

Magistra Magazine

Double down on
Your Business
this Quarter!

14 Women Leaders
share their expertise
with you!

The Young Woman
Entrepreneur
Education Foundation

*Honoring Women
to Inspire Women*

THE POWER
OF
EMPOWERMENT

DIRECT FROM WOMEN LEADERS

Magistra: Latin Origin \ (Classical) / \ Noun \ magistra f (genitive magistrae); a female teacher

Magistra International

Magistra: [LATIN] Female Teacher | Instructress | Directress | Conductress

*DESIGNED BY WOMEN BUSINESS OWNERS
FOR WOMEN BUSINESS OWNERS*

The Magistra Mission



*Honor Women Founders, Entrepreneurs,
Designers, Artists, Businesswomen, & Women
Professionals on a Global Scale
by highlighting our successes,
telling our stories and encouraging others
to reach for their dreams making them reality!*

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Magistra International

Magistra: [LATIN] Female Teacher | Instructress | Directress | Conductress

The Magistra Movement



We are making progress in our global economy as women continue to take lead on developing businesses across the industries.

Magistra Magazine is committed to spotlighting and celebrating these women.

Since our launch in January 2020 we have grown across the United States AND NOW AROUND THE WORLD!

We are reaching our goal to spotlight Empowering Women on a Global Scale!

Join the Movement!

WWW.MAGISTRA.US



From the Editor Ms. Vihil H. Vigil

*Founder | CEO Magistra International
Womens Empowerment Coach
Therapeutic Empowerment*



WE MOST CERTAINLY HAVE GONE THROUGH IT THIS YEAR & WE MOST DEFINITELY HAVE PERSEVERED!

It is my great pleasure to present to you the Fall 2020 Issue of Magistra Magazine where we are feeling the shared POWER OF EMPOWERMENT! This third issue of our publication comes during a time of great challenge for our communities. The Covid-19 Pandemic, wildfires, increased air pollution, rising numbers of missing Indigenous Women and Girls, parents becoming stay at home educators for their children learning remotely, the list can most certainly go on and on depending on which country we are talking about.

We most certainly have gone through it this year, that is without a doubt. What is most important next is how we adapt, change, grow and persevere! Our bi-annual Business Women of Diversity Summer & Fall Summits transitioned to online with gift bags normally handed out at the events shipped to attendees' homes; the Southern California San Diego Power Luncheon is rescheduled to Spring of 2021, the Northern California Sacramento Business Brunches transitioned online with brunch delivered to all attendees; the monthly International Women in Business Mastermind continues to take to airways LIVE online and through our IWB Podcast. As much as we may not want to budge it is how we progress. By adapting and persevering amidst our changing environment we grow stronger, we increase our clever natures, we diversify not only our work but our creative ability to succeed at it! As you read through the pursuits of success by the women featured in this issue of Magistra Magazine I encourage you to take notes of how women are shifting, pivoting, changing direction and STILL SUCCEEDING IN THEIR PURSUITS!

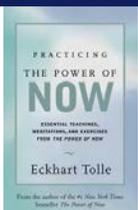
As Magistra Magazine continues to grow to be your source of inspiration, your source for encouragement and as your resource for business development insights and entrepreneurship be sure to stay connected and let us know what you want more of! My goal for Magistra Magazine is to reach women on a global scale to ensure you all know that you are not alone, that you can pursue and achieve your dreams, to show you examples of women who have done it and are here to be of service to you so that you can get there too!

Even before I started Therapeutic Empowerment to provide Women's Empowerment Coaching, before Magistra Magazine, The Business Women of Diversity Summits, The International Women in Business Mastermind & Magistra International ever came to be something inside of me knew that I was put on this earth to effect great positive change! It takes courage, resilience, planning and execution to make your dreams come true! Keep listening to those amazing podcasts, keep yourself and your family inspired and never be afraid to grow, learn and change with the times. YOU WILL PERSEVERE IF YOU DO NOT GIVE UP ON YOURSELF! Make sure to connect with all of the amazing contributors you'll find throughout this issue & tell them you saw them in

Magistra Magazine!

The Editor's Bookshelf

Four titles on our Fall Reading List



From left:
Empowered Women of Empower Hour Compilation
BECOMING by Michelle Obama
Practicing The Power of Now by Eckhart Tolle
The Closer's Survival Guide by Grant Cardone

Magistra Magazine

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Magistra Magazine

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The Magistra Magazine Fall 2020 Issue brings to you Trailblazing Women Leaders from across International Communities to inspire you, to celebrate you, and to encourage you to pursue your dreams!

These phenomenal women are creating programs, projects, businesses, collaboratives, luncheons, brunches, you name it & they are most likely creating it or helping to bring it to fruition!

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**Magistra International
Created in California for a Global Community**

The Magistra Magazine Young Woman Entrepreneur Education Foundation

About the Foundation

The foundation grew out of the obvious need to help young women and girls interested in building their own businesses or to begin a life as an entrepreneur. Education programs, seminars, higher education needs, workshops, business fees, website fees, business marketing expenses from websites to business cards all carry an expense that some just do not have available to them. Our goal is to provide scholarship money to help fund those necessary items to get her moving!

Educational Scholarships

The Magistra Magazine Young Woman Entrepreneur Education Foundation provides annual scholarships to women wanting to start their own business or to aid in funding educational programs to prepare them for their entrepreneurial ventures.

All donations and revenue from Magistra Magazine sponsored events go directly to fund the annually awarded scholarships.

If you would like to make a donation please do so and help support aspiring business owners & entrepreneurs!

***DONATE TO THE FOUNDATION TODAY at
www.Magistra.us/education-foundation***

*Scholarship applications are accepted through out the year.
Winners are announced annually at the awards presentation during
The Magistra Magazine Winter Gala benefiting The Young Woman Entrepreneur Education Foundation!*

Featured Leaders

Philicia Pringle, EdS

Alyssa Johnson

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Ms. Vihil H. Vigil

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Magistra Magazine Supports Non-Profit Organizations!

Women's Empowerment educates and empowers women who are experiencing homelessness with the skills and confidence necessary to get a job, maintain a healthy lifestyle, and regain a home for themselves and their children.

<https://womens-empowerment.org>



ASSOCIATION ON AMERICAN INDIAN AFFAIRS
SINCE 1922



Girl Scouts
www.GirlScouts.org



The Magistra Magazine
Young Woman Entrepreneur
Education Foundation

The Scent of Champions

We surveyed Women Entrepreneurs & Business Owners on their favorite scents!

Here is what we found...

(PURE) Essential oils
Absolu by Tory Burch
Aerin Hibiscus Palm
Angel by Terry Mugler
Arabic scents called "Oud"
Black Opium
Boucheron
Burberry
Burberry Brit
Burberry Classic
Carolina Herrera Good Girl
Cartier Concentrate
Chanel Chance
Chanel Mademoiselle
Chanel No. 5
Clinique Happy
Coach DREAMS
Coco Chanel
Coco Mademoiselle
Coconut Love Body Spray
Creed for Her

Daisy Dream Marc Jacobs
Deanna Conte
Dior
Dolce and Gabbana
Dominique Carolina
Dominique DeVereaux
Dune by Dior
Escada
Essential oils
Flirt by Pure Romance
Flower Bomb by Viktor and Rolf
Flowerbomb Nectar
Ford P
Givenchy' Hot Couture
Good Girl Carolina Herrera
Gucci Bamboo
Ileana Gonzalez
Irresistible by Givenchy
Jo Malone
Jo Malone Orange Blossom
Kate Spade Walk on Air

The Scent of Champions

Is your favorite scent on this list? Which will you try next?

Kathryn Mosley
L'occitane Cherry Blossom
Lancôme La Vie Est Belle
Lavender Oil
Light Blue by Dolce & Gabbana
Miss Dior
Miss Dior Blooming Bouquet
Mon Paris
Mont Blanc Presence Par Femme
Must De Cartier Perfume by Cartier
Notorious by Ralph Lauren
Oil blends, herbals and florals
Olivia N Greg
Olympéa Paco Rabanne
Paris Hilton
Pleasure by Estee Lauder
Prada Candy Kiss
Reda
RIRI By Rihanna
Rose Essential Oil
Rose Water Spray

Santal 33 Le Labo
Sauvage Dior
Scented Patchouli Soap &
Lavender Oil
Shauna Smith
Si Eau de Parfum by ARMANI
The One. Exclusive Edition
Tobacco Vanille by Tom Ford
Tocca's Cleopatra
Tom Ford Black Orchid
Tom Ford Lost Cherry
Tresor by Dior
Valentino Donna
Vera Wang Princess
Versace
Versace Bright Crystal
Very irresistible Givenchy
Viktor & Rolf
Viva Juicy
Vivienne Westwood, Boudoir
White Suede



Philicia Pringle, EdS

One Breath at a Time

By grace or mercy, we are all surviving. I do not know about you, but I was running scared for a very long time. Scared to fail, to be abandoned, to disappoint. These are the insecurities that likely fuel my success. I am sixteen years older than my eldest son. I met him inside of me at the age of fifteen. I have always measured my success as a parent by his kindness and care for others. I have never doubted that I am a great mother. I show up in all my children's lives and nurture the individuality that they behold. I am a giver to them and others because it is all that I have known to be.

I am the middle child of five, with two older brothers and two younger than me. Being the only girl child, I arrived on this earth with a crown on my head. Twisted long stem roses with thorns galore. My mother did the best she could working many jobs to make ends meet and I took on many of her roles in the home. In elementary school, I struggled and by middle school, I was introduced to remedial classes. High school was short-lived for this 10th-grade dropout. Perhaps that failure began the season of nontraditional pathways for me.

I knew I could achieve great things but my road to success was one less traveled. It looked like taking my newborn to GED classes by way of the city bus at night. It appeared as weekend classes at the satellite college campus for adult learners. It was inked with essays submitted at 11:59 PM because they were due at 11:59 PM and somehow, I always seem to just make it. It was dipped in days that I could not afford to be sick because even with government assistance one short check could cause a power outage. Smear in a few bad relationships because love is important, right? Here I am! Unapologetically, the survivor who is flawed to perfection - broken and gathered, but here.

I own all the pieces to my story. A disadvantaged brown girl growing up in Mount Pleasant, South Carolina though we always ate well. Any day of the week I could come across a plate of fish and grits or okra soup, collard greens and candied yams, baked macaroni and cheese, or BBQ pigs' feet. In our small town, everyone knew each other, and the elders predicted who was going to become someone noteworthy in life. I was not expected to fly too high. A pivotal point in my trajectory happened when a state worker, paid to help, reduced me as a human. It had been a rough week for me. I was nearly sixteen, pregnant, and considered legally emancipated from my mother. I was living in a group home for unwed pregnant women. Fairly new to the home and unfamiliar with navigating business my own, I sat across the desk from a Medicaid Worker. I was nervous and intimidated and looking for some reassurance that I was deserving of humility despite my round belly. She never made eye contact with me. I sat hoping we could connect. As I waited a voice from another room called out asking the worker if she wanted to go grab lunch. The woman replied, "Girl, I can't I got another one of them in here". At that moment I did not know who "them" referred to but whoever they were, I did not want to be.

Philicia Pringle, EdS

I fought back tears as she asked me questions that I cannot recall. At that moment she reduced me so low that on my toughest days I become that little girl harboring a treasure on the inside. I must be intentional about multiplying the greatness that I see in myself. I lean into it like a superpower.

I have come a long way since then. In 2006 I was the first in my family to earn a bachelor's degree from Springfield College in Human Services and become a Board-Certified Human Services Practitioner. In 2008 I earned a master's degree from Troy University in Legal Studies and in 2016, the year my oldest son graduated from high school, I earned a doctoral-level degree in Educational Leadership from Liberty University. The accolades were not without sacrifices that I remain mindful of.

In 2011, I was at the height of my game. Serving as Principal of a reputable private school, founding South Carolina's first residential home for homeless mothers with newborn babies, entering the doctoral program, speaking engagements, headlining events, climbing high and dancing on the edge. You know the edge of the building that reinforces the skyline? The one that if you fall from you will die? Yes, that edge. My party dress was beautiful, but my soul was tired. My shoes were designer, but my heart hurt. My smile was dazzling, but it was borrowed. The single mother of three who appeared to save the world without a cape had met her match. I climbed into bed one night and demanded that God come for me while I slept. I declared out loud that I had done all He asked of me. I had given all of me away to the world and on my loneliest night, I could not think of a single person to call for comfort. What I gave was never returned and I was tired of giving. At that moment I gave up on myself.

In the coming weeks, the rope unraveled. I was diagnosed with Depression and Anxiety Disorder and hospitalized for a spell. The giver, empath, healer of all things living was pouring from an empty cup. My community taught me that mental health issues were simply tests of your strength. I was given a hi-five for surviving underwater for so long. As I reemerged from this place of darkness I wanted more - again. I desired the ability to serve others while feeling balanced in life. Realizing that I folded under the pressures of the world, my prayer became simple, "Lord, let my children see me unfold". The more I strived for health and balance over wealth and control the more I felt the unfolding take place. I recalled a stay in Cuernavaca, Mexico with the Benedictine Sisters where I studied Liberation Theology. I thought of the silence, fruit trees, and inward healing I embraced while at the convent. I began to long for the sense of peace and synergy I found there. I wanted a more holistic approach to my recovery and sought to deepen my faith with the infusion of yoga.



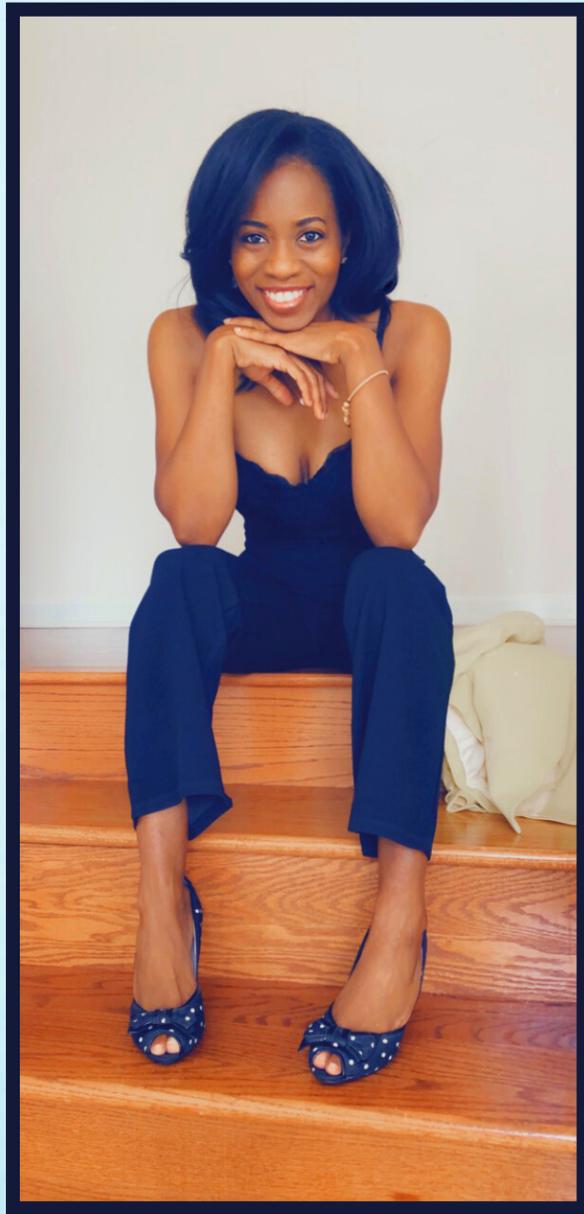
Philicia Pringle, EdS

One Breath at a Time

I dove deep into the poses of yoga, mindfulness of meditation, and the euphoric company of my own breath. After many years of being a dedicated student, I became a certified Yoga Instructor, practicing and teaching both Hatha and Sampoorna. I even had the chance to escape to an Ashram to love myself.

