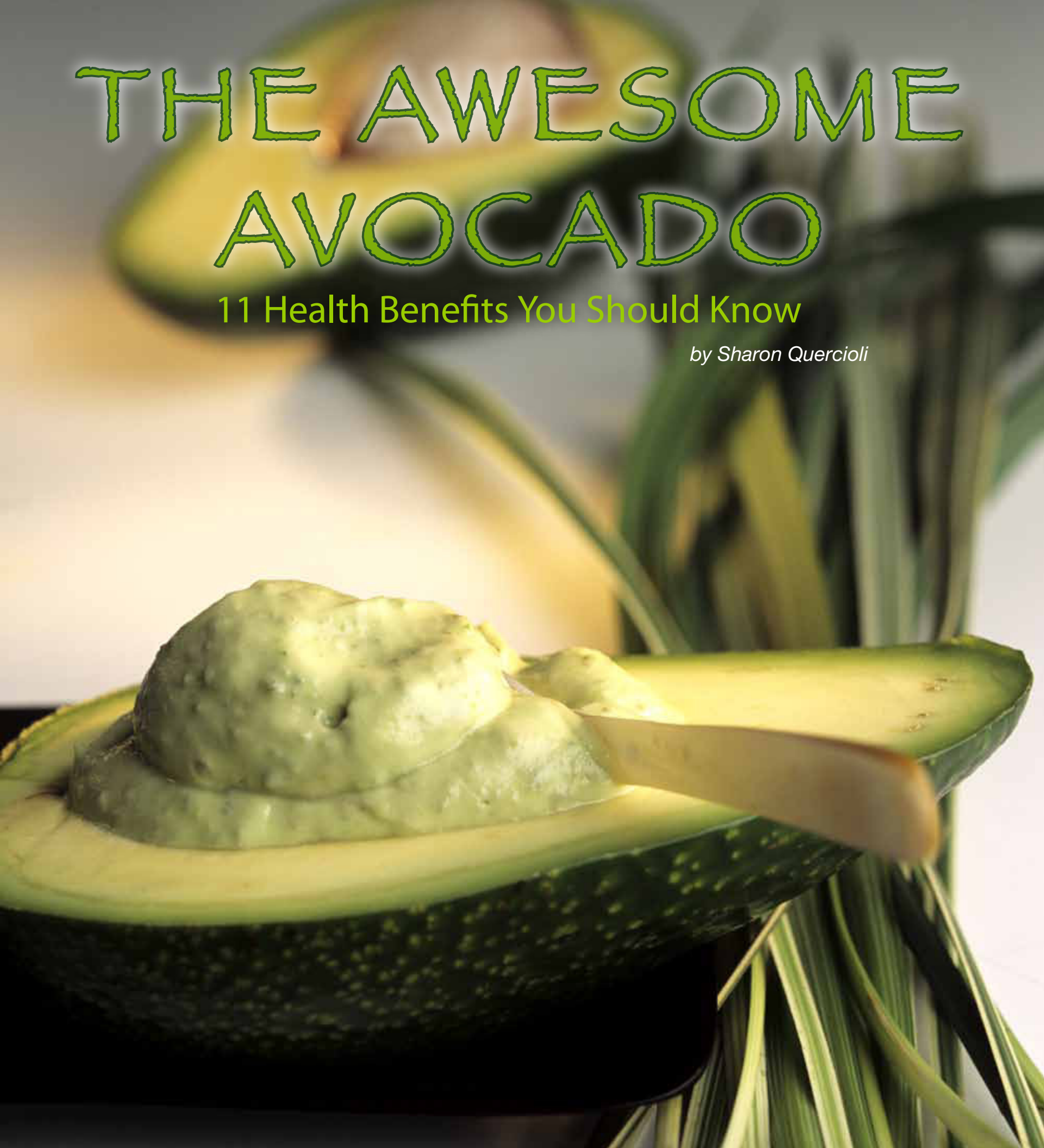
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Phone: (561) 596-2727

THE AWESOME AVOCADO

11 Health Benefits You Should Know

by Sharon Quercioli



One of my favorite fruits, the avocado, has been cultivated for thousands of years. Native to Central America, avocado is not only delicious, but an important component of a healthy diet. In fact, some consider this amazing fruit to be an almost complete food – so much so that in certain parts of the world babies are weaned using mashed avocado.

