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Subject: Boomer Women's World Newsletter
Date: April 14, 2009 3:09:55 PM EDT
To: info@boschelcreative.com
Reply-To: dots@nabbw.com



When searching "baby boomer women" online, www.BoomerWomenSpeak.com is ranked first on **Google**, and www.nabbw.com is ranked first on **Yahoo**. Why not advertise with us? [Email me](#) for advertising rates.

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Media Buzz



Testimonials



Boomer Women Speak Forums

Greetings!

April 14, 2009

"Don't let yesterday use up too much of today." - Will Rogers



Do you ever spend time beating yourself up for something that happened yesterday, or maybe 15 years ago? The above quote reminds me to give it up. To live a life full of purpose, we shouldn't look back. We need to look onward with grace, trying to forget all the could have beens/should have beens, and reinvent the midlife person we are called to be.

According to the *Pew Internet & American Life Project*, one-third of adult Internet users have a profile on a social networking Web site. A recent study by Accenture also shows baby boomers onboard with a 59% increase in using social networking sites.

I registered for *Facebook* and *LinkIn* ages ago, but never followed through and worked the system. I was too busy in the forums at BWS.

I recently hired a Search Engine Optimization team. They've convinced me that it's time to enter this Social Networking



I continue to witness women encouraging others in our Virtual Village at [Boomer Women Speak Forums](#). Won't you join us? Here's a peek at some things we're chatting about:

[Old Sayings and Phrases](#)

[Looking for new fiction authors- Suggestions?](#)

[Recycling, got ideas?](#)

world with both feet. If you would like to become a **Facebook Fan** of the NABBW, please click [this link](#) and you'll see where you can do so.

I look forward to touching base with many of you through a different medium. It's a great way to connect with others who share similar interests. *See* you on Facebook.

Here's a [link](#) to a fun article I wrote titled **Social Networking for Baby Boomers**.

The NABBW Editorial Calendar is never set in stone. That's why we switched things up a bit to coincide with our economy. Last month we had a two part series on Boomer Financing that gave us ideas for managing finances in a changing world. During April, we've chosen to feature our **Going Green** expert so we can learn how to go green on a budget.

If you're thinking about cutting back and pinching pennies, then you should be certain to listen in on our April teleseminar with **Diane MacEachern**, the NABBW Going Green expert and author of **Big Green Purse; Use Your Spending Power to Create a Cleaner, Greener World**. Her teleseminar titled, **Going Green - Saving Dollars While Saving the Environment** will offer excellent advice on saving money while going green. More information below.

To register for this teleseminar, click [HERE!](#)



WIN A SLEEP NUMBER BED!

Make sure you go to our [home page](#) and register to win a **Sleep Number Bed**. Valued at more than \$1200.00, and all you have to do is [register to win](#). *Drawing is May 31st.*

Thanks to **Maryan Pelland** for her kind words about our newsletters and Web site:

You know, every time I make time to read your newsletter or visit the site I feel like I have received a ton of value. I have to read a lot of news in my business and follow a lot of web stuff - but yours is truly personal, valuable and fascinating. I'd like to take this moment to thank you.

-Maryan Pelland, [www.womendaybyday.com](#) and [ontext.com](#)

Why not join us at [www.nabbw.com!](#)

Blessings,
Dotsie Bregel
[www.boomermomenspeak.com](#)
[www.nabbw.com](#)





PASS IT ON: We all know her. She's at midlife. She wants to take care of herself but can't always squeeze it in because she's so busy caring for any of the following: her husband, mother, father, children, grandchildren, in-laws, neighbors, friends, colleagues, etc. Won't you please help her out by sharing this newsletter and the NABBW with her?

Thank you for connecting, encouraging and supporting boomer women. May we all be enlightened, educated and empowered!

TAKE TIME TO VISIT OUR SISTER SITE

www.boomerwomenspeak.com is the # 1 site on search engines for "baby boomer women." Join us in our forums where you can share from the heart, give and receive advice, and make new friends.

Sponsors of the NABBW

Menopause sees 6,000 new faces each day.

And here are 4 reasons they can start smiling again...

Me Again™
wellness for menopause and beyond
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Regulate
Your Digestion Naturally.