Today, I have four children. Three that I gave birth to and one God saw fit to bless us with. A young man who lost his mother as a child. Shuffled and sorted into the wrong bins he simply needed to be loved. I will forever be grateful for my "JM". In addition to my full-time role as "Mama", I have made a career in real estate, as a lender and investor. I am also the owner of the Baugh Agency, a boutique public relations firm that specializes in nonprofit organizations. I host wine and pose yoga events to encourage women to connect, balance, and relax.

My personal and professional worlds often collide taking me on unforgettable journeys, but none compare to the stages that allow me to inspire others to not only reach for the stars but to grab them and put them in their pockets. Glow On!! I have taken stages around the country and even in London. I have shared 'love letters' to my son with more than 12 million views online, thanks to Goalcast. I continue to unfold, safely, with balance and grace.



My life has been a compilation of trial and error. Somedays I win and others I simply start over because the goal is to never quit. The energy we give to the universe is what we will receive as the return. Testing this theory, I have learned one notion to be true, "it will not always be easy, but it will be worth it"! The road gets long, and the burden will get heavy. Doubt and fear can seep in. In those moments know that it is okay to put you first. Every time. As simple as the rise and fall of your chest in bed at night - keep moving.

*You bring a uniqueness to the world that the sun rises to see.
It only sets to let you rest or perhaps to create more in secret.
Toss the box and receipt because you will never have
to return your dreams.*

They belong to you and you are enough to achieve them!

Connect: Philicia Pringle, EdS www.BaughAgency.com

TIPS FOR PERSONAL DEVELOPMENT!

There are five main aspects of personal development: physical, emotional, social, spiritual, and intellectual.

In order to be considered "well," it is imperative for none of these areas to be neglected.

by Ms. Vihil H. Vigil, Women's Empowerment Coach
Therapeutic Empowerment

**1**

PHYSICAL

Exercise! Even walking 30 minutes a day three times a week will greatly improve your health. Eat Healthy. Avoid fried foods, soft drinks, processed meats, and sweets. Always include a minimum of 5 servings of fruits and vegetables in your diet every day and try to live plant based as often as possible. Don't skip meals. Especially breakfast, it slows down your metabolic rate and can cause unwanted weight gain. Drink half your weight in ounces of water every day minimum. Get at least 6-8 hours of sleep every night.

2

EMOTIONAL

Try to maintain a positive attitude even when problems arise. Discover your personal stress reliever. Manage your time wisely because it will help your lower stress. Find someone that you trust who you can openly share your feelings with. Seek professional help when you need it. Smile even when you don't feel like it to increase personal levels of positivity.

3

SOCIAL

Get involved in your environment & community. There are dozens of clubs and organizations to participate in. Know who your friends are. Recognize when you are in an unhealthy relationship and seek help to get out of it. Balance your social life with your professional responsibility.

4

SPIRITUAL

Find a quiet place and spend time there every day. Contemplate the meaning of your life. If you practice a religion or follow a spiritual path, study and practice it. Spend time appreciating the natural world around you. Become a life-long learner.

5

INTELLECTUAL

Keep abreast of current affairs. Take your work seriously and spend time with others who share your values. Seek professional guidance when you need it. Be a life-long learner.

Adrienne Oliveira

Special Education Department
Co-Chair | Poe Middle School



I was a special education teacher for ten years then turned into a special education advocate for families. My own son was denied proper testing as soon as I requested it from my home district at that time and I was livid. I knew my rights were being violated. I have spent the last three years supporting families whose children have Individual Education Plans (IEPs) or believe their child qualifies for one.

With the insanity of COVID-19 and schools shutting down across the nation I wanted to share some insight with families. Some key points to take away if your child is receiving special education Services.

Schools cannot hold IEP meetings without you. Even if it's done virtually, you still need to sign the Meeting Notice, IEP attendance- verbal consent, and should receive a copy of your states Procedural Safeguards. If your school is opening virtually, it is best to wait until schools are back to "normal" to even try and receive compensatory services and Extended Summer Year (ESY). Remember, EVERYONE is in the same boat, so the school is not denying only your child any type of services. It doesn't hurt to mention it though during your IEP meeting. Most likely your IEP will need to be modified for services minutes (addendum). You must sign this document! The school cannot change the minutes without your consent.

Work with your teachers and schools on how you guys can support your child the best way possible. Remember the teaches really do care about your kids so we want to work with them. If you suspect that your child has a learning disability you can still request to have them tested, as long as the schools are open.

There is not right or wrong choice if you are 100% virtual, hybrid, or 100% inside. Make choices that are cautious and safe for you and your family. Only each family can decide what is best for them and their needs. Just because little Johnny does this, doesn't mean that scenario would fit for you.

I especially want to reach out to the Latino community because very often they trust all the choices of the schools. It is okay to ask clarifying questions and if you feel something is not right please speak up. You are as much as part of the IEP process as the teachers and staff.

Adrienne Oliveira, is half Mexican American with her family roots in Las Cruces, New Mexico. Her grandfather picked cotton for a living and Adrienne was the first one in her family to attend college. She started her career in the education field and has been in the education field for fourteen years. She is blessed to have a supporting husband and two beautiful boys.

Adrienne Oliveira | Special Education Department Co-Chair
Poe Middle School | 7000 Cindy Ln, Annandale, VA 22003 | 703-813-3818
"Believe you can and you're halfway there."

México

*by Clarice Diaz | Travel Concierge
Jet Set For Less LLC*

Photo by Katia Rolon : www.facebook.com/RolonCreativo/

There are many places you can visit, but Mexico has always stood out to me. A great place to visit is Cancun and Riviera Maya, you can reach both destinations by Flying into Cancun Mexico. Both places have their own unique feel to them; Cancun is much more alive with a party kind of atmosphere while the Riviera Maya has a much laid back feel; both places have amazing attractions from Snorkeling to Snuba to swimming with Whale sharks in July and August and of Course the Pyramids of Chichen Itza, Coba and of course Tulum; set on a cliff over-looking the Caribbean sea! There the beach is pure white and the waters are so blue and so beautiful! There are many natural parks and a particular All-inclusive Resort, lets you enjoy it all with unlimited access without coming out of pocket. Both Cancun and Riviera Maya welcome families, groups of every social background, the people there go out of their way to make you feel right at home and pampered. There are so many outstanding resorts and I will list a few of my Favorites. I love Mexico so much I've been there 6 times and look forward to going back in the near future. As of right now there are many sales going on from 40% up to 70% at various resorts! People are traveling to Mexico as I write this right now. All resorts that I will mention here are all; All-inclusive resorts, with luxury accommodations. Most are from 4-5 star resorts!

Stone of the Sun - Exhibits at
the National Anthropology
Museum, Mexico City
Photo by DerOr avi



When we can travel...

RIU

HOTELS & RESORTS

RIU - The RIU can be found from Cancun to the Riviera Maya, with credits for an 80 min Massage you can't go wrong! With in-room Liquor dispenser, and coupons for local shopping and restaurants! Prices are very reasonable and as I write this article, they are discounting 70% off! Some of their resorts cater to families as well as Adult Only Resorts. Palace Resorts - When you arrive here expect a Mimosa to be waiting for you as you walk through there doors! Excursions are included in your package price! These resorts are located in Cancun, Isla del la mujeres, Cozumel and Tulum and Los Cobos San Lucas which is adjacent to the Sea of Cortez.

As I write this, they're discounting 40% off.

Live Aqua Cancun - Is not just a resort but a spa resort with Unlimited Luxury inclusions with international gourmet dining. Resort is on a pristine private beach this resort is one of the newer ones. They offer \$200 in resort credits. Families are welcomed here and if you like golf? They have that as well.

Secrets the Vine Cancun with Optional Unlimited Luxury - This Adult Only resort will restore romance to your life! This resort has Unlimited Luxury inclusions, with Sleek modern looks and feels to each room, over looking the ocean, and is situated in Nichupte Lagoon; only 20 mins from Cancun. Enjoy a luxurious Spa experience or enjoy Gourmet cuisines. Ask about their honeymoon and anniversary packages! Save up to 50% when you book here!

El Dorado Royale -This Adult Only Resort is amazing with Swim up rooms and have been given the AAA 4 Diamond award! You are sure to enjoy eating here! Resorts by Karisma are sure to show you a new standard in travel, with so much to do; it's no wonder they were Voted one of Conde Nast Traveler's Top 100 Hotels in the world!

to México



Cancun, Riviera Maya, Isla del la Mujeres, Playa del Carmen

Grand Palladium Resorts – This chain of resorts can be found in Cancun, Riviera Maya, Isla del la Mujeres, just across the water from Cancun and Playa del Carmen. With Plenty to do and modern sleek style, you will enjoy your time here, they cater to families and couples. Enjoy \$1,500 in resort credits through 12/23/20!



Hard Rock Hotel All-inclusive – If you like to hit the Casino then this is the place to be! With one in Cancun and there other in Tulum! Formerly the Aventura Spa Palace Resort! From party to Spa and relaxation, there is so much to do with plenty of Activities to choose from, you'll enjoy every moment here. And with a discount of 55% off you'll sure get more for your money!



Grand Fiesta Americana Coral – This resort caters to families! Children Stay and eat for free! This resort has a modern sleek and fun feel there is so much to do here and when you need adult time the kids club is a great place to leave the children while you do just that. Currently the are discounting 50% off! Here there is something for everyone! Here Luxury has no Limits!



El Dorado Casitas Royale – This is Adult only resort has rooms with private pools, swim up and hot tubs! This place screams romance! Also voted top 100 hotels in the world! The resort has plenty of activities so you are sure to have a great time! Complimentary Wi-Fi and free international phone calls. Now through 1/4/2021.



Please note: Check with your agent to see if your hotel is taking the US dollar, most resorts are starting to only take the Mexican Peso. If that's the case get your money converted before travel to avoid headaches. And of course, don't forget Travel insurance!

Written by Clarice Diaz Travel Concierge and Enthusiast

Riviera Maya

Hotel Xcaret – This amazing resort is situated in the Riviera Maya! And Caters to everyone! If you want an Adult only experience just let your travel agent know to assure you stay in the Adult only section. This place is beyond amazing with so much to do, you will have to come back several times to do it all. One great factor about this resort is when you book this resort, guest get to enjoy a choice of 9 Natural parks! Each with their own themes and activities! Guest will get unlimited access to all 9 Natural parks! As well as free shuttle to each of them! The resort itself is something to explore with so much to do right on property, you truly wouldn't be able to do it all, so you are sure to have a great time! The rooms are beautiful and they also have swim up rooms.



We love giving our clients one on one consultations. Setting up vacations with luxury service, unique destinations with a wide variety of things to do. We want to give our clients more than a vacation, we want to give them an unforgettable experience! From Car and Driver to Amenities to knowing our clients will stay at amazing Hotels/Resorts guaranteed! You won't get that with booking online. We reserve dinner reservations, VIP Access and services with concierge at your disposal. Get more for your money. We are Travel with a personal touch! Consider us your very own private concierge to the world!

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Or Call 863-838-3105
Visit us online at www.jetsetrelax.com



American Society of
Travel Advisors



**ACCREDITED
BUSINESS**

5 TIPS TO PUTTING YOU FIRST!

My favorite reminders to read over every week as I prepare for being as productive and successful as possible!

by Ms. Vihil H. Vigil, Women's Empowerment Coach
Therapeutic Empowerment

1

LEARN TO SAY NO!

The most important thing you need to do, if you want to start putting yourself first, is to learn how to say no. Everything and everyone wants to take up all your time. If you don't get comfortable with saying no, you'll never have any time to work on your goals. Luckily, there's an easy way to learn. Your lesson, Young Grasshopper! The more you say no the easier it will get. I did this by saying no to everything I got invited to for 7 days straight. That's it. I just said no to everything and focused on myself for 7 days. Birthday invites, catching up with friends, phone calls. All got rejected and to my surprise nothing bad happened. No one died, the world didn't end and I didn't miss out on anything important. After those 7 days, it was much easier for me to decline the things I didn't want to attend or didn't want to get involved with.

2

PRIORITIZE!

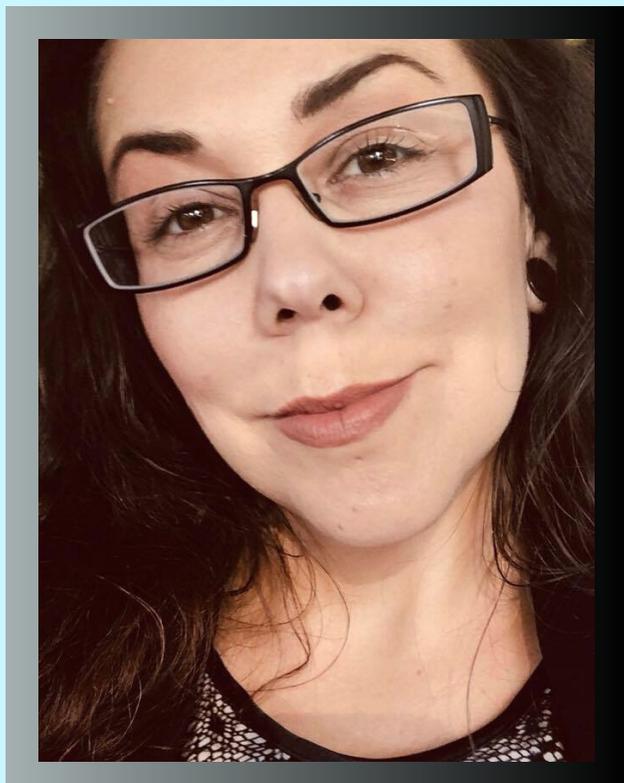
Once I learned to say no, it was so much easier to prioritize. Prioritizing gets easier when you become comfortable with declining invitations. Learning to put your goals first is EVERYTHING! TO DO THIS: Plan your day around your goals, not your goals around your day!

Plan your day the night before! Start off your day with a positive routine! Don't stop until all of your tasks are complete! This is the most important thing to remember. It's very easy to stop when you're tired and put off your tasks until tomorrow but if you really want to achieve your goals you need to be willing to push through.

3

STAY CONSISTENT!

Consistency is how you build habits and it's how you condition the people around you to stop inviting you to events that takes do not support your goals and dreams. This means that if you've made the decision to chase your goals. Stick to it. If that includes giving up alcohol. Stick with it and turn down anything that might tempt you. It's really hard to build up a habit of choosing your goals over a social life. If you don't stay consistent, you will lose. You can also use consistency to condition those around you.