Here are 11 good reasons why you should be eating the awesome avocado:

- 1 Reduces the risk of cardiovascular disease.
- 2 Helps in the prevention and treatment of prostate and breast cancers.
- 3 Contains a number of vitally important minerals like potassium, calcium, Vitamin C and K, folic acid, copper, sodium and dietary fibers.
- 4 Contains oleic acid that has been shown to lower LDL cholesterol levels.
- 5 Been shown to reduce the risk of high blood pressure and stroke.
- 6 Improves the ability of the body to absorb carotenoids.
- 7 Used to help people who have sexual problems.
- 8 Is a good antioxidant.
- 9 Used in the treatment of skin disorders.
- 10 Used to heal people who suffer from digestive and circulatory problems.
- 11 Pulp is believed by many to be anti-bacterial and anti-fungal.

Let me share with you one of my awesome avocado recipes!

Avocado and Corn Salsa Recipe

Ingredients:

- 3 ripe avocados, peeled, pitted and diced into large cubes
- 3 ears of corn (about 2 cups of kernels), husked
- 1 red onion, finely diced
- 1 red bell pepper, finely diced
- ½ cup of olive oil
- ½ cup of lime juice
- ¼ cup of freshly chopped oregano
- ¼ cup of red wine vinegar
- 1 tablespoon of minced garlic
- 1 tablespoon of ground cumin
- 1 teaspoon of chili powder
- 1 teaspoon of Tabasco
- Salt and pepper, to taste

Preparation Instructions:

- 1 Blanch the corn in boiling water for 3 minutes, then drain and cool under cold water.
- 2 Cut the kernels off the cob and mix together with all the remaining ingredients in a suitably sized bowl.
- 3 Cover and refrigerate for up to 3 days.
- 4 Serve as desired (goes well with seafood such as shrimp). 🌎

Don't forget that one avocado a day keeps the doctors away!



THE GIFT OF READING TO A CHILD

by Sharon Quercioli



I love to surround myself with smiling faces, especially my precious niece, Tiffany, 8, and nephew AJ, 4. Every day they amaze me with heartfelt phone calls and text messages telling me how much they love me. Never was I more proud than this summer when they were visiting from Ohio and I found young Tiffany reading one of my books, *The Gift*. In fact, I ended up giving her the book she loved it so much. You see, Tiffany is an avid reader who reads far above her grade level. Last year she won an award for having read the most books in her school ...72! I'm proud to say that I have read to Tiffany and AJ since they were first born...and I did the same for their mom. This is what motivated me to write about the importance of reading to children.

Studies show that there are several variables inter-related in the development of a child. The variables include physical, cognitive, social, spiritual and emotional components. All these variables are crucial to a child's development. However, one of the most important variables is reading. Reading to your child from infancy on has an influencing affect on all the variables of development whether the evidence of it is directly visible or not. According to the American Association of Pediatrics (AAP), reading is a significant aid in brain development and encourages a solidifying, emotional bond between parent and child. The AAP recommends initiating a daily routine of reading for infants as well as older children. Unfortunately, studies show that only 50% of parents read to their children every day.

Language is the most utilized form of communication. Children who are introduced to books at an early age are more prone to grasp the variances in phonics, which in turn affects their language skills and cognitive abilities. Research shows that children's familiarity with books is taught by their mothers who typically are the main caregiver of a child. Moreover, the cause and effect of reading upon language skills and cognitive abilities is cyclical, yet progressive in nature. The more a child uses phonics to test out new words, the more he or she reads. The more the child reads, the more the child learns.

The earliest years are truly the child's most formative. From birth, children are sifting through stimuli and learning how to interact with their surroundings and the people with whom they're in

contact. Parents are crucial to laying a foundation upon which a child's education is based. Parents are most often a child's first teachers, and from them a child is taught not only fundamentals of education, but how to learn as well.

Reading is instrumental in forming a foundation upon which to build a child's educational career. Whether the child in question is too young to comprehend the words on a page or not, makes no difference. Scientists, pediatricians and educators alike agree that reading to children strengthens their resolve in learning. They also contend that setting an example by reading in front of children is one of the major ways to contribute to an interest in reading. Remember, your child is an active participant in his or her own development and education. Taking the time to interact with your child through reading is a gift that will keep on giving. 🌍

This information is brought to you courtesy of Sprouts!, Inc., manufacturer of handmade, 100% recycled, plantable seed paper products, which include greeting cards, note cards, bookmarks, coasters, Blooming Boxes™ and a host of custom marketing pieces – all of which grow beautiful wildflowers when planted. Sprouts products can be purchased directly from the company's website (www.sproutem.com) or custom printed to accommodate various volumes, sizes and print specifications.