With a unique blend of prebiotic fiber, magnesium and potassium.

PlumSmart®
for DIGESTIVE HEALTH

Learn about the PlumSmart solution.

Featured Associate

Meet the NABBW *Winning at Work* Expert...

NAN RUSSELL



www.nanrussell.com
www.winningatwork.com
www.intheschemeofthings.com

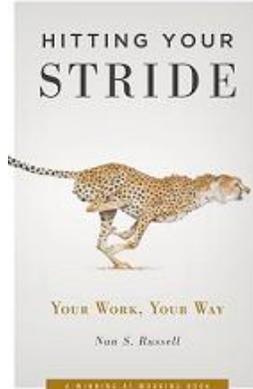
Even a Stanford degree didn't protect her from being fired from her first professional job. From minimum wage employee to QVC Vice President, Nan S. Russell learned the hard way what it takes to survive and thrive in this what-have-you-don't-for-me-today world. After twenty years in management, today's she's helping others avoid the mistakes she made, sharing her real-world perspectives of what does and doesn't work at work.

Currently living a life dream to live and write from the mountains of Montana, her *Winning at Working* and *In the Scheme of Things* syndicated columns reach over five million readers. Today, Nan is a sought after national speaker, workplace consultant, and the award winning author of two books, *Hitting Your Stride* and *Nibble Your Way to Success*. Nan is the weekly radio host of *Work Matters with Nan Russell* on webtalkradio.net. To be a guest on her show or leave a work tip that might be used on the show, call 866-944-8195.



A Note from Nan....

I write from the mountains of northwestern Montana, near Glacier National Park, with postcard views from a home office. But it hasn't always been like this. Despite being born in Montana, I was raised in Southern California, college educated in Northern California, graduate school education in Michigan, and career focused in Pennsylvania.



Along the way of growing up, falling in love, raising a family and spending twenty-five years in the corporate arena, including as a Vice President with multi-billion dollar QVC, Montana was part of my life. In fact, when my husband and I fell in love in graduate school, we dreamed of moving here before we turned fifty. And we did. In 2002, I left a successful career to pursue a dream to live in Montana and write.

Today, I write a life reflections column called "*In the Scheme of Things*," as well as a career insights column, "*Winning at Working*." It was this second column and the response from readers that led to my book, *Hitting Your Stride*. The premise behind my messages is this: only when we're all "winning" will we all "win." But "winning" is not about climbing some company hierarchy. Rather "winning" means offering your unique talents and gifts through your work, whatever that work may be. *Hitting Your Stride* just received a 2009

Axiom Business Book Award in the motivation and inspiration category.

My passion has always been helping others find and use their talents. I focus my energy today through my company, *MountainWorks Communications*, to help organizations build winning cultures where individuals can be self-motivated and contribute their uniqueness at work, while achieving the organization's vision or mission. In the process, my ultimate goal is to help change the workplace of today into a more soul-enhancing versus soul-depleting experience.



I didn't start writing because I came to Montana. I came to Montana because the mountains nourish my soul, and I wanted in the second half of life to make my work my writing. As Oprah would say, here is what I know - my Montana dream was chunked into existence one step at a time over twenty-five years. So whether your dream is beaches or books, or maybe a bit of both, move toward your dream, because as the line in FlashDance reminds us, "*When you give up your dream, you die.*"

Featured Member



Losing our Parents

Introducing NABBW's
Featured Member for March...

MARY BART

www.losingourparents.com

Mary is a daughter. She also chairs "*Losing Our Parents*" a registered charity. As her parents' principal caregiver for ten years, Mary has first-hand experience in helping aging parents, dealing with family dynamics, and working with public and private organizations. Her father died of cancer in 2005 and her mother died of Alzheimer's in 2008. Mary understands the pain, sorrow, and stress of this difficult chapter in

our lives and is determined to help others.

"*Losing Our Parents*" is an internet-based community that offers support and education to people who are coping with the declining health or death of a parent. Visitors to the website share: their experiences; support each other; and even volunteer online through a network that connects them to countless others.

Mary says that "we watch the decline in a parent's physical and mental health, years before death actually occurs. Many people are grieving while still caring for their parents and feel isolated, vulnerable, and overwhelmed. We see three stages of losing a parent: declining health; only a few months left; and passed away."