4

REMEMBER YOUR WHY!

Write down your why! Put it on stickies, in your phone, on a stickie note, make a picture using the words to print and frame on your wall! Read your why and your goals at least three times a day! Regular and consistent reminders get us to our big goals. Whenever I'm faced with a decision that requires me to either put myself first or give into temptation, I like to imagine my future.

I imagine myself having already achieved my dreams and I ask myself these questions: Who is there with me? Who are the people that are still around and in my life? What matters the most?

5

LIMIT YOUR EXPECTATIONS!

Don't expect perfection that doesn't exist, allow the natural progress of life take place while you are working hard on building your empire! You may stop receiving invites to attend the random parties or hangouts but that is okay! When you have achieved a certain level of success for yourself your true friends will be there to celebrate with you! Tell your friends and family that you are working on this for yourself and to achieve the life that you want. If they truly care they will understand and support you completely! Now stop making someone else's dream come true and FOCUS ON PUTTING YOUR DREAMS FIRST!



Marilyn Santiago

Creative Architectural Resin Products, CARP

www.carpusa.com

"I'm no longer accepting the things I cannot change...I'm changing the things I cannot accept." – Angela Davis

We are the product of what we can outgrow. We all have a story. As individual as our fingerprints, as meaningful as our beliefs. Our story is a work of art, varnished with the colors of all our struggles, all our emotions, ...all our moments...

This is the story of the process of making fabulous limoncello (or lemon drops martini, hehehe) from the lemons thrown at you. This is my story.

My name is Marilyn Lucette Santiago Lugo and as I grew up, Little did I know that I was a spoiled brat. Don't get me wrong, I was really cool, funny and super smart, with a great personality (still am hehe), but I was also a whiny little diva surrounded by people who loved me and gave me anything I wanted, when I wanted. I remember that when the whole family gathered for "Lotería Sundays" at our family's beach house or at the ranch, if I was playing, and I didn't win the pot, I threw fits getting everybody upset for my childish behavior.

I remember giving up when things like the choir, music, etc. were getting difficult or boring. I was never encouraged to keep trying. I never learned the value of things, or to work for anything I wanted. Basically I was given everything, without realizing the sacrifices they made for me. Looking back, I was the type of kid that I now talk trash about and their parents for raising an ungrateful little diva...yes, that was me.

Then life came over and hit me like a ton of bricks. It didn't take me long to realize that I was living inside a cocoon, protected from negativity, in my own world where I was the center of attention, where I was told I was pretty, I was the best, I was their princess! In essence, that is pretty cute, but when reality hits, it can be a life changer... I had to deal with depression, suicidal thoughts, low self esteem, lack of self respect and other not so cute issues that have scared me my whole life, like many of you ladies have as well. They still do.

I got enrolled in a rich kids school in my beautiful Puerto Rico. One of the most prestigious private schools in the island. With modern facilities, top of the line academics, excellent teachers and personnel. The student body comprised of children of the most prominent families. I shared the classroom with the children of political figures, doctors, lawyers, builders, successful business owners. I remember the first days I was excited to make new friends... I immediately was drawn to cool, fun people and introduced myself to a lot of kids. I was immediately mocked by them. They called me ugly, they called me terrible names, they insulted me and they laughed at my face.

Now that I brought those memories back to life, it was really messed up. Kids can be so cruel. I didn't understand why they were calling me such demeaning names, when all my life I was told I was a beautiful princess wtf??? I did make a few friends in my home room (some of which at our 30th class reunion, told me that they thought I was going to commit suicide for all the bullying I was subject to). However, there's some awesomeness that God gave me that I always, ended up having a good time, but other than that, I was in the presence of bullying, classism, misogyny and later in life, the monster of domestic violence.

While in college, I discovered my passion for Marketing. After literally wasting my first college years, cutting class, partying and being a careless college student, my marketing classes changed my life! I became the Co-founder and Vice President of the American Marketing Association and we kicked butt!!! Just like it's slogan said that year "It's more than a line on your resume". It was indeed!!! I was able to polish my leadership skills, I was able to produce my first series of award winning events...from that moment on, EVERYTHING became a product to my eyes and it was my duty to market it!!!

After I finished college, I distributed tons of resumes, and to my blessing, I was able to land a job in Marketing!!! My first "Professional" job was operations manager at Ponce Broadcasting Corporation! I centralized all marketing, public and community relation's activities for four radio stations, I produced festivals and other special events, with the goal of increasing sales, market share and listener and client loyalty. It was heaven!!! (We will talk about my first paycheck in a few).

A few months after I started working at the stations, I reconnected with whom would later become my ex husband. He was a very disturbed person, victim of his family's lack of attention. He was evil with me, and while he was giving me most of the worst moments of my life, I was experiencing the most successful professional moments of my career. From then on, I became an expert in working well under pressure.

Losing my mother during that time didn't help at all. I felt so lonely, so vulnerable... I learned to laugh, while tearing up inside. Just like the old salsa song "Pobre payaso, rie por no llorar".

After 10 years, 4 jobs, 3 cities and countless prayers, I was blessed to end my relationship alive. 10 years of lying, hard core drugs, infidelity, stealing, fractured bones, loss of eyesight and a broken heart. As I was on top of my professional game, I was exposed to the most horrific acts of violence, abuse, disrespect. People asked me why was I putting up with everything he was doing to me. I smiled and told them that it was a process. It took me 10 years to Out-smart-ass him (yup, I created a new word). I still have nightmares, but time does really heal all wounds (and wounds all heels hahaha). Nightmares like those taught me sensibility. I became a better person. The whiny diva was not there anymore, because life kept throwing lemons my way and somehow I was able to juice them and enjoy them. Losing everything to someone I thought I loved taught me the value of things, the value of hard work. The value of perseverance.



*Marilyn
Santiago*

I actually became very successful in my career, but somehow the pay rate for Latinas was the worst all over. Did you know the Latinas make only a percentage of the dollar in comparison to all demographics? That is totally messed up. Back at my first job at the radio station after graduating from college, the VP of the company offered me \$800 a month to manage 4 radio stations. I was like, WHAT? You must be kidding me. Then to make matters worse, when we discussed the salary at the interview I asked him if he could pump it up and at least give me \$1,000 (sill mega sucky, but at least being able to negotiate even a bit was going to work wonders to my self esteem. Soooooo after the two weeks when I got my first paycheck it was for \$800 f@#\$%^&* dollars. I catapulted to his office to ask him to fix my check and he said that he didn't remember my request for a \$1,000 and that if I didn't want it I could leave wtfffff. From that moment on, I was like many qualified, amazing, smart and super efficient Latinas being underpaid by unappreciative bosses. So what should I do to earn more money? Go make it on my own!!!

I have had a challenging, interesting and mega fun career! I have met most of today's mega stars, I have been part of major media, marketing and entertainment deals. I have created award winning startups and I'm about to start teaching at college level guess what? Marketing of course!!! I have been blessed to finally believe in myself and find a companion that believes in me, that treats me with respect and admiration and like Bill Gates said once to a group of graduates, "Life is not fair, get used to it."



*Marilyn
Santiago*

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My name is Alyssa Johnson and I am an entrepreneur, stepmother, wife and student. As a 21yr old entrepreneur, I have surpassed much of my expectations thus far , due to me acquiring very crucial skills along my entrepreneurial journey. These skills have equipped me with the tools needed to successfully launch and grow my businesses. I am the CEO of Excellence Tutoring Services - based in Trinidad and Tobago. We offer academic services to students nationwide. Our tutors are all dedicated and we've received tremendous results with our students. We work with bilingual students & special needs also providing a holistic approach to education. Our programs are offered both full time & part time.

At Excellence Tutoring Services, we encourage our students to be critical thinkers with individual ideas. Our focus isn't for students to simply memorize information, but guiding them to learn and understand. 'Education isn't the learning of the facts but the training of the mind to think'. - Albert Einstein

Play is an important aspect of learning and development; most of our activities are fun-based so that our students also have fun while learning. Activities and sessions are planned according to the age of the student and appropriate milestones, then taught using fun and educational methods. Colours play a pivotal role in learning and memory. We include colour coded activities in our sessions to assist students with remembrance and to keep them engaged and having fun while learning. Our classes include multiple teaching methods and strategies as we aim to facilitate all learning types and to ensure the best learning outcomes. To ensure holistic growth and development our classes also include motivational sessions. These sessions aim to rectify low self-esteem in students and improve our student's overall performance. Students perform much better and usually show more enthusiasm towards working when motivated and equipped with the necessary exercises to build their self-esteem and confidence.

"Inteligencia sin ambición es como un pájaro sin alas"- Salvador Dali
"Intelligence without ambition is like a bird without wings"

We aim to encourage all of our students to be their best. What makes our programs unique are their one of a kind structures. We often find educational programs that lack motivational sessions or self-development exercises. Learning and self-development go hand in hand. The educational and learning process is one that requires a holistic/all-round approach. Our classes are tailored to suit individual student needs.



A class can be adjusted to suit the strong/weak areas of a student accordingly. We understand that all students are not the same, and thus, should not be confined to the same scheme of work. We focus on individual / small group sessions in order to better facilitate each student on their learning journey.

I am also the Managing Director of Excellence Designs and Advertising which aims to assist entrepreneurs with reaching their target audience by providing the following services:

- social media management
- digital graphic designs
- business consultation
- virtual assistance
- proof-reading
- document formatting services

"You are not here to exist; you are here to excel" - Deborah Jean-Baptiste Samuel

We (both businesses) have received excellent reviews thus far, most of our clients are repeat customers and last year - through Excellence Tutoring Services 5 students received over 75% of their school items purchased via our back to school drive.

While growing Excellence Tutoring Services, I also worked as a teacher full time and I was then tasked with the challenge of creating a work-life balance. As an entrepreneur a lot of my time had to be invested into my business in order to ensure its fruitful growth, however as a full-time stepmother, family duties also demanded most of my time which forced me to create ways in which I can tend to my businesses and invest the necessary time and effort needed for its success while maintaining my duties in other aspects of my life. Multitasking became a skill that I quickly mastered during this stage of my life. Every short break at work was spent mapping ways in which I can expand my business and researching. While at home, I managed to take care of those duties while mentally creating content for my social media platforms for my businesses - which I jotted down quickly after. Having a schedule also had a positive impact on my ability to balance it all as I was able to clearly list what needed to be done and further plan how I intended to do so.

Taking care of my mental health is another aspect that cannot be ignored as one needs to be in a healthy frame of mind in order to manage a business and further balance other aspects of their life. I was able to identify the things that relaxed me and took time off to just relax and meditate and also to enjoy my hobbies and further explore and learn more about life and myself. Surprisingly, this helped me in my entrepreneurial life in more ways than one. I was able to approach business tasks with a clear and positive mindset and many lessons I learnt in those moments served as silver linings for my entrepreneurial life as well.

One of the most important lessons that I learned as an entrepreneur was being able to accept myself as a lifelong learner. Whatever business you are in there are always ways in which you can improve or expand your services. I reminded myself to constantly stay up to date with popular trends and try to implement them as much as possible in my business. Being flexible and having the ability to adapt to change are two qualities that I believe assisted me in rising quickly in my field. I saw certain loops in my niche and tried to fill that gap via my services. Being an avid reader played its role as I have read so many books within the past few years about my business type and related businesses. It is through this that I became a content creator. I began seeing my ability to connect businesses to their target audience through the magic of words and being able to pinpoint the loophole and further figuring out strategies by which they can be improved. I have created amazing leads for businesses like Kings Juice, ASA Naturals and Trippy Team just to name a few.

Excellence Tutoring Services

Mission Statement

Our mission is to provide a comfortable, at-home environment that is conducive to learning for each child. We aim to help develop physically resilient, morally sound and socially conscious individuals with the goal of making a positive impact in society.

Welcome To

Excellence Tutoring Services



Year of Establishment

2018



5

Experienced Faculty

As an entrepreneur, I created my own acronym for my key points as an entrepreneur - RAP.

Read and Research - knowledge is infinite and it holds the key to your business's widest possibilities. Every entrepreneur should engage in continuous research on their niche, recent adjustments, current events and how it affects their business and businesses related to theirs. By identifying businesses related to mine, I was able to network with other entrepreneurs within my circle. This not only opened the door for collaborations, but also created leads for my businesses as I was able to form a business relationship with others, share my business information and further learn about theirs. By doing this, it equipped them with the familiarity necessary to recommend me to a family or friend, which increased my brand awareness. I was able to plan this step, of course by firstly identifying my goal of needing to improve my brand awareness and leads.

Adjust and Adapt - In a rapidly changing world, being able to adjust quickly and adapt to those changes are crucial skills for any entrepreneur. In the midst of covid19, many entrepreneurs were born - out of them having to adjust to the job loss / salary cut changes, being able to research and find out what businesses are needed and further preparing to launch theirs. The ability to know how current issues affect your business, how they affect your customers and if they have created a barrier between your customers and your business is the first step to knowing how to adjust. Once this is known, you can then plan and prepare how you intend to move forward. What strategies can you apply/improve in order to bridge that gap or create other services within your niche that are more applicable to your target market at that time.

Plan and Prepare - Great things happen after proper planning and preparation. Planning and preparing gives you adequate time to assess your problem/situation, the circumstances surrounding it, the desired outcome and possible steps towards achieving that outcome. By following the RAP method, I was able to climb the entrepreneurial ladder of success quicker than I would have without it.

Being motivated has played an instrumental role in my success, thus far. As I remind all of my students, 'If you have the equipment but no motivation, the work wouldn't get done'. Motivation is what drove me to constantly read and research more about my business and my USP. It was what granted me the knowledge that I needed to grow as an entrepreneur and do so beautifully. My journey has only just begun. My RAP skills are currently allowing me to prepare for another great launch soon!



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Insights from a M^omma



Hello!

I'm Zenda, and I love being a mother. I have a beautiful 8-year-old, who is the light of my life. My daughter is the reason why I decided to take hold of my dream of being a writer. I enjoy copywriting and ghostwriting for many different topics, but I enjoy parenting and the many ways to parent. I am the only parent for my daughter and the single-family that she knows. Sadly, I don't have any family around; however, that doesn't get us down. I had always wanted to raise my child the way I grew up. Holistic parenting is my preferred method, and I love that I can share my experiences with you.

Zenda Mayer
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Political Empowerment is Your Best Weapon

As mothers, we have a lot to juggle on our proverbial plates. Taking care of our families, working either from home or an external workplace, making sure the finances are in order – the list is never-ending. As the head of our homes, the matriarchs, we also have the need and desire to make sure we are doing the best we can for our family while raising our children to be productive members of society. We try to teach them right from wrong, what's good and bad, and support them as they need. One of the most powerful ways to encourage our children is through empowerment.

Empowerment is defined as authority or power given to someone to do something. It's the process of becoming stronger and more confident, especially in controlling one's life and claiming one's right. The word empowerment carries a lot of weight, especially to women. We are at constant odds with being challenged in life, work, in society, and even at home. Despite all of the obstacles we come up against, we always need to empower and lift each other up. Our society may be a patriarchal driven one, but keep in mind that it is the matriarchs that are the glue that holds together families and traditions. I've been considering this concept of empowerment and why it might be so important to us, and in doing so, I discovered there are actually different types of empowerment. Five types, to be exact.