Click here for a video about one of South Florida's most innovative green companies.

GOING GREEN

Sprouts! Plantable Easter and Mother's Day Cards

When planted Sprouts! Cards grow into beautiful wildflowers, allowing the love to continue to bloom! Want to give your loved ones something truly unique and eco-friendly? Visit www.sproutem.com to view all the plantable cards and other goodies Sprouts! has to offer. Have a questions about our products? Call us at 561-840-8089 or email us at info@sproutem.com for more information!



Sprouts!
MAKING IDEAS BLOOM™

Ask The Energy Expert “What is an Energy Rater?”

by Scott Ranck



The State of Florida is a leader nationally in building energy-efficient homes. In 1979, the Florida legislature enacted a statute that allowed us to have our own building energy code, largely due to our unique climate. That code has evolved and been in place ever since. The state currently has only one provider of energy-related training and oversight for those working in the building energy rater system world (BERS), which is the Florida Solar Energy Center (FSEC) in Cocoa. The center is affiliated with the University of Central Florida.

Our state has a certification for energy raters. Energy raters are people who may perform varying levels of energy related audits and evaluations on our homes. There are currently three levels of state-certified energy raters. A Level III energy rater may only input information from blueprints into approved software on new construction. They may help a builder know if he has achieved compliance with Florida's Energy Code or project an unofficial HERS (Home Energy Rating System) Score, which is measuring the builder's home against

the International Energy Conservation Code.

A state-certified Level II energy rater may do what a level three may do, but may also visit a job site or existing home to gather information to perform the computerized energy rating of the home. Whenever you have someone approach you to perform a “Free Energy Audit” of your home, I would ask to see some evidence they hold this Level II state certification. There is an online search engine you can search to verify a person's credentials. Sorry for the long link, but here is the site:

https://securedb.fsec.ucf.edu/engage/engage_search_rater

A state-certified energy rater Level I may do what both the other levels may do, but also perform diagnostic testing to determine how “leaky” your home is and how “leaky” your duct system is. The Level I certification is nationally recognized, and someone with that credential may do energy-rating work in every state but California.

I highly recommend when doing energy upgrades to your home to investigate the rater search engine and find a rater nearby who can advise you. These people are trained, have spent thousands of dollars on training and equipment and are overseen for quality control purposes. There is also now a state-registered trade association that many raters have formed to help develop and educate the industry. You may visit that organization's website at www.beapfl.org.

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.



GOING GREEN



CASH IS KING... SO IS ENERGY CONSERVATION AND COMFORT.

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Preventative Green Termite Solutions

Protect Your Home and Planet

by Mandy Nolen



Termite season is back and in full swing already! Termites are extremely destructive pests and can literally eat you out of house and home. Worker termites forage continuously for food and cause about \$5 billion in property damage each year. Termite damage is more common than damage caused by storms, fires and earthquakes, and the cost of termite damage is rarely covered by homeowner's insurance. National Treasures such as the White House, US Capitol, Statue of Liberty, Independence Hall and Ellis Island are all protected from termite damage. Formosan termites completely destroyed Honolulu's Iolani Palace's Coronation Pavilion, which had to be rebuilt. In addition to damaging structures, termites release an estimated 176 billion pounds of greenhouse gas per year. Have I got you convinced yet that termites are destructive?

Now that you know how destructive these pests are, you are probably wondering what you can do about them. Termites can be difficult to detect, and, because they are such insatiable feeders, most homeowners do not notice them until there is a severe infestation. The best course of action is to avoid an infestation altogether by implementing a preventative treatment. There are two great treatments to prevent subterranean termites from eating your home that are both environmentally sensitive. The products are DuPont Altriset and Dow's Sentricon Always Active. Both products have achieved reduced-risk ratings from the EPA, which means that no caution words or warnings need to be on their label. Both products are extremely targeted, meaning they only exterminate termites and will not affect any other insects or animals on your property. Neither product is toxic to your pets or family members. And most importantly, both products have proven to be extremely effective. In fact, DuPont Altriset stops termites from feeding immediately. Similar treatment options are available for drywood termites and can also be used curatively for existing infestations.

For more information on green termite solutions and preventative termite solutions, visit the Nozzle Nolen website at www.nozzlenolen.com/termite-control/termite-prevention-detection

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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.



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A Greener Solution to Our Thirst for Oil?

by Richard Hawkins

Modern engines have no problem making the switch from conventional diesel to 100% pure biodiesel...



