



Our Wonderful World

June, 2012
Volume 3 :: Number 6

The Art of Living Green 



Let's Talk Trash!

Norton Museum Hosts "Garbage Gone Glam"

Blessings of Broccoli!

Local Food All Year?

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Volume 3 Number 6



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Welcome to the June, 2012 issue of Our Wonderful World, Florida's leading green digital magazine. Our feature story, "Let's Talk Trash — The Art of Green Trash Management" by Teresa VanDyk Marshall, gives us all a wealth of creative, yet easy-to-implement, ideas to preserve our beautiful green planet and leave a healthy legacy for the generation of tomorrow.

Our Green Goings section highlights a most unusual fashion show, "Garbage Gone Glam," hosted by the renowned Norton Museum in West Palm Beach. All we can say is, seeing is believing!

Of course, June is always known as a month for romance, and Sandra Frens tells us about the new "green" trend in weddings!

Kudos once again to Teresa Van Dyk for another great story, "Down to Earth," and some great tips on how we really can "get to know our plants."

Now just in case you're looking for some great bargains, be sure to read "Sharing Is Caring" about the launching of the Greater Good Alliance. The GGA helps you find connections to businesses that invest in the environment and in your local community. So, not only do you get a sweet deal each time you connect with a business, but part of the proceeds goes to a sponsored nonprofit. Even better, you can get paid to refer your friends. So sign up now!

For anyone really interested in buying local produce all year long, Nancy Roe tells you how you can do just that right here in Palm Beach County despite the challenging Florida summer.

Our energy expert, Scott Ranck of Florida Public Utilities, educates us as to how water use effects energy use...and how best we can conserve on both.

The Green Goddess enlightens us once again with two more ways to nourish and nurture our body in "Pearls of Wisdom — All About Basil" and "The Blessings of Broccoli" in our Eating Well section.

Salespeople seeking some great advice on time management should be sure to read John Carr's "Time Wasters Salespeople Need to Avoid."

Yes, there's a whole lot more in store for you, too. So, get clickin' and enjoy the newest issue of Our Wonderful World!

Sincerely,



Sharon

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Fashion that is Far From Trashy Garbage Gone Glam...

by **Sandra Frens**

As part of its Art After Dark Earth Day event, West Palm Beach's Norton Museum of Art played host to a fabulous evening of art, fashion and eco-awareness. This one-of-a-kind evening included demonstrations from Resource Depot, music from 97.9 FM and some of the most interesting fashions to ever hit a runway by artist and designer Kristen Alyce.



Photography by Robby Antonio

GREEN GOINGS



GREEN GOINGS



What makes her fashion so remarkable – IT'S TRASH! No, really. It's all made from garbage! Alyce creates stunning couture dresses and gowns from the trash and wrappers we all take for granted. She refers to this fusion between art, fashion and recycling as "Garbage Gone Glam."

"Kristen Alyce has a passion for innovative thinking, inspiring youth, doing her part in bettering the environment and saving the earth one piece of art at a time. She has spent years collecting recycled products from family and friends to provide each fashion show with a new twist on the art of recycling. Alyce's goal is to inspire others to follow her example of turning garbage into something *glamorous*—giving it a new life."

(Excerpt from <http://www.garbagegoneglam.com/kristen-alyce.html>)

To find out more about the Norton Museum of Art, please visit www.norton.org. If you would like to learn more about Garbage Gone Glam and Kristen Alyce, please visit www.garbagegoneglam.com. 





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Down to Earth...

We've made a bed...

But do our plants want to lie in it?



Growing fruitful flowers to majestic trees,
From green mountaintops to sandy seas,
Encouraged to blossom by the art of our toil
And a welcoming bed of rich, living soil...

Soil quality is at the root of, quite literally, the bountiful growth of our prized garden wonders. (Unless, of course, we are mainly cultivating air plants.) So, we checked with the experts and found a few tips to make our soil a growing plant's dream home!

Experienced gardeners know the first trick is to **know our plant**. If we want those veggies and herbs for our garden-grown dinners, it behooves us to find out what soil conditions our flora friends prefer to live in and make it happen—as opposed to thoughtlessly digging a hole and dropping our poor plant into it.

Now it's time for the dirty talk...

Designing the Optimum Soil

So, the Department of Agriculture says that there are at least 26 soil units and classifications. For our purposes, we have found that these 26 are all varying mixes of three overall soil types: Clay, Sandy or Loamy.

Soil type tells us a lot: whether our flower bed is destined to be a desert; a flooded trough or a lovely spot in between. Our role is to help make our plants' soil the most comfortable our plants have ever stood in.

If our soil is too dry or holding too much moisture, just one solution can help with both issues: mixing organic materials into our soil will help clay-type soil drain better while dry, sandy soil will retain its moisture better.

Check out other helpful tips on designing your soil at www.Scotts.com under the Garden & Landscape tab.