The Five Types of Empowerment

In addition to our standard empowerment, there is cultural, societal, national, economic, and political empowerment.

You may be asking yourself why it is essential to empower myself and others. Empowering oneself and others is to instill confidence to go out in the world to accomplish your goals and dreams. You being in control of your life and your rights starts with you being well informed.

So, let's take a look at one of the types of empowerment: political.

This is an election year, and many feel significant change needs to take place. What better time to talk about political empowerment? To invest with power, especially legal power, or official authority, is how political empowerment is defined. It's important to understand that in the conversations that take place with politics, we need to remember our responsibility as U.S. Citizens to serve on a jury and to vote in the federal elections that take place every four years.

I have several friends who refuse to vote because they feel their vote doesn't matter. It stems from the way the Electoral College actually works. For example, did you know that the election that takes place in November doesn't solidify who our next president is? I didn't, either. You'd be surprised at how many people don't fully grasp, even as adults, how the American voting process works. I want to take a moment to break it down – after all, the first step in political empowerment is understanding how our processes work.

Step 1:

Take Control by Learning Our Political Process

After the Presidential Election, the Electoral College then meets mid-December to vote. Each State has Electors, and those Electors decide on who will be our next President and Vice President. I'm sure you are wondering how your vote factors. When you vote, your selection is put into a tally for your State. Whichever candidate gets the most popular votes claims that State, and out of 538 Elector votes (votes made by a member of the Electoral College), only 270 votes are needed to win. This is a little over half of the ballots from the 48 States; Washington, D.C. Maine and Nebraska are a bit different. They assign their Electors by way of a proportional system. Each pre-selected Elector for each state takes the state tallied votes to the State Capitol to vote. Once those votes come in from the State Capitol, it is then the Electoral College's turn to vote and present to us our new President and Vice President. Because of the Electoral College, I have had many conversations with friends who say they will not vote because their vote doesn't matter. I have tried and will continue to try to change their minds.

I hope that anyone reading this will, by the end, know exactly how important you are to our voting process and exactly what steps to take to empower yourself politically. I know it's a lot to process, and with so many levels of decisions changing hands, it makes people feel powerless - but your vote is essential!

Step 2:

Take Control by Joining - Many Voices Make a Movement

This year will be the year that the Latino community represents! Just check out these eye-opening statistics and projections for minority voters in the 2020 election. They're estimated to be the largest group to vote in the Presidential Election, 13% more than the estimate for African American voters. From 2000 to 2020, the Latino voters grew at a substantial rate at 121%; over half of the 60 million able to vote. That is incredible, don't you think? This should serve as an inspiration to other minority groups that joining your voices together can encourage and establish a movement. There are more than 11 million Asian American voters that are eligible to vote, but they make up only 5% of actual voters. African American voters make up 30 million voters, and make up for one-third of the nonwhite voters in the elections; that's only up one-fourth from the year 2000. The primary group we need to encourage to vote is young adults. They tend to be the one group of voters that do not typically show up for the vote. When looking at the midterm elections in 2018, seven out of ten of our youth decided not to vote! What is going on? Why are our youth seemingly apathetic about politics?

Believe it or not, according to polls, our younger voters are extremely interested in politics, but what was it that would derail them from voting? Personal distractions and institutional barriers aside what were the reasons? I found this interesting, considering we are mothers trying to guide our children in the best way we can. I wanted to dig deeper so that I can help empower my own child with a passion to affect political change by participating in the change!

As I was researching more about our children and their potential voting habits, I discovered that four out of five (79%) of young voters have said that how political leaders have handled this pandemic has impacted their change of heart about voting. Three in five young voters have stated they have become a part of a movement that will vote to express their chosen views. Many young voters have talked to their friends about politics (70%) and the importance of voting. In these talks, they are trying to get their friends to understand the importance of their vote (51%).

I find this to be encouraging that the next generation is looking at how the United States Government handles a difficult situation, and I do hope that it helps them to look deeper into the political process, research the background of our future leaders, share their thoughts with their friends, and collectively vote! The fact that my child, your children, our next generation are looking to be a driving force in our upcoming election. This should show you that you, my dear mothers, are empowering not only yourself but that empowerment is carrying over to your children and their decisions. Every vote needs to be cast and accounted for. Our votes to drive the Electoral College. I know it seems that your vote doesn't matter, but it does! Have an open conversation with some of those naysayers in your circle and ask why they feel so strongly about not voting. Perhaps sharing your political stance may help your friends inform their minds.

Step 3: Take Control by Researching Candidates
Empower yourself politically by researching the candidates that support some of the issues you are passionate about. Just knowing what's important to you and how candidates' decisions will affect your life is empowering in and of itself. There are a ton of issues that the candidates have on their agendas, and I'm sure you wonder will they genuinely support your issues of concern or will you be left out in the cold. I have a list of my own that I hope will be addressed in the upcoming four years, just as I encourage you to make your own.

Insights from a M❤️mma Zenda Mayer

Start by reviewing the hot topics that are the driving forces for the candidates:

Social Security, Education, Health Care, Civil Rights, Climate Change, protecting and assisting the LGBTQ+ Community. Candidates start early the year before the election to put their bid in for each party. Honestly, I don't tend to pay much attention to their agendas until the election year, and even then, I wait until closer to November. This way, I am not potentially investing my interest in a candidate that decides to withdraw from the race. You want to find out their why. Why is each candidate running for the coveted position of the President of the United States of America? By knowing their why, it helps me with my decision on whether or not to invest further into them. Next, I review their experience levels, how long they've held previous State seats, what they have accomplished during their tenure, and how successful they have been in their elected positions. Lastly, I dig deeper into their plan, and how it will affect me, my family, and society around me. I know it's like homework, but it is so important to get into the thick of your candidate to weigh out if they are going to get your vote. This might be the most important homework you do as a contributing adult!

Political Empowerment in 3 Simple Steps

2020 has been a year of leaving many people feel powerless. That's why it's more important than ever for every citizen to take back their power by voting in the upcoming election.

First: Learn our political process

Second: Connect your voice to a movement about which you're passionate

Third: Research every candidate thoroughly

I have learned what empowerment truly is, and why it's so essential for me to not only empower those around me but to empower my daughter. I never knew there are many types of empowerment to dive into, but I've enjoyed learning how to contribute to the political empowerment of our youth, our community, and even my own family in this important election year. I hope you feel empowered to research the different types of empowerment for yourself and to see how you can spread this new-found knowledge to educate and support all around you. We need to continue to support each other, be there for each other, and to keep boosting each other. Get your research hat on, weigh your options, and happy voting!

<https://www.usa.gov/register-to-vote>

Insights from a M^omma



A Quick Reference Guide for Researching Presidential Candidates

First, select 3 top issues that you're passionate about or that will affect you, your family, and your community?

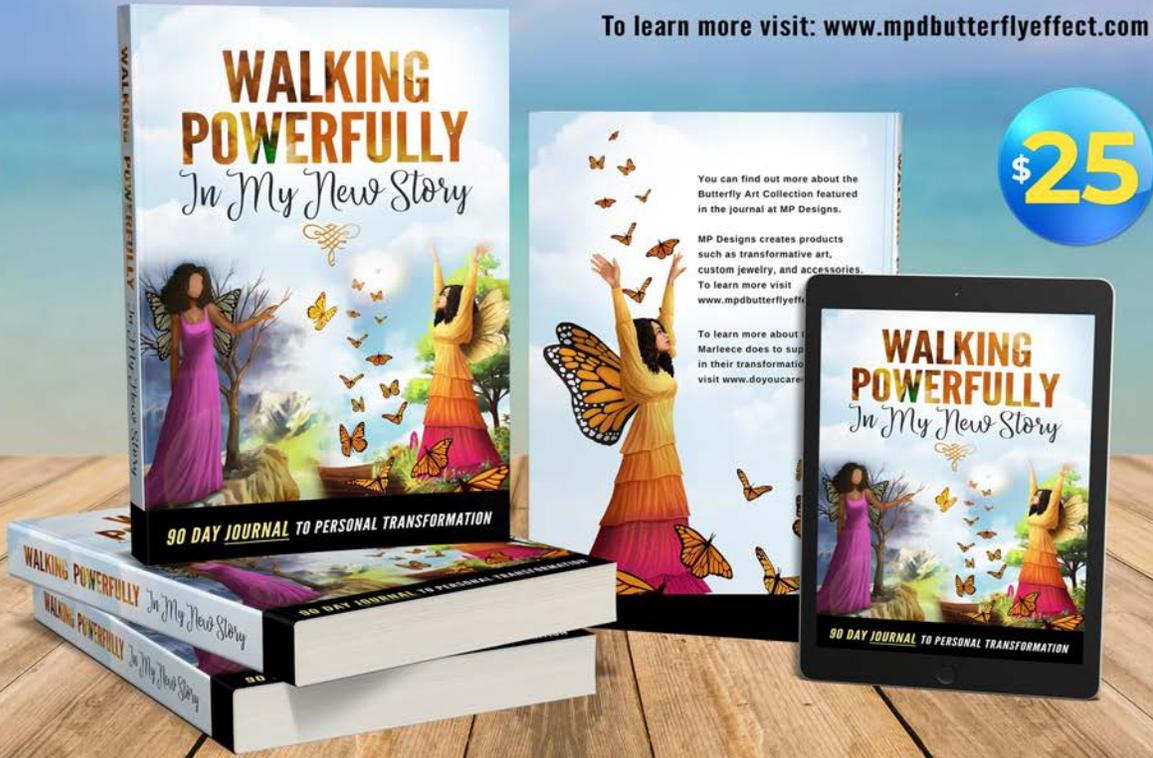
- Education
- Health Insurance
- Civil Rights
- Climate & Environmental protection
- LGBTQ+ issues
- Religious issues
- Social security
- Small business & economics
- Protection of life/Protection of Choice

Then consider:

1. How long has he/she held previous elected seats?
2. What has he/she accomplished during tenure?
3. What is public perception on their success?
4. What are their key platform points?
5. Where do they stand on my top 3 issues?
 - A.
 - B.
 - C.
6. How might these values affect me, my family, and my personal community?

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Going with the Business Flow

By Clarice Diaz



In these changing times, we must go with the flow. For instance, having a business and having to shift to do things differently, or when your business is going well and it comes to a complete stand still you have to change direction. Which was my case, I was riding the wave and making money when everything came to a halt.

I even went through depression for several months and experienced great anxiety from seeing my mounting credit card debts. I knew that something had to change in me. I could sit there stuck or I could try and do something different! I love the Travel Industry, but knew it was time to go in a different direction. Yes! There were fears and anxieties about whether I could really do it!

The thought of letting go of my business was one of the hardest things to imagine, I had put all of my time and energy into making my travel business work, my clientele was increasing even right up to the moment we found out about Covid-19.

I personally decided to change fields altogether and though that felt foreign it ended up being better for me financially. I was stuck in a group in where I had to pay monthly fees and provide a share of my sales. I loved what I did; but was it financially sustainable in these changing times? The hard truth was no! I was still paying fees in a time when no money was coming in due to Covid-19. My son's father spoke to me about different business options we could explore and one stuck with me! It wasn't fabulous or glamorous and some may say it's dominated by men, though there were women finding success in it. For me this new direction was the Freight Shipping Industry! Totally different from what I did before. In the Freight Shipping Industry money is much more constant and my business is much more profitable, as there is a constant demand for loads to be shipped daily! The other great element is that you can work from anywhere!

Of course, it was scary, but as with anything new when one goes forth with dedication and a willingness to do the hard work you can find profitability.

Yes, you have to find suppliers and get them to trust you with their loads, there is a lot of emailing and phone calls to make, but once you get in and get started you can quickly learn the business. To get started you invest between approximately \$5,000.00 to \$6,000.00, which includes corporate filings, load boards, and bonds to name a few. As with anything you can research on YouTube to see what it's all about!

This is one example of how I shifted gears to move into a new industry to ensure our income continued. Other ways to explore new options and industries to enter could be to talk with friends, family and colleagues! Another industry I am exploring is Real Estate! As property values drop, people tend to want to buy now or to sell now before a property value drops even further. This is also an opportune time to consider buying stocks! There are so many ways to make money with passive income; it can happen for you it just takes a bit of hard work.

Sometimes, you just have to step outside of the box, do some research and get creative. You can create passive income by setting up an Amazon or Teespring store! To have a Teespring costs you nothing to get started! You can create your own logo, customize it and make it yours, and of course marketing is your business bloodline so market as much as possible! Marketing doesn't mean you have to spend tons of money; which I've learned the hard way with my first business. You can get into groups on Facebook, market to your family and friends, or get on Instagram and make sure to use consistent hashtags when posting products or information for your business. There are so many apps and social media sites to work with so you can get really creative! Anything is possible, but how badly do you want it is the question? That all depends on you!



Going with the Business Flow
By Clarice Diaz



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IMPACT

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No Man Cared for My Soul

Andrea B. Briscoe

"Preacher's kids are the worst ones."

Those words rang in my mind as I felt the cold steel of handcuffs close around my wrists. Suddenly my life came to a screeching halt.

As I stared at gray walls behind the bars of that jail cell, I asked myself "How did I get here?" I'm a daughter of a pastor and I was raised with a strong foundation. I knew right from wrong and yet there I was, alone, embarrassed, and ashamed that my trust in the wrong man led me here.

Like most little girls I had dreams of living my best life

I knew at an early age that God had a special purpose for me. But the high, and sometimes suffocating, expectations of a Pentecostal pastor's daughter, had been too high for too long. I was searching for love and acceptance, instead of the fear of rejection I found in church. I found myself looking for someone to fill the void that was a deep hole in my soul, even though I was in church every Sunday. I felt trapped by my emotions, my devout religious upbringing, and the opinions of others. I felt lost in the place that I expected love and support. The pressure to be perfect, or to at least look like I had it all together, made me ready to forsake everything that I had been taught just to feel free! I chose to no longer be trapped by other's thoughts or opinions. I wanted freedom, regardless of the cost! In my quest to ignore my foundation I decided that I knew what was best for me and I would just live my life young and fancy free! I started drinking and partying with the wrong crowd. And then I met a guy who seemed like my equal. We both loved music and loved to dance, and he said everything that I had been longing to hear. "I'll never leave you", he said. "You never have to question if I love you", he said. We dated for about six months and then he introduced me to the idea of making some fast money. I never thought about this lifestyle before because I had a job and was doing fine but because I loved him and had his promise of "forever" I agreed to help him. We had a plan and started living life on the edge. Little did I know that this wasn't a one-time thing. We started making money and purchasing expensive things like houses, cars, limousine rides and extravagant trips. We didn't have a care in the world, and I was finally free. However, when the money started to run out things began to change. This one-time deal now became a regular habit in order to try and keep up the life we'd created. I was no longer trapped by religious expectation, now I had lost my freedom to an ill-gotten lavish lifestyle. I stopped coming around my family and friends. I knew they didn't approve of my new lifestyle and I was sure they would object to my irresponsible decisions. I was isolated and in a bad place. Time and time again, I traded a piece of my foundation for a lavish lifestyle that I could no longer truly enjoy. After each encounter with this lifestyle, I could feel that foundation being chipped away. When the money ran out, the man of my dreams became the monster of my nightmares. He began to get verbally abusive and after a heated argument one night, I realized that this was not love. The verbal abuse turned into physical abuse and my hope began to fade away. Things got so bad at one point that I found myself not caring if I woke up anymore.

