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Taking Our Collective

Power

Back

T

he world is opening up in many ways to many truths. This is all good and timely... for you cannot change what you are not aware of. However, as you continue to find and explore all the traps and ways that you have been caught up in illusions, try to take it to the next step: go beyond that and away from blaming what is outside of us for what we create.

The government and other outside forces likely cannot and will not change in the ways we need them to because the government is controlled by the same addictions, banks and corporations that we are... and everything that is happening in our world is reflecting something occurring within us and about us as a collective... powerlessness, dependency, greed, laziness, quick fixes, get rich quick schemes etc. The biggest misconception is that these upper forces have power. WE have the power. The change can only come through us, though loving ourselves, our brothers and sisters and our planet enough to go the next step. It is not the governments, banks or even big abusive corporations fault what is happening. We have to take responsibility for how we create it all. As without so within.

The easiest way to dismantle some of the ways we have been controlled is to stop feeding them through our consumerism and yes, buying into commercials, media and anything else telling us who we are or what we want and need... And the biggest way to stop doing this is to go within and know our true worth and selves enough to let go of what never served us taking a path towards manifesting in new ways.

While we all can make more strides forward moving together, there is still power in the individual... in you. There is truth to the belief that we are all "One". There is no real separation. There is no reason to wait for something outside of you to start bringing about change. There is no need for revolutions, because there is no need to create a war within yourself. The path is not through contraction and separation but through making yourself "bigger", more inclusive, to allow for more love and more awareness.

With all change comes upheaval. But we have to believe we can change and to stop waiting around for something or someone to rescue us. We can do it but we have to want to... within ourselves first, not waiting for anyone or anything else.

Are you ready?

Because the planet, whether we are ready or not, is becoming ready... to shift us to change and to live more in balance with her loving and life sustaining energies. And even with this, realize YOU/WE are creating it... and creating the need for it... we are not victims.

Are you still ready?

"Be the change you want to see in the world" -
Gandi

Mandy, is an Empathic Intuitive, Clairaudient, Card Reader and Energy Worker. She has worked as a psychic for many years and has her own CBS radio show called "The Voice Of Empowerment". Out of her desire to help others with EFT and overcoming blocks to emotional freedom, she authored the "Path To Emotional Freedom" EFT and Chakra Deck and Facebook Application. Mandy's goal is to provide both sessions and self-help tools for those who wish to learn to heal themselves. More information can be found at her website <http://www.empoweryourhealerwithin.com>.

Article Source:

http://EzineArticles.com/?expert=Mandy_Peterson



As part of an expert/authority panel I am writing a series of articles that discusses the "health factors" regarding the



macroscopic global marketplace, the microscopic local marketplace, and those things that directly and indirectly affect the previously mentioned health factors. Ironically, we live in a time where those health factors are becoming more and more "holographic" in nature; as the local marketplace (as a result of the internet) is transforming into the global marketplace. Eventually, (unless inhibited by detrimental environmental change) the microcosm and the macrocosm will be one and the same. The local marketplace and the global marketplace will be indistinguishable.

The major catalyst for this metamorphosis is what I refer to as the "Triple A Factor." The Triple A Factor consists of the terms "Attention, Accessibility and Availability". As these factors collectively and simultaneously increase, the conditions for the microcosm to grow into the macrocosm comes into being. In this particular article I will briefly discuss each factor and how it affects the marketplace (either microscopic or macroscopic).

Attention - In any marketplace it is imperative that product/service providers capture the attention of its target group to whom it wants to sell its product/service. With the advent of the internet and the perpetuation of Web 2.0 technology (social networking) the ability to capture the attention of a target audience has increased exponentially in comparison to the previously dominant marketing tools (radio, television and printed media). There is an even increased capacity to do this as our consumers become more "mobile" and the "smartphone" (which incorporates social media via apps) becomes more readily available for the vast majority of the population. The "industry" has labeled this attention grabbing phenomena as "viral marketing".



Availability - This factor is more tied into the dynamics surrounding "Accessibility" than "Attention"; although it is closely related to each. The most significant aspect of this factor that I would like to point out is that the challenges faced in the past for the fulfillment of products/services that were beyond traditional borders were the wait times associated with acquisition. Many companies could fulfill a consumers needs;

however, the delivery times were absolutely outrageous compared to what we experience today. The increased accessibility and the ability to make marketing and promotions "viral" have created the cost justification for larger inventories, leveraged distribution agreements and higher service levels. The greatest benefit of this factor to consumers is that if one product/service provider is "out of stock" or over allocated for a particular product/service it is easier than ever to find that very same product/service at another vendor; and in most cases not sacrifice your service expectations.

Accessibility - In previous times it was a significant challenge for a consumer to get the best product, at the best price and with the desirable service that she/he expects for their money. Traditionally, you had to settle for what was reasonably accessible to you; and this typically meant within a certain square mile radius to where you lived and worked. Mail order companies expanded the opportunities to reach further out; but typically could only focus on luxury items (jewelry, electronics, fashion, etc). With

the advent of the internet the environment came into being that allowed fulfillment of products/services deemed as necessities by consumers with almost no boundaries or restrictions regarding proximity. Although this environment has not been fully cultivated to being cost effective in all areas and all industries, it is intuitively obvious to even the most casual observer that the local marketplace is becoming more and more border-less in terms of access.



When small businesses, in particular, are able to understand (in detail) all of the dynamics of these three factors and use that information to apply to their own operations (in terms of both procurement and fulfillment), they will be better able to survive in the new global connected economy. Power In Numbers enables provisions for the education of SMB/MWBE owners and executives in the dynamics of the "Triple A" factors for their specific industry; as well as access to resources that enable them to utilize this information to ensure sustainability and growth in the emerging economic environment. We invite our readers to learn more by attending one of our Lunch & Learn seminars or scheduling a one-on-one presentation by contacting us at: 888-954-0999 ext 2.

Jay Davis is a seasoned Strategic Planner and Project Manager with an industry focus on Economic Development and Commerce. He is an active author who is attempting to break the world record for "Most Published Author" by attempting to publish 1404 works in the next 13 years.

Jay is also an active champion for social and economic reform. He is the founder and developer of the Power In Numbers Economic Development Initiative (Power In Commerce™) and Co-developer of the Power In Numbers™ Network. He is the CEO/President of the facilitators of these platforms. These companies are suitably named Power In Numbers™ and The Power In Numbers Flagship Company.

Mr. Davis' latest venture (Power In Numbers Flagship Company) can be followed at:

<http://www.powerofhouston.org>



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AV total package

Gregory Stevens started out as just another college student trying to make his next dollar working in the home and audio department of big-box retailer, BEST BUY. At the time, he was attending Prairie View A&M University, in pursuit of a degree in Mechanical Engineering. Unlike the average young adult at his age, Gregory held his job position in high regard; he possessed a burning passion to develop his knowledge in this arena. After college, Gregory went on to serve in many capacities within his Engineering field; amongst these were positions at well-known and respected names like Boeing and 747 Strut Nacelle Center.

Through his matriculation as an engineer, Gregory stayed abreast of the home and audio industry, as he had long nurtured a dream to install home audio equipment. His golden opportunity to turn what many may have coined as a "pipe dream" in a reality presented itself when Gregory fell victim to layoff, amidst a downward shift in the state of the economy. Alas, Superior Audio Solutions came into existence on January, 20th, 2003. He created the "one stop shop" for sales and installation of A/V equipment in both home and commercial properties.

"Standardization, conceptualization, methods of operation for custom integration are just a few areas that have significantly shaped and impacted this organization." Various skills and certifications acquired along his journey as an engineer fashioned the very foundation upon which SAS was built. CEDIA certification as an installer was the 'icing on the cake' to solidify Gregory's business.

Superior Audio Solutions has served the state of Texas for 17 years and is still growing stronger. The company specializes in creating customized layouts and designs for every client, as smoothly as possible; ensuring that the final product is always exceptional. Throughout his career, Gregory has remained true to his "college sweetheart"...electronics, and equally, his love of sound. This passion runs just a bit deeper than one may initially guess. Though globally accessible, Gregory is also a Houston-based disc jockey that spins a vast array of sounds, not typically heard on the mainstream music scene. Like his skillset, his sound variation is highly diverse; while he consistently maintains his unique ability to create the ideal atmosphere for his client. Variations of House, Soul, Jazz, and Hip Hop are but a few genres that complement his musical artistry to blend songs that set

the stage for melodic bliss at any event.

"dj NIMBUS is dedicated to bring you music from all reaches of the world without compromising the integrity of his cause, which is to uncover all the hidden gems who go heard only in the underground..."



Answers for Business

Being a Joiner Can Only Help Your Business

Dear Answers,

I have been in business for a couple of years now; I am a business-to-business company. I have never belonged to any business groups like the Chamber of Commerce or Rotary. Are there benefits to joining these types of groups?

Thanks,

Thinking about it

Dear Thinking,

Joining groups of other business people is almost always a good idea, especially for a B2B firm like you. I would like to clarify that The Rotary is first and foremost a service club. They meet to plan and execute programs and projects that benefit the area in which they meet. Rotary members, business people that are willing to take their time to work for the good of others, are definitely the type of people you want to do business with. As with any situation where you work closely with someone, friendships and relationships build and personal and business networking takes place. Service is the first business of local and international clubs; if the idea of building friendships and helping others appeals to you, The Rotary would be an excellent choice.

The Chamber of Commerce is a different type of organization that shares the goal of helping the community, generally through improving the business atmosphere. For instance, the Cy-Fair Chamber of Commerce was the driving force in bringing the Freeport Exemption to the Northwest Houston area. The exemption prevents businesses from being taxed on inventory that is simply passing through on its way elsewhere, saving area companies literally millions of dollars and making Northwest Houston more appealing to companies that are looking to relocate to Houston.

Lone Star College Cy-Fair is a direct result of the efforts of the Chamber. Members collected signatures to appear on a bond referendum that allowed the college funding. In addition to direct financial benefits of employing many people, it provided a place for students to begin their higher education, keeping them and their spending pattern in our community. The businesses benefited from a higher level of education in the area, creating a better pool of employees, and easy access to continuing education by current employees, such as computer courses or the latest business courses.

The committees in most chambers include a Law Enforcement Committee that tackle issues of crime and rewarding and connecting with local law enforcement, A Legislative Committee that takes local business concerns, such as taxes, traffic, and others to the state, and in some cases national lawmakers, and many more.

The most widely thought of activity in any chamber is probably the networking benefits. Networking is the most immediate benefit from joining a chamber. I chair the Cy-Fair Chamber Lead Exchange Committee where a growing group of 20 plus members meet twice a month and build relationships that allow us to give each other full referrals, not just a name to try. The networking breakfast that I MC meets once a month and garners crowds of 50 plus that meet, exchange business cards, and set meetings for promising partnerships. If you are not a morning person, most chambers have networking opportunities at lunch and in after-hours locations as well.

The question I often get is: "Will the chamber bring me business?" I purposely mentioned this last; the chamber benefits the business community in so many ways that you cannot measure it solely on direct business you receive quickly after joining. I will tell you without reservation that the amount of benefit you receive from the chamber or any other group is closely linked to the effort you put into it. As for business the chamber can bring, my first year in business, 90% of all my clients were chamber members or direct referrals from the chamber.

If you are in the Northwest Houston area and interested in joining a chamber, you can contact Paula Harvey at 281-373-1390.

Do You Have A Question?

You Can Submit Your Inquiries to Mr. Whitfield for Consideration At: dwhitfield@power-in-numbers.net

David Whitfield is an experienced writer and speaker in the field of Marketing, Customer Service and Business Growth. For more information on speaker availability or coaching openings, he can be reached at dwhitfield@power-in-numbers.net

Corporate

VS

Personal

EVENT PLANNING

P

lanning and delivering a corporate event may seem daunting to most businesses that take on this process. While planning a private event; such as a wedding, can be equally overwhelming for a bride. Both maybe time consuming, labor intensive and more costly than necessary without the proper assistances of event experts to help you with the most important details of the planning process

When taking the first steps, from the concept of the event down to the execution of each detail, it's important to hire a company and event expert that is knowledgeable about the difference between Corporate vs. Personal event planning. While it may seem like an unnecessary expense to most to hire a company in the beginning stages, the cost savings, time management and execution provided by these experts can be priceless.

If you're a corporation looking to plan an upcoming conference, tradeshow or holiday event, here are a few reasons to consider hiring a professional event expert to work with you in the early stages of consideration.

A well planned corporate event is essential for a company at many levels. When the event leaves a memorable experience for your guests and employees it can help to increase your company goodwill and branding. Therefore, it's very common to see corporations investing their money to hold annual functions, tradeshows or galas to help boost morale and their branding awareness. It stands to reason; something as important as choosing the right event company and proper event expertise in this arena is crucial.



1. Most event experts are able to book venues at a discount.
2. Large events must have project management and details are closely watched that most individuals attending would not consider. i.e. catering, silent auctions, bar, sound (audio visual), music, etc...
3. The theme of the event should correspond with its purpose; this concept is often best executed with guidance.
4. Décor, lighting, seating arrangements, music, entertainment, catering and invitations are often offered at a discount
5. 3-D cad designs, floor planning and seating grids often help a client with the vision of the event layout/design.
6. Event experts manage all the subcontracted or third party vendors hired to the event without attending guest or management having to worry or control the details during the event process. This means they also take responsibility for any errors subcontractors present during an event that do not meet all contracted guidelines.
7. Results! The public often judges the execution of an event for its content, flow, timeliness, appearance and execution. If your annual event depends on the outcome of your first venture, it stands to reason you should trust the experts to make the first impression, the BEST ONE.

CONTINUED NEXT PAGE....

There are many event planners and décor' companies out there but how should you pick the right event planner for your wedding or private event? You have to conduct some interviews and figure out who might work best with you and for you.

When looking for an event planner you would always see a planner that was able to work from the client's perspective. The event planner should ask for examples of what you envision for your dream wedding or special event. This helps you to determine the style and theme of your wedding or event. Initially, this should take give the ability to determine the event planners comfort level while your conducting the interview process. Creating a successful partnership with your event planner is the most important aspect to work together over the next 3 to 18 months. Your event planner should be direct and able to communicate giving you sound advice, extend cost saving ideas and has the ability to take full control of the event process so the only thing you have to do as a client is show up and enjoy the moment.

Here are the top 10 Reasons you need to hire an event expert for your wedding or private event.

Powell, Robyn

#10. Saves time – Planning wedding takes enormous amount of time. In fact, the average couple spends well over 200 hours planning their special day. A good event planner will save you time and energy by researching vendors, taking care of the many, many details, and coming up with various creative ideas to make your wedding amazing!

#9. Saves money – Weddings can be extremely expensive. However, by hiring a wedding planner, couples can save a great deal of money. Because Event planners provide so much business to vendors, they are often able to negotiate discounts for their clients. Event planners are also well-versed at helping couples set budgets and sticking to them.

#8. Saves relationships – Weddings are very stressful. This stress often results in many arguments for couples as well as with family members and friends. Event planners have been there time and time again and know how to avoid such problems before they begin as well as act as a buffer when there are conflicts. Wedding planners are also able to take on the responsibilities often assigned to loved ones so that everyone is able to enjoy the wedding. Remember, you still want a relationship with your mother well after your wedding!

#7. Ensures dreams are made realities – Most have been dreaming of their wedding day their entire life. Event planners work for the couple and ensure that all desires are met (and often surpassed)!

#6. Offers advice – Wedding planners have planned countless weddings and know exactly what works and what doesn't. They are also knowledgeable on wedding etiquette. Furthermore, wedding planners are able to recommend competent vendors, based on personal experience.

#5. Acts as the "go to person" – The average wedding has at least 22 different vendors. Combine that with the entire wedding party and all of the guests and that is a lot of people with questions and concerns! By hiring a wedding planner, couples can simply tell others "talk to the wedding planner!"

#4. Creates schedules – There are so many events leading up to the big day! Couple that with the many things that happen during the wedding and who can keep track? The wedding planner can! Event planners are well-versed at making detailed itineraries for all involved (including other vendors) and making sure that everything happens on time!

#3. Handles crisis – Whether we like it or not, most big events involve crisis. Who really wants to deal on their wedding day with the bakery not delivering the cake on time or the flower girl throwing a tantrum? No one! Wedding planners know how to handle all unforeseen circumstances.

#2. Orchestrates from rehearsal through the end of reception – Do you want to be responsible for organizing rehearsal or making sure the bridal party is properly lined up? How about making sure that the guest who had a little too much to drink departs safely? Wedding planners orchestrate from rehearsal through the end of the reception, ensuring everything goes off without a hitch!