Keep those dirty little microbes happy!

That's right – healthy soil is full of little microbes that help our plants “digest” their food. How? You feed your soil organic material. The microbes that live within the soil eat the organic materials and then deposit their easy-to-absorb, nutritious by-products ever so conveniently near our plants' roots.

If our garden soil isn't getting a healthy supply of microbe food, our little garden helpers can't do their thing. New construction sites are susceptible to this because microbes are often “scraped away” during construction.

Regularly adding organic materials to our soil will put microbes back into our soil and keep our existing microbes – as well as our garden – full and healthy.

Test our soil's pH and boost it with organic fertilizers.

Know your plants' desired acidity (pH) levels and keep their nutrient levels at an optimum through fertilizer. One company, Planet Natural, makes this process very easy. They provide “Earth Friendly Products for Home, Lawn, and Garden”. Check out their wide array of green garden tools, soil testers, and organic fertilizers at www.PlanetNatural.com.

In the end, it's a dirty job, but it's worth doing! 🌍



PEARLS OF WISDOM FROM THE GREEN GODDESS

All About Basil

by Sharon Quercioli

Quote of the Month: "Your spark can become a flame and change everything." (E.D. Nixon)

Basil is one of my favorite herbs. Being half Italian, I grew up growing it, making sauces and using it in my fresh salads. I also love including basil in a number of my favorite recipes. Let me share with you some of what I know about this wondrous herb.

Basil, also called sweet basil, is the dried leaves of the herb *ocimum basilicum*, a member of the mint family. A small, bushy plant that grows to about two feet tall, basil's botanical name is derived from the Greek, "to be fragrant." Although basil is cultivated worldwide, Egypt is the principal source, followed by the United States.

The early Romans made basil a symbol of love and fertility. Through the centuries, it became a custom of young Italian suitors to wear a sprig of basil as a sign of their marital intentions. In India, Hindus believed that if a leaf of basil were buried with them it would serve as their passport to heaven.

Basil also exhibits anti-inflammatory properties, making it a good food to consume by people who have problems with arthritis. An oil in basil called eugenol blocks the activity of an enzyme in the body called cyclooxygenase, which normally causes swelling. Basil is a source for vitamin K, iron, calcium, vitamin A, manganese, magnesium, vitamin C and potassium. It is good for the heart because it helps to prevent

build-up in the arteries and fights free radicals. The magnesium helps blood vessels to relax, which increases blood circulation.

Basil is a leading spice in many Italian and Thai dishes. It is also the main ingredient in many pestos. You can grow your own basil, but many people do not have the time, garden space or green thumb to do so. To buy fresh basil, choose bunches that are a vibrant green in color. Avoid bunches with dark or yellow spots. Fresh basil is undoubtedly better flavored, but dried basil is a good substitute.

Dried basil is stored in jars in the spice cabinet; fresh basil may be stored in many ways. The bunch will stay fresh for about a week if wrapped in a damp paper towel and kept in the refrigerator. It can also be frozen in ice cube trays by adding either water or stock to the tray. The frozen cubes can simply be added to soups or stews as needed.

Treat your body and mind to the refreshing effects of basil essential oil. Rub a few drops onto your skin when you're feeling worn out or whenever you need relief. Diffuse basil or inhale its earthy scent straight from the bottle to help restore mental clarity and alertness. As one of the most important essential oils, basil offers balance to tired, tense bodies. 🌿

PESTO WITH ARUGULA (Yields 12 Servings)

This pesto is unique due to the arugula, which gives it a peppery bite. I also like the lack of cheese, but add it if you must. Use as a spread or on pasta. My favorite is on baguette slices or on whole wheat crackers. It's addictive!

Ingredients

- 1 ½ cups baby arugula leaves
- 1 ½ cups fresh basil leaves
- 2/3 cup pine nuts
- 8 cloves garlic
- 1 (6 ounce) can black olives, drained
- ¾ cup extra virgin olive oil
- ½ lime, juiced
- 1 teaspoon red wine vinegar
- 1/8 teaspoon ground cumin
- 1 pinch ground cayenne pepper
- salt and pepper to taste

Directions

Place the arugula, basil, pine nuts, garlic and olives in a food processor, and chop to a coarse paste. Mix in olive oil, lime juice, vinegar, cumin, cayenne pepper, salt and pepper. Process until well blended and smooth.

To purchase Young Living Basil Oil, go to www.youngliving.org/owwmedia and scroll down about three-quarters of the way toward the bottom of the page.





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The Art of Living *Green* 



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The Blessings of Broccoli

by Sharon Quercioli

For years, my parents told me to eat my Broccoli. Well, mom and dad were right all along! This hearty, tasty vegetable is rich in dozens of nutrients, and I want to share with you just how good broccoli is for us.