"No Man Cared for My Soul"

Andrea B. Briscoe



The spirit of suicide was laying heavy on me but thank God that someone was praying for me when I had no strength to stand on my own! Even when I tried to leave him, he would use my own words against me; telling me that no one would love, support, or protect me like he did. He tortured me with my fears of returning home. Yet I was too scared and embarrassed to speak up to him because I was afraid of the rejection from my family, so I stayed with him and suffered silently. Even on my worst days I still remember a small voice telling me that I "would survive this". As with every misdeed, consequences will surely follow. After all of that, it led me to that jail cell, wondering how I was named as the ringleader of the whole operation when I knew that my so-called love and I had always agreed on never selling one another out.

He always said that we were a family and that we had to stick together but now the courts named me as the mastermind behind everything and I was facing hard time. The feelings of dread, loneliness and despair gripped me as I realized that I was in serious trouble and the one that I had depended on had left me to face the consequences on my own. This man who swore his undying love to me had left me incarcerated and alone with no money or support as he disappeared for good. I never imagined being in this predicament and I had no idea how I was going to make it alone. But what I didn't know was that God was trying to get my attention. I knew that I could no longer outrun the call of my Faith and I began to cry out to God like never before. I asked for forgiveness and promised that if God delivered me from this situation that I would be someone he could trust to do the right thing and to serve Him with my whole heart. I was eventually released from jail, although the object of my love and desire was long gone and the one thing, I feared the most had once again come back to haunt me. I was 600 miles away from home in a strange new city and all alone. I finally swallowed my pride and called my family but they weren't convinced that I was serious about changing my ways so they only supported me for one night's stay in a motel and instructed me to go to a shelter. I didn't think I could feel any lower than that moment. My spirit was crushed, and the words of my ex rang loud and clear that indeed "nobody loves you." I slept in airports, bus stations and anywhere I could. Struggling to find food and water I was reluctant to go to a church to ask for help or assistance and I ended up living in a homeless shelter.

Although I had sworn off going to church ever again, that experience in the shelter led me to attend my first church service in over two years.

With mixed emotions I sought support from the place that had shunned me before. One Sunday, an elderly woman hugged me and told me, in direct contrast to what my one-time love had said, "God Loves You". She said, "he sees you and has not forgotten you". I couldn't imagine how God could love me or include me in his concern because of my actions against him, myself, and my family.



That small gesture was enough to motivate me to return the next Sunday and try to find out more about this God who loved me despite my flaws. I renewed my faith in my creator and began to see everything about my life in a new way. My road to redemption was not easy. I never returned to that lifestyle but the residue of embarrassment about my incarceration and homelessness wouldn't allow me to accept the forgiveness that God was freely offering me. But through the unconditional support and love from my "angels in a strange land", I was able to recover my hope. This was the catalyst to me starting my life over and obtaining my rightful place in this world. Although every facet of my life has completely turned around, I will never forget the lessons I learned during my most vulnerable moments of despair.

I have learned that people who are overlooked and who are in the most need are usually the ones who need the most love and consistent support. It is my passion to assist women with children in the homeless community to get back on their feet and help them find their path. Seeking out the disadvantaged and those who feel invisible was the catalyst of launching my non-profit organization called Love You Back To Life. My aim is to love the disenfranchised back to a place of wholeness. I want to encourage those in doubt about their current situation or dark past and let you know not to be ashamed about your journey!

Believe in yourself and work with the strength that you have until you can move further. The next little girl needs to hear your story of how you overcame too.

www.LoveYouBack2Life.org

Andrea B. Briscoe



Love You Back To Life

#REALLIFE #REALLOVE #REALTALK



WWW.LOVEYOUBACK2LIFE.ORG | (443) 599-9409 | INFO@LOVEYOUBACK2LIFE.ORG

We are real life examples that there is a life on the other side of homelessness. We endeavor to reach back and bring women & children out of homelessness. Love You Back To Life helps answer the underlying questions & needs of the homeless community.

Andrea Briscoe,
CEO/Executive Director

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I Fought the Pivot and the Pivot Won

Pivot: the word every entrepreneur dreads.

When a business owner thinks of the word pivot it brings immediate anxiety and stress. Even before we made the decision to pivot, whenever an entrepreneur would tell me that they had "pivoted" I would congratulate them externally but then begin to judge. I would obviously feel bad for them because in my mind I viewed it as a failure.

Why does one pivot? One pivots because either what they are doing is not working at all or simply not growing fast enough to reach the next stage in the life cycle of business. Many times, entrepreneurs don't pivot fast enough because they're so in love with their original idea that they can't see the forest from the trees. I get it. It's your baby, your dream, your company. The market should want it. Right? Customers should buy it. Right? You should experience explosive growth. Right? Yes and no. Yes, if your timing is right and all your stars are aligned. No, if you're fighting against the stream wanting the market to listen to you when you are not listening to the market. You know that children's song, row row row your boat gently down the stream? That's a metaphor on life. You want your business to go with what the market is telling you and not against it. Row your boat gently down the market stream and you'll get there much faster.

Before I get into our pivot, it's important to explain how we got there and how our journey began. I had a long career on Wall Street, but I always longed for my own business. I just wasn't sure what that was going to look like.

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One night over drinks my best friend Leslie discussing the ridiculous amounts of money we were spending on our hair extensions and when I mean ridiculous, I am talking either pay your rent or get your hair did ridiculous. I always say we were so skinny back in those days because we were more likely to spend money on hair than food! But then the lightbulb went off. That's how Lux Beauty Club was born. We thought, "we're smart, we can figure this out." We started sourcing our hair from various suppliers in China until we found a consistent one, and then we were off. We started selling it to our friends and salons around the city, which then grew into a full-blown side hustle. We had people coming at all hours of the night to our apartment for hair emergencies. I think our landlord must have thought we were selling drugs! Thankfully he was kind enough to simply leave us alone. A few months later we put up a website and we continued growing organically at a steady pace, and once we got on Amazon our sales doubled. We were rocking and rolling until two very significant things happened. Well, three really. Competition got stronger with every influencer "owning" their brand of extensions, Amazon allowing the Chinese to flood their marketplace and most importantly, our consistent quality suppliers started to cut corners and dilute the product. We had been watching a competitor raise millions from venture capitalist firms and, of course, the company was run by three dudes selling weaves to black women. But they too started to have major problems with their sources from China. They were getting crushed by terrible reviews and at that moment I knew we had to make a change.

*"WE WERE MAKING TRULY ORGANIC 100%
CBD INFUSED PRODUCTS FOR WOMEN BY
WOMEN. IT WAS LIKE A LIGHT SWITCH
HAD TURNED ON AND WE COULD NOW SEE
CLEARLY."*

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It took us months to find a supplier elsewhere that believed in us and would want to do business with us. And, most importantly, still allow us to be competitive. We knew it was imperative we got the source: India. Now, as all this was happening, I was also spending the majority of my time fundraising for the company. The few investors that came on initially got it immediately, but for the rest it was like banging my head against the wall to get these mostly white VC men to understand the market opportunity. Even, most "female-focused" VCs were a challenge for us. We managed to survive with our angel investors and for them I am eternally grateful. Once we switched our entire supply chain to India, the quality was a game changer. Although not perfect, we were lucky that we were still small and able to make that change early on. The guys that raised millions were still not sure how they would manage. We did have to increase our prices a bit, but we didn't think that would matter. But in the end, it really did. We found that although the customer was getting the best quality for a little bit more, they didn't care. They still wanted the cheap stuff. Oh, and Amazon? Our sales were dropping ever there since they were offering hair extensions for \$14 dollars. We couldn't compete with that. The signs kept on coming and coming. Our baskets at checkout were over 250 dollars, but we didn't have the heavy customer acquisition dollars to fight the fight. Our Indian supplier was incredible, but you have to remember, human hair is still a human, living thing. No matter how great your quality control, there is always going to be problems.

My business partner Leslie and I had our "Come-to-Jesus Moment" one afternoon. After listing the pros and cons of our business and the constant issues, we knew it was time to change. It was time to take stock of our future. We had both been wearing hair extensions for years, but because of thinning hair we had recently started using holistic products to help our own hair grow thicker, taking a break from the extensions. We had also both been experimenting with CBD oil for its various benefits, and we had hooked our families on it as well. That's when we had our second a-ha moment. By tackling the issue at the root (ahem) of the problem and by taking a holistic approach to hair and beauty we found a winning combination.

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I mean, beauty comes from within after all so why not package it that way! Fueling the inside not only benefits your inner self, but it also improves the outer byproduct (hair, skin and nails). It has been life changing. Leslie is a registered nurse so she set out formulating our blends with scientists to ensure we had the perfect elements, vitamins and levels for dosage. We were making truly organic 100% CBD infused products for women by women. It was like a light switch had turned on and we could now see clearly.

Since the "pivot" we have experienced explosive growth through distributors, salons and our very own customer base. We found she was as loyal as they come. Because after all, who doesn't love CBD? The benefits are tremendous, and we use our own products every day.

I find solace in knowing our offering is so well-rounded now; the pivot was worth it. We are now rowing gently down the stream and not against the current. It's a product that has a very low return rate since there are zero issues on color, quality, or anything of that sort. But most importantly, I can sleep now for a number of reasons. It has been much easier to find investors that understand our space and want to invest. Wholesale orders have been growing everyday via our network and we are even in talks for licensing deals. AND our Sleeping Beauty product continues to help my mood and sleep as well. Shameless plug! My journey was a necessary one, and though it has been littered with disappointing ups and downs, I wouldn't change it for the world. Why? Because we learned so much on how to build a CPG company that now just happens to sell CBD products. Without that knowledge, we wouldn't have been able to move so quickly. It takes people years to create packaging, formulas and a great strategy. We did what couldn't be done in 6 months.

Experts told us it would take 36 months and be very costly but we knew that was all bullshit. We had the team, the knowledge and now the perfect product. "No," has always fueled us but the "Yesses" feel pretty good now. So, I say to all those out there, if you feel a pivot coming on embrace it; go full steam ahead, jump fully in and listen, fully pay attention. After all you are the one standing in the way of your success. Especially, to my Latina sisters that struggle every day in their business. It's difficult to find partners that will champion your cause but you need strong allies since you can't do it alone. You have to push through the hard times and find mentors. Mentors are the backbone of your journey and they will tell you the truth. Your familia won't always be honest with you. Don't be so in love that you can't see the forest from the trees in your business. But be completely unapologetic about wanting to make money and lots of it. We are soldiers so pick your fox hole members carefully. And remember, pivoting or pausing is not giving up, the experience is only giving you time to brainstorm the next journey!

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JANICE ANGELA BURT

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Born in Sacramento, California, but raised for 5 years in Mexico City as the daughter of missionaries, made me an outgoing, Spanish speaker, enchilada lover kind of a woman, I am Mexican at heart. From the ages of 8 till 13 years old, I lived in one of the biggest cities in the world. And I absolutely loved it.

I felt so special living there. I was different, but ‘good’ different and everyone wanted to hang out with me and get to know me. When I was 13 years old, we moved back to California and I was immediately bullied in school, picked on and made fun of. I quite literally hated living in the U.S.A and would pray nightly that we would return to Mexico. But it wasn’t to be.

I spent my teenage years as an insecure tomboy. I wasn’t confident about my looks or my body. I felt horrible in my own skin. I would watch my friends put on their makeup and simultaneously hated them for it and wished I could be beautiful like them. I struggled with jealousy and never feeling good enough. I sensed that people liked to hang out with me, but I couldn’t shake the feeling of being ‘less than’.

When I was 16, I found out that my dad was actually a gay man and had hid it from all of us and the church for a very long time. He had been living a double life, being unfaithful to my mom at every turn. I couldn’t believe it. My dad was my hero and my idol, so this information just didn’t make any sense. It was too much for me to process and so I pushed it to the very furthest place in the back of my mind. Little did I know that this knowledge would impact me so completely and get wedged deeply within my subconscious. I lost all trust in men. Maybe they all lie and are not who they say they are? I still struggle with viewing men as perpetrators, only interested in satisfying their own desires. I married when I was 20 years old to the only boy I had ever really been with. We both were raised together in the same church. I became extremely attached to him. He became my world. He was my expected path. I only wanted to be with him, have his children, take care of him, make him happy. My world revolved around him.

I became codependent and desperate for his love. We had two children. They are the loves of my life and my pride and joy. My obsession with my husband was so all-consuming that I agreed to do various sexual activities that I didn't feel comfortable doing. Our marriage eventually turned into an open marriage. I couldn't shake the 'sick to my stomach' feeling that seemed to be with me constantly. I knew I was betraying myself. I kept hearing my own inner voice tell me, "You need to leave him." I heard it over and over again, but it took me many months to finally tell him. Eventually, when I had truly hit rock bottom, I told him that I needed to separate from him so that I could get my mind straight and gain some clarity on my life that seemed to be slowly unraveling at the seams. It was the hardest conversation I've ever had in my entire life. I really felt that I would die without him. This is where my chosen path began. I chose to free myself from that unhealthy relationship. I chose to break free from the manipulation and the lies. I chose to pursue myself. I chose to find my voice once again and figure out who I truly was. I started by joining Toastmasters and sharing my story out loud. I began training for a marathon. I self-published a book about my broken heart. I studied to become a Spanish interpreter. I did research on doing voice-over work and started recording in my home studio. I did lots of yoga and eventually became certified to teach. I began acting in short films and plays. I competed in a bodybuilding competition.

JANICE ANGELA BURT



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I began speaking on bigger and bigger stages. I basically did everything I could think of to assert myself in the world again, to find my own unique voice, and to live each day in a way that made me feel proud and fulfilled. In other words, I took my life back. And to you, beautiful one, I would say to you that your life is YOURS. It belongs to no one else. Let no one else put their stamp on you. Do not let them brand you with their thoughts, desires, and beliefs. You get to choose. You get to figure it out and you get to follow your own dreams. You get to create and mold and bend and shape your slice of the world. If you feel like you've become a shell of yourself, you need to shift. Something needs to give or change or move so that you can fully become who you are meant to be. You are meant to embody strength and courage and beauty and grace and joy and peace and contentment. You are a gift to yourself and to the world. Be gentle as you unwrap yourself. But please, unwrap yourself. Don't stay hidden behind fear or doubts or men. Release all of who you are into this universe. The present moment is truly all you have. Stop running from yourself. Sit with the pain and the heartache. It is there to tell you something. Stop searching for validation from the outside world.

YOU ARE ENOUGH. Grow and stretch and learn and challenge yourself. Be proud of yourself. Be forgiving of yourself. But most of all LOVE yourself. Love yourself with that deep assuredness that you are 'the one'. Comfort your inner child that was wounded and simply wants to be loved. Show her that she, indeed, is good enough. I will join you in this endeavor. And together, you and I, as women, will rise up and we will thrive. We will follow our passion and fulfill our purpose. We will grab tightly to each other's hands and we will rise. Together.