"There are a wide variety of resources and support systems for our parents, but far fewer solely dedicated to us, their adult children. Our goal is to reach out and support people as they deal with their own parents' situations. This is a very stressful chapter in our lives and we are determined to help."

The website meets the needs of those who do not have the time, interest, or financial resources to join traditional sharing/grieving programs. Anyone can participate and receive peer support, whether at home, work or school, in a hospital or at an internet café. As people go through this difficult chapter in their lives, each will have personal experiences they can share with others. Different sections of the site encourage input at all three stages of coping with a parents' declining health, their dying, and their deaths.

The second phase of the website will launch this spring with an online "virtual garden" where people are invited to place a rose in a garden, light a candle, and add memories about their parents' lives. The goal is to have a garden full of roses.

"*Losing Our Parents*" was formed by a volunteer Board of Directors composed of business, health, and social work professionals. The Board developed a strategic plan that will help people all over the world through its interactive website and organized group retreats. We invite and encourage people from all countries and backgrounds to share, learn and support each other. "*Losing Our Parents*" is after all a universal issue.

Sponsorship of the website is provided by *The Ontario Trillium Foundation*, *Spark Internet Marketing*, *Design&Develop*, *Shoppers Drug Mart*, and the *GlaxoSmithKline Foundation*. Mary says that "with their help we are able to have the website and help people all over the world. Please drop by for a visit, share your story, and plant a rose." "*Losing Our Parents*" is a charity for our times, because of our times.

NABBW Monthly Teleseminars

NABBW April Teleseminar - *with Diane MacEachern*



Going Green - Saving Dollar\$ While Saving the Environment

Monday April 20, 2009

3:00 pm (EST)

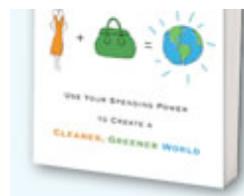
[REGISTER HERE!](#)

NABBW "Going Green" Expert and author of,
[Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World](#)

Best-selling author, successful entrepreneur, sought-after public speaker, and long-time conservationist, **Diane MacEachern** hopes to motivate women to



take actions that will make a difference in their pocketbooks, **AND** the environment. As always, a Q&A will follow at the end. Here is a short list of ways that you can save while going green. Join us on the call to learn more!



How You Can Save \$4,000 or More Going Green:

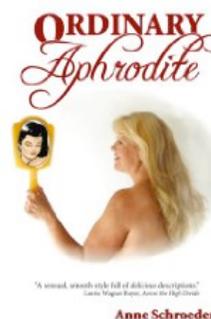
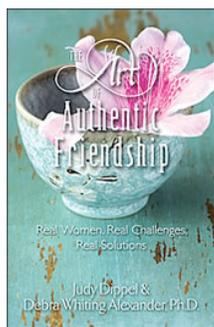
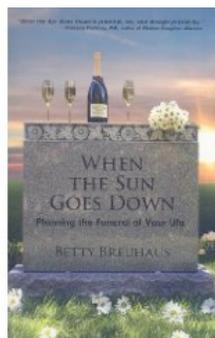
- Taking lunch to work
- Carpooling/telecommuting
- Driving more efficiently
- Using a reusable water bottle
- Installing compact fluorescent lights
- Insulating your home
- Varying your thermostat temp by 3 degrees for heating and cooling
- Using Craigslist and EBay/ Swapping
- DIY Cleaning products
- Grow your own food

[REGISTER HERE!](#)

Boomer Reviews

Reviews are a service we provide for NABBW members. [Email us](#) for details. **NOTE:** Once submitted, please allow ample time for reading/reviewing. Books and other products will not be returned.

[Click Book or CD Covers to read reviews](#)



Writing Contest!



The National Association of Baby Boomer Women, is proud and excited to sponsor the...

[Entering YOUR Age of Elegance - Writing Contest](#)

Ah, Baby Boomers. Look who's entering the *Age of Elegance...*

According to author **Chloe Jon Paul** who wrote, *Entering the Age of Elegance - A Rite of Passage & Practical Guide for the Modern Maturing Woman*, this second adulthood reaches us around age forty and if this "rite of passage" isn't done with style and grace, we can become disoriented and lose our way.