#1. Minimizes stress and maximizes fun! – Hiring a professional event planner ensures that you will have a worry-free and stress-free day, thus, allowing you to enjoy your day like your guests!

Powell, Robyn. "Top Ten Reasons to Hire a Wedding Planner."A Visual Guide.KC



Jade Gold is an award winning event planner based out of Houston, TX. She is the owner of Prop Rock Concepts & Productions and the developer of "Houston Food Rocks".

C'est Bon!

Paralegal by day and Culinary Creator every other minute, Stephanie E. Paul sets the standards high in order to excel in today's marketplace; all with an attitude of true servitude.

DID YOU SAY INCEPTION?

Picture this...Being surrounded by a whirlwind of family cooks within the rich food culture of "New Orleans"; having a father as an experienced chef of 30 years (currently retired) to look up to; AND inhaling every single ounce of knowledge and experience that one can get, since ever being allowed to be in the kitchen. Oh wait...let's top that off with an Executive Chef husband who currently boasts 15 years experience (presently at the well-known and widely respected, Double Tree Hotel). If you could take ONE guess of the destiny of Stephanie E. Paul's profession, what would it be...? Of course, it's CATERING!

Cèci Bon Catering emerged in Houston, TX in 2005, as the love child of this Bayou beauty and her Haitian-rooted husband, Richard Paul, through their passion and equal love for food. Chef Richard, (bred from the mouth of Port-au-Prince), has a Gourmet style. His specialties also include a Caribbean flare and Italian dishes. Chef Richard has been praised many times over for his Signature dish, Maryland Original Crab Cakes; and I must confess that I am amongst the crowd! On the other hand, Chef Stephanie specializes in a wide array of Cajun wonders. Her Signature New Orleans Cajun Jambalaya is arguably some of the best one can ever taste. Collectively, the teams' styles are quite complimentary. The two work side by side to provide a showcase of culture, diversity, and culinary bliss, making sure to capture the authenticity of every single creation. The name speaks for itself "Cèci Bon"; it IS good...and there is no denying it!



Contact Cèci Bon Catering by phone
at (832) 549-9239
or via email: ceciboncatering@gmail.com.

Ceci Bon Catering



RAISING THE BAR

Stephanie's drive emanates largely from her spirit of servitude. She is overtaken by the idea and loves to be a servant. She is fulfilled by the purpose and meaning that it (service) adds to the quality of life itself. She describes her passion as "a feel good thing to do".

Cèci Bon Catering does it all – from weddings in July, to an array of events such as bridal showers, birthday celebrations, and even some corporate

affairs. This premier company has been sought out for events to include the VIP Section of annual "Live After Five" Music Event, hosted by Radio One; multiple Grammy Award winning singer-songwriter Peabo Bryson; and Houston's own Go Local Magazine Premiere Launch event.

According to Paul, attention to detail and a background in creative decorating go hand-in-hand in the planning of each occasion. In the Consultation, a unique menu is created to include each carefully selected food item based on the needs and desires expressed. Thereafter, the client has the option of a private tasting to indulge in samples of their entire menu prior to their event to ensure confidence in their final decisions. Cèci Bon Catering creates "an awe-tasting experience for the palates of their clients." No wonder why all of the company's business has come solely by referrals and word-of-mouth.

Stephanie's Key to Success begins with one simple nine-letter word: "KNOWLEDGE... Gain all the knowledge you can. Follow your gut and don't second guess yourself. Don't hold back and just GO FOR IT, when it comes to food! Don't be afraid to be as creative as you can. "

Kirbie Speights is Head Administrator & Founder of F.I.T. 4 LIFE Development, a non-profit athletic and tutoring Subsidiary charter club of the AAU of the United States. She is also the Executive Administrator of Power In Numbers Flagship Company; and can be contacted at (888)364-0999 or kdspeights@power-in-numbers.net.



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Holistically Speaking . . . With Janelle Thompson

Self Care in Tough Times

How many times have you said: "Today, I'm going to take care of myself!"? Once? Twice? More than you can remember? I would venture to say that we have all said those words a multitude of times. The challenge comes when we have to decide *how* to do it. The first line for many people is to book a massage or a pedicure. Some people take in a new release at the movie theater. Some even decide who they're going to give a piece of their mind to . . . All in the name of "taking care of myself".

Holistically speaking, self care is more than getting a massage or a pedicure. It involves more than taking a relaxing soak in the bathtub or jacuzzi, more than taking in a movie, more than going to happy hour. Truly taking care of yourself involves an integration of your total being, not just your physical desires.

True care for yourself gives you the courage to speak up for yourself in the right way at the right moment. Self care is even knowing when *not* to speak. Caring for yourself may involve ending a relationship (romantic or otherwise) or beginning a new one. Self care is identifying toxic substances, people and things in your life.

Janelle Thompson is the CEO and Director of Epiphany Wellness, a holistic wellness center located in West Houston. Epiphany strives to bring balance to life through integration of the body, mind and spirit. For more information, visit www.epiphanywellnessintl.com; or Janelle can be contacted at 281-661-3634 or janelle@epiphanywellnessintl.com.



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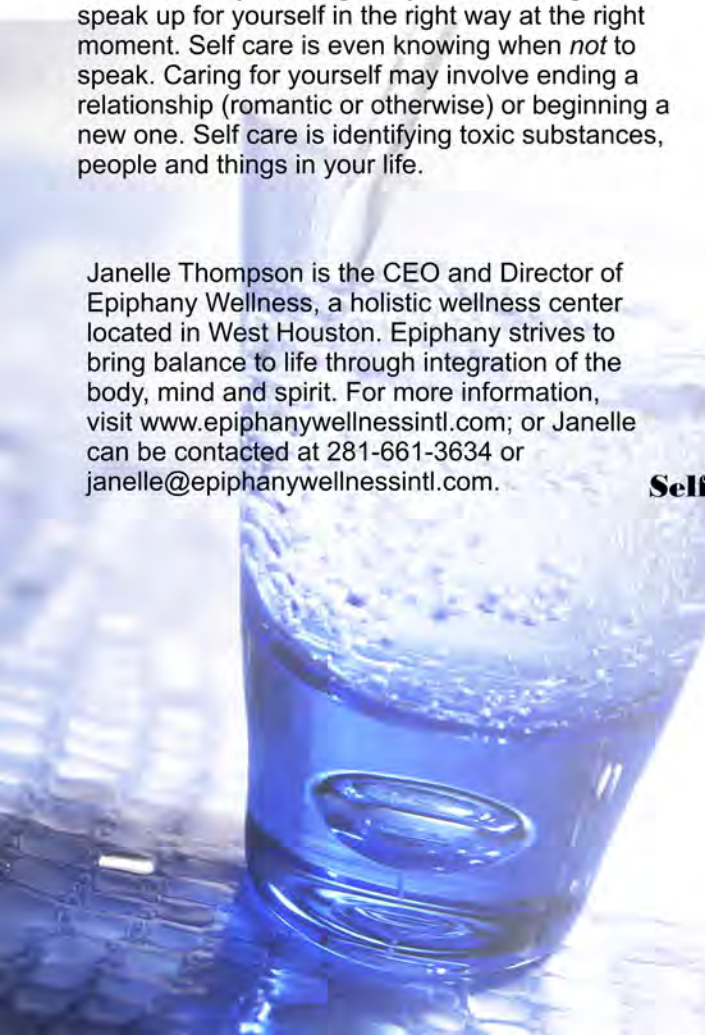
Holistic self care means that you learn to recognize when you are numbing out instead of dealing with situations, and then learning how to address them. Self care is learning how to become still in the midst of chaos. Self care is more than the superficial things we usually do and take for granted - and this can be evidenced by the fact oftentimes we still feel empty inside afterwards.

Taking care of yourself means reaching for a piece of fruit instead of donuts. Drinking water instead of alcohol. Taking a walk instead of smoking a cigarette or using illicit drugs. It's about doing things that will edify your higher self and not leave you where you are. . . unless that's where you want to be.

You see, self care in a true sense involves you making a decision. It means acknowledging that the people around you may not necessarily like you *really* taking care of yourself and deciding that you'll do it anyway. It means looking at what makes you tick, what ticks you off, acknowledging it and *deciding* to manage it. It means looking at yourself in the mirror and intuitively knowing that you are OK regardless of how you feel in that moment.

**Self care is just what it sounds like - care of your total self.
Body. Mind. Spirit.**

HEALTH



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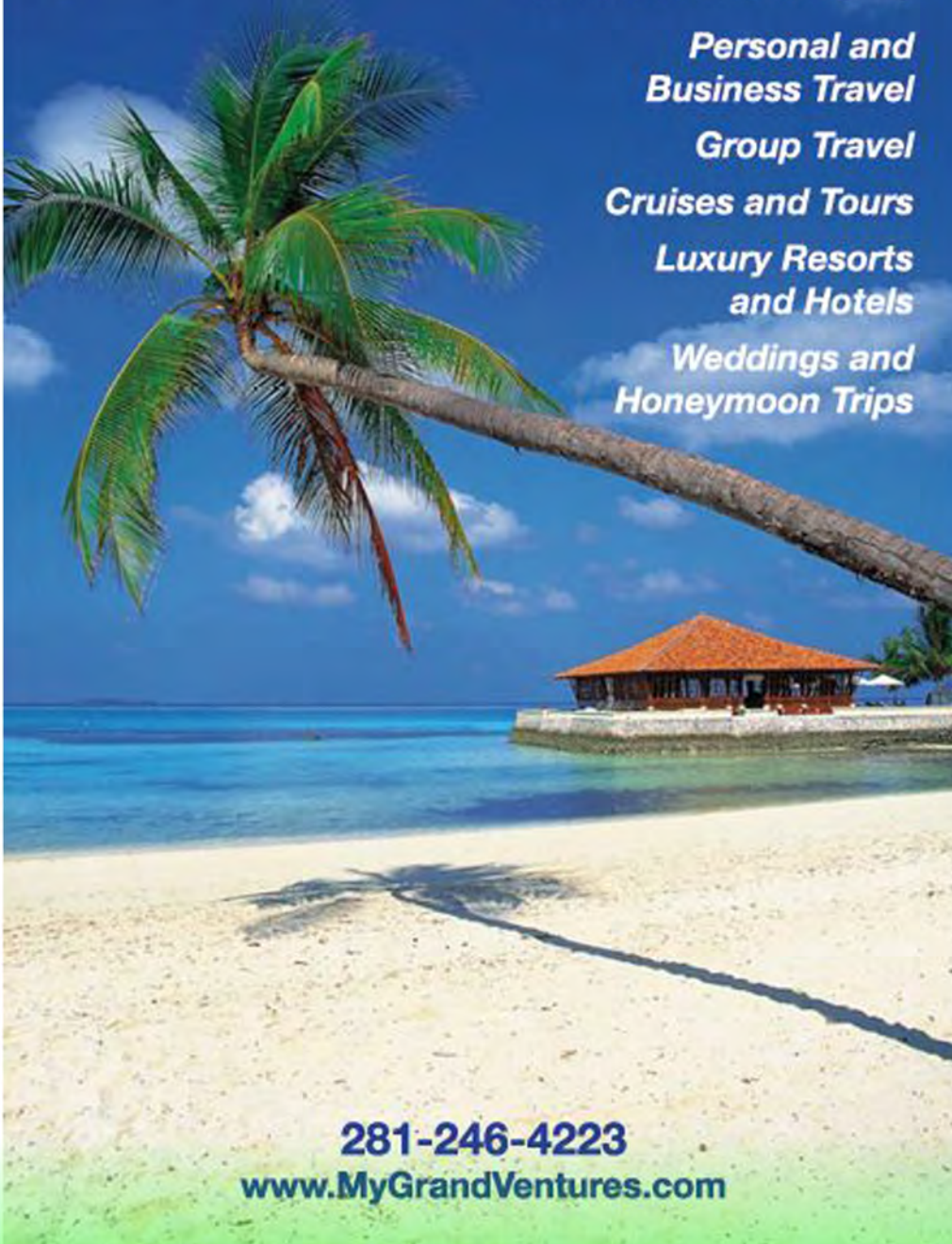
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GET SPECIFIC

Get specific. Have you ever sat back and thought about what you would do if you won the lottery? Ah...dreams - they are great for the lottery, not so good for marketing plans and business strategies. Most often, when you ask someone (or yourself) what your marketing plans are, you may list several ideas. "We are beefing up our customer service," "I think direct mail is promising," and many other thoughts. All of those thoughts are just about as good for something as the lottery dream. It is said that goals that are not written down are just dreams.

You plan your expenses in a budget, your strategies in a strategic plan, so marketing that brings in new business deserves the same forethought and attention to detail.

At Marketing and Business Dynamics, we define marketing a little differently than Webster's: we say marketing is "effectively getting your message to your prospects repeatedly." Get specific with your message. If you do not have a firm idea of what your message is, that is the first place to start. Your marketing message should be whatever it is you do faster, cheaper, more creatively, or better than everyone else. That is known as your competitive edge, your "Unique Selling Proposition" or USP. Find out what your USP is and make it the centerpiece of your marketing. If you cannot identify your USP, make one - and fast.

Who do I tell? You know your message; that is whatever you do better, faster, cheaper, than everyone else, your "Unique Selling Proposition." So who do you share that message with - who is your target market? The more precise you can identify your niche within your target market, the better. Consider basing your niche on the top 20% of your current clients. Once you have the group chosen, examine the things they have in common. Be sure to focus on all aspects of the group member's lives; do not limit yourself to their business commonalities.

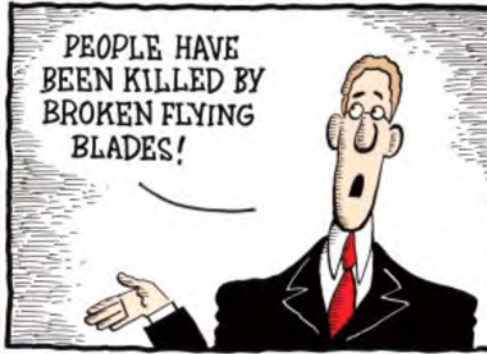
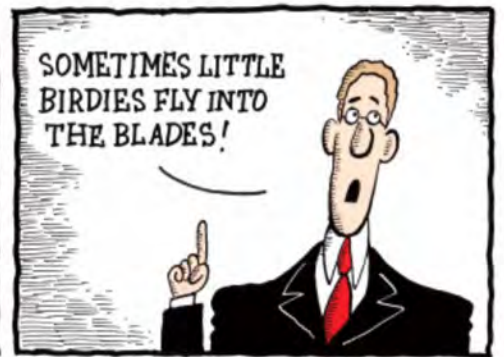
It is these common traits that likely cause them to need your product or service. You may have to look closely to see any similarities in the group, but rest assured the work will be richly rewarded by the savings a focused marketing effort gives over the traditional shotgun approach.

Go beyond the obvious demographic information such as age, gender, and race. Look for lifestyles and activities that they may share such as golf, family outings, etc. This information will tell you where your best prospects live, work, and play. Armed with this information, you can put your message in the media found in those places, where it will be seen repeatedly.

David Whitfield is an experienced writer and speaker in the field of Marketing, Customer Service and Business Growth. For more information on speaker availability or coaching openings, he can be reached at dwhitfield@power-in-numbers.net

SUCCESS

The Water Cooler



The content showcased on "The Water Cooler" are solely the opinions and views of the contributors. . . So relax, they're just jokes.

NEWS



PETROCHEMICAL & ENERGY INDUSTRY PROCUREMENT CONNECTIONS FORUM

MATCHES 180 DIVERSE SUPPLIERS WITH KEY OPPORTUNITIES

HOUSTON - MARCH 25, 2011 - Three hundred small business owners representing minority-owned or women-owned companies and key corporate executives attended the Fourth Petrochemical and Energy Industry Procurement Connections Forum.

Sponsored by BP, Chevron, CITGO, ConocoPhillips, ExxonMobil Global Services Company, Marathon Oil Corporation and Shell along with prime contractors GE Energy, Halliburton and Turner Industries, the event featured more than 500 one-on-one meetings between diverse suppliers and corporate buyers in one day. In a tough economy, there is a continued need for minority and women-owned businesses (M/WBEs) and small businesses to develop relationships with corporate decision-makers.

The sponsoring companies were also reaching out to firms of minority-owned, women-owned and small disadvantaged businesses that have experienced the economic downturn with other industries and have the capability and capacity to provide goods and services to this new market.