So much spin occurs regarding our need for oil and where it needs to come from. We hear a lot more of it in election years. It is estimated that 71% of our oil is used for transportation. Most of us are concerned about the rising cost of fuel. We are also worried about events in the Middle East and how this will impact our domestic fuel supply.

We are at a point where traditional gasoline cars are getting mileage nearly equal to hybrids. Reports indicate that electric car sales are faltering. Zero emission cars are a great idea, but the electricity to charge them still comes primarily from fossil fuel generators. Is there a better solution?

Europe has long been marketing and selling diesel-powered cars. We are marketing a few in the U.S., but are lagging far behind the Europeans. Diesel engines have always had an advantage in efficiency and fuel economy. A nagging complaint has been the emissions from diesels, but modern technology has solved this issue. The use of diesel engines gives us another wonderful opportunity—biodiesel!

Biodiesel is not perfect but has some wonderful advantages over conventional oil. It is produced domestically and can replace traditional diesel. It can be made from a variety of biomass sources. While I do not favor food crops being grown for fuel (with soy

being one source of biodiesel), there are many renewable sources for biodiesel. These include animal fats and waste vegetable oil. Sugar cane is a source. Then again, a promising new source is algae!

Burning biodiesel creates less overall emissions. It is free from sulphur and has less aromatic hydrocarbons. It typically produces 60% or less net lifecycle carbon dioxide. Consider that it is produced from atmospheric carbon dioxide via the natural photosynthesis of plants!

Biodiesel is biodegradable and non-toxic. Even biodiesel blends degrade much faster than straight petroleum diesel. Biodiesel spills are not a permanent hazard to soil or groundwater.

Many myths regarding this product are being debunked. Modern engines have no problem making the switch from conventional diesel to 100% pure biodiesel, but more commonly biodiesel is available as a blend.

Localecopia is proud to have Green Gallon Solutions as a member. They are a Florida-based company with headquarters in Fort Myers. They pick up used vegetable oil from local restaurants, hotels and various food chains and refine it into biodiesel. This product is sold locally, supporting our local economy and improving

the local environment. These certainly mirror some of Localecopia's goals.

Green Gallon also contributes two cents from every gallon of biodiesel sold. The funds go to local food banks. Each plant produces 2 million gallons a year. This equates to \$40,000, and every dollar donated equals \$6 of food for the food bank!

What a great use for a waste product! Better for the environment, better for our health, better for our local economy—and a better solution for our nation's fuel needs!

Join us in supporting this renewable energy source. If you would like to learn more about biodiesel and Green Gallon Solutions, please visit them at their website at www.greengallonsolutions.com.

Fill 'er up!

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.

NONPROFIT/CHARITY

Prospecting Part 3 Business by Referral

by John Carr

The final part of the prospecting series is by far my favorite—how I have built my business by referral. How do you receive enough referrals so that you don't have to cold call? By giving more referrals than you receive. How do you find people to give referrals to? By networking with a goal of finding “referral partners.”



Most people go to networking events looking for business; I suggest you go to networking events looking for two things. First, look for potential referral partners, that is someone who calls on the same prospects as you. For example, I am a sales trainer and sales coach, so a great referral partner for me would be a business consultant, group insurance representative and office equipment salesperson. In other words, I am looking for people who are calling on companies that have two or more salespeople.

I have over thirty people on my referral partner team. The team is always changing; people leave jobs and I am always looking to add team members. So think about all the other companies that reach out to your same prospects. Write them down and look for them at networking events. This can also be accomplished with committees and boards you are involved with.

When you introduce yourself to someone new (or maybe someone you already know), do so with your new approach about how you can help them, instead of telling them all about you and how great your company is. Yes, make it all about them! Ask them what they do and how long they have been doing it. You may also ask them if they enjoy what they do and why they do it. In a nutshell, this is really a “quick interview” to determine if you would like to meet them outside of the event to learn more about each other and whether or not to develop a business relationship.

Once you have determined that they may be a good fit for you, ask them, “Would you mind sharing with me what a good referral for you would be?” If and when they ask you about how they can help you, that is the time to ask them to set an appointment to meet outside of the meeting to explore how you can help each other. This appointment is not about selling them your product, but to determine if they are a good fit for your referral partner team. With today's technology you can set the appointment right then and there. Then move on to the next one! Don't be discouraged if you initially find that everyone isn't as giving as you! It's ok. You will find people who are. It has taken me years to build my team.