Health Benefits of Broccoli

Broccoli's noteworthy nutrients include vitamin C, vitamin A (mostly as beta-carotene), folic acid, calcium and fiber. While the calcium content of one serving doesn't equal that of a glass of milk, broccoli is an important calcium source for those who don't consume dairy products. Since I am lactaid intolerant, broccoli is a great choice for me. Calcium does more than build strong bones. Research shows that this mineral may play a role in the control of high blood pressure and help to prevent colon cancer.

Vitamin C and Beta-carotene are important antioxidants that have been linked to a reduced risk of numerous conditions, including heart disease, cataracts and several cancers.

Broccoli is loaded with fiber. Not only is it a rich source, but half of its fiber is insoluble and half is soluble, helping to meet your needs for both types of fiber. But the story doesn't end with broccoli's rich array of nutrients. Broccoli provides a health bonus in the form of protective substances that may shield you from disease. Botanically, broccoli belongs to the cabbage family, collectively known as cruciferous vegetables.

Health organizations have singled out cruciferous vegetables as must-have foods, recommending we eat them several times a week. Why? They are linked to lower rates of cancer. Like all cruciferous vegetables, broccoli naturally contains two important phytochemicals: indoles and isothiocyanates. Researchers at Johns Hopkins University School of Medicine in Baltimore isolated from broccoli an isothiocyanate called sulforaphane, which increases the activity of a group of enzymes in our bodies that squelch cancer-causing agents.

10 Health Benefits of Broccoli

Broccoli is a veritable goldmine of nutrition. Here are 10 reasons why broccoli should be an essential part of your diet:

Diet Aid: Broccoli is high in fiber, which aids in digestion, maintains low blood sugar, prevents constipation and curbs overeating. Furthermore, a cup of broccoli is low in calories.

Vision: Studies have shown that the carotenoid lutein helps prevent age-related macular degeneration and cataracts, as well as possessing anti-cancer effects. Additionally, broccoli is a good





source of vitamin A that is needed to form retinal, the light-absorbing molecule essential for both low-light and color vision.

Nervous System: Broccoli contains a high amount of potassium, which helps maintain a healthy nervous system and optimal brain function, as well as promoting regular muscle growth.

Blood Pressure: Along with a high amount of potassium, broccoli also contains magnesium and calcium that help regulate blood pressure.

Vitamin C: One cup of broccoli contains the RDA of vitamin C, an antioxidant necessary for fighting against free radicals. Moreover, vitamin C is an effective antihistamine for easing the discomfort of the common cold. We all know how important Vitamin C is for us.

Bone Health: Broccoli contains high levels of both calcium and vitamin K, both of which are important for bone health and prevention of osteoporosis.

Sun Damage: Broccoli is helpful in repairing skin damage thanks to the glucoraphanin it contains, which helps the skin to detoxify and repair itself.

Immune System: One cup of broccoli bolsters the immune system with a large dose of beta-carotene. Trace minerals, such as zinc and selenium, further act to strengthen immune defense actions.

Cancer: Broccoli contains glucoraphanin, which along with the body processes into the anti-cancer compound sulforaphane. This compound rids the body of *H. pylori*, a bacterium found to highly increase the risk of gastric cancer. Furthermore, broccoli contains indole-3-carbinol, a powerful antioxidant compound and anti-carcinogen found to not only hinder the growth of breast, cervical and prostate cancer, but also boost liver function.

Heart Disease: The carotenoid lutein may also slow down or prevent the thickening of arteries in the human body, thus fighting against heart disease and stroke. The B6 and folate in broccoli also reduce the risk of atherosclerosis, heart attack and stroke.

Sooooooooooooo, I can now see why my parents always wanted me to eat my Broccoli. How about YOU! 🌍



Something Old... Something New... Something Borrowed... and Something Green!

by **Sandra Frens**

The new trend in weddings is not the new Vera Wang dress or the blue Manolo Blahnik pumps. It's taking all the accouterments of the traditional (or non-traditional) wedding and finding a way to make them green. Having an earth conscious wedding celebration is a great way for you and your other half to start living a greener life together.

Too often weddings can get bogged down with many one-time use wares that end up stuffing our landfills to the brim or squandering energy resources. The following is a list of eco-friendly guidelines that will give your wedding class and be kind to our Earth.

The Ring & Dresses

To make the moment more romantic, see if there is a family heirloom that can be used when making the proposal. This will have more of a heartfelt impact on the bride-to-be. If an heirloom is not an option and the would-be bride is not into vintage jewels, there is the option of a new ring. Make sure when choosing a new diamond ring that the

stone came from a peaceful country, such as Canada or Australia, and read up on conflict-free diamonds from Amnesty International. Rings are an important symbol of the marriage, relationship and love between the couple and should carry nothing less than good intentions in both the giving and creation of them.