"Our goal is to connect suppliers to opportunities and to track their progress," says Debra C. Stewart, manager, supplier diversity, workforce development and diversity outreach at Shell Oil Company and one of the event's co-chairs along with Debra Jennings-Johnson, director, supplier diversity, BP America, Inc.

LianneLami, president and CEO of Bocci Engineering says it was her company's second year at the forum. "After a fabulous event last year, I didn't think the event could be improved, and I was so pleasantly surprised. The best part about this year's event was the inclusion of MWSBE success stories in the breakout sessions and the keynote speaker. No one can deny how hard the last few years have been and still are, for businesses, large and small."

The event was produced jointly by minority and women suppliers, On-Site Partners, headed by Sharmagne Taylor, CMP and Possible Missions owned by Paula Mendoza. Minority and women-owned companies were also enlisted to provide printing and design, registration materials, media relations services, photography, décor and entertainment. A Houston area non-profit, The Community Artists' Collective was on hand to provide an interactive networking component for the Monday evening reception, allowing diverse suppliers and buyers to connect on a creative level while supporting a great cause.

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On March 26, 2011 at approximately 7:46PM, Ms. Jade Enjoli Gold was presented the “Future Business Legends” award, (affectionately referred to as the “Flame”), by the Houston Sun. If there was ever a more ironically suitable scene in modern history, it hasn’t been duly recorded. She showered the room with her radiance, her attire and stature was stunning, her smile lit up the room as her supporters cheered her on, her last name (ironically) is Gold, and most importantly...She Deserved It! It simply does not get any more ironically suitable than that. Couple all of that with the fact that the award is named the “Flame”, and the irony is almost laughable. Ms. Gold is not simply “hot”...right now she is on fire!

She is the recipient of other recent awards as well, including: 2010 ISES Awards Best Event Decor Latin Grammy's and Best Event Design Collaboration for Prop Rock. She may have an unfair advantage; however, as she is no stranger to being awarded for excellence. She was awarded the 1999 Rookie of the Year Top Sales and Leadership SmithKline Beecham, 2000 Platinum Tier Award Top 3% company sales SmithKlein Beecham and 2004 and 2005 Platinum Star Award (#1 Regional director in sales Injured Workers Pharmacy) while still in the corporate veil. She even received her expert’s marksman ribbon from the Air Force in 1992! (Go Get ‘Em, Tiger!)



For those who may not get out much, Jade Gold is an iconic entrepreneur with a fearlessness and tenacity that earned her the nickname “Tiger” by business partner and significant other, Mr. Abdul Hafiz. Most people who meet her agree wholeheartedly. It only takes a few moments in her presence before one begins to realize how fitting of a nickname this truly is. Her company is named “Prop Rock Concepts & Productions” and it competes in a surprisingly overwhelming male-dominated industry of custom event furniture/decor rentals. The differences between her and “them” are immediately apparent; aside from the fact that she is a woman.



So... Who is She?

The very first and most noticeable difference to a casual observer would be her furniture. Her designs are chic, unique and unmatched in both aesthetic appeal and quality. Although she is a small business, she has attracted the attention of "major players" and has done events for the Latin Grammy's, Superbowl 45, Lebron James, The Galleria, OTC Oil and Gas, David Tutera (Platinum Weddings), Party Mamas Reality TV Show (WE Channel), Debra Duncan (Great Day Houston), Ed Hardy, Sax Fifth Ave and our very own, Go Local Magazine (to name just a few). She was also selected and contracted to facilitate what should be the largest business related event tour in history with Power In Numbers™, and will have her products and services featured at major venues across the country (Georgia Dome, Super Dome, Madison Square Garden, etc.).

Her product is in such high demand, that just recently her furniture ended up at Tracy McGrady's home for an event being thrown for his wife. She had no idea until a channel partner informed her that he rented some of her inventory to the McGrady's. Two days later, Mrs. McGrady was on the phone with Ms. Gold discussing opportunities for future events. I was standing next to her when that call came in. Mrs. McGrady never knew what hit her! I can personally endorse that her future events will be the best events she's ever thrown, if she is using Prop Rock.

The second thing you will notice is the level of service that you receive when doing a Prop Rock event. Many companies claim to focus on service, but Prop Rock truly delivers. This mindset is apparent from the first sales call to the final pick-up. Everything is customized (and we mean everything)! Jade is 100% dedicated and committed to not delivering a cookie-cutter service to her clients. If you really just want to go to her website (www.proprock.com) and select furniture from her vast inventory of products, then surely you can (and she will allow you). However, if you truly want to make your event "rock", then you must not pass up on the opportunity to allow her (or her assistant Brigette) to customize your event and create the environment that you truly dream of.



The third thing is what you will find out about her whether you are a client or not. Jade is one of the most community oriented individuals you will ever meet. She is an esteemed Power In Numbers Flagship Member and is largely responsible for the existence of this magazine. She personally facilitated the Go Local Magazine Launch Event held last month and personally came "out-of-pocket" to ensure that every attendee was able to walk away with a hard copy in hand. She is one of the most active participants in the Power In Numbers Go Local Initiative and has teamed up with Power In Numbers, Go Local (Mrs. Mary Leamons) and other local businesses to create a site called "Houston Food Rocks", which will feature local restaurants in Houston, bundled with special promotional services designed to drive traffic to these establishments as a tool to provide sustainability for a very volatile industry in a "down" economy. *"Prop Rock and Jade Gold can get people in the doors of those restaurants and give them a great experience"* says Ms. Gold. *"That may be the catalyst of continued loyal patronage and a huge boost to our economy. Most people don't even realize how much of our economy (especially here in Houston) is dependent upon the sustainability of our entertainment and food service industries. As a business owner or anyone doing business in Houston, you will be hard pressed to close a deal in this city without ever having lunch or dinner, at some point in the process, at a local restaurant. Generally speaking, I believe that business owners who are in the position to help other businesses, and receive reciprocal benefits by collaborating, should not hesitate to do so. It is what is right for our economy. It is simply what's right. I just happen to be in a wonderful position to assist the entertainment and food service industries greatly, but (believe it or not), I also routinely collaborate with businesses in the same industry as I am in. When done strategically, it translates into mutual growth, lower marketing/inventory costs and greater market share for those involved. We are always going to compete with SOMEONE when doing business, but it is not cost effective (or even realistic) to believe you can sustain your business over the long term and compete with EVERYONE in your industry. Find who you can progressively work with, team up...and just do it!"*



This project (Houston Food Rocks) is only a small part of the Go Local Initiative, but it is also a small part of how Ms. Gold contributes to the community and collaborates with other businesses to stimulate economic growth. *"I can't tell you how many times I have extremely discounted my products and services or provided those at cost to a small/medium sized business simply to help them get established(or reestablished) in their industries. Houston can be a very tough town to get started in; even harder to experience significant growth. I remember those days vividly after giving up my \$300,000 income to start Prop Rock. My target is pretty much high-end clients and they are very hard to come by in an industry as competitive as mine, so I realize that I can't give breaks to everyone and stay in business myself. At the same time I know that when I can feasibly assist a business in gaining some market advantage that I should. So I just like to help out wherever and whenever I can. I see the big picture. In the end, I get my brand out there. It will come back to me in one form or another and everyone benefits to some degree."*



So, obviously you can see that I am a huge fan of Ms. Jade Gold; and an even bigger fan of Prop Rock Concepts and Productions! But as

a very, very wise man always tells me, "Don't believe me...Check it out!"

Jay Davis is a seasoned Strategic Planner and Project Manager with an industry focus on Economic Development and Commerce. He is an active author who is attempting to break the world record for "Most Published Author" by attempting to publish 1404 works in the next 13 years.

Jay is also an active champion for social and economic reform. He is the founder and developer of the Power In Numbers Economic Development Initiative (Power In Commerce™) and Co-developer of the Power In Numbers™ Network. He is the CEO/President of the facilitators of these platforms. These companies are suitably named Power In Numbers™ and The Power In Numbers Flagship Company.

Mr. Davis' latest venture (Power In Numbers Flagship Company) can be followed at:

<http://www.powerofhouston.org>





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Editors Pick: Houston's Best Kept Secrets

Bar Divaz



A Sophisticated Full Service Bartending Business

Emma Penny is a Senior Human Resources professional with a Bachelor's degree in Business Administration, with an emphasis in Human Resource Management; and a MBA with an emphasis in Organizational Development. She has over 20 years of experience in Human Resources and Customer Service and has worked with many Fortune 500 companies such as Boeing, Cintas, Nabisco, Cummins Engines & Dishnetwork.

During her career in HR, she was responsible for planning many corporate events and served as an executive board member with Joe Torry in St. Louis, Missouri; where she was a key decision maker and organizer with his exciting charity and JTF Celebrity Basketball Game. While working on these events in St. Louis, she gained knowledge about exceptional customer service, pampering personalities and organizing events with many known celebrities such as Shaq, Taraji Henson, Vivica Fox, Nelly, Dean Cain & Shia LeBouf, just to name a few.

After many years of planning, organizing and attending events, in October 2010, she decided to launch a full service, all female bartending business located in Houston.

BarDivaz provides bartending services for private parties, weddings, birthdays, fashion shows, corporate events and an array of others. The staff is required to possess a TABC certification and must enjoy interacting with others. This team takes pride in making sure that not only are guests enjoying themselves, but that they are also drinking responsibly for their safety and that of others.

Uniquely, most of the team comes from a corporate background, which adds an extra touch of professionalism and pizzazz to their engaging personalities. Let's not forget the jazzy tuxedo attire worn by each staff member for every event.

Whether they are in their tuxedo skirts, tuxedo shorts or pants they add class to your event. Many admire the concept & attire, which result in several requests to be featured in fashion shows, cameo video spots, and as greeters & hostesses.

Examples of service may include: preparing & serving cocktails; serving food trays; shot girls or guys (bachelor/bachelorette parties); champagne services for weddings; hostess duties/greeting guests.

Book the Bar Divas for your next event and you will not be disappointed!



Kirbie Speights is Head Administrator & Founder of F.I.T. 4 LIFE Development, a non-profit athletic and tutoring Subsidiary charter club of the AAU of the United States. She is also the Executive Administrator of Power In Numbers Flagship Company; and can be contacted at (888)364-0999 or kdspeights@power-in-numbers.net.



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Stay Positive, now may be the best time to start or expand your business!



I am very excited to sit down with Kevin Price the award winning broadcast journalist of the Price of Business, the longest running show on CBS Radio in Houston. His programs bring fresh perspectives to national and business news.

D) Kevin you have made quite a splash with your Radio show in Houston and beyond, what started you in local radio?

K) I was involved in public policy in Washington DC and often invited on Radio Shows, and over time they invited me to host and co-host and eventually I found myself hosting going on 20 years now.

D) In addition to national guest and experts now, you have many contributors that are local and specialist in not only their industry but in Houston. Why is that local perspective so important?

K) It's not so much the local perspective but the real world perspective. We like to get the view of people that are directly affected by the news and are able to provide advice to our audience that can help them to succeed regardless of what's going on in the headlines.

D) You started as a local host. I have been on with you once or twice at your on location remotes; tell me a little about how you tie other local business into your show helping them succeed as well.

K) Over the years we have done several shows and remotes on location. We like this because it brings great attention to the business and creates opportunity for members of our audience to meet one another when they attend our events.

D) Everyone is familiar with your radio show on 650 CNN Mon.-Fri. at 11am but you are online and other mediums as well, share some of those please.

K) We are on priceofbusinessstv.com where the audience is from all over the country and can participate in the show. We are on aolradio.com, iTunes, and yahoosradio.com. We interact extensively with our audience on Facebook and other social media sites.

D) You have so much experience in business but you have a unique point of view due to your political experience, can you briefly tell us about that.

K) I worked as an aid to a US Senator, as a policy analyst for "Think Tanks", and as a political consultant on various campaigns over the years.

D) Everyone familiar with my articles knows this question is coming so here it is. What are the three most important things you would tell small and medium sized business owners on how to deal with the current economic and business climate?

K) Be cautious, and on the other hand take advantage when other companies are too cautious, always remember that people make money no matter what the economy is like. Make sure your business is one of them that is making money.

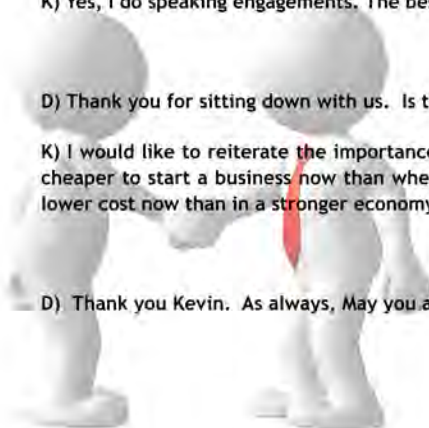
D) Those are very solid insights. I know you keep very busy, do you offer training or do you speak to groups and where can our readers find your books, should they want to learn more?

K) Yes, I do speaking engagements. The best way to keep track of all my activities is PriceofBusiness.com.

D) Thank you for sitting down with us. Is there anything else you would like to share with our readers?

K) I would like to reiterate the importance that people remain positive no matter what is going on in the current economy. I want to remind people that it is cheaper to start a business now than when the economy is stronger. You can find quality employees, fine office space, and other elements of a business at a lower cost now than in a stronger economy.

D) Thank you Kevin. As always, May you achieve success as you define it!



Resistance Training

Resistance training is one of the key components to a complete training system and balanced fitness routine. There are many benefits to establishing a consistent resistance training routine such as:

- Reduced risks of osteoporosis (weakening of the bones)
- Increases in core stability
- Increases in muscular strength
- Increases in muscular tone/definition
- Decreased body fat
- Increased ligament and tendon strength
- Improved power, speed, and agility
- Increased self-confidence
- Reduced risks of developing arthritis
- Development of positive body image
- Increased metabolism (calorie burning)

There are many different ways to resistance train; everything from working out at your local fitness center using machines or free weights, to working out at home using simply your body weight and resistance tubing.



There are many different ways to resistance train; everything from working out at your local fitness center using machines or free weights, to working out at home using simply your body weight and resistance tubing.

Types of Programs

There are three primary types of resistance training programs.

To achieve the overall best results, it is important to utilize all three different types. This makes your body more adaptable, and therefore more efficient. The three types of programs, and their effects on the body are as follows:

- **Muscular Endurance Program** – high reps, low resistance. The body becomes more effective at delivering oxygen and energy to the muscles that need it, allowing for more work to be done before the muscles become exhausted.
- **Muscular Hypertrophy Program** – moderate reps, moderate resistance. More energy is stored within the muscles. This leads to gain in strength, endurance, and size.
- **Muscular Strength Program** – low reps, high resistance. The nerve connection between the muscles and brain becomes more active; meaning that more of the muscle will contract when needed.

Although the principles behind each type of program are different, they all overlap. For example, an endurance program will build a small amount of strength; just as a strength program will build some muscular endurance. So remember, to achieve the best results possible, it is necessary to do all three different types of routines over time.

Reference(s): CTS

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THE VERTICALIZATION OF OUR WEALTH (An Commentary by H. Wilson)

This economic downturn is the result of the mega-theft that have taken place on Wall Street; and amongst the big banks and multinational corporations. It turns out that the top 400 or so wealthiest Americans own or control as much as 50% of the wealth of all ordinary Americans. This is a devastating state of affairs. The foundation for mass misery is amply laid by the concentration of wealth in so few hands.

Excessive wealth inevitably leads to urgent demands, which compel satisfaction. Such demands eventually become irresistible and seek their own self-actualization. The following example illustrates one such demand. In several Latin American countries, workers for a well-known soft drink bottling company only average approximately \$348/month in earnings. In one case, as a result of their decision to unionize, they faced harassment, job loss, and in worse cases, even disappearances. This continued until the average monthly income was reduced to a paltry sum; totaling less than \$200/month. It is alleged in a suit against the company that all happenings took place within the company's full knowledge.

This type of practice can be alleviated by the protection of certain powers being made equally available at all levels in the marketplace. For example; collective bargaining is a real power which must be preserved unto the people, because it has some limited ability to hold wealth in check. Small businesses must realize that in this economic environment, the only means of wielding the powers of collective bargaining at their respective level is through collaboration (many times with other small businesses within the same industry and industry niche).

The Government's holding firm with its threat to regulate practices that adversely affect the economy is another means of holding wealth in check. There are cries of 'there's too much government'. Until rules are in place to end the practice of perpetual corporations and the funneling of money to the same entities, generation after generation, sizable government is an absolute must. Free enterprise demands as much.