**“I am love”
Acrylic on Canvas
Fine Art Painting of
Janice Angela Burt**

**By
Nafsheen Luhar
Transformational
Speaker/Coach/Artist
www.luharcreative.com
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My greatest inspirations for art and creativity came from watching my father create, write and photograph exceptional pieces of art. Passion for creativity came naturally to me and is undoubtedly a part of my DNA. When I saw the magic of my first image appear in the darkroom, a new world of art unfolded before me.

Transforming Adversity into Art

Stemming from a traumatic childhood, which led to weight issues, low self esteem, self harm, not being accepted, being constantly judged and suffering through an incurable endocrine disorder, was how I spent most of my life. Adversity became a well known friend, and I believed I was bound to it for life. The most difficult, and terrifying phase I had to endure was in September 2016, when I was diagnosed with endometrial cancer. However, in my time of deepest and darkest despair I found my light. “The wound is where the light enters you”-Rumi. I found an unbound, unknown strength and power. I realized that, all I had been through in life was a blessing, not a hardship. I felt complete gratitude for every moment of pain and every shed tear. Until I was 36, I had just been existing and not living to my full purpose and potential. My greatest fear was, reaching the end of my life and having made no difference to people through my art, as I had always dreamed. As I honored my struggles, I found that some of the most extraordinary people I met were those who had been through unimaginable pain and had come out on the other side much stronger and much more alive, much like myself!

I wanted to honor and celebrate their pain, because our struggles are the reason we are victorious. Every face has a story to tell, every hardship needs to be honored, and it was then that I realized my life’s purpose~ Transforming Adversity into Art, one story at a time.

For my own creative expression, I paint and create fine art photography. I strive to capture visually pleasing, unique compositions through the use of shadow, light and negative space. Always attempting to create an emotional, intriguing response. On a lighter note, I’m a true believer in spreading abundant love and kindness. Hugs, hugs and more hugs please. Chocolate is a phenomenal thing. Always humbled by the support of my amazing friends and family. Boxing is my drug, and I’m the girl version of Rocky- “It’s not how hard you hit, it’s about how hard you can get hit and keep moving forward” -RB

Nafsheen Luhar



Accounting = Success

by

Megan McCray

CEO | Accountant | Sidekick Accounting Services

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Serving Businesses Across the USA



CLOSED. It's the word that haunts every business owner even years after they launch. Sometimes what deters people from jumping into entrepreneurship is the uncertainty of where your next check is going to come from. Owners are bombarded with questions of uncertainty from the time they start. The good news is there IS a solution and it all comes back to your numbers. Often bookkeeping and accounting end up being interchangeable terms in the world of small(micro) businesses. So, what exactly is the difference? It really comes down to application. Bookkeeping is the compilation process of your data and Accounting is the interpretation of that data. Being able to understand your numbers gives you the power to make operational decisions, create a plan of action and prepare for the future.

The first thing you need to do to accomplish that, is to get organized. Set a time to go through your income and expenses and reconcile your data to your statements. Determine where you are going to store copies of your deposits, receipts and expenses. Create a system to follow for each aspect of your finances especially because at some point you will want to delegate this task.

Second thing you need to do when it comes to your business' accounting is to get a basic understanding of what you are looking at. Income is money that comes into your business from goods and services. Expenses is money going out of your business to pay for and create those goods and services, as well as overhead expenses like rent, utilities, and insurance. When you put your personal funds into the business (especially as you are first starting up) this is considered a draw or distribution to your company. It is not considered income. The same is true concerning loan proceeds. When you receive a loan it is not income, it is a liability. You need to pay liabilities back. Assets are the items of value that your business owns... ie, vehicles, equipment, inventory and money in the bank. Equity is where your draws/distributions are tracked and where the current net income/loss is tracked. It is also where your year-over-year income/loss can be found (it accumulates in Retained Earnings). Income and Expenses show up on your Profit and Loss Report otherwise known as your Income Statement. The Assets, Liabilities and Equity accounts are reflected on your Balance Sheet.

These reports show you the health of your business. By reviewing them, you can determine whether your business is making money, whether or not you have good cash flow, if you need to increase sales and decrease expenses and identify the trends your business experiences. Small business accounting is something that can get overlooked and pushed to the back burner, but to be a truly successful business and an empowered owner, you need to understand and use your numbers. With some discipline and intentionality, you can build a successful, profitable business for years and years to come!

I KNOW ABOUT GERMS

Ebook and paperback available
Now on Amazon!!

This Little boy knows
all about germs...
and he wants you to
know, too!

STORY BY:
TEDI MCVEA, LCSW

ILLUSTRATED BY:
NOEL DE LA MORA



AURIS BOOKS PRESS

Parenting through a Pandemic Tedi McVea, LCSW, Author "I Know About Germs"

During Spring Break, our life dramatically changed overnight. Our days previously included in-person school for my son's first year of pre-k, baby time for the twins at the library, weekly trips to the zoo or children's museum, and lots and lots of play dates with family and friends. During my "What to do When You're Expecting" phase, I never considered how I would parent young children during a pandemic. Did any of us? I quickly noticed personality changes in my four-year-old. He was anxious. I wrote, "I Know About Germs" to help him through it. Learning of its effectiveness, Auris Books Press quickly made it available to the public just as we were completing our first month of shelter in place.

The coronavirus brings up anxiety and frustration for well-adjusted adults. It has most certainly impacted our little people. Young children don't always have the words to express their emotions, so they show us through their behaviors.

Separation anxiety, temper tantrums, loss of interest in activities, aggression in play, hyperactivity, somatic complaints or sleep disturbance are how kids show us that something isn't okay. To make matters more interesting, anxiety is a group felt emotion. This means if you're anxious, your kids are anxious too and vice versa. If we don't build in tools right away, we can continue to exacerbate this dynamic as oppose to beginning our healing.

"I Know About Germs" is about a boy who I affectionately refer to as Little Science. He is very confident in all he knows... and he knows "all about science." He walks us through a very simple explanation of a novel virus and methods for preventing its spread. He touches on specific examples of social distancing and reminds every little person that their immune system is like a super hero protecting them. All we have to do is help it by following "these tricks." I used a child narrator so kids could then own this voice and this material for themselves. I ended with a call for the readers to "teach their grown-ups." We therefore transition the fear or frustration caused by the pandemic to an excitement to teach others about science. The language is accessible, empowering and fun. It is best for ages 2-8.

Books allow parents to clarify their voice. It builds credibility and helps kids find comfort in the authority of written word. As a Licensed Clinical Social Worker in Texas, I regularly use bibliotherapy as a highly effective therapeutic tool in my practice. In March, nothing existed yet regarding COVID-19, the coronavirus, or social distancing, so I wrote it. Excitingly, we were rated "#1 New Release" on Amazon in our sales category. I am a planner, but sometimes we can't plan. Sometimes, curveballs can present us opportunities to create our best versions of ourselves. I am thankful to now having achieved a childhood dream, becoming a published children's book author, while being able to help my son and others.

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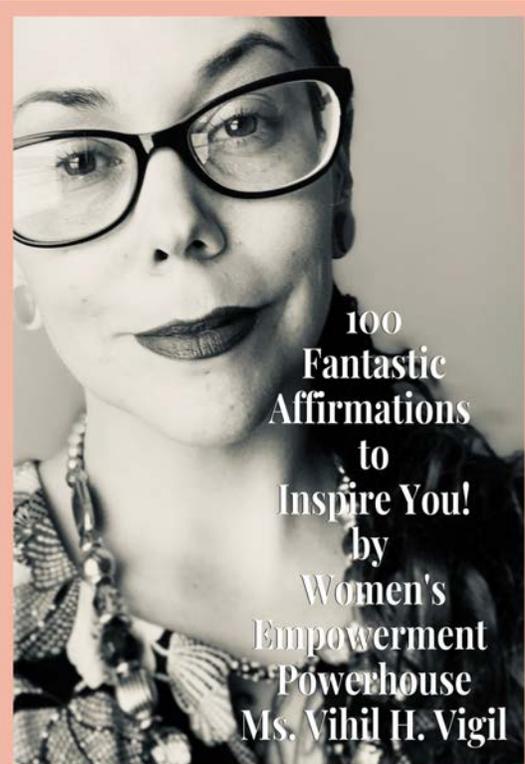
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United States Navy Veteran

Mom to Victoria Rose

Ms. Vihil H. Vigil, MBA, PMP, CHHC

Through Therapeutic Empowerment I challenge the mindset of ambitious, busy, family focused professional women and women business owners like YOU by being your Personal Empowerment Health, Wellness & Business Coach! My specialty is working with complex women who want more from life but haven't quite been able to make it happen on their own. I've taken my 20 years in Corporate Business Development & Project Management to fuel my passion in life as a Coach for Women who are ready to take those next steps in their lives and go for their dreams! As a Coach I introduce a new lifestyle to my client where she finds increased clarity of thought, greater actual productivity, improved physical and mental wellness, and greater professional success. As a hands-on Coach I provide one-to-one coaching sessions, self-paced courses, small group trainings and online consultations. I would love to hear from you if my work resonates with you and you are ready to take the chance to change your life! For more details on my Women's Empowerment Health, Wellness & Business Coaching visit www.womensempowermentcoach.us.

My book for empowering the self through action journaling, "Not Without My Coffee!" is a great way to create a better life in 6 weeks through daily journaling! (I don't ever journal without my cup of coffee!) Order a copy and start journaling your way to broader thinking! WomensEmpowermentCoach.us/empowerment-reading

As Founder and CEO of The Empowerment Empire, LLC. I'm producing Women of Diversity Business Brunches, Power Luncheons, the (Online) Magistra Magazine Fall & Summer Summits, The International Women in Business Mastermind Podcast & Magistra Magazine! The mission of Magistra Magazine is to feature women leaders who are business owners and entrepreneurs to tell their stories to the rise of their accomplishments from the roots to where they began. Each issue features women leaders from the United States and around the world. Women Business Owners have the exclusive honor to advertising within a 100% woman owned & operated magazine and to find other women owned events and businesses within our resource section! The Empowerment Empire is designed for US, FOR YOU AND ALL OF THE AMAZING ENTREPRENEURISTAS OF THE WORLD! Visit us on the web at www.Magistra.us.

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ARE YOU JUST STARTING OUT IN YOUR BUSINESS? HAVE STARTED YOUR BUSINESS AND FEEL OVERWHELMED WITH EVERYTHING YOU NEED TO DO? HAVE YOU BEEN RUNNING YOUR BUSINESS AND NEED TO TAKE SOME TIME TO REFRESH YOUR STRATEGY? IF YOUR ANSWER IS YES TO ANY OF THE ABOVE, THEN THIS IS FOR YOU.

When I created Therapeutic Empowerment I began seeing that not only do so many women need business coaching they also need emotional support of a woman who has experienced what they are going through and can teach them successful strategies and tools to TRULY BE SUCCESSFUL!

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Veronica Canton, Esq.

Veronica's road to becoming a small business, technology, intellectual property, data privacy attorney, legal technology company co-founder, and avid supporter of women business owners started before attending law school. Veronica's story is one of triumph, having achieved what immigrants strive for: a better life, opportunities for education and success, and to be a good citizen devoted to helping her community.



Veronica was separated from her mother after she was forced to flee due to the civil war in El Salvador. Veronica was reunited with her mother in San Francisco at the age of nine. She learned a new language, learned a new culture, and learned to re-connect with her mother, whom she had not seen for years.

Before making her way to law school, Veronica worked at Reed Smith LLP with the intellectual property litigation group and the pro bono group. The intellectual property litigation work exposed her to high-impact technologies through patent litigation work involving companies such as the University of Virginia Patent Foundation, General Electric, Volvo, GeoTag, Informatica, and Netgear. She learned the legal system's intricacies in federal courts, appellate courts, and the International Trade Commission. With the pro bono group, Veronica used her IP litigation skills to assist women and children who were victims of abuse, neglect, abandonment, domestic violence, and torture to obtain much-needed legal remedies.

Veronica's bilingual and bicultural background were assets to this team. She was able to connect with clients, which helped them open up to share their stories. One client, a human trafficking victim, inspired Veronica to go to law school. After working in the legal field for numerous years, Veronica decided to go to law school and become an attorney.

"The law school journey was not an easy one, but it was rewarding"

First, Veronica had been out of school for several years. Second, she decided to commit to going all-in, leaving her job, family, and friends to move to the Midwest to attend law school. Third, law school was hard. How hard? In the middle of the fifth week of law school, Veronica had a legal writing assignment due. She had worked tirelessly on this assignment. She was up at 4:00 a.m., putting the final touches on the assignment when she started crying silent tears. Feeling tired, insecure, overwhelmed, and missing her family and friends. Veronica sent a slew of emails asking for help from school administrators, mentors, and friends. She didn't do well on that assignment, but Veronica realized she was going to be ok at the end of that day. Why? Because she asked for help.

After that day, Veronica focused on working smart, not working hard.



Veronica Canton, Esq.

Veronica took advantage of every opportunity that came her way during law school. One of her mentors shared information about an IP program. She applied and was accepted to become Microsoft/Hispanic National Bar Association IP Law Scholars. This program introduced scholars to lawyers, government officials, judges, and other scholars throughout the U.S. This program also introduced her to a community that led her to more opportunities with national organizations such as the American Bar Association.

While at Notre Dame Law School, Veronica represented the law school at the International Trademark Association (INTA) conference in Barcelona, presenting research regarding the Digital Millennium Copyright Act (DMCA). She was an Extern for the ACLU, was a Judicial Extern at the Illinois Appellate Court and Northern District of Illinois, and was the National President of the Hispanic National Bar Association (HNBA) Law Student Division.

Veronica's work in the legal technology sector started during her second year of law school. One of the opportunities she pursued was NDLS colleagues to become part of a student legal tech startup company, Impowerus, Inc. The company's focus was to improve the way attorneys use technology to provide pro bono legal services to undocumented minors. Impowerus created a Software as a Service (SaaS) platform where youth can connect with attorneys to obtain legal services. The platform allowed end-users to upload documents, schedule meetings, exchange messages, and connect via video chat. The platform established portals where an end-user, attorney, supervising partner, and tech support could securely access the platform. Due to the sensitive nature of the information exchanged in this portal, Veronica's work focused on privacy impact assessments, assessed applicable privacy laws, other compliance matters, and continued to provide analysis regarding additional data privacy and security features. The work at Impowerus, Inc. allowed Veronica to develop creative business solutions and alternatives to legal challenges faced by entrepreneurs, startups, business owners, and legal technology companies.

Veronica's experience has trained her to assess legal matters from a non-traditional and solution-focused paradigm. This work has also provided a platform to understand the intersection of traditional legal areas like contract and business law with technology, intellectual property, data privacy, compliance, and other developing areas of law. After graduating from law school, Veronica joined a top law firm where she worked with the commercial litigation and blockchain groups. She worked on various matters with the litigation group, including patent litigation, IP licensing, IP assessment opinion, labor and employment, insurance litigation, and other traditional commercial litigation matters. She was the second chair to a federal jury trial matter handling discovery, pre-trial, and trial work. With the blockchain group, she supported the team's efforts by researching and providing analysis of blockchain's high-impact areas such as smart contracts.





Veronica Canton, Esq.