The key to networking is not selling but building your referral team and helping others. Once you build your team, you will eliminate cold calling and begin building client relationships for life!

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



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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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Combining the Real and the Surreal

James Gary Richmond

by Glenn R. Swift



Photo courtesy of Sarah Dees

"I hope you find peace and a smile in my pictures."

There is more than one way to paint a picture. Some artists prefer oil, some watercolor, while others specialize in pen and ink or acrylic. Then again, some prefer to depict the real, while others prefer the realm of the "not so real." Typically, most artists tend to feel comfortable remaining within one genre, and, if they do "cross over," typically prefer to keep their work in each medium separate and distinct.

Not all of them...

James Gary Richmond is one such artist. A resident of Titusville, Florida and a photographer for over 30 years, Richmond began "painting over" photographs about 15 years ago. Then, with the advent of the digital age, he began adding a "virtual touch" to his images. What you end up with is a style and feel that is truly "one of a kind." His work has been published and awarded nationally, including Best of Show and Best Poster at the Northern Palm Beach County Chamber of Commerce's ArtiGras Festival, Juno Beach ArtFest and Sebastian Art Show.

"All of my images begin as a photograph, but they don't always end up that way," cracked Richmond who takes photographs, alters them digitally and then paints over them with marshall oils.

"I use whatever tools are available to me to convey my vision, a camera, paints, computer technology, but most of all...imagination. I then print my own images using archival inks to a canvas substrate, then stretch and spray several coats of a UV protection."

Without question, Richmond's images magically provide a "vacation for the eyes," a transcendental escape from the cares and stress of everyday life, depicting tranquil scenes from such exotic vistas as Key West, the Bahamas, Belize, Mexico, Panama and the Mediterranean.

"I spent much of my life in the Florida Keys, so the idea of vibrant color and the concept of a happy 'island life' shape the feel of my images."

And how...

As for what Richmond's trying to accomplish with his art, that's rather simple.

"I hope you find peace and a smile in my pictures."

If you're interested in learning more about the work of James Gary Richmond, visit www.richmondphotography.com or call (321) 489-4708.

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Lea Salonga
of Disney Fame

Broadway Star
David Burnham



A Palm Beach Pops tradition and always a night to remember, audiences will delight in the wondrous songs of musical theatre as our orchestra brings the magic of Broadway's greatest hits to the South Florida stage. The sixth and final concert series in The Palm Beach Pops' 20th Anniversary Season, The Magic of Broadway and Disney Favorites will feature Broadway stars Lea Salonga, Tony and Drama Desk Winner, best known as the singing voice in Disney movies and for her leading roles in Miss Saigon and Les Misérables, and 2007 Helen Hayes Award winner David Burnham of Wicked. Six concerts are scheduled beginning March 29, 30 and 31 at The Carole and Barry Kaye Performing Arts Auditorium at FAU, Boca Raton, April 1 at the Eissey Campus Theatre at Palm Beach State College in Palm Beach Gardens and April 2 and 3 at the Kravis Center in West Palm Beach.

Lea Salonga is a Filipina singer and actress best known for her musical role in Miss Saigon and winning the Olivier, Tony, Drama Desk, Outer Critics and Theatre World Awards for that role. Salonga has also provided the singing voice of two Disney princesses; Jasmine in Aladdin (1992), and Fa Mulan in Mulan (1998) and Mulan II (2004).

As a child star in the Philippines, Salonga made her professional debut at the age of 7 in the musical The King and I and began her recording career at the age of 10 with her first album, Small Voice, which received a gold certification.

Salonga was the first Asian to play Epouline in the Broadway production of Les Misérables. She performed the song "A Whole New World" at the 65th Annual Academy Awards, where the song won an Oscar. That same year, she released her international debut album; it went platinum in the Philippines and sold three million copies worldwide.

Salonga has performed for five Philippine presidents, (Ferdinand Marcos to Gloria Macapagal-Arroyo), three American presidents (George H.W. Bush, Bill Clinton and George W. Bush), and for Diana, Princess of Wales and Her Majesty Queen Elizabeth II. She was recently appointed to serve as Goodwill Ambassador for the United Nations Food and Agriculture Organization. Salonga will also serve as an Advocate for the FAO-led Youth and UN Global Alliance Initiative. This past August, she was named a Disney Legend in 2011 for her work with the Walt Disney World brand.