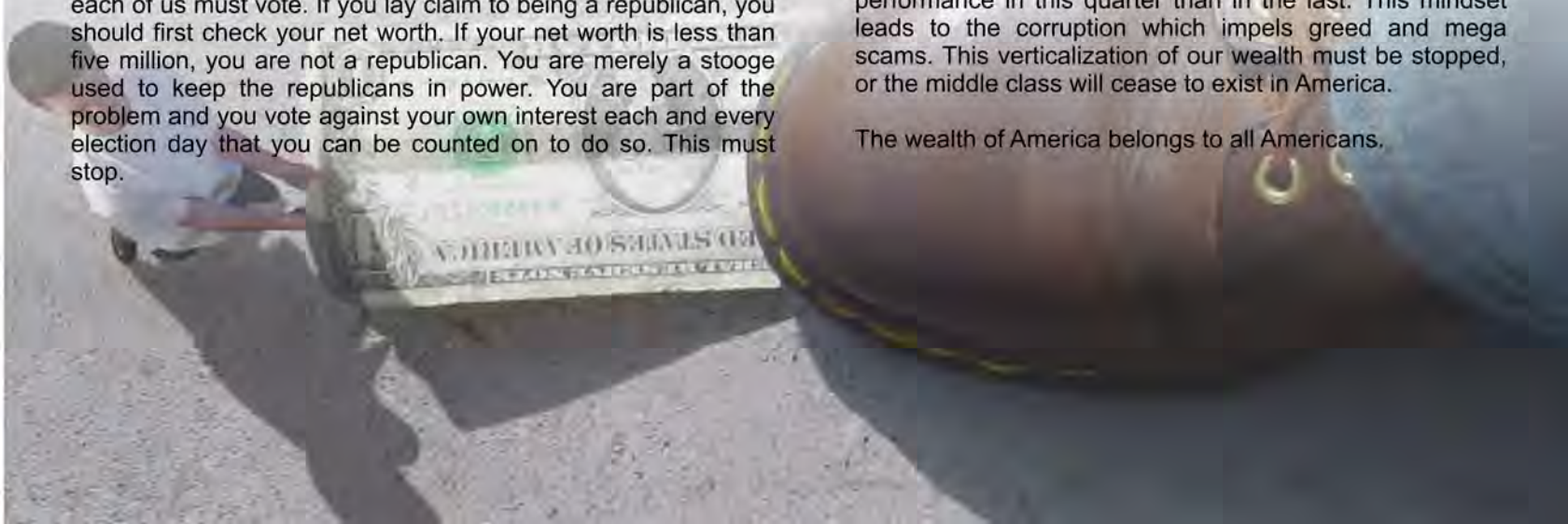
Another potential check on the concentration and verticalization of the nation's wealth is the vote. Regardless of party affiliation, each of us must vote. If you lay claim to being a republican, you should first check your net worth. If your net worth is less than five million, you are not a republican. You are merely a stooge used to keep the republicans in power. You are part of the problem and you vote against your own interest each and every election day that you can be counted on to do so. This must stop.

Here is where we stand today. Hollowed-out, grossly oversized firms became too big to fail due to exorbitant wealth run amuck, and unregulated. These firms raped and pillaged the countryside, wiping out a huge portion of our nation's collective nest eggs; making them ever richer, and the rest of us, that much poorer. These hollowed-out hulks then demanded and received the most massive bailout in the history of the world. They then continued to pay themselves multi-billion dollar bonuses, along with executive salaries in the tens of millions. They proceeded to build 70 room mansions, etc. from these ill-gotten gains, while expecting and getting the largest tax cuts in history. There are other atrocities to speak of. The working poor are being asked to balance the budget and reduce the deficit; practically at their own expense...as though they are the ones who are the cause of the ballooning deficits and bloated budget. The wealthy must be prevailed upon to carry the lions share, after all, they are the ones who created and or benefited from this "debacle to end all debacles".

You are being asked to give up your 401k and forgo a real retirement in so many ways, as well as sacrifice suitable health care. Before long, you will be asked to compromise your social security, if not give it up altogether. The Rich want social security to be dumped into the stock market, so that they can have their way with it; and create the greatest devastation in 100 years. Our current situation demonstrates that wealth is impervious to pleas for sympathy.

A demand for less and less government, less and less regulation, and less and less taxation is too great. There is simply a concentration of wealth, in too few hands. Idle wealth demands a return on investment in the form of interest. Corporate boards and shareholders are demanding continual growth and better bottom line performance in this quarter than in the last. This mindset leads to the corruption which impels greed and mega scams. This verticalization of our wealth must be stopped, or the middle class will cease to exist in America.

The wealth of America belongs to all Americans.





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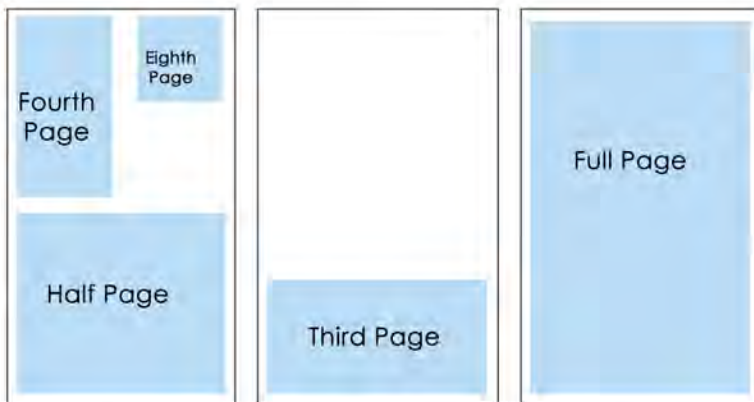
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- New, brighter barrel & ink colors!
- Chisel tip for broad highlighting & fine underlining
- Extra large, contoured barrel
- Textured rubber grip for comfort & control



Pen Colors: green, orange, yellow, blue – highlighter ink matches pen color

Imprint Areas: 1" x 1"



NO SET-UP!

Prices include one standard color imprint. No charge to reproduce custom logos from camera-ready art. All changes 300 minimum. Your order may ship in more than one box. Multi-color imprint not available.

BLGXLWJ1 Brite Liner Grip XL

300 (min.)/each.....	85¢ c
500/each.....	78¢ d
1,000-up/each.....	72¢ e

Ship wgt: 15 lbs./300. FOB FL. In-factory production 5 working days. Shipped UPS ground.



Media Max™

- Soft, sleek gripping section
- Extra wide barrel for maximum imprint area
- Innovative retracting mechanism

Trim Colors: black, blue, navy, red – all with white barrels
Ink Colors: medium point black ink

Imprint Area:
Barrel: 1 3/4" w x 3/4" h (opposite clip, default); 3/4" x 3/4" (under clip), specify
Clip Imprint Area: (optional) 1" w x 3/16" h – additional charges apply

NO SET-UP!

Imprinted one standard color on barrel, specify position. No screen charge. No extra charge for copy changes, cartridge point or writing ink color change, imprint color changes, or drop shipments. All changes 300 minimum. Your order may ship in more than one box. Each Additional Color or Clip Imprint: add 12¢ (c) per item run charge.

MMAWJ1 Media Max

300 (min.)/each.....	86.5¢ c
500/each.....	80¢ d
1,000-up/each.....	74¢ e

Ship wgt: 5 lbs./300. FOB FL. In-factory production 5 working days. Shipped UPS ground.



Intensity® Clic Gel™

Gel roller features soft textured rubber grip & chrome tip with an automatic retracting mechanism in clip.

Solid Colors: white or black
Translucent Colors: blue, orange, green, purple, red



Cartridge: medium point jumbo black gel ink cartridge

Price includes one standard color imprint opposite clip area: 1 3/4" w x 3/4" h. For 2nd color add 12¢ (c) each. For one color clip imprint in area: 1" w x 3/16" h add 12¢ (c) each. No extra charge for copy changes, writing ink changes, imprint color changes or drop shipments. All changes minimum 150 pieces. Your order may ship in more than one box.

ICLGELWJ1 Intensity® Clic Gel

150 (min.)/each...	\$1.92 c
300/each.....	\$1.77 d
500-up/each.....	\$1.64 e

Ship wgt: 4 lbs./150. FOB FL. In-factory production 5 working days. Shipped UPS ground.



WideBody® Message Pen

Up to 8 message locations... 6 lines on rotating message tube, 1 outside barrel imprint plus 1 optional clip imprint.

Barrel/Tip Colors: white
Trim/Grip Colors: black, purple, red, blue, navy, forest or burgundy

Cartridge: medium point black, blue or red ink cartridge. Fine point black or blue ink.

White message tubes imprinted any standard color up to 6 lines, 40 characters per line in area: 1 1/2" x 3/32". Stock messages available, see BIC 2010 catalog.



Barrel imprinted one standard color opposite clip in area: 2 1/8" x 3/8" or aligned with clip in area: 1 1/4" x 3/4". For each additional color add 12¢ (c) each (max. 3). Optional clip imprint one standard color in area: 3/4" x 1/32" add 12¢ (c) each. No set-up or screen charge. All changes 300 minimum. Your order may ship in more than one box.

CSWBMESWJ1 WideBody Message

300 (min)	500	1,000-up
Each \$1.29	\$1.19	\$1.10 cde

Ship wgt: 8 lbs./300. FOB FL. In-factory production 5 working days. Shipped UPS ground.



Dante' Davis is an 18-year old aspiring author and graphic designer. He is currently authoring a series of motivational books based on his native African culture entitled "9 Words That If You Changed Your Definition, Would Change Your Life Forever".



If You Changed Your Defenition, It Would Change Your Life... FOREVER

LOVE

Webster's defines "Love" as:

1 a : strong affection for another arising out of kinship or personal ties <maternal *love* for a child> (2) : attraction based on sexual desire : affection and tenderness felt by *lovers* (3) : affection based on admiration, *benevolence*, or common interests <*love* for his old schoolmates>

b : an assurance of affection <give her my *love*>

2: warm *attachment*, enthusiasm, or devotion <*love* of the sea>

3a : the object of attachment, devotion, or admiration <*baseball* was his first *love*>

b (1) : a beloved person : *darling* —often used as a term of endearment (2) *British* —used as an informal term of address

4a : unselfish loyal and benevolent concern for the good of another: as (1) : the fatherly concern of God for humankind(2) : brotherly concern for others

b : a person's adoration of God

Most people, if they are truly honest with themselves, will admit that their definition of love is primarily based on some fusion of the first three definitions. Secondary to that is a loose adoption of definition No. 4, used largely in regards to a feeling of general kinship and/or comradeship. We like to say (and believe) that we "love" humanity as a whole; or that we "love" our associates and peers; however, we definitely do not hold those individuals in the same emotional regard as our parents, children, closest friends/companions and significant others (husband, wife, girlfriend, boyfriend, etc.). The adaptation of any of these definitions has led to heartache and disappointment for ages upon ages; perhaps from the very origins of the neomammalian complex in the modern day human being (Yes, go ahead and look that up; it will help.).

Before we even begin to define love, we first must determine how the love "experience" is conveyed and received. To put that statement into mundane terms; what does love "feel like"? Let's investigate this closely.

- Where, exactly, do you experience love? Is it, in fact, in the neomammalian complex? Is it in the pit of your abdomen? Is it in your heart? Where, exactly, does it manifest?
- What triggers the love experience? Do people “do” things that cause others to convey love or to experience the receipt of love?
- Is love an omniscient reservoir from which we draw and to which we return? These are just some of the questions that one must ask when defining such an abstract concept as “love”. If we are unable to identify love by experience; how then can we be audacious enough to define it?

My father has the absolute best “love exercise” that I have ever come across. If there was ever an appropriate time to introduce this exercise; this very moment is duly qualified. My father says that love can be determined by unanimous reference. If we all can unanimously identify what we ALL love, without exception, then that is the reference by which the experience can be defined. Dad has concluded that we all love “breathing”. Everyone alive loves breathing. Even those who despise living love breathing. Even those who commit suicide loved breathing. There has never been a case where someone has lost their life simply by holding their breath (without any outside interference or assistance). I happen to accept this as fact and truth. I will adopt his example verbatim, and prove this point both experientially and scripturally.

Experientially: Hold your breath. Yes, now. Hold your breath. Do you feel that burning “desire” to breathe beginning to exponentially grow throughout your entire being? That is “love”. You LOVE to breathe. You love it with every fiber of your being. Every part of you loves to breathe. If you don’t feel that for those who you claim to love, then you don’t truly love them.

Scripturally: ([Gen 2:7](#)) And the LORD God formed man [of] the dust of the ground, and breathed into his nostrils the breath of life; and man became a living soul. (KJV)

Your soul (according to the Bible) is living within you by way of the divine breath. It is this divine gift (the breath) that keeps us animated. It is this breath that leaves us when we die. It is the part of us that belongs to the Most High. It is the “burning” (breath is combustion); the fire within. This spark (flame, fire, light) is the part of God that exists within us and is us. Every living soul loves her/his creator (God), even those who cannot accept by reason that a creator exists. If you, as a human being, are truly in control, then simply cast out your breath at will... You can’t, can you?

So now, it is time to redefine this thing we call “love”.

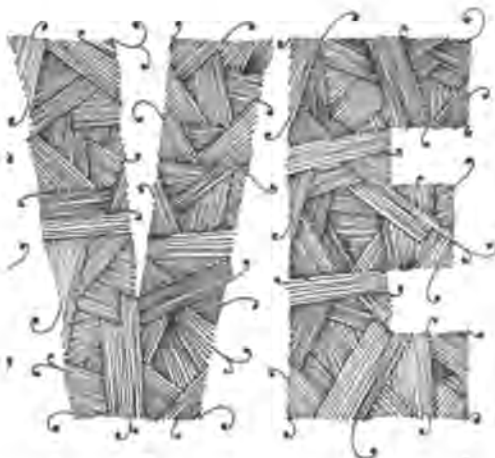
When God “gave” us the breath of life, he imparted in us a part of himself and began to live in and through us. He gave a part of himself to another being that is merely just an extension of him. God does not see himself as a separate being from us. We merely see ourselves as a separate being from God. Therein lies our error. ([Psa 82:6](#))([Jhn 10:34](#))

My “family” (another word we shall redefine) defines love as the giving of oneself to another being that is merely just an extension of oneself. This most completely defines the love experience; beginning with the unanimous reference. And no matter to what degree you have SHARED love, it has always involved giving of yourself; and there is always some degree of recognizing yourself in the receiver.

We shall elaborate on the subject of “Love” in my book, “9 Words: If You Change Your Definition, It Will Change Your Life...Forever”; which is due to be published in December, 2011. We will explore the realization and actualization of redefining the term “Love”, how it will change your life and your relationships with “loved ones”, the challenges that you will face when encountering others who are not as aware as you regarding “Love” and much more.

Please come back next month as we discuss a new word that if you change your definition, it will change your life...FOREVER!

“Love.” Merriam-Webster. Merriam-Webster, Incorporated. 2011. Web. 31 March 2011.





DID YOU KNOW

The inventor and exact time of invention of the “staple” is unknown. The earliest historical report of the use of the staple dates back to the 18th century to King Louis XV of France. Accounts report these staples to be very elaborate; being fashioned of gold and encrusted in jewels and stamped with the royal insignia. This early version of the staple was not made available to the public at all.

The very next time we see the concept of the staple in any official capacity as an actual tool is in 1877. Henry R. Heyl applied for the patent titled, “Improvement in Devices for Inserting Metallic Staples”. This obviously implies that there already existed “staplers” in some early form and also, perhaps, that the use of the staple was far more common.

One misconception is that Samuel Slokum of Poughkeepsie, NY invented the first stapler in 1841. He entered a patent entitled “Machine for Sticking Pins into Paper” (Patent No. 2275). We all know what this sounds like, but upon further investigation, one would find that this is a machine that sticks multiple sewing pins into a single sheet of paper (for stowage purposes). The concept of a stapler is specifically centered on the fastening of several sheets of paper together using a metallic fastening device.

The staple is now used to bind everything from paper to surgical wounds. When regarding the business world, however, almost no single invention has impacted the growth and development of the commercial environment more than this tiny little device. This might be easy to forget, and possibly totally forgotten in the not-so-distant future, in the wake of establishing a “paperless” society. Yet, let us attempt to imagine life in the business world from the late 1800’s to the late 1900’s without the use of staples...or even without the use of the modern stapler.