We want to know what the *Age of Elegance* means to you. Fulfillment? Exploration? Discovery? Tell us! To enter this contest, simply follow these short and simple guidelines before submitting your story.

CONTEST GUIDELINES:

Using 500 words or less, and using these helpful questions below, tell us;

- What does the "age of elegance" mean to you?
- Have you embraced this time in your life? If so, how?
- Have you used this journey to define yourself as a new woman?

Please submit your entry in a **WORD** document **AS AN ATTACHMENT**. Include your name, email address, and short bio (no more than 75 words) **INSIDE** the WORD document **NOT IN THE BODY OF THE EMAIL**.

SUBMIT to - contest@nabbw.com with **Age of Elegance** in the subject line.

DEADLINE - May 31, 2009

PRIZE MONEY - **100.00** and **F-R-E-E** membership or renewal in the **NABBW**. Plus your story will be published in the *Our Voices* section at www.BoomerWomenSpeak.com. *Also . . .*
TWO LUCKY RUNNER-UPS will receive a framed copy of *The Litany of Elegance* plus easels, compliments of author **Chloe Jon Paul**!



Associate's Columns

Natalie Caine - [What Matters Most, Empty Nesters?](#)
Jennifer Campion - [Make Your Retirement Dream a Reality](#)
Barbara Friesner - [6th \(Non-Financial\) Secret to Saving the Family Fortune](#)
Sherri McConnell - [The Art of Purging Your Stuff](#)
Georgia Richardson - [Chicken or Feathers](#)
Nan Russell - [What are you for?](#)
Judith Sherven - [Real Romance on a Pillow](#)
Karen Stephen, Ph.D. - [What to do When Things Fall Apart?](#)
Janice Taylor - [Celebrate Failure](#)

Member News

Barbara E. Friesner

www.AgeWiseLiving.com

Generational Coach and author of *The Ultimate Caregiver's Success Guide* has a new radio talk show called **Age Wise Living** on VoiceAmerica.com. Starting May 5th from 7 to 8a Pacific (10-11a Eastern), we'll discuss a broad spectrum of eldercare issues - one issue at a time. I'll be interviewing the best people out there on topics meant to educate and clarify, and you'll also have some fun along the way. In the process, not only will you learn how to help your aging loved one, you'll also learn how to help yourself, so I hope you'll listen and call in!

Peggy Collins

www.helpisnotaletterword.com

Know anyone unemployed? Or afraid they might be? As a 20 year veteran job search coach, I'll share

my methods to get that new job faster! Two FREE PREVIEW CALLS on April 27th and 28th. Just sign up [HERE!](#) For my weekly ezine, *HELP for WORKING WOMEN*, please go to my website and [sign up!](#)

Monica Magnetti, BFA/CPCC

www.lunacoaching.com

Monica Magnetti, the *Get What You Want Coach*, is offering a new *free* CD or MP3 download that will support you in achieving more clarity in the present, so that you can get what you want with ease and flow, as you create the life you want to live. A published author, a Motivational Speaker and a Life/Business and Wellness Coach with multiple certifications, because all areas of life intertwine, Monica's approach has supported women from all walks of life in reevaluating and overcoming limited beliefs, accepting and redefining themselves, and thus moving from saboteur to intentional creator of their lives. Click [HERE](#) to download the free CD or MP3 and to find out more about Monica and *Luna Coaching*.

Carolyn Howard-Johnson

www.HowToDoltFrugally.com

Carolyn Howard-Johnson will present a class on *"Marketing Your Book Online"* on Saturday June 13 at 9 am. The public is welcome. Sisters in Crime/Los Angeles and Mystery Writers of America/SoCal are joining forces to present a new venture, the California Crime Writers Conference, to be held June 13-14 at the Pasadena Hilton, Pasadena, CA. For more info, click [HERE!](#)

Judith Sherven, PhD

www.judithandjim.com

"Overcoming the Fear of Being Fabulous" Best selling husband and wife psychology team Judith ShervenPhD and Jim SniechowskiPhD, have created a 12-CD program - with a special [reduced price for NABBW](#) - to help you dig deep into the deepest source of what's holding you back, and guide you into your personal freedom so you can live your rightfully [fabulous life](#).

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