For the bride, usually choosing the dress is the most important aspect of preparing for the big day. Yet, she needs to be aware of not just her visual impact, but her environmental one, too! One way to go green with the bride's dress is to have grandma's or mom's altered. This gives the bride the bride that vintage style and creates sentimental value. If bride insists on something new, try finding a dress made from organic cotton and with a removable train so it can double as the reception dress. For the bridal party, try to choose dresses that they can wear for other occasions or see if they can be rented.

Venue & Food

Try to choose a central location and have an outdoor daytime ceremony. For the evening reception, use candles and torches to light up the night and create a romantic setting. As for food, keep the menu to items that are locally grown and organic. Make sure that your caterer is also using reusable dining wares and cooking implements. Doing these things will greatly reduce the carbon footprint of your wedding and keep other waste to a minimum.

Invitations & Favors

Even invitations can be green and eco-friendly without having to turn to a digital option. Sending a digital invitation is not always the greatest alternative, especially if you are inviting non-tech savvy individuals. The best thing to do is send a traditional invitation via mail; it then serves as a bonus wedding keepsake. When choosing an invitation paper stock look for something



made out of 100% recycled paper and avoid all foil stamping options. The foiling may look pretty, but it renders paper un-recyclable.

One thing you can do to really make your invitations stand out as eco-friendly is to have them created on plantable seed paper. Afterwards, your guests can plant them and have a garden of beautiful flowers to commemorate your big day.

When it comes to favors, again something plantable is a great way to keep your wedding sustainable. If you choose to give out candy to your guests, place them in seed paper boxes or (another idea!) is to give your guests plantable hearts to use as confetti. Use plantable paper to create your place cards and have the guests keep and grow them.

For more ideas for plantable wedding invitations and stationary including plantable favors, visit www.sproutem.com



Flowers & Décor

The easiest way to avoid costly flower arrangements is to have your event at a beautiful garden venue. Another option is to include potted plants into your décor versus buying cut flowers. At the end then they can be given away as gifts to guests or brought to your home and added to your garden. If cut flowers are non-negotiable, then donate them when the wedding is over to a retirement home or hospital to brighten someone else's day. Another important aspect to selecting flowers is to make sure they are in season. Otherwise, the flowers would have to be imported and added to the carbon footprint of your nuptials.

If you are having an outdoor wedding, the natural ambience of nature serves well as decorum. If you still want to create a more stylized look to your reception, use natural soy or beeswax candles or have a local artisan who specializes in recycled creations make your table centerpieces. Again, at the end of the reception, you can allow guests to take these items as additional wedding favors.

Gifts for the Happy Couple

In many cases you may already have most of the items traditionally given to the newlywed couple. If this is the case, you can request the guests donate to a charity in honor of your wedding. Should you need some appliances for your new home, make sure that you are registered for energy-efficient devices. Another item that makes a great gift is a starter set for creating an organic garden.

As you can see there are many ways to keep your wedding a green event and start a life as an earth aware couple. May your wedding celebration be a joyous and eco-friendly occasion and continue living the green dream. 🌍



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ASK THE ENERGY EXPERT

How Water Use Effects Energy Use

by Scott Ranck

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

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

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

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

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

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

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

Scott Ranck is the Conservation Program Coordinator & Energy Specialist for Florida Public Utilities. Feel free to e-mail any energy-related questions or comments to Scott at sranck@fpuc.com.