Staples have been the key collating tool for over 100 years. Even above folders and binders, staples have been depended on for the quick and secure means of keeping multi-page documents together and easily transferable from one individual to the next. They were (and still are) cheap, durable and most importantly...removable. They were not without their setbacks (such as being limited to a maximum number of papers that can be fastened and putting unsightly piercing in your documents); however the benefits far outweighed those disadvantages.

If you ever considered how something very tiny can have an extremely significant impact on how the very course of humanity unfolds, then I challenge you to consider the staple.

You may end up having the very same epiphany that I experienced by happenstance.

However, the bottom-line is this:

Just as much as the staple has helped our society and our marketplace forge ahead at blazing speeds to the point where we are now; it also harnesses the power to bring the progression of your business to a screeching halt! The fact of the matter is that if you are still using staples in your day-to-day operations, it may be an indication of you falling behind the times. If your business depends too heavily on paper and hardcopies then your business just might be a dinosaur (already extinct). This is especially true if you are a “mobile professional”. You have NO business doing business in 2011 as a mobile professional, and not have a paperless workflow solution supporting your activities and processes.

Embrace technology and seriously look into some process improvements. Paperless workflow is efficient, secure, and environmentally safe. The bottom-line is that it is the immediate future (the VERY immediate future).

Here are a few (paperless) resources to evolve your business to be sustainable in the emerging economic environment:

- <http://www.intellichief.com>
- <http://www.paperlessolutions.com/> (A Personal Favorite)
- <http://www.gopaperless.com>

There are many, many more options out there and many of them are centered on specific industries and/or business processes. Do some research on your own, justify the costs of the solution that most fits your needs and get up to speed.

Ditch the staples and go paperless. That’s the bottom-line!

Dante’ Davis is an 18-year old aspiring author and graphic designer. He is currently authoring a series of motivational books based on his native African culture entitled “9 Words: If You Changed Your Definition, It Will Change Your Life... FOREVER”.

THE BOTTOM LINE



The Death of Unlimited Data Plans!



The need for more data becomes evident as new smart phones and tablet data devices hit the market. Demand for wireless data is projected to double each year through 2014. This significant growth can be traced back to the debut of Apple's iPhone in 2007, before these device wireless carriers primarily focused on voice and messaging as their primary focus for generating revenue dollars.

It seems wireless carriers weren't prepared for this explosive growth of data usage in recent years. With the first iPhone, we saw a number of credible competitors following suite in an effort to quench the growing appetites for data consumption. It began with the browser, then the need for mobile apps and then the need for using your phone as a mobile hot spot. The data usage on AT&T network saw a significant spike of 5,000 percent from 2007 to 2010 and with the addition of the 3G tablets and MiFi devices, the demand for data will only increase. The question remains, how can carriers accurately predict data usage and manage revenue profitability against operating costs.

One answer to this problem is tiered data plans. But is this really the best solution for the customer? The appeal for users to switch to the new iPhone and iPad devices were driven by the ability to have unlimited data usage. AT&T customers complained about dropped calls even with four or five bars of service strength. The drop calls were because of network congestion and not specifically signal strength.

AT&T has already started to implement the new tier system or pay-per-byte data plan. Under the old AT&T plan unlimited data could be bought for \$30/month truly unlimited data. Under the new plan DataPlus offers customers 200MB of data for \$15/month and DataPro gives you 2GB for \$25/month. If you go over your plan you can switch to the higher plan or you can purchase additional data: 200MB for an additional \$15 and with the 2GB plan, you get another 1GB for \$10. So, if you use on average 5GB of data you're looking at around \$55 bill just for data. Oh, don't forget if you want to use the tethering feature that's an additional \$20 charge and you still only get the 2GB data usage.

Under the old plan you would have paid around \$60/month for unlimited data, plus 5GB worth of Tethering, you do the math.

Verizon executives hinted that the carrier will cease offering unlimited data plans for the newly released iPhones as early as mid summer. The good news is if you already have an unlimited data plan Smartphone and you renew your contract, as long as you don't change your plan, you can keep getting unlimited data.

In other words you can get a new Smartphone, but keep the same plan this will insure that you get grandfathered in with unlimited data. If you add the \$20 tethering option this will move you to the new plan and cause you to lose your unlimited data. Make sure you check with your provider before adding new options to your plan to keep getting the unlimited data because once they switch you over it's the end of unlimited data and there is no turning back!



Wisdom For Business From God And Man

www.MandBD.com

Preparation

"Luck is where opportunity and preparation meet."

I do not generally begin with a quote but this one so defines my thoughts I had to lead with it. In business and life we have a choice to prepare or take things as they come. Perhaps when we were teenagers we could choose the second option. As business people we must plan our days to maximize productivity, our quarter to insure growth and long term plans to offer direction and a vision.

As a rule I plan very detailed tasks for the day, more generally for the week with some specifics, for months and years I create a framework with specific goals, but only general strategies, too many things are guaranteed to change to waste time with exact details. A vision for the future you wish to create will serve well enough, provided you add the appropriated detail when years become months, months become weeks and weeks become days.

Opportunity is a haughty goddess who wastes no time with those who are unprepared. -[George Clason](#) [Richest Man in Babylon](#)

Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win. -
[Sun Tzu](#) [The Art of War](#)

David Whitfield is an experienced writer and speaker in the field of Marketing, Customer Service and Business Growth. For more information on speaker availability or coaching openings, he can be reached at dwhitfield@power-in-numbers.net



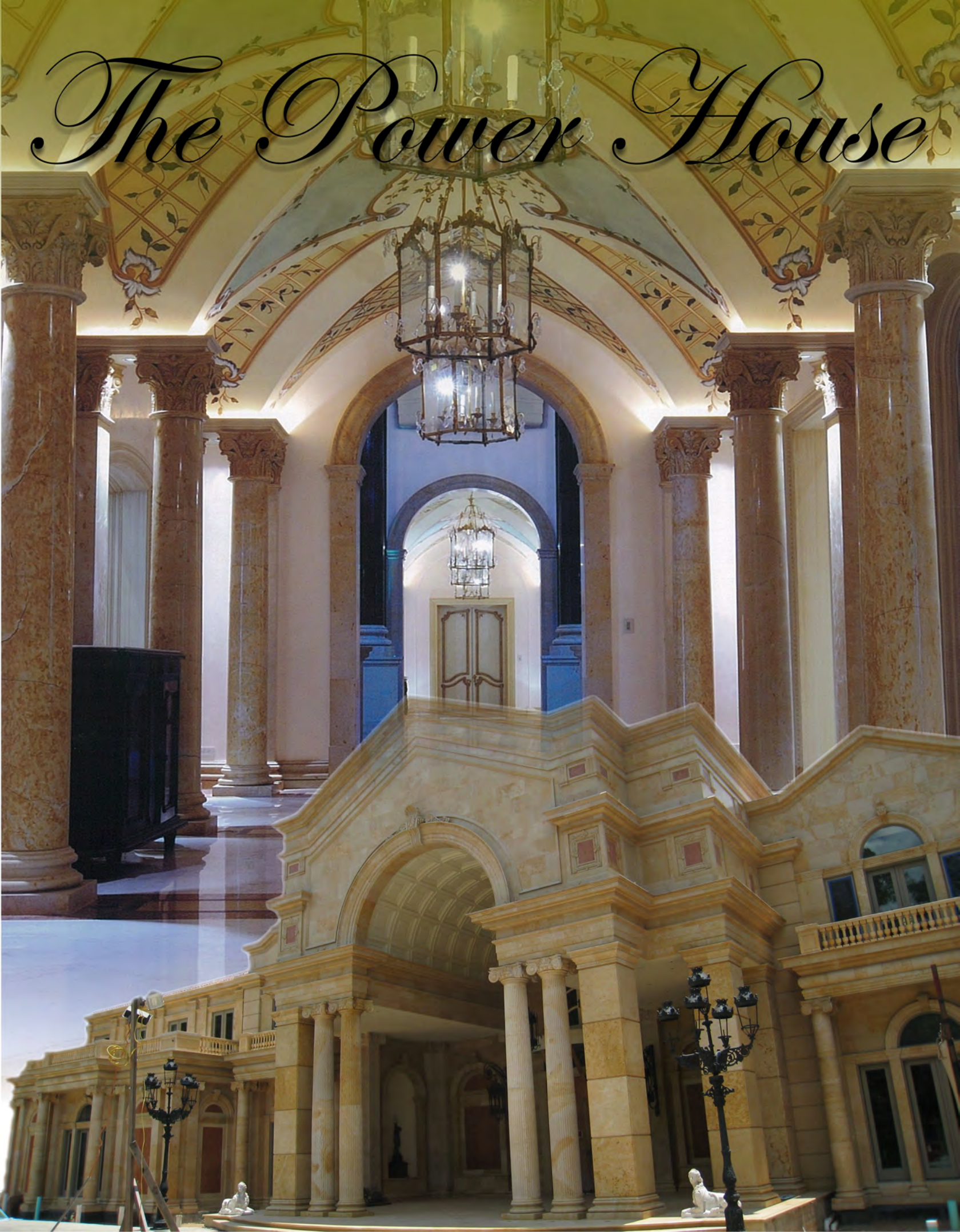
NIV Matthew 25 1-13

¹ "Here is what the kingdom of heaven will be like at that time. Ten bridesmaids took their lamps and went out to meet the groom. ² Five of them were foolish. Five were wise. ³ The foolish ones took their lamps but didn't take any olive oil with them. ⁴ The wise ones took oil in jars along with their lamps. ⁵ The groom did not come for a long time. So the bridesmaids all grew tired and fell asleep.

⁶ "At midnight someone cried out, 'Here's the groom! Come out to meet him!' ⁷ "Then all the bridesmaids woke up and got their lamps ready. ⁸ The foolish ones said to the wise ones, 'Give us some of your oil. Our lamps are going out.' ⁹ " 'No,' they replied. 'There may not be enough for all of us. Instead, go to those who sell oil. Buy some for yourselves.'

¹⁰ "So they went to buy the oil. But while they were on their way, the groom arrived. The bridesmaids who were ready went in with him to the wedding dinner. Then the door was shut. ¹¹ "Later, the other bridesmaids also came. 'Sir! Sir!' they said. 'Open the door for us!' ¹² "But he replied, 'What I'm about to tell you is true. I don't know you.' ¹³ "So keep watch. You do not know the day or the hour that the groom will come.

The Power House



Welcome To Houston, TX Best Kept Secret!

100 Carnarvon Drive is the original “home” of the Power In Numbers Flagship Members. It is being built by local building legend, Lee Calloway and was originally designed and erected for Power In Numbers Flagship Company Partner, Dr. Behrooz Ramesh (Also a Partner and Executive Vice President at Sabco Oil & Gas Corp.)

It is very unlikely that most people in Houston will ever get to see and experience this architectural masterpiece so Go Local Magazine has decided to give you “the scoop” on this 36,000+ square foot estate.

First, let me share with you that Dr. Ramesh sold this home to a company (ironically) named 100 Carnarvon, LLP. He no longer owns it, and it is no longer holds the affectionate moniker “The Powerhouse”. It was originally being built at \$1500/sqft (structural value, plus antiquities). The new owners have since then nearly totally “gutted” the place out, brought in a new architectural design team and the value is currently estimated to be just under \$400/sqft. The intent of the new owners and the new design is shrouded in secrecy, but we do know that it will be used for commercial interests.

Construction of this magnificent marble wrapped palace began back in 2002; hidden right under the noses of the Houston Community in the “Bayou Woods” subdivision (where???) . It was originally intended to be the home of the Ramesh family and underwent several elaborate design “upgrades” over the next several years. “No one ever said, “No””, explains builder Lee Calloway.

Over 10,000 sqft of this estate is *outdoor air-conditioned space*. There is a marble stature garden and 7 external “water features” to compliment the marble stage and private amphitheater. There are marble floors throughout, including a blue marble bathroom. This particular marble comes from the bottom of the Pacific Ocean and can only be mined during one time of year, when the predicable storm swells recede. At one point there was over \$9 million of antiquities in the estate; many of them built in to the structure of the home. The theater room was draped with silk wallpaper and boasted a ceiling lined in 10 karat gold leaf. This isn’t even the tip of the iceberg. There were so many unique and incredible features in this home; we abruptly came to the conclusion recently that we didn’t take enough pictures!

In March of 2009 the original intent changed and Dr. Ramesh began to look for commercial alternatives. He subsequently met with eventual Power In Numbers Flagship Company Partner and converted the intent of the home to be the official headquarters of Power In Numbers Economic Development Initiative and the meeting place of the esteemed prospects who are invited to be stakeholders in the initiative (multimillionaire individuals and entities).

(Oil Crisis: Enter Stage Left)





Anyone who hasn't been hibernating beneath a rock over the past 3 years knows how significant the oil crisis has affected the economy. We (at Power In Numbers) have our opinions on whether the crisis is "real" or not; however, no one can dispute the effects of it on the marketplace and on the overall economic environment. Continuing to build The Powerhouse at its projected value became a daunting task to greatly understate the matter. Power In Numbers Flagship Company created an opportunity for Dr. Ramesh to sell the home to very interested suitors. On November 24, 2010 the estate was sold. Mission Accomplished! One of the very first initiatives of Power In Numbers Flagship Company (The Powerhouse Initiative) was executed (slightly ahead of schedule).



So what is the Powerhouse Initiative? It is a strategic model that helps high-end real-estate to sell (at or even slightly above) market value to well qualified prospects. It identifies qualified suitors to the estate for and "experience" and establishes well founded, alternative reasons to purchase the property (aside from the traditional selling points associated with the property).

How do we do it? Well... That's our little secret! However, we do invite business owners to visit us and learn more about this initiative and others. Just contact us at: 888-954-0999 ext. 2 and set up your private appointment. In the meanwhile, enjoy a peek at the Houston Real Estate Legend that most people will never get to see. The very first and never forgotten...POWERHOUSE.





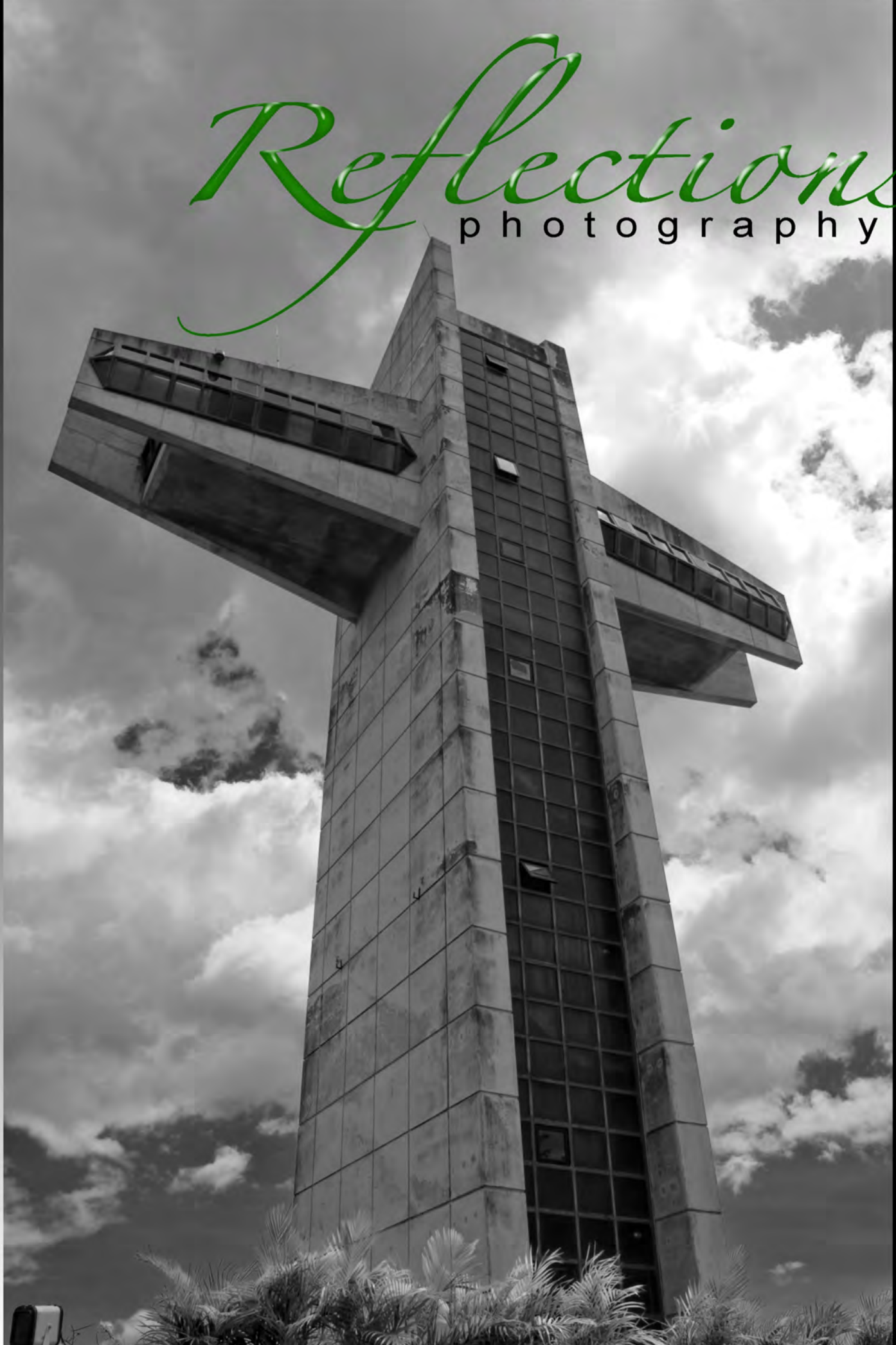


Reflections

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HOUSTON

What Is "Power In Numbers"?