In 2020, Veronica joined NDLS as a Professor Lecturer for the Intensive Trial Advocacy Program, joining a team of top litigators and judges from all over the United States. She was also chosen as an American Bar Association (ABA) Intellectual Property Law Young Lawyer Fellowship for 2020-2023, working with the national organization on IP related matters. As of September 2020, Veronica is a Chair to the national Women in IP group at the ABA. Veronica credits her successful and enjoyable law school experience to her support system. Mentors were vital in making it through every challenging event during and after law school. For instance, before Veronica was accepted to the Microsoft/HNBA IP Law Institute, she considered leaving law school. She had mentors support her and guide her through the first year of law school – a very challenging time during a law student's life.

Veronica continues to work with mentors and is now a mentor to others at different stages of their journey ranging from pre-law students, law school students, recent law school graduates, attorneys working in various industries (private practice, in-house counsel, government attorneys).

She also mentors and provides consulting services for women entrepreneurs, women business owners, startups, entrepreneurs, and anyone interested in learning more about business law. Animals tend to hide when they are wounded. Humans are no different. Think about it. Do you want alone time when you are sad, depressed, or facing a challenge? Who do you let in your personal space when you are feeling down? People you trust. Friends who you trust and who are supportive are vital in facing any challenge. It is important to cultivate friendships with mutual reciprocity of support during challenging times. It is also important to release relationships that no longer align with your core values. This is a simple, yet important point. Your partner should support your vision, mission, and goals. That support will get you through challenging days. That support is priceless.

No matter what you are doing: starting a business, growing a business, in a leadership position, changing careers, going back to school, starting a new job, a key element to success is investing time in personal and professional development. Identifying areas of professional development entail putting pen to paper as to your short-term and long-term goals. Then, for each goal, outline the skills you need to develop to get to that goal. After identifying the skills, determine how you can learn those skills. There is so much access to information and online resources; it's hard not to find resources. Volunteer opportunities provide experience and skill-development the same as paid opportunities.

Time and task management are essential in numerous aspects. Veronica's time and task management start with healthy choices. First, Veronica prioritizes an adequate amount of sleep. Second, Veronica takes vitamins, including b-complex vitamins daily. Third, Veronica always carries a notebook to write down her tasks for the week, prioritizing the tasks requiring immediate attention and keeping track of pending tasks. Fourth, she has a to-don't list; she makes a list of things she won't do or needs to stop doing.

Veronica is an avid supporter of women interested in starting a business, already in business, entering the legal field, legal tech, and data privacy. She is also an avid coffee enthusiast and always welcomes an invitation for a cyber coffee chat. In all that Veronica does, her goal is to serve as a positive example for others. She is writing a book about her law school experience, sharing her blueprint for those seeking a great law school experience. Her challenge-fueled and solution-driven mindset is an inspiration that anything is possible with hard work and determination.



**VERONICA CANTON,
ESQ.**

**WOMEN OF LEGAL
TECH 2020**

**ABA-IP YOUNG
LAWYER FELLOW**

**ABA-IP WOMEN IN IP
CO-CHAIR**



Helen Angulo - I Am Enough!

It took me a long time to believe that! Let us turn the clock back for a little, shall we... I was born and raised in the beautiful state of California in a large traditional family. At an early age, I grew up to appreciate what we had. We were not wealthy by any means, but we always seemed to be a happy family.

Sometimes my parents had to work 2-3 jobs to ensure we always had a roof over our heads, clothes on our back and food on the table. My Dad would always refer to our house as a palace, even though it was a small 2 bedroom with 1 bathroom, we treated it as such. We would all sit down for our meals and after dinner, (since we only had 1 television set), we usually watched "Happy Days" and then it was Dad's choice "Dallas". I am not going to lie, but I kind of enjoyed that more. Mom took us to church every Sunday, Dad took us flying kites and treated us to ice cream thereafter. When it came time for Christmas, we would get 1 toy, sometimes we would get bikes and sometimes one of the best treats was participating at our local Fire Station community party where we received a big box of toys, enjoyed a nice turkey dinner and got to hang out with Santa. My mom and I learned English watching Sesame Street and Mr. Rogers. When I was young, school always intrigued me. My parents were always incredibly supportive of me. My parents would always tell me "Mija, just do your best." For that I am grateful. My parents never put pressure on me, their faith alone was all I needed to strive to achieve on my own. I was always involved in sports, school and had a part time job. This was the starting point where I realized by working smarter not harder, I could achieve more. Although it was not quite clear at this time, I can recall reflecting on being an entrepreneur.

Fast forward a couple of years later, I graduated High School and I was getting ready to go to a University in CA where I had been accepted, when my Dad took a turn for the worst. My Dad passed away shortly thereafter of cancer. While caring for him in the hospital I found my true calling. I inadvertently became a nurse to my Dad. I was so overwhelmed with love and compassion; I knew then that I would pursue a life in helping those in need. Eighteen and on my own. School was out and it was time to find a job and a place to live. I worked and rented a room in a house until I could afford my own apartment. Let us just say cereal was not only breakfast but lunch and dinner, too.

When I turned 20, I became pregnant and everything changed for me at that point. My son became everything to me and gave me the strength I needed to strive for a better life for us. We were like two peas in a pod. A few years later I took in my two younger sisters. I housed them until they were able to get on their own two feet. Shortly after, I dated and then married a US Marine.

Within a few months into our marriage, I became pregnant. The next thing I know, we are moving every three years and having a child at every duty station. Talk about making your mark. Throughout all our moves I still felt my calling to help others, so I started taking prerequisite courses into nursing programs. I decided to pursue nursing because it was in high demand and I could easily transition to wherever we chose to move next. This turned out to be one of the hardest years of my life but through the grace of God, hard work and dedication I became a nurse. I have spent the past 4 years as a nurse making a difference in someone's life almost on a daily basis. It is a gratifying feeling when patients realize that you are not just there to treat wounds and give medication but to also comfort, show compassion and care for them.

I refer to this as my superpower. A new dawn, I was now a single mother to my 5 kids. I realized that I had to take better care of myself. I started running, boxing, and doing Spartan races. I took on 3 jobs to help sustain my kids and myself.

It was at this time when I thought to myself "there has to be a better way for me to make money, stay at home with my kids and not struggle anymore." That is when I became bold, talked to my kids, and decided to invest in ourselves. They were all on board and so the life I had been dreaming about was going to come into fruition. I became hungry for knowledge and started buying programs to help me learn ways to make money. I was exhausted mentally, emotionally, and physically. I was going deeper in debt and almost lost hope. It was then that I discovered Terri Savelle Foy Ministries. I felt as if she was mentoring me spiritually through the word of God. I found this new sense of peace in my life and was able to understand that I shouldn't be worried about all the time I had lost but instead look forward to all the time I have left. Tony Robbins states "wherever focus goes, energy flows". The more time that passed by the more focused I became and with that mindset I chose to channel that energy and started to take charge of the life of my kids and myself. Simply put, I made it my mission to be successful. I came to realize that having gratitude for all the blessings I already had was the key to success. The most powerful thing we have is our mouths. It all starts with us. I started to state daily affirmations and then I created a vision board to see all the things that we were praying for God to help us achieve. With doing that I was able to envision a life of abundance for my kids and myself for our future.

Suddenly life as we know it was never to be the same again. It is now 2020 and a devastating virus hit the world. Many people lost their lives, jobs, and homes. I cannot think of one person who was not affected in one way or another. Along with so many others, I became furloughed from my full time employer and was now at home learning how to cope with homeschooling and trying to figure out how I was going to make ends meet for my family to survive.

With the guidance of my good friend Daisy Cimo, my kids and I took a leap of faith and decided to open an e-commerce store directed for nurses. We wanted to show appreciation for all that they were going through in these devastating times of need. Our store, "The Nurse Boutique", launched late July 2020. We were overwhelmed with all the positive feedback from our store that it confirmed we were on the right path God was taking us on. My drive for success has also inspired my daughter Scarlett to start her own entrepreneurial journey, I am so proud of her! I have come to meet so many wonderful people through this new endeavor. Throughout my networking with other like-minded women entrepreneurs I encountered a Broadway producer named Molly Brown. I was fortunate enough to make a connection with her because she stated she needed merchandise for her upcoming Broadway show. Before I knew it, I was now part of the "Creative Team" that was providing merchandise for the choir production called "Brave Hearts for Broadway" a virtual celebration. Front-line workers from across the globe coming together with the theatre community to help fund our fellow brothers and sisters from performers to cleaning staff affected by this terrible pandemic. I was humbled yet excited to be a part of this wonderful journey. The Nurse Boutique was not only going to help raise money for a great cause but also be featured in Playbill!

This business venture that was initially started to create income to sustain my family, has not only inspired our family within but this has now become my mission to help others get started in taking charge of their lives and become entrepreneurs. I want to help nurture a community to be creative so that they can build a life of their dreams in an era where people find it impossible to succeed because of their struggles and current circumstances. Together we can shoot for the best results as we support each other along the way. "Don't wish it were easier, wish you were better. Don't wish for less problems, wish for more skills. Don't wish for less challenge, wish for more wisdom". - Jim Rohn

For this I am grateful....

Helen Angulo

To Helen, A special note to you: Thank you for your service as a Military Spouse and all that you endured during that time. Your Editor in Chief & USN Veteran, Ms. Vhil H. Vigil

Carmen

Molina-Tamacas

SalviYorkers

<http://SalviYorkers.com>



SalviYorkers is the product of five years of research and writing from El Salvador-born and Brooklyn-based journalist Carmen Molina-Tamacas. The book draws a time-line of Salvadorean immigrants in New York since 1929 and several stories take place in Brooklyn. The title "SalviYorkers" is a neologism composed by the prefix "salvi", a popular word reclaimed as demonym by Salvadoreans from the diaspora and the anglo suffix "yorker", from New Yorker. The book is packed with information, maps, tables, references for future research and pictures, most of them unpublished.

Part one is a journalistic-historical essay that profiles the Latino-American immigrants in New York. Part two is a showcase of prominent Salvadoreans and their accomplishments in culture, art, sciences, small businesses, politics, and beyond. The third and final section is a compilation of stories reported and researched thoughtfully that tell when, how and why the protagonists emigrated and chose New York as new home. Among the stories are those of two well-known Salvadorean artists: painter and writer Salvador Salazar Arrué (Salarrué) and the countess Consuelo Suncín de Saint-Exupéry (wife of the pilot Antoine de Saint-Exupéry, author of The Little Prince) who lived in New York during the 1940s.

Other stories feature the artistic feat of a Marimba band and other musicians that performed at the Central American Pavilion at the New York World's Fair in 1964 and 1965; stories of the exodus prompted by El Salvador's war with Honduras in 1969 and then the previous years of the internal civil war and beyond 1992, when the Peace Accords were signed between the Government and the former guerrilla (FMLN).

From Brooklyn, Molina-Tamacas tells the story of an Italian-Salvadorean family that traveled by boat from Puerto Cortés, Honduras, arriving at New York Harbor on Labor Day, Sept. 2, 1929. The father, Americo Oriani, was an optician and developed technology and patents for contact lenses. Included is a Spanish translated version of an article published in Brklyner: For TPS Holders, The Fight To Remain Is Not Over. The interview with Melvin Pacheco, native from Santa Ana, took place when a California judge set an injunction on a lawsuit against the Trump administration that ordered the cancellation of the program that benefits about 200,000 Salvadoreans. There are references to Brooklyn-based doctors, professionals and artists. SalviYorkers is nearly 300 pages and was published by K ediciones in Miami, Fla., directed by the Cuban-Dominican writer and editor José Fernández Pequeño. Carmen Molina-Tamacas' goal- is to translate the book into English. The book is available in paperback (black and white) and digital (full color) on Amazon.

My Journey as a SalviYorker

I am a child of war. I was born in San Salvador, El Salvador, in 1975. Four years later a coup brought down an authoritarian government and soon the country was on the edge of a Civil War that lasted more than a decade. That meant a childhood without many of the normal things like outdoor fun, nice clothes or toys. But my parents fought every day to provide for my siblings and I all we needed, especially a good education. Even though we lived in the capital and the confrontation between the military and guerrilla was in the countryside, we lived in fear. But we were very fortunate to survive all the challenges not just from war, but also violent earthquakes, hurricanes and other natural disasters that occurred during those years.

All these hurdles have built Salvadoreans' strength and resilience. This resilience is also one of the reasons we do not talk about our stories often.

But I like to tell stories. I discovered that in high school, while I was struggling with maths and chemistry. To my fortune, the Jesuit priests that taught us literature and writing encouraged me to explore and find my inner voice. Right after graduation in 1993 -one year after the Peace Accords that ended the Civil War- I was hired as an assistant for the proofreading department at one of the largest newspapers in El Salvador. A year later I joined the newsroom without any journalistic education. It was tough. But here I am. Twenty-five years later I am writing today, Sept. 12th, 2020, while waiting to hear the announcement about whether my book "SalviYorkers" won the Latino Focused Nonfiction Book at the 22nd International Latino Book Awards or not.

The ceremony will be held virtually in Los Angeles for the first time due to the COVID-19 pandemic. But whether I win or lose the award, I already consider myself a winner. Launching a book in 2020, being able to present it virtually to several and diverse audiences and selling the book during these unprecedented times is already a success.

Immigrant journey

I traveled the world as a journalist and as a backpacker and I wanted to study in another country. But I never thought I would join the thousands of Salvadoreans living abroad, as I never considered immigration as an option. Contrary to the majority in my country, where one in four people leave, my extended family remains together among the surrounding economic pressure and systematic violence. I was part of that until 2010, when myself and my own family -my husband and our older daughter- felt the urgency to leave El Salvador.

Brooklyn chose us as the place to live. And at the beginning, our new life in the United States was quite hard. I transitioned from being a professional-working-mom to an unemployed stay-at home-mom of two. With the help of a fierce journalist friend of mine, Michelle Garcia, I started building my network and connections. During this process, I realized there were so many untold stories from Salvadoreans. Thus, the idea of writing a compilation was present since then.

Michelle made the connection between myself, El Diario New York and Miguel Ramirez, a prominent, now-retired Salvadorean activist. I still remember the first meetings with them, especially with Ramirez and how skeptical he was about me. He did not know who I was, what my background was and was unsure about my prior work at a right-wing newspaper in El Salvador. However, he and another veteran activist, Omar Henriquez, led me to one of the hidden treasures of our community in New York: Kathy Andrade, the matriarch of Salvadoran immigrants in the Big Apple.

Andrade and her husband started sharing pictures of the Salvadoran musicians that performed at the New York World's Fair in 1964 and 1965 with me. That was the beginning of my journey into "SalviYorkers." I started by writing a journalistic-historical essay about the impact of the United States foreign policy in Latin American countries that led to the climate that we now see of corruption, scandal and social inequity in the region. Then I submerged myself into 90 years of stories, from the arrival of a Salvadoran family of Italian origin to the New York Harbor in 1929, to the struggle of the ones who chose Long Island as their new home and the current life of an asylum seeker and her family that live in Brooklyn undocumented.