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



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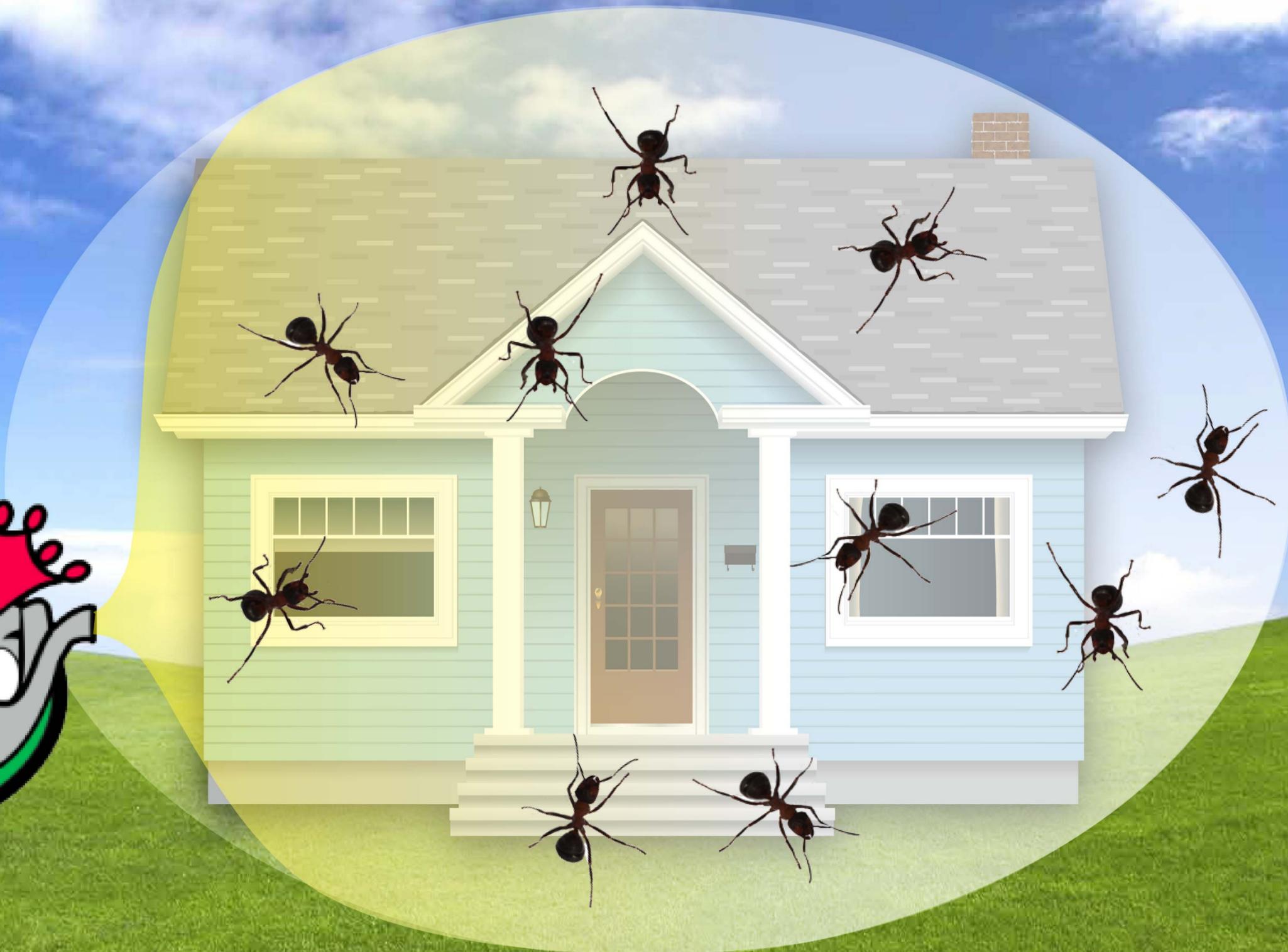
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Sharing Is Caring! Save Money & The Planet!

Join the Greater Good Alliance

by Glenn R. Swift



GGA helps you find connections to businesses that invest in the environment and in your local community. And each time you connect with a business, you get a sweet deal! Better yet, part of the sale goes to a sponsored nonprofit.

**Community: It's not a motto,
it's how the GGA operates.**

Local businesses, charities and citizen involvement — the GGA is all about building hometown pride and creating "Greater" communities. Every executive, partner and team member of the GGA gives back. Many serve as board members on local nonprofits; all volunteer their time when they can. The Alliance's own advisory board reads as a list of the most dedicated individuals in our area. Yes, the GGA is a business, but it is also a social enterprise—a business for good.

What would your wish be for your hometown? Why not help make it the best it can be?

**Mission: Try to take your last great
idea and sum it up in a sentence.**

Now you understand the GGA challenge: To empower citizens in improving their communities and the planet through their purchases.

In fact, the GGA envisions a world where every purchase you make benefits an organization in your town. Imagine that!

10% of every purchase goes to the listed nonprofit organization.

**Movement: Sure, saving money is nice,
but what about saving your community? Or the planet?**

The Greater Good Alliance is more than a "deal site"—it's the headquarters of a movement, the GGA Movement, where citizens like you connect with the businesses in your community that care and nonprofit organizations doing the work so desperately needed.

In the very near future the GGA will be organizing "Do Gooder" community events ("scavenger hunts") that will take you on a journey through the town you've always lived in but never known, along with many other ideas that are still in the pipeline!

Does that sound like just another deal site?

GOING GREEN

Sustainability: Caring for People and Planet

Every member of the Greater Good Alliance works to become an Approved Green Business, a unique program developed and operated by its parent company, [Green-Profit Solutions](#), a sustainability consulting firm with years of experience and respect in the field.

The GGA brings together businesses and nonprofits striving to be more energy efficient and reduce waste, while at the same time maximizing social commitments in the community. Customers like you can then easily recognize the "Community Good Guys" by spotting the [Approved Green Business Seal](#) on the GGA website and the GGA seal in their business.

Continuous improvement is encouraged through multiple levels of certification available within the program because the journey towards sustainability and social responsibility is never finished.

So, want to help your community and the planet? Become a member of the GGA! Click here to go to the GGA website and [create a new account](#). This is where the magic happens. Any connection you purchase donates 10% to the company's aligned nonprofit. You have an opportunity to try a great local business, and because of you a great cause is supported.