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Hook or Crook?

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WHAT IS POWER IN NUMBERS?

Power In Numbers is the most powerful economic development platform in history. Period! Those who have seen it and who participate in it have agreed unanimously that there is nothing like it; there has never been anything like it; and it will be a long time before anything like it is introduced into our society again.

The Power In Numbers Economic Development Initiative is built on a foundation of principles that was developed over the past 17 years. It is based primarily on the principle of Unity, as expressed and lived by the pre-dynastic Ancient Egyptians. It is the mindset of collective growth through collaborative efforts. This Unity principle can be expressed and implemented in many different ways, across almost any platform, in any environment.

This very magazine is a product of the Power In Numbers Economic Development Initiative. It is produced by its Flagship Members. The purpose of the magazine is to promote and advocate the patronage of local business businesses and franchises (vice national corporate chains); and to educate its readers on the economic benefits of doing so. We start by giving our local entrepreneurs a platform to showcase their expertise by contributing to the content of the magazine. Local businesses are also able to take advantage of extremely low cost (or free) ad space within the magazine. The magazine is then distributed to literally thousands of residents throughout the Houston, TX metropolitan area.

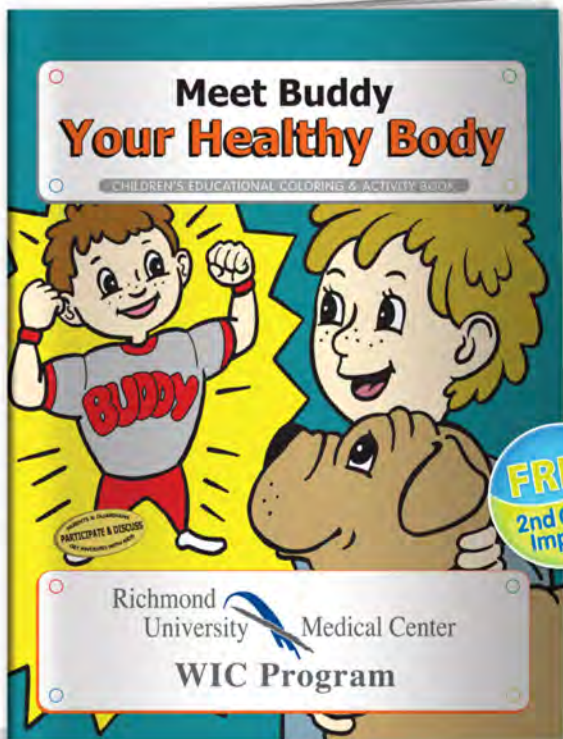
The articles are published almost exactly as they are written, with very little editing conducted before sent to publishing. This allows the true voice and personality of the author to shine through. This non-traditional practice allows the reader to truly experience the depth and breadth of diversity that exists within our community. At the same time they are able to get a very objective and candid view of the contributors' expertise in their respective field(s). The magazines (and articles) are the truest extensions of the actual businesses (and individuals) being showcased than any similar publication has ever allowed.

This article in particular will unfold piece by piece the dynamic collaborative effort that is known as Power In Numbers. Please continue to subscribe so that you can learn all about the initiative itself, the benefits and effects of the initiative and the participants. Each month will reveal another powerful and impacting fact about Power In Numbers so be certain to download every issue.

...and tell a friend!



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	\$.62	.57	.54	.48

Pocket Slider Item #2115 4C

Qty.	250	500	1,000	2,500
	\$.69	.66	.62	.57

Bookmark Item #BM8008 4C

Qty.	300	500	1,000	2,500
	\$.47	.39	.36	.33

Set Up: \$35(G). **Production:** 10 days.
 Price includes 1 color imprint.

Imprint Size:
 Pocket Sliders: 2-1/4" W x 1-1/8" H
 Coloring Books: 5" W x 1-1/2" H
 Bookmarks: 2-1/4" W x 1-1/8" H



Standard Imprint Colors

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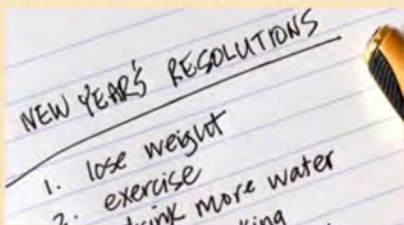
One Plus One Plus One Equals...

ONE

By Janelle Thompson

According to 2011resolutions.org, the top 5 New Year's Resolutions for 2011 were:

1. Lose weight
2. Get organized
3. Spend less, save more
4. Enjoy life to the fullest
5. Stay fit and healthy



It may interest you to know that the lists for 2010 and 2009 were very similar. Which begs the question: If we are making the same resolutions each year, does that mean we aren't reaching our goals? And if so, why not? In the natural health arena, the answer is very simple.

Holistically speaking, humans are made up of three distinct yet interwoven parts - body, mind and spirit. Our physical body brings our senses to life. We can see, smell, feel, hear and taste the world around us. Our mind allows us to process our surroundings and experiences. Our spirit, some would call this our "emotional self", is what connects us to that higher power and allows us access to our inner being. This is where I believe the disconnect between goals and accomplishments comes in for many people. In order to achieve what we desire, we must set a plan in action that encompasses body, mind AND spirit. In our Western culture, however, most people stop at the body. Some incorporate the mind. Very few look at the spirit.

"In order to achieve what we desire, we must set a plan in action that encompasses body, mind AND spirit."

Using *lose weight* as an example, the majority of Americans who decide they want to lose weight make the choice to exercise and eat right. Breaking it down from a regular point of view, we may see something like this:

Body: Eat 6 meals/day, Cardio 3x/wk, Resistance Training 2x/wk, Drink more water

Mind: Read a book on weight loss, Pick up a fitness magazine from the grocery store, Create and Implement *weight loss*

However, we may see something like this when we look at it from a holistic perspective:

Body: Eat 6 meals/day, Cardio 3x/wk, Resistance Training 2x/wk, Drink more water

Mind: Read a book on natural health and nutrition, Read a book on weight loss, Pick up a fitness magazine from the grocery store

Spirit: Meditate on what triggers me to binge, Look deeper into my emotional blanket of being overweight, Seek to find peace - instead of shame - with my daily progress, Create and implement *wellness plan*

Tapping in to all three parts of ourselves gives us a better picture of who we are at that very moment in time. It allows us the ability to unabashedly look at our current situation and make conscious decisions with both insight and intent. By acknowledging the whole self, we are able to make life changes that stick because it resonates to the deepest parts of our being. When you look at people who are truly successful *and* happy, you will see this as the common thread.

I challenge you to implement this into your planning and implementation this year. It will work for any goal regardless of whether it involves health, business, family, finances or just life in general. Each day, people are looking for meaning. More and more, we are seeking enlightenment. This cannot be done without the integration of body, mind, and spirit into your daily life. When you take that step, you will truly begin to be. To *live*. When you take that step, you will realize that one body plus one mind plus one spirit does equal one human *being*.



Janelle Thompson is the CEO and Director of Epiphany Wellness, a holistic wellness center located in West Houston. Epiphany strives to bring balance to life through integration of the body, mind and spirit. For more information, [click here](#) to visit the website; or Janelle can be contacted at 281-661-3634 or janelle@epiphanyhealthintl.com.



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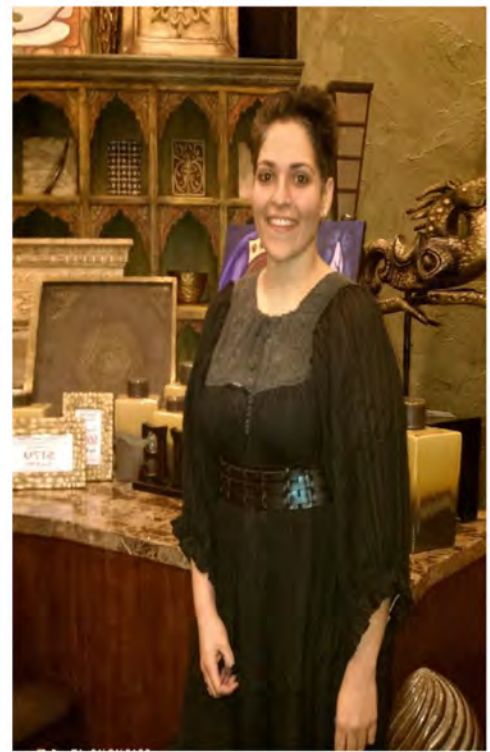
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SALES 101

FOR SMALL BUSINESS OWNERS

WRITTEN BY SARAH M. WORTHY

Through my volunteer work with the StartupDigest and StartupWeekend, I have had an opportunity to hear from a lot of entrepreneurs and small business owners about their most common frustrations and problems. When Jay asked me if I would write a regular column for Houston business owners around sales strategy for small businesses, I was incredibly flattered and more than happy to share my 13+ years of experience in sales, customer service, and marketing.

“Sales” is the most important process within a business, next to the ability to provide the product or service to customers. ...And unlike most professions, there is no accredited University degree program that I’m aware of in the field of Sales. When the CEO of a small business is also the primary salesperson, this can mean the difference between the company thriving, surviving or worst of all, failing.

Are you prepared to cold call? Do you have a CRM (customer relationship management) application setup and are you using it? What about lead nurturing, follow-ups, listening to your prospects and understanding how to qualify them and find out when they are ready to buy? Do you have measurement tools in place so that you can describe the average length of time from initializing a conversation to when that customer closes? Can you tell me how many “touches” you have to make with a prospect before they close? Can you describe the averages across verticals in your profession? I can go on and on with these questions and I’m willing to bet that 99% of small business owners cannot answer the majority of them.

This is a big problem I see time and again and my goal with this column is to start answering some of those questions around the sales process that you didn’t even know you should be asking, and provide step by step help with some of the more complicated steps in the sales process.

I cannot stress enough that “Sales” is a process; and there are specific steps that need to be done consistently with each prospect in order to convert them. If you are talking to a qualified prospect (meaning they need your product and can afford to purchase it), then I guarantee that if

you follow the correct steps in the sales process to move them through the pipeline, you will convert them into clients one day.

There are 7 primary steps in the sales process, and you must move a prospect completely through each step before you can start the next one and

ultimately close. Sometimes you will repeat a step with a prospect several times before they are ready to move forward and other times, you will find you move through the steps very quickly and easily. The 7 steps of the sales process are:

1. **Prospecting**
2. **Introduction to the Prospect**
3. **Develop a Relationship with the Prospect**
4. **Qualifying**
5. **Sales Presentation**
6. **Handling Objections**
7. **Closing the Sale**

“Sales” is a process; and there are specific steps that need to be done consistently with each prospect in order to convert them.

As the business owner, you will also have the added step of providing the product/service after the sale is closed and ensuring customer satisfaction. Over the next several articles, I will explain what is involved in each of the steps, tools to help you manage them, and share stories from past experiences. I encourage you to ask questions and describe problems you need help with to improve your sales as well. This column is first and foremost about helping you and your business; so come join me in the discussion!

Over the holidays, I'm going to give you some homework so that you are ready for step 1, prospecting in the new year: Take a look at who your current clients are, and start writing down what your ideal client, in general, looks like. Are you selling to other businesses or individual consumers? What industry/professions are your clients in? How much do they earn? Is geographic location important? List all the specific traits and qualities that you would find in your ideal clients and then I will show you how to find them.

If you have any questions, comments, or suggestions, I welcome emails at sworthy@techtherapy.com, tweets to [@sarahmworthy](https://twitter.com/sarahmworthy), and you can connect with me on LinkedIn at <http://www.linkedin.com/in/sarahworthy>.

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In the interest of full disclosure I must begin by letting it be known that I am a contractor. However, more to the point, this article seeks to sharpen the focus on one of the most glaring oversights in new home construction today.

In the course of a week I am in and out of many homes in all sizes and classes. It does not seem to matter whether the home is large or small, in the city or the suburbs nor even its vintage. Builders all seem to have one thing in common. The vast majority of homes are completed quite well on the interior while little attention if any is paid to its exterior and in particular, the back of the house.

In years past, without being asked to do so most builders would pour a decent but smallish patio slab at the kitchen door. In more recent times these slabs have gotten so small they have become a virtual embarrassment while many have disappeared altogether. This is true even on magnificent two story homes that otherwise appear to have it all. These homes often have granite counter tops, oil rubbed bronze fixtures, built-in cabinets and seemingly all the

conveniences of modern life. But alas, a poor excuse for a patio. I am amazed by this development. I call it the devolution in home design.

Automobiles, on the other hand, have begun to incorporate more and more options as standard equipment. This has added considerably to the value of these "home away from home" purchases. Home Builders would do well to take a page from these automakers and add additional value to their products as well. Some builders have made the claim that a proper patio would needlessly add to the cost of home ownership. Needlessly? You could, by extension, make the same claim about the kitchen or even the rest room. Remember, not so long ago these were considered optional extras also. Remember the Out House?. Oh, and a bit further back in some instances the kitchen was considered a fire hazard and was relegated to a separate small building behind the house. Today we could not imagine such an arrangement.

By this I do not mean to infer that there is no

cost associated with an adequate patio. What I am saying is that a patio is a necessary part of the home and that it will return to its owner many times its cost over time. These returns are not monetary, at least not right away. The true and most meaningful return will come, as with the kitchen and restroom, from added convenience and increased usability. Then of course, ultimately the cost will enhance the resale value at time of sale.

From my experience, and direct observation, once a home is retrofitted with a decent size patio slab and shall I dare say a correspondingly decent size built-in patio cover, the difference is tremendous. It completely changes the way the homeowner and his or her family uses their home. It provides the homeowner with entirely new avenues for enjoyment and pays for itself many times over in increased ownership satisfaction.

...and in many cases is the ultimate answer to the complete American home.



segregation" ... some of the more swift credit repair companies suggest you obtain an EIN number to create a new credit identity. This practice is a felony!

"If you follow illegal advice and commit fraud, you may find yourself in legal hot water, too: It's a federal crime to lie on a loan or credit application, to misrepresent your Social Security number, and to obtain an Employer Identification Number from the Internal Revenue Service under false pretenses. You could be charged and prosecuted for mail or wire fraud if you use the mail, telephone, or internet to apply for credit and provide false information." www.ftc.gov

In addition, many charge your credit card or bank accounts a monthly fee... according to my clients and some of my colleagues, they eventually disappear, and stop "disputing" on your behalf while still charging you for no service. Some do give you a contract after you have paid in full and do little if anything to fulfill their obligation to you, the client.

My advice to anyone that has wondered about credit repair, by all means ignore the overindulgent claims... They lead down the path of disappointment. It took you your whole life to get your credit in poor standing, it will take time, dedication and a new financial structure to accomplish and maintain a good credit rating. Anyone claiming that they can "clean", "erase", "remove", or even worse, "create a new credit identity", you should avoid at all costs! They are up to no good and could get you into a legal predicament.

Most people don't realize that the Federal Trade Commission (FTC) has a project that they call "Operation Clean Sweep". The objective of "Operation Clean Sweep" is to fine and essentially put credit repair companies that are not in compliance, out of business. Now, it's time to take a piece of paper and a pen and take notes before you call a credit repair company. According to the FTC:

- Avoid any company that wants you to pay for credit repair services before they provide any services. It is against the law.
- Avoid any credit repair company that will not tell you your legal rights and what you can do, yourself, for free.
- Avoid any credit repair company that tells you not to contact a credit reporting company directly.
- Avoid any credit repair company that advises you to dispute all of the information in your credit report.
- Avoid any company that suggests creating a 'new' credit identity - and then, a new credit report - by applying for an Employer Identification Number to use instead of your Social Security number. That is against the law. If you follow illegal advice and commit fraud, you also may be subject to prosecution.