David Burnham recently played Fiyero in the Broadway production of Wicked. Burnham was a member of the original Broadway cast of the six-time Tony Award-winning musical The Light In The Piazza, performing on both the Tony Awards and the PBS telecast Live From Lincoln Center. Burnham was the 2007 recipient of the prestigious Helen Hayes Award for best actor as well as the 2007 best actor Garland Award for his portrayal of Fabrizio Nacarelli in the national tour of The Light in the Piazza.

On film, Burnham was the voice of the Prince in the Warner Brothers animated feature The King & I and can also be heard as "Willy" in Disney's Home On The Range. Recordings include the soundtracks to Ghepetto, The King & I and Home on the Range, as well as the recordings "Strouse, Schwartz, & Schwartz," "Lerner, Loewe, and Lane" and "Lee Lessack's - In Good Company."

Burnham is very proud to announce the release of his second solo CD One Day for LML Music, available online at Amazon.com, itunes, Barnes and Noble Bookstores.

Tickets

March 29-31 at 8pm –Kaye Performing Arts Auditorium at FAU, Boca Raton

April 1 at 8pm – Eissey Campus Theatre, Palm Beach Gardens

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The Maestro of the Movies—The Music of John Williams and More: Feb. 2-8, 2013

Join The Palm Beach Pops as we pay tribute to one of the best composers of film, Mr. John Williams, the acclaimed composer and conductor for blockbuster movies like Star Wars, Schindler's List, Jaws, Superman and many others.

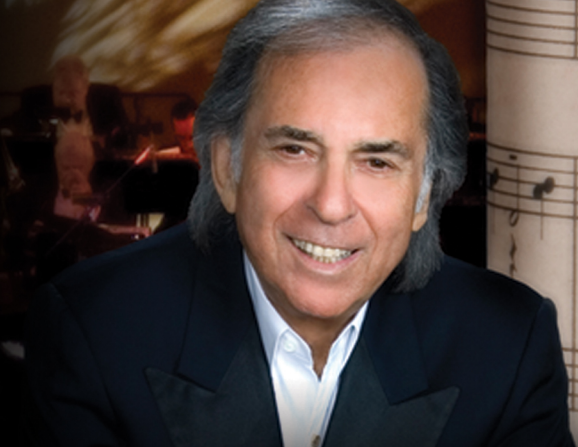
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Enjoy an evening of music featuring songs from Billy Joel, Elton John, Sting, Paul McCartney, Paul Simon, James Taylor and more with Vegas entertainer and audience favorite Clint Holmes. Hear songs Fire and Rain, Always on My Mind, Candle in the Wind and more.

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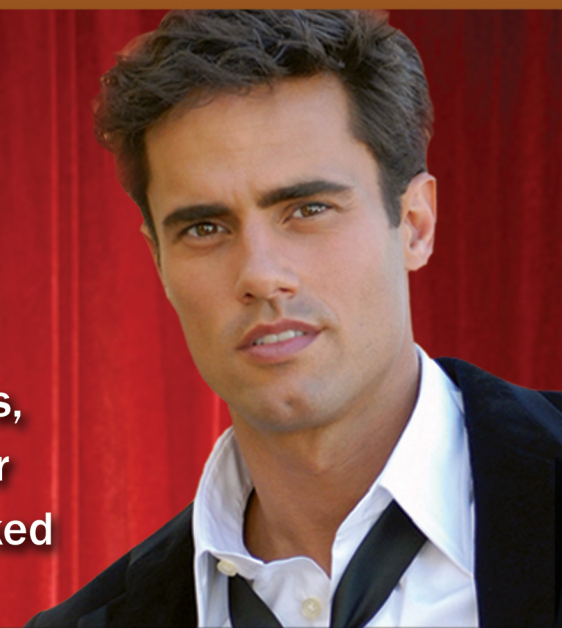
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Meet the Team...



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.



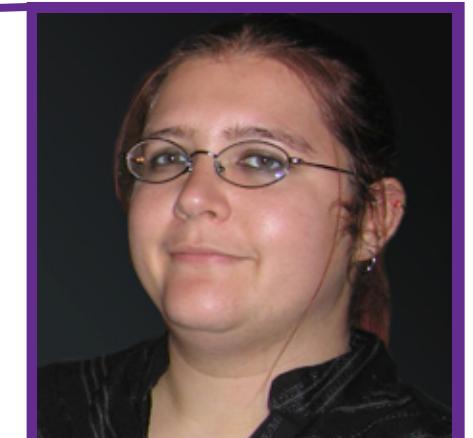
GLENN SWIFT

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."

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."



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