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**Great Deals
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Local Food All Year?

by Nancy Roe



When the South Florida growing season slows down, many think that they cannot buy locally grown, fresh produce here. It is true that there is a lot less of it and the variety is more limited. But now that there are more chefs and consumers who are really interested in buying local produce, some small growers have found that there are markets for what they can grow even in a challenging South Florida summer.

Remember, there are regions in the world where it is warm all year. So, think of the vegetables that are used in the cuisine from those areas, and you will know what can be grown here during the summer: eggplants, squashes, cucumbers, okra, Southern peas, some hot peppers, sweet potatoes and some herbs. Forget lettuces, but look for the more flavorful and healthy greens: mustard greens; collards and others such as amaranth (callaloo in the Caribbean), Malabar spinach, and purslane. Even sweet corn can be grown, if we can keep the "worms" and silkworms out of it.

Don't expect to buy locally grown tomatoes here in the summer. While some small growers do try to grow them, few tomato varieties will pollinate well when nights are above 70-75 degrees. Also, most growers know that it is best to have about a two-month "tomato free" period in the summer to allow the numbers of insects carrying tomato virus diseases to die down.

Mangoes are by far the most popular tropical fruit, and many producers are expecting good production this season.

However, don't forget longans and lychees. These two wondrous fruits have a short season, so use them while you can. Passion fruit and guavas are two others that produce in the summer. Of course, avocado season starts in late summer, too. Other popular tropical fruits, such as papayas, bananas, plantains and coconuts, are available most of the year.

During "the season" in South Florida, the demand for local eggs from free range hens far exceeds the supply. But, in the summer, demand is down and egg production is often higher when the days are longer. So contact your local poultry farm and see if you can get on the list to buy some eggs.

Prices of most South Florida produce have to be higher in the summer. Why? In general, marketable production is lower—there are more losses. High temperatures, frequent showers and high humidity make it more difficult to control insect and disease pests. Some growers use shade houses or other structures that have an additional cost to put up and maintain.

If you buy from local growers, tell them what you would like to buy in the summer and discuss what they think they can grow. Maybe they can't supply you with products all summer, but at least they might be able to stretch the season, growing into June and starting in August or Sept. As we growers see more marketing opportunities, we will make more effort to grow what you want to buy. If you appreciate the diverse fla-

vors available from produce, the summer can present some interesting challenges for your imagination and cooking skills as well as unique and delicious food for your customers!

Green Cay Produce/Farming Systems Research (www.veggies4u.com) in Boynton Beach is headed by Dr. Nancy Roe. The farm promotes sustainable farming practices and produces vegetables for sale through a local CSA (Community Supported Agriculture) and to local restaurants. Dr. Roe also conducts research in sustainable agriculture. Farming Systems Research is a Localecopia Member. 

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



NONPROFIT / CHARITY

Time Wasters

Salespeople Need to Avoid - Part 1 of 3

by John Carr



Let's face it, being a sales professional is not a 9-5 job. When you begin your sales career, whether it is in a new industry or new company, you need to be ready to put in your time. The good news is that once you have developed a loyal customer base and referral partner team you will not have to work as many hours to reach your goals. I know several very successful sales people who work less than twenty five hours a week and make six figure incomes. The first thing we need to establish is how we can we get to that goal, develop a plan and stick to it.

What I have found over my sales career is that is very easy to waste time. The time wasters in this article are not in any particular order, but you should always be aware of them. Depending upon what type of business you are in, we all have selling hours. A client of mine sells strictly to attorneys, and, for the most part, her selling/closing times are from 8:30am – 6pm. Remember, you have to be careful not to fill your calendar with too many non-selling action items during your selling/closing times.

1. Social Media (Facebook, Twitter, Google+ and LinkedIn, the list can go on and on.) Social media is a must for just about every business today; however, I have seen salespeople get stuck on social media for several hours a day. If you can't hire someone to manage your social media, make sure to utilize tools such as Hoot Suite and Tweet Deck. If you are using social media, take a specific time (not during selling/closing hours), and put it on your calendar.

2. Networking – That's right, I said it! If you are not networking where your referral partners or clients are, then you are wasting your time. Also, if you are not leaving every single event with a possible referral partner meeting, then you are wasting your time and money.

3. Chasing the Wrong Prospects – Know who you are looking for. Identify who your prospects are and list all of them. I would also recommend making a list of business/consumers that are not good clients for you. Sometime we get wrapped up into thinking any kind of sale is a good sale. This may be true, but make sure you are not chasing the wrong prospects to help you reach your goals.

4. E-mail – The technology we have at our fingertips is great; however, it can be huge distraction. Pick a time to respond to e-mails every day, and your clients and prospects will know that.