We are definitely living in an era of scams, consumers beware... we are being targeted because of past mistakes, weaknesses, necessities, and gullibility. Keep in mind that famous quote "Seems too good to be true." Make sure you do your due diligence before you decide to use a credit repair company and even look them up on BBB. Although in many states a credit repair company will not be allowed to be a BBB member, consumers can certainly file complaints against them.

All inquiries regarding this article are to be submitted to maria@ihavemadeit.com

If you have been a victim of Credit Repair companies contact the FTC: www.ftc.gov 1-877-FTC-HELP (1-877-382-4357)

Maria Flores
Owner/Partner – Transformation, LLP
www.ihavemadeit.com

Hook or Crook?

Why The FTC Is Cracking Down On Credit Repair Companies

I am sure every one of you has seen the signs all over the big city of Houston for Credit Repair companies. Have you ever asked yourselves, "Hmmm, I wonder if it works?" or have you actually tried any of them? Does anyone ever experience the "overachieving" claims and promises of these credit repair companies? Unfortunately, in my profession, I have only met the hopeless and disappointed. I have been bombarded with one sad story after another. However, there is light at the end of the tunnel... the FTC (Federal Trade Commission) is on your side!

Do you realize that many of these credit repair companies are breaking the law? Did you realize that many of them have dragged you, the uninformed and desperate consumer, into breaking the law as well? For those that have never consulted a credit repair company this is what you should expect from these predators:

Their fees range from \$300 - \$3,000 to do what they call credit repair. They will pull your credit report and dispute (mail pre-generated letters to credit bureaus) any derogatory accounts, without concern of authenticity. This practice is less than ethical and illegal! What happens after the "templates" with your name entered on it have been sent out to credit bureaus? There is an investigation! The items will be removed for 30 days (while under investigation) there after, if the item has been found to belong to you...guess what? It will come back on your credit report! If you intended on purchasing a home, you just blew it! Mortgage companies are "throwing" out loan applications where the borrowers' credit report has any disputed items on it.

Here is another scenario. Let's say you dispute an old debt that belongs to you. Let's say it was a 5 yrs old account (in collections). Well after the dispute and investigation you have just transformed it into a brand new derogatory account. You have "reset" the clock on an item that was no longer being counted against your mortgage approval. Now it will either need to be paid off, or you have to wait a year to reapply for your home loan. On top of the fact that the derogatory account has been reset, there is also a statement that is attached to that account "disputed by client". For clarity sake, let's say the same 5 yr old account was not in collection but was not in good standing and was disputed, it would not be reset but you will still be affected if looking to purchase a home because you will still receive the attached comment "disputed by client", which again is an automatic disqualifying factor. For the sake of extra information, the mortgage lenders could care less about a 5 year old collection account.

Back to what you should expect from these predators. *I must warn you about a strategy that is sometimes recommended, it's called "file*



Houston's SMB Allies!

The Question: Can local competing business owners and executives be agents of community change and advocates of economic collaboration for community growth?

The Answer?

Well, according to Mary Leamons, the answer is "Go Local".

Mary is a local business owner, native Houstonian and graduate of the University of Houston. She is a Flagship Member of the economic development initiative, Power In Numbers; and she is largely responsible for the existence of this magazine that you are reading at this moment.

When I first met Mary it was during a training seminar that I was giving about competition vs. collaboration in the marketplace. I immediately noticed her passion for helping small business enterprises thrive in the marketplace and her undying commitment to making a true difference. Her main platform for meeting her vision were a very creative online directory called "eatcypress.com". She was in the process of expanding her enterprise into other communities in the Houston, TX metropolitan areas, and was heavily networking and researching possible resources to assist her in this endeavor. Being a staunch advocate of locally owned small businesses myself, we immediately took a liking for one another.

She and I sat down on several occasions after she asked for my assistance with refining and modifying her business model to be more scalable. I then found out how truly innovative she really is. In a matter of 3 meetings we had developed the entire Go Local Movement and were setting her strategic plan in motion. The concept of Go Local Magazine was born, and she immediately began making licenses for other community sites (similar to www.eatcypress.com) available to local entrepreneurs. We pooled our collective resources and developed a program for Local Search Optimization; which allows small businesses to gain unrivaled visibility to those who are looking for their products/services in their locale via the internet, GPS and mobile phone platforms. She even set up other strategic partnerships with broadcast partners and non-profits that give Go Local members an opportunity to touch every single household in their community at literally pennies on the dollar as the other alternatives (even the most affordable alternatives).

I was so impressed with Mary's ingenuity that I presented her business model to a good friend and colleague of mine, Khalif Ibere. He is a doctoral student in

Meet

Mrs. Mary "Go Local" Leamons

Industrial Organization Psychology and holds a Masters Degree in Mental Health Counseling with graduate studies in Public Administration. I really wanted to get a "peek" on what made her "tick". I'll leave some of the particular details about her mental framework and personality type. However I did want to point out that after reviewing her business model and several dialogues, this is what I here had to say about her effect on the community and marketplace as a whole:

"Many leaders in the business community are lost to the true relationship between actual gains and losses and perceived gains and losses. (It seems that) Mary Leamons has changed the way that business owners and executives in her community view and approach competition. Mary has demonstrated leadership and communicative ability to facilitate a common ground for the seeming opposing forces of collaboration and competition. Go Local Magazine is a perfect example of this. No individual contributor could manage this undertaking on their own; however, Mary and Power In Numbers Flagship Company have been able to structure a collaboration that not only makes the publication possible, but at the great benefit all involved. Her genuine character and unwavering effort has resulted in business owners and executives who share the same industry to lend their expertise for one who was once considered a competitor. This type of unification pulls huge market share to the collective group; which is then divided amongst them in a more organic platform. She has

learned how to reframe the "competitor" into a benefactor. Availability is the mechanism of action or cause that produces the achieved effect "collaboration". The collaborative effort produces the increased availability and exposure of a particular industry to a greater market share than is possible as a single business entity. These once competing business owners and executives have learned to attach greater value to the collaborative effort and its results because they have taken ownership of the shared: work, effort, and increased business opportunities in this innovative team building process. I can foresee huge benefits for formerly "high competition" industries such as restaurants and automobile dealers..."

Mrs. Leamons is on the forefront of a major paradigm shift in the marketplace; the shift from a "macro-focused" connected economy to a "micro-focused" connected economy. Local internet searches, GPS and mobile phones indicate that, more and more, people are searching for the products and services close to where they are sitting/standing/driving. Not many people or companies are allowing small businesses to take advantage of this inevitable shift; but one of Houston's very own is blazing her own trail and setting the bar high!

Look out for more Go Local Magazines in 179 other metropolitan areas over the next 24-36 months. And remember that you saw it here first!

Until next month... Do what you can!

I am only one, but I am one. I cannot do everything, but I can do something. And just because I cannot do everything, I will not fail to do the something that I can do. What I can do I should do; and what I should do, by the grace of God I will do.

Edward Everett Hale

Mary Leamons can be contacted at (713) 823-1713 or by visiting www.eatcypress.com.

Jay Davis is a seasoned economist and business consultant. He is currently the CEO of Transformation, LLP, Power In Numbers (an economic development company), Power In Numbers Flagship Company and WRICO, Inc (a research and development company).



Getting to Know:



D) Michael Garfield, The High Tech Texan, thank you for sitting down with Go Local!

M) It's great to be here, albeit virtually. But there is not that much of a difference nowadays.

D) You graduated from UT in Austin, have you spent your whole career in Houston Radio?

M) I have been on Houston radio almost ten years now and that came directly from a gig on local TV. I started out here on KPRC-TV (NBC) doing a daily technology segment. Some execs from Clear Channel Radio in Houston apparently thought I had a better voice than a face so they offered me a position on all eight of their Houston stations. I contributed brief tech segments on the stations and about a year later they gave me my own Saturday show on KPRC-AM (The 9-5-0). It is now the longest-running local program on the station.

D) You have recent media appearances on CNBC, FOX and various CBS and ABC affiliates. But the majority of your sponsors are local as are most of the many charities and community groups you work with. Why do you think supporting local business is so important?

M) Local is very key when it comes to creating business relationships. Not just business-to-business but business-to-consumer. People are more apt to buy from and work with local companies and familiar faces. Endorsements are a very powerful tool when trying to establish a message that can cut through the clutter of generic advertising. Companies pay good money to celebrities like Michael Jordan and Tiger Woods (okay, maybe not a good example), but in most cases these people have lots of followers and fans who would do most anything they ask. As a radio personality, I have the unique opportunity to meet many local companies who want to get their name out in public but also produce sales results. I have endorsed many dozens of companies over the years though I am very selective of who I work with. It is a two-way street. I want to make sure the companies I speak for are not fly-by-night and stand by the services and products they sell.

D) Now you are on six days a week. Do you have time for anything else businesswise?

M) I started hosting a weekday morning show on The 9-5-0 in early 2009. Along with my Saturday technology show, that made for a six day work week – a pretty big change from working just Saturdays all those years. My time is certainly more compressed now and I spend several hours each day with my partners at marketing meetings, video shoots, audio sessions and more. I also spend a lot of time speaking to companies across the country keeping them and their employees up-to-date on technology; especially social networking.

D) That is more than I would have thought. I didn't realize you gave speeches and training until I saw you on the agenda at one of my client's marketing meetings. What other topic do you generally cover?

M) AT&T asked me to speak to some of its employees about eight years ago to motivate them not only for sales but how to brand and sell themselves. That speech turned into more corporate opportunities and I now work with companies ranging in size from 10 to 10,000 employees. I always throw in some technology topics including show-and-tell with new products. But I thoroughly enjoy motivational speaking, sales and personal branding issues.

D) You were presenting your take on how to use social media for business; it was as fun as it was informative, much like your radio shows. We here at Go Local! are all about giving value to our readers. I am all about The New Rule of Three, so tell us what are the three most important things about social networking.

M) I could probably list twenty reasons off the top of my head but three big reasons why companies NEED to "get social" are:

1. Your competitor is already on Facebook and/or Twitter. If you think it is a bunch of nonsense, log on and "like" or "follow" them. Watch and read how they use social media and the responses they are getting.

2. It costs nothing. To get started on a social networking site simply register for a free account. Typical advertising, public relations and customer service outreach programs cost money – lots of money. This new effort may not initially garner the mass audience that traditional media can garner, but companies can localize and target their audience via these online networks.

3. Just because your company has a presence on a social networking site, it must be updated regularly. Followers of your site will find no use around Christmas time if your status reads "Great back-to-school sale!" Designate one or two people within your organization to update your company's status several times per week if not several times per day.

D) I can see how those are critical to making the most out of your use of social media! What is some other wisdom from the world of technology and how can we use it to grow our businesses?

M) The hottest thing in technology marketing today is apps. Most all smartphones can download and utilize these small applications that allow customers to quickly interact with a company's services. Restaurants are creating their own apps to show menus, make reservations, order to-go items and keep customers up-to-date with specials. Almost any industry can create an app that can be interactive and fun but, most importantly, your company's logo will constantly be on your customer's smartphone screen.

D) I think people certainly have a greater understanding to just how versatile our local success story is. If they would like to book you for any of this awesome training how would they contact you?

M) Of course most everyone can find me online at www.hightechtexan.com. And feel free to see how I utilize social networking at www.facebook.com/michael.garf and www.twitter.com/garf.

D) Any parting words before I say "This Article is OOOVER!"

M) Let me do it just as I have done for almost ten years on air. This article is OVAH!



David Whitfield is an experienced writer and speaker in the field of Marketing, Customer Service, and Business Growth. To receive his breakthrough article "The New Rule of Three" before it's published or for more information on speaker availability or coaching openings, he can be reached at dwhitfield@MandBD.com.

Monthly Marketing Tip



Words Mean Things

Well of course they do, that's what they do, they mean stuff.

The question is which words mean which stuff. Rush Limbaugh is often heard saying he possesses "talent on loan from God." A well-meaning caller suggested that God had given him that talent. Limbaugh, using only the title of this tip as explanation, assured her that he meant what he said: "On loan from God." The caller was attempting to pay him a compliment, but Limbaugh was making the point that his talent was beyond mere mortal ability and therefore was simply being borrowed from on high.

You do not have to agree with Limbaugh's politics, but he is certainly a successful wordsmith. I am not sure I agree with the statement about his talent, but I am sure Words Mean Things. Join me next Friday and learn the difference between a client and a customer, and what it can mean to your bottom line.

You may have noticed the word customer rarely, if ever, appears in my writings. Customer is defined by Webster's as "one that purchases some commodity or service." Whereas a client is defined as "a person who engages the professional advice or services of another." My question is simple: which would you like to be considered, a client or a customer? A restaurant for which I consult recently changed all instances of the word customer to guest, in everything from the annual plan to the Employee Training and Policies Manual. If you think these changes are purely semantics, I believe you are mistaken. If a restaurant staff thinks of you as a guest, they will treat you very differently than as merely "one that purchases a commodity." Instill in everyone in your company the idea that you do not have customers, but instead clients, guests, or partners, and you will see a far-reaching, profit-generating change in the service your clients receive.



David Whitfield is an experienced writer and speaker in the field of Marketing, Customer Service, and Business Growth. For more information on speaker availability or coaching openings, he can be reached at dwhitfield@MandBD.com



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PERSISTENCE

In business we often find ourselves having to overcome obstacles of all kinds. Whether it is supply or labor issues or simply the seemingly infinite time between customers or clients. Many time complications are beyond our control, caused by the actions of others, a down economy or a myriad of others possibilities. If we have prepared, planned and are working diligently then our only recourse is persistence and prayer.

"Success is almost totally dependent upon drive and persistence. The extra energy required to make another effort or try another approach is the secret of winning." --**Dennis Waitley, The Dragon and the Eagle**

"The majority of men meet with failure because of their lack of persistence in creating new plans to take the place of those which fail."
--**Napoleon Hill, Think and Grow Rich**

NIV Luke 18:1-8

1Then Jesus told his disciples a parable to show them that they should always pray and not give up. 2He said: "In a certain town there was a judge who neither feared God nor cared about men. 3And there was a widow in that town who kept coming to him with the plea, 'Grant me justice against my adversary.' "

4"For some time he refused. But finally he said to himself, 'Even though I don't fear God or care about men, 5yet because this widow keeps bothering me, I will see that she gets justice, so that she won't eventually wear me out with her coming!' "

6And the Lord said, "Listen to what the unjust judge says. 7And will not God bring about justice for his chosen ones, who cry out to him day and night? Will he keep putting them off? 8I tell you, he will see that they get justice, and quickly. However, when the Son of Man comes, will he find faith on the earth?"

Join us next week for the wisdom of Preparation.

David Whitfield is an experienced writer and speaker in the field of Marketing, Customer Service, and Business Growth. For more information on speaker availability or coaching openings, he can be reached at dwhitfield@MandBD.com



NEW LOCAL TV SHOW HIGHLIGHTS BREAST CANCER CRISIS AMONG AFRICAN AMERICANS



Show airing on Comcast Video on Demand for six months.

Houston, TX -February 3, 2011 - A new half hour television program airing 24/7 for six months aims to raise awareness of the high mortality rate and other serious health issues surrounding breast cancer and African American women. The show, "**Take 30 to Save Your Life**", is airing on *Comcast Video on Demand* from now until June 3rd. It's part of the local "Searchlight" Video on Demand programs, accessible through Comcast channel 888, Health and Wellness category.

"**Take 30 to Save Your Life**" began production last fall, after the Pink Ribbons Project awarded a grant to Reconstruction of a Survivor, a local breast cancer support and survivorship organization. "It is an honor to partner with Reconstruction of a Survivor and fund the "**Take 30 to Save Your Life**" video. We believe the knowledge and education gained through the video will encourage others to spread the word that early detection saves lives," said Loubel Cruz, Associate Director of Pink Ribbons Project. The production company for the project is Positive Image Productions, a local non profit media educational organization, whose Executive Director Cynthia Nickerson is a former television news anchor and health reporter. "We felt it necessary to do a public awareness project of this magnitude because of the high breast cancer mortality rate of African American women. "We want everyone to know that God's plan is for us to have life more abundantly. We also should know that there is a better life after breast cancer" said Dr. Jennie Bennett, Executive Director and Founder of Reconstruction of a Survivor. Through a series of interviews with survivors and health professionals, "**Take 30 to Save Your Life**" discusses how breast cancer affects the African American community, including the fact that while there are fewer breast cancer cases among African American women than whites, African American women tend to die of the disease more often than whites. "Part of the problem is that African American women get breast cancer at an earlier age. When you look at women less than 40 who are diagnosed with breast cancer, most of them are African American women," said Dr. Elise Cook of The University of Texas MD Anderson Cancer Center, who appears in the program. Dr. Lovell Jones, Director of The Center for Research on Minority Health at University of Texas MD Anderson Cancer Center, also appears in the program to discuss ongoing research on the issue. "We know there is some genetic link for African American women. There are regions within Africa where pre menopausal breast cancer is 50% or more," said Dr. Jones. The program also features a segment on performing a self breast exam, shows a mammogram in process, debunks common breast cancer myths and explores the role of proper nutrition in fighting cancer.

"**Take 30 to Save Your Life**" will be shown to groups around the community over the next several months. Contact Dr. Jennie Bennett at drjbennett@roasurvivor.org or www.roasurvivor.org for more information about the community viewings and additional information.

4G

LTE

VS

A 4G MATCHUP

The race for 4G supremacy is beginning to heat up. Everyone is competing for the title of the largest and fastest 4G network in the country. Unfortunately, the truth is that 4G coverage is still in the beginning stages and will not be operational until 2011 for most of the major carriers like Verizon or T-mobile. However, there is one company that is now leading the race with the first 4G network to hit the market, CLEAR. Why the fight over 4G? To answer this, you first have to understand the importance of 4G.

The two most commonly used terms to describe technology are 3G and 4G. The "G" stands for "generation," which refers to a level of technology. 3G technology was the first to introduce cellular phones that could directly connect to the internet, send text messages, emails, instant messages and a host of other functions that previously could only be performed on computers. Today, most cellular networks still operate on 3G technology. The need for more data usage put a tremendous strain on the limited 3G network, thus creating the demand for the new 4G technology, which aims to provide users with much faster connections capable of transmitting larger amounts of data.

For the most bandwidth, CLEAR and Sprint are the only providers to offer the 4G WiMAX network, which offers faster downloads, uploads, and streams. They have a hand full of WiMAX capable devices that are available on the market today. With 28 U.S. States already using CLEAR's 4G technology, WiMAX offers more options for consumers. Sprint uses CLEAR's infrastructure for their 4G network, so the coverage applies to Sprint products as well.

New generations of technology exist due to the constant competition between competitors. So who's the oponent? The new LTE is being developed by Verizon to go up against the 4G platform. The term "LTE" stands for "Long Term Evolution," which Verizon launched in December 2010. The network plans to cover 38 cities and will give approximately 110 million people access to this new level of technology.

By 2011, LTE plans to offer nationwide coverage with full 3G to 4G upgrades by the end of 2013. With such high expectations, competition between CLEAR and Verizon will only intensify as the two largest 4G operators in the U.S. work to expand their networks.

Verizon will be offering similar speeds to CLEAR and as the rollout proceeds. More attractive devices which include LTE smart phones and tablets will hit the market, however, consumers must be aware of the attached price tag. Verizon's LTE is only being offered in allotted amounts ranging from 5GB starting at \$50/month to 10GB for \$80/month, but don't forget about those overage charges. Unlike Verizon, CLEAR offers unlimited data usage starting at just \$45/month. You no longer have to pay close attention to your usage in order to avoid being charged for going over your data allotment.

CLEAR also has another way to make technology more convenient. It's time-to-market advantage has more than 45 4G embedded laptops and notebooks, 2 smart phones and 4 USB dongles. As more devices become available, this will give consumers more options and better price points.

In the next year, consumers will witness the rapid growth in development and product options. While CLEAR and Verizon are ahead of the race now, other competitors like T-mobile and AT&T, will be rolling out their own version of 4G technology. This will give the consumer the ability to stay with their current carrier or try someone new. To help determine which carrier is right for you or just to stay abreast of the latest technology, feel free to visit Texas4GNetwork.com.



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JANELLE THOMPSON



SIMPLE SOLUTIONS FOR A SOUND MIND & HEALTHY BODY

Janelle Thompson is a Certified Natural Health Consultant, professional speaker and a doctoral candidate in Naturopathic (Natural) Medicine who is passionate about tapping into the healing power that resides within all of us. As a Certified Registered Nurse Anesthetist, Janelle understood the effects of drugs, food, exercise and the environment on the human body. After being in the industry for over ten years, she began to research and understand that people can heal themselves without drugs. She had an epiphany! Janelle is the Chief Executive Officer of Epiphany Wellness, a holistic health firm in Houston, Texas .

Janelle captivates audiences and changes lives by introducing simple solutions that make a huge and lasting impact on attendees' health.

KEYNOTE SPEAKING TOPICS

SIZE MATTERS: TACKLING THE OBESITY EPIDEMIC

Many Americans adults today have fallen victim to the Standard American Diet filled with sugar-laden processed foods, limited fruit and vegetables, and high calorie counts. There also continues to be an increasing number of children who are obese. Learn how your size affects your health and wellbeing, and come away with simple solutions to a big problem.

USE WHAT YOU'VE GOT TO GET WHAT YOU WANT

EVERYDAY TOOLS TO OPTIMUM HEALTH

Description: We live in a fast-paced world where many people have difficulties finding time to fit in healthy living - whether it be eating right, exercise or stress management. This workshop will show how to use what you have at your disposal to create, maintain or improve your health.

EMPLOYEE HEALTH FOR PEAK PRODUCTIVITY

Description: Next to improper training and poor customer service, absenteeism is one of the biggest reasons why businesses lose money. According to a 2005 survey, the cost of unscheduled absenteeism averaged more than \$600 per employee. With the current state of the economy, business owners are now realizing that it is more cost effective to keep employees healthy and happy than to pay the cost of excessive sick time.

AN OUNCE OF STRESS IS WORTH A POUND ON YOUR BELLY

Description: Work, school, kids, parents, family, traffic, pets, bills and life in general are all catalysts to stressful situations. We live in a microwave world where instant gratification is the norm and the effects of stress are being proven not only in the scientific community, but in yours. Find out how stress is wreaking havoc on your health and how you can beat it.

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JANELLE'S RAVE REVIEWS

JANELLE
THOMPSON

I've always found **Janelle** to be a wealth of knowledge when it comes to wellness. She has a true passion for helping people on the road to getting, feeling, and looking better.

Working with her in business settings is also satisfying -- **Janelle** has a knack for taking complex concepts, breaking them down, and communicating them simply. Her manner is engaging and clear.

If you have the opportunity to work with **Janelle** -- or to learn from her -- you have a blessing.

Terrence D. Gray
Chief Executive Officer, Team ELITE Marketing

I think that what separates a good trainer and speaker from a great one, is not necessarily the knowledge alone, but the passion behind it. **Janelle** is definitely a great speaker and trainer because she puts her belief and soul behind the things she does.

Romina Limbo
President, Infinite Horizon Marketing

Janelle Thompson cares not only about the business community, but specifically business professionals. Her commitment to diligence carries over into her area of expertise. If you have the opportunity to work with **Janelle**, take advantage. She'll provide structure and organization to your effort and the benefits will be immense. I've had the opportunity to work with Janelle and she makes the process of becoming healthy and productive easy to understand and follow through.

R.D. Yoder
Founder, Houston Networking News

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Answers for Business

Dear Answers,

I am ready to open my business but I am having trouble deciding between a few names for the company any ideas?

Signed,

I just don't know

Dear Just,

The name of your business is one of the most important marketing decisions you make. The temptation to name it based on factors other than marketing research is great.

Many people name their business based on ego. David's Consulting may stroke my pride, but marketing and Business Dynamics does a much better job of letting people know what I do. Your name should do just that. Your name should immediately let a prospect know what you do. You may think of famous companies that do not abide by this rule. Let consider a couple of the most common. McDonalds is certainly well known now, but in its beginnings it was known as McDonalds Hamburgers, IBM stands for International Business Machines as it was called when first opening. It was not until these companies were hugely successful that the names were shortened to their present form.

Another danger in naming a business is limiting yourself. You could limit yourself geographically. For example Northwest Houston Tile and Glass may serve you well as a start up. A few years later, however, business is booming and you are ready to open a second outlet in the southeast part of town. Your success and reputation is known by your name. Changing the name means losing name recognition and trust of clients, the very things that made you successful.

There is also a danger of limiting what people think you do. Canon Copiers a huge corporation, changed their name to Canon Office Solutions because they offer so much more than just copiers. Make sure your name lets people know exactly what you do, don't limit it yourself geographically or in scope of your product or service.

How clients find your business should also play a part in choosing your name.

I have an uncle in Detroit Michigan that owns two successful Ford Dealerships. He and his two sons opened the second dealership when I was just a boy. I was surprised when I learned he had named the Dealership "Allen Whitfield Ford" after his second son. I ask my Uncle why he would do that when his eldest son had worked longer at the very dealership that now bears his younger brother's name. My uncle used the voice one uses when explaining something to a child. He said, "You see David, many people look in the yellow pages to find a dealership when they want to buy a car. Allen's name will put us in the first few listings."

Make sure when the fingers do the walking that they do not have to walk far to find you.

What you decide on as your name may not be seen everywhere your

product is. In some cases long names will be abbreviated or shortened to their initials. Make sure the initials do not spell anything that you do not want associated with your product.

Another thought, with the advent of the Internet even the smallest business can compete in the global economy, and we must think of what the name of a company or product will mean in a foreign market. In Mexico, Chevrolet did a great job of marketing their Nova. Unfortunately in Spanish, Nova means no go. The name made more jokes than sales.

The bottom line is to choose the name of your business or product with caution and consideration of all the factors.



David Whitfield is an experienced writer and speaker in the field of Marketing, Customer Service, and Business Growth. For more information on speaker availability or coaching openings, he can be reached at dwhitfield@MandBD.com

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Vol. I

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Hooded Sweatshirt



Long Sleeve Tee



7.75 oz. 50% cotton/50% polyester, pill-resistant air jet-spun yarn, double lined hood with matching drawstring, double-needle stitching, set in sleeves. Knit cuff & waistband with Lycra®.

Colors: ash, dark heather, indigo blue, maroon, red, white, black, forest green, Irish green, navy, royal, Carolina blue, gold, kiwi, orange, sand, cherry red, heliconia, light blue, paprika, sport grey, dark chocolate, honey, light pink, purple, violet

Sizes: S-3XL. For 2XL & 3XL add \$1.89 (g) each.

For **Embroidered**, add to screened prices shown: 12 (min)/\$3.30 (c), 24/\$2.65 (c) each, 48/\$2.37 (c) each, 72/\$1.85 (d), 144/\$1.54 (d), 288-up/\$1.38 (d) each. FREE Tape up to 6,000 stitches.

6.1 oz. 100% preshrunk cotton*, topstitched color, double needle stitching, taped neck and shoulders, quarter turned body.

Colors: ash, dark chocolate, indigo blue, maroon, orange, safety orange, black, dark heather, Irish green, military green, prairie dust, sand, cardinal, forest, kiwi, natural, purple, sport grey, Carolina blue, gold, light blue, navy, red, Texas orange, charcoal, heather cinnamon, light pink, new safety green, royal, white

*ash 1% polyester, sport grey 1% polyester, safety orange, safety green & heathers all 50/50 blend



Sizes: S-3XL. For 2XL & 3XL add \$1.69 (g) each.



HURRY!

0277GLWJ1 Ladies'

0320GLWJ1 Gildan 50/50 Hooded Sweatshirt

12 (min.)/each.....	\$21.05	c
24 /each.....	\$17.82	c
48 /each.....	\$16.15	c
72 /each.....	\$14.23	d
144 /each.....	\$13.37	d
288-up /each.....	\$12.95	d

Ship wgt: 14 lbs./12. FOB OH.
Production 5 working days.

Prices for all items include one standard color imprint in one location. **Set-up:** \$25 (g) per color, reorders \$18.75 (g).

Extra Color Run Charge:

12/each.....	NA
24/each.....	.83¢ g
48/each.....	.45¢ g
72/each.....	.38¢ g
144/each.....	.23¢ g
288-up/each.....	.19¢ g



Gildan Long Sleeve Tee

use item number shown

12 (min.)/each.....	\$14.00	c
24 /each.....	\$10.95	c
48 /each.....	\$9.47	c
72 /each.....	\$8.23	d
144 /each.....	\$7.53	d
288-up /each.....	\$7.28	d

Ship wgt: 9 lbs./12. FOB OH.
Production 5 working days.



0278GLWJ1 Men's





New Design!

Brite Liner® Grip XL

- New, brighter barrel & ink colors!
- Chisel tip for broad highlighting & fine underlining
- Extra large, contoured barrel
- Textured rubber grip for comfort & control



Pen Colors: green, orange, yellow, blue – highlighter ink matches pen color

Imprint Areas: 1" x 1"



NO SET-UP!

Prices include one standard color imprint. No charge to reproduce custom logos from camera-ready art. All changes 300 minimum. Your order may ship in more than one box. Multi-color imprint not available.

BLGXLWJ1 Brite Liner Grip XL

300 (min.)/each.....	85¢ c
500/each.....	78¢ d
1,000-up/each.....	72¢ e

Ship wgt: 15 lbs./300. FOB FL. In-factory production 5 working days. Shipped UPS ground.



Media Max™

- Soft, sleek gripping section
- Extra wide barrel for maximum imprint area
- Innovative retracting mechanism

Trim Colors: black, blue, navy, red – all with white barrels
Ink Colors: medium point black ink

Imprint Area:
Barrel: 1 3/4" w x 3/4" h (opposite clip, default); 3/4" x 3/4" (under clip), specify
Clip Imprint Area: (optional) 1" w x 3/16" h – additional charges apply

NO SET-UP!

Imprinted one standard color on barrel, specify position. No screen charge. No extra charge for copy changes, cartridge point or writing ink color change, imprint color changes, or drop shipments. All changes 300 minimum. Your order may ship in more than one box. Each Additional Color or Clip Imprint: add 12¢ (c) per item run charge.

MMAXWJ1 Media Max

300 (min.)/each.....	86.5¢ c
500/each.....	80¢ d
1,000-up/each.....	74¢ e

Ship wgt: 5 lbs./300. FOB FL. In-factory production 5 working days. Shipped UPS ground.



Intensity® Clic Gel™

Gel roller features soft textured rubber grip & chrome tip with an automatic retracting mechanism in clip.

Solid Colors: white or black
Translucent Colors: blue, orange, green, purple, red



Cartridge: medium point jumbo black gel ink cartridge

Price includes one standard color imprint opposite clip area: 1 3/4" w x 3/4" h. For 2nd color add 12¢ (c) each. For one color clip imprint in area: 1" w x 3/16" h add 12¢ (c) each. No extra charge for copy changes, writing ink changes, imprint color changes or drop shipments. All changes minimum 150 pieces. Your order may ship in more than one box.

ICLGELWJ1 Intensity® Clic Gel

150 (min.)/each...	\$1.92 c
300/each.....	\$1.77 d
500-up/each.....	\$1.64 e

Ship wgt: 4 lbs./150. FOB FL. In-factory production 5 working days. Shipped UPS ground.



WideBody® Message Pen

Up to 8 message locations... 6 lines on rotating message tube, 1 outside barrel imprint plus 1 optional clip imprint.

Barrel/Tip Colors: white
Trim/Grip Colors: black, purple, red, blue, navy, forest or burgundy

Cartridge: medium point black, blue or red ink cartridge. Fine point black or blue ink.

White message tubes imprinted any standard color up to 6 lines, 40 characters per line in area: 1 1/2" x 3/32". Stock messages available, see BIC 2010 catalog.

Barrel imprinted one standard color opposite clip in area: 2 1/8" x 3/8" or aligned with clip in area: 1 1/4" x 3/8". For each additional color add 12¢ (c) each (max. 3). Optional clip imprint one standard color in area: 3/4" x 1/32" add 12¢ (c) each. No set-up or screen charge. All changes 300 minimum. Your order may ship in more than one box.

CSWBMESWJ1 WideBody Message

300 (min)	500	1,000-up
Each \$1.29	\$1.19	\$1.10 cde

Ship wgt: 8 lbs./300. FOB FL. In-factory production 5 working days. Shipped UPS ground.





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