Next month we will have more time wasters to avoid! Make sure that you make the most of your day by scheduling it properly. 🌐



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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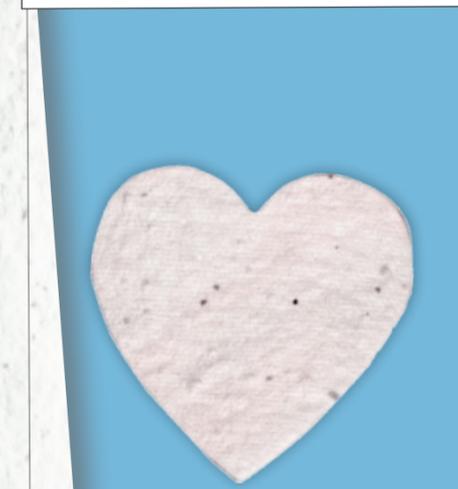
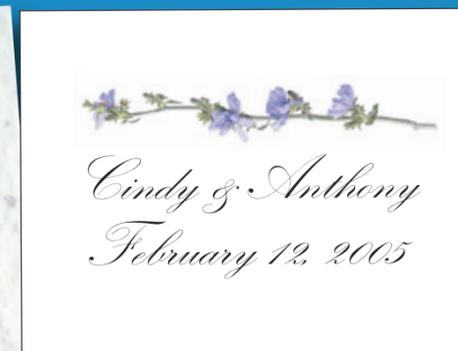


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GREEN GOODIES

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.

TERESA VANDYK-MARSHALL

Contributing Columnist



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

ROBBY ANTONIO

Photographer



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

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

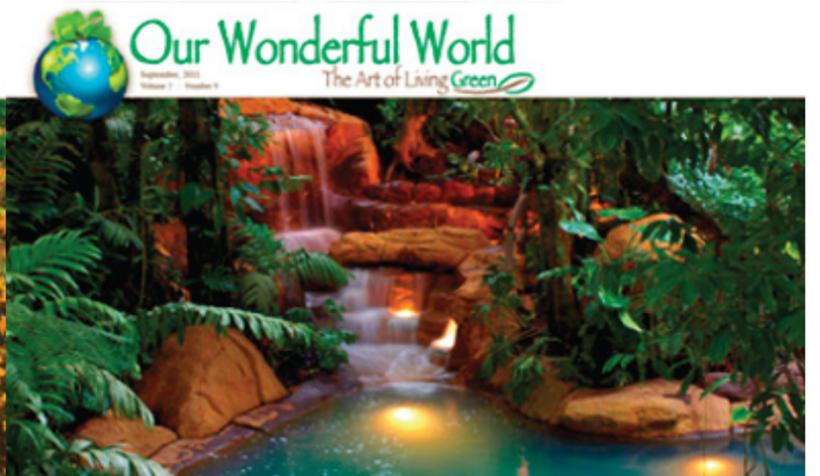
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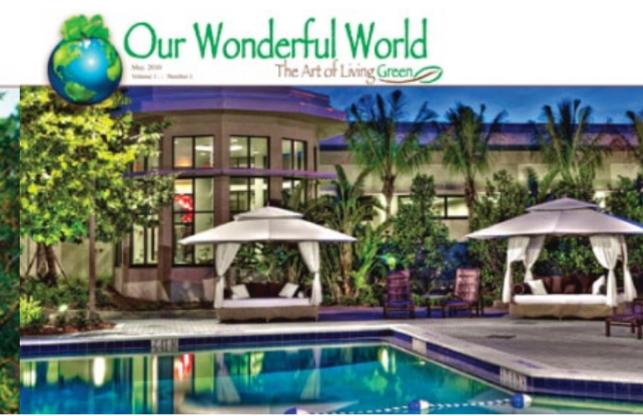
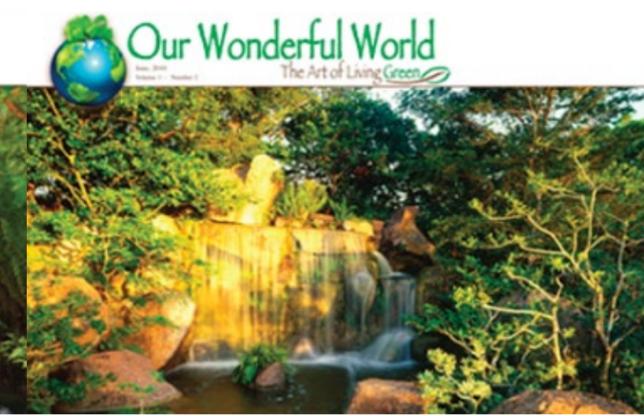
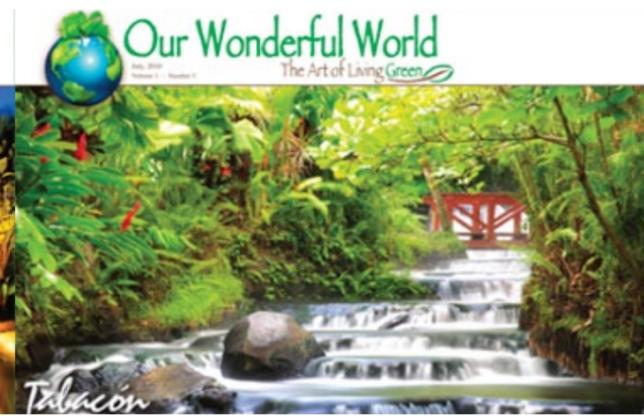
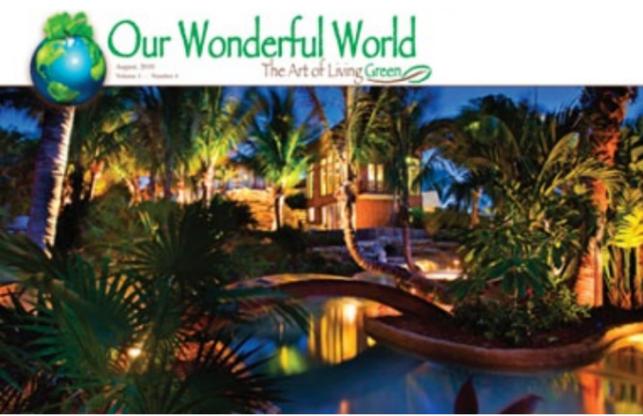
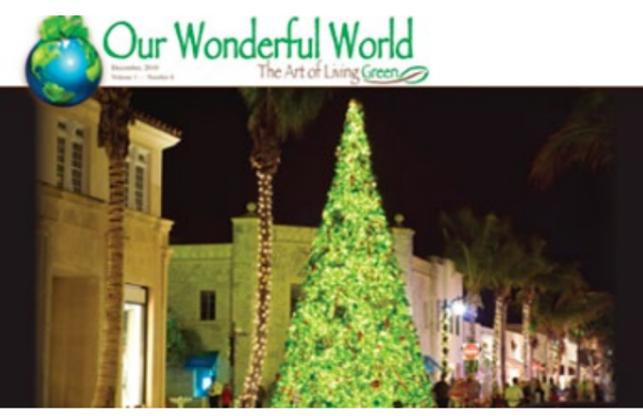
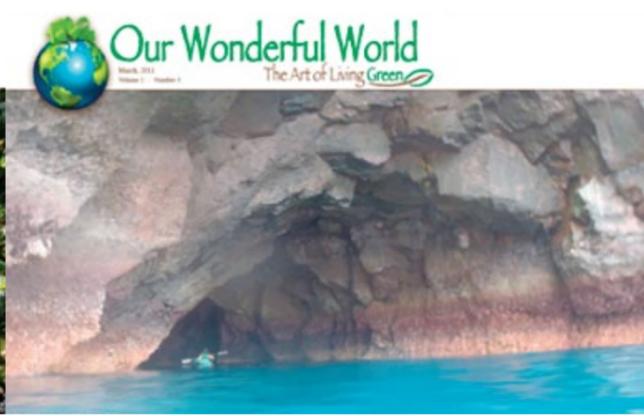
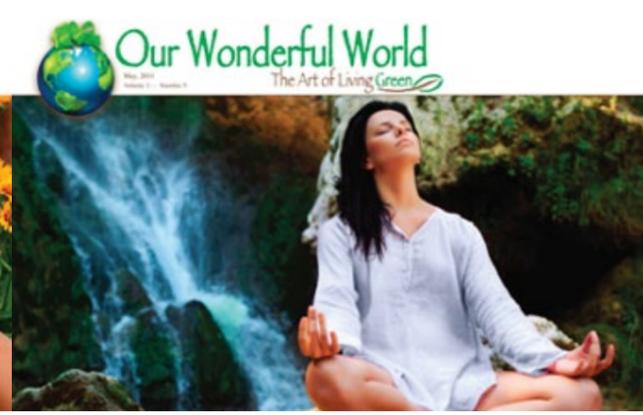
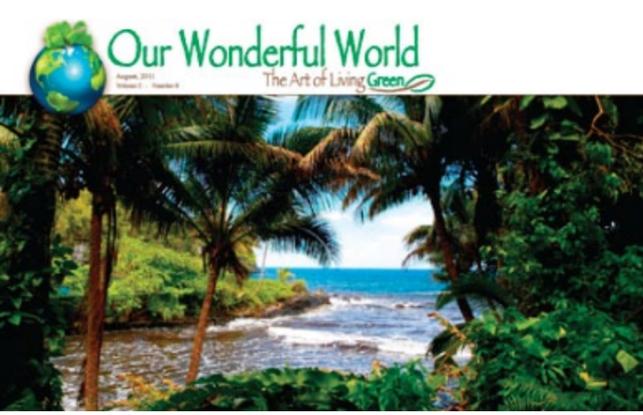
Operations Manager



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."





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