I progressed and got stuck several times. I suffered with translations. I wrote several pages and tore off more. I got frustrated. I thought my dream was useless. I would ask myself, who would buy, and enjoy a book like this? Then, at the beginning of 2019, I met a Salvadoran landscaping business owner who wrote and auto-published six books and also was producing movies. I want to emphasize that he considers himself an illiterate man. However, he decided to write about his journey from the poor countryside in northeastern El Salvador, to his life as an illegal immigrant in Long Island, New York. He is now a successful business owner, author and cinema producer.

I looked at myself in the mirror and realised that I was the only one preventing my own dream from coming true.

I signed the contract with K ediciones in the summer of 2019 and started working with my editor, the Cuban-Dominican writer Jose Fernandez Pequeno. Six months of an unprecedented exchange of ideas, corrections and editions happened. In the meantime, I was going back and forth from Brooklyn to Manhattan to my full-time work at the Weather.com office. One of the things I miss the most of our calls are his monologues filled with advice, information and facts.

"SalviYorkers" was my longest pregnancy, my third child. I took eight years to complete and the last three months were exhausting. While we were working on the book's cover, Mrs. Geronima Campos, whose picture was chosen to represent the Salvadoreño's journey to New York, died at the age of 100. The editor and I were also doubting the former title (*Salvadoreños por nacimiento, neoyorquinos por adopción*). This was when my husband Carlos came up with the greatest idea: to simplify the title using the hashtag I had already coined for Instagram. "SalviYorkers" is the portmanteau, now a common term for the "Salvis" out here in New York, and especially for the new generations whose parents brought them to the United States as babies and did not tell them about their reasons or the struggles for migrating, their ancestors or their culture overall. Some of those parents were so traumatized from the cruelty of war, exodus and paranoia, from living in the shadows. These parents felt an urgency for assimilation to the United States that went so far as to prevent their children from speaking Spanish. The children of Salvadoran migrants, in New York, New Jersey, Virginia, Texas or California are now interested in learning their history. And I am proud to say that they have found some of that in my book.

I also want to highlight that behind this process there were always strong women around helping me: writer and scholar Tania Pleitez Vela, who helped me with the chapter structure, and Amparo Marroquin Parducci, a loyal companion climbing this mountain with me. Amparo was extremely kind to write the foreword to this book. Other journalists and friends resolved doubts and insecurities and I appreciate it beyond words.

Speaking of mountains, I only can imagine what Mrs. Campos was thinking looking through the tower viewer on the Top of The World Trade Center Observatory. She visited the Observatory two days before it came down during the terrorist attack on September 11, 2001. She emigrated at the age of 86 from a small village in the countryside from El Salvador... Did she feel like she was conquering the world's roughest city? Was she in fear or pure joy?

Mrs. Campos is an example of how strong SalviYorkers are. She lived over fifteen years in New York and left behind five generations and is part of a collective legacy of endurance and resilience. I am very proud of helping carry that legacy on.

Mi viaje como una SalviYorker

Soy una hija de la guerra. Nací en San Salvador, El Salvador, en 1975. Cuatro años después, un golpe de Estado derrocó a un gobierno autoritario y muy pronto el país se encontró al borde de la Guerra Civil que duró más de una década. Eso significó para mí una niñez sin las cosas normales como diversión al aire libre, ropa bonita o juguetes. Pero mis padres lucharon cada día para que mis hermanos y yo tuviéramos todo lo que necesitábamos, especialmente una buena educación. Aunque vivíamos en la capital y la confrontación entre los militares y la guerrilla era en el campo, vivíamos con miedo. Pero fuimos muy afortunados de sobrevivir a los desafíos no solo de la guerra sino de violentos terremotos, huracanes y otros desastres naturales que ocurrieron en esos años.

Todo eso ha hecho a los Salvadoreños un pueblo fuerte y resiliente. Pero la resiliencia es una de las razones por las cuales muchas veces no nos gusta contar nuestras historias.

Pero a mí me gusta contar historias. Lo descubrí cuando estudiaba la secundaria, mientras sufría con las matemáticas y la química. Para mi fortuna, los sacerdotes Jesuitas que nos enseñaban literatura y redacción me motivaron a explorar y encontrar mi voz interior. Poco después de graduarme en 1993 -un año después de la firma de los Acuerdos de Paz que puso punto final a la Guerra Civil- fui contratada como asistente de corrección en uno de los periódicos más grandes de El Salvador. Después de un año me incorporé a la Redacción sin haber estudiado periodismo. Fue muy duro. Pero aquí estoy, veinticinco años después hoy, 12 de septiembre de 2020, escribo estas líneas a la vez que espero el resultado de Latino Book Awards donde mi libro "SalviYorkers" es finalista en dos categorías.

La ceremonia de premiación será virtual en Los Ángeles, por primera vez, debido a la pandemia de COVID-19. Independientemente del resultado, me considero una ganadora. Lanzar un libro en 2020, tener la posibilidad de presentarlo a varias y diversas audiencias y vender libros durante este tiempo sin precedentes ya es un éxito.

Viaje de inmigrantes

Viajé por el mundo como periodista y como mochilera y quería estudiar en otro país. Pero nunca pensé que me uniría a los miles de salvadoreños que viven en el extranjero, ya que nunca consideré la inmigración como una opción. Contrariamente a la mayoría de mi país, donde una de cada cuatro personas se va, mi familia permanece unida a pesar de la presión económica circundante y la violencia sistemática. Fui parte de eso hasta 2010, cuando mi propia familia -mi esposo y nuestra hija mayor- sentimos la urgencia de salir de El Salvador.

Brooklyn nos eligió como el lugar para vivir. Al principio, nuestra nueva vida en los Estados Unidos fue bastante difícil. Pasé de ser una madre profesional trabajadora a una ama de casa madre de dos niños en edad escolar. Con la ayuda de una feroz periodista amiga mía, Michelle García, comencé a construir mi red y conexiones en Nueva York. Durante este proceso, me di cuenta que había muchas historias no contadas de salvadoreños. Por lo tanto, la idea de escribir una compilación estuvo presente desde entonces.

Michelle hizo la conexión con El Diario Nueva York, el periódico hispano más antiguo de la ciudad y Miguel Ramírez, un prominente activista salvadoreño ahora retirado. Todavía recuerdo las primeras reuniones con ellos, especialmente con Ramírez y lo escéptico que era sobre mí.

No sabía quién era yo, cuál era mi pasado y no estaba seguro de mi trabajo previo en un periódico de derecha en El Salvador. Sin embargo, él y otro veterano activista, Omar Henríquez, me llevaron a uno de los tesoros ocultos de nuestra comunidad en Nueva York: Kathy Andrade, la matriarca de los inmigrantes salvadoreños en la Gran Manzana.

Andrade y su esposo comenzaron a compartir fotos de los músicos salvadoreños que actuaron en la Feria Mundial de Nueva York en 1964 y 1965 conmigo. Ese fue el comienzo de mi viaje a "SalviYorkers". Empecé escribiendo un ensayo periodístico-histórico sobre el impacto de la política exterior de Estados Unidos en los países latinoamericanos que llevó al clima que ahora vemos de corrupción, escándalo e inequidad social en la región. Luego me sumé en 90 años de historias, desde la llegada de una familia salvadoreña de origen italiano al puerto de Nueva York en 1929, hasta la lucha de los que eligieron Long Island como su nuevo hogar y la vida actual de un solicitante de asilo y su familia que viven en Brooklyn indocumentados.

Progresé y me quedé atascada varias veces. Sufrí con las traducciones. Escribí varias páginas y borré muchas más. Me frustré. Pensé que mi sueño era inútil. Me preguntaba, ¿quién compraría y disfrutaría de un libro como este? Luego, a principios de 2019, conocí a un empresario salvadoreño que escribió y auto publicó seis libros y también estaba produciendo películas. Quiero enfatizar que él se considera un hombre analfabeto. Sin embargo, decidió escribir sobre su viaje desde el campo en el noreste de El Salvador, hasta su vida como inmigrante ilegal en Long Island, Nueva York. Ahora es un exitoso propietario de negocios, autor y productor de cine.

Me miré en el espejo y me di cuenta de que yo era la única que impedía que mi propio sueño se hiciera realidad.

Firmé el contrato con K ediciones en el verano de 2019 y comencé a trabajar con mi editor, el escritor cubano-dominicano José Fernández Pequeño. Seis meses de un intercambio sin precedentes de ideas, correcciones y ediciones ocurrieron. Mientras tanto, iba y venía de Brooklyn a Manhattan a mi trabajo de tiempo completo en la oficina de Weather.com. Una de las cosas que echo de menos más son sus monólogos llenos de consejos, correcciones e información.

"SalviYorkers" fue mi embarazo más largo, mi tercer hijo. Me tomé ocho años para completar y los últimos tres meses fueron agotadores. Mientras estábamos trabajando en la portada del libro, la señora Geronima Campos, cuya fotografía fue elegida para representar a los salvadoreños en Nueva York, murió a la edad de 100 años. Junto a Pequeño, estábamos haciendo malabares con el antiguo título (Salvadoreños por nacimiento, neoyorquinos por adopción) y fue mi esposo Carlos quien vino con la idea brillante: simplificar el título usando el hashtag que ya había acuñado para Instagram. "SalviYorkers" es el acrónimo, ahora un término común para el "Salvis" aquí en Nueva York, y especialmente para las nuevas generaciones cuyos padres los trajeron a los Estados Unidos como bebés y no les contaron sobre sus razones o las luchas por la migración, sus antepasados o su cultura en general. Algunos de esos padres estaban tan traumatizados por la crueldad de la guerra, el éxodo y la paranoia de vivir en las sombras. Estos padres sintieron una urgencia por la asimilación a los Estados Unidos que llegó a impedir que sus hijos hablaran español. Los hijos de migrantes salvadoreños, en Nueva York, Nueva Jersey, Virginia, Texas o California, ahora están interesados en aprender su historia. Y estoy orgulloso de decir que han encontrado algo de eso en mi libro.

También quiero destacar que detrás de este proceso siempre había mujeres fuertes que me ayudaron: la escritora y académica Tania Pleitez Vela, que me ayudó con la estructura de los capítulos, y Amparo Marroquíquin Parducci, una fiel compañera que escalaba esta montaña conmigo. Amparo fue extremadamente amable al escribir el prólogo. Otros periodistas y amigos resolvieron dudas e inseguridades y lo agradezco.

Hablando de montañas, sólo puedo imaginar lo que la señora Campos estaba pensando mirando a través del visor en el Observatorio Top of The World Trade Center. Visitó el Observatorio dos días antes de que fueran destruidas durante el ataque terrorista del 11 de septiembre de 2001. Emigró a la edad de 86 años de un pequeño pueblo en el campo desde El Salvador... ¿Sentía que estaba conquistando la ciudad más dura del mundo? ¿Tenía miedo o sentía puro gozo y alegría?

Campos es un ejemplo de lo fuertes que son los SalviYorkers. Vivió más de quince años en Nueva York, dejó cinco generaciones y es parte de un legado colectivo de resistencia y resiliencia. Estoy muy orgullosa de ayudar a dar luz a ese legado.



**SALVI
YORKERS**

SalviYorkers
Salvadoreños por nacimiento, Neoyorquinos por
adopción

 SalviYorkers / Carmen Molina



Marleece Peart

Adapt and Thrive

Finding Your Own Success Story

Artist/Designer, Author, Transformational Coach, advocate for women's rights and intentional living, Creator & Facilitator of Joy in the Journey Workshop series, Author of Walking Powerfully in My New Story

Success is a funny thing. It can mean something different to everyone but we all feel like the standards are set for us. With so many different benchmarks and an ever-winding path to reach it, how and when do you know if you've hit success? More importantly, how do you stay there in the face of change, turmoil and challenge? I propose that success is a state of mind that is achievable by anyone, if they are given the right tools. And, in my opinion, those tools have nothing to do with money, education, social stature, or business economics. Let me tell you why.

Ten years into my first marriage, I found myself standing in an empty rental apartment with my young daughter. I didn't care what it looked like or where it was. All that mattered was that I could afford it, by myself, and that it would be just the two of us. The cost of the apartment wasn't a problem. I had worked for the State of California for over ten years by this point. I had a steady, reliable income and I could cover the running costs easily. The apartment was mine if I wanted it. But something played in my mind... What if I was making the wrong choice? What if I screwed up? What if I wasn't a good enough mom to support my daughter by myself? I wasn't financially savvy enough to manage the finances. My job wasn't secure enough to rely on. I would never manage it.... I could hear my husband's voice echoing through my thoughts.

So, I handed back the keys and went home to my husband for another ten years of abuse. I would suffer a total of two decades of emotional, verbal, and physical abuse in that marriage. His words penetrated my mind and I believed him when he said I would never succeed without him. To the outside world, I was already successful. My family put great importance on marriage and the abuse was mostly behind closed doors. The wider society commended women for securing jobs, and mine came with authority. I met all the standards of success, but I felt like a failure. In that apartment, I realized I didn't have the tools I needed to be successful. I didn't have the mindset and tenacity I needed to adapt to a new world.

By the time I was ready to make changes and get out of that toxic relationship, it was because my health was suffering. I was so strung out on stress, fear, and anxiety that my thyroid was acting up, my hormones imbalanced, and my body was crying out for help. I was ill and the root cause was my marriage. I still wasn't prepared for it but I was backed into a corner and if I wanted to survive then I had to take action.

Maybe you can relate to that feeling? Even if you haven't experienced domestic violence, you have probably lived through something that caused you to take stock of your position and pivot directions in order to survive. An accident? A recession? Being laid off?

According to research by the American software entrepreneur Mitch Kapor, as many as 20 percent of businesses undergo a pivot at some point in the lifetime of the company. The current Coronavirus pandemic has made this much more urgent for many but, the numbers suggest that making a pivot is a normal exercise in business, and can be achieved with success.

After my great escape, I began to build my own model of success. It took years of deep inner work and mental reprogramming to believe in myself. The gradual increase of self-confidence as I made it through each day on my own merits, truly empowered me and spurred me on to do and be more. I began to realize that if I had the strength to stop being a victim, then I also had the strength to stop other women being victimized. It started off as uncontrollable interventions: calling out abusive behavior in the parking lot of a local theatre or on light rail, and it quickly evolved into Transformation Events and PR (TPR).

My passion for empowering women became my driving force. TPR gained momentum at an incredible rate as I created, produced, and promoted live events, workshops, and training designed to empower women with the skills they needed to survive and thrive: business development, financial independence, networking, and personal growth. I was determined to create a 'bank of success' that could be accessed and shared by women all around me.

Despite the success of TPR, it didn't 'complete me'. It wasn't quite aligned with what I believed my life's calling to be. So, I changed course again. Returning to my roots and my core "why", I founded the not-for-profit organization Do You Care (DYC). Currently, DYC is working in conjunction with TPR to create and host a calendar of online events, workshops training, and retreats for both women victims of domestic violence and women entrepreneurs to transition, pivot, or grow their lives and careers. Plans are in place to partner with organizations that can offer supportive services whilst DYC focuses on personal and professional growth. Although still in its infancy, it is building momentum and meets my own standard of success so far. I envision great things to come.

For so many years, I had learned to keep my mouth shut. Finally, I was able to speak up, speak confidently, and share my story in ways that helped other women. Throughout the workshops, I utilized my artwork as visionary tools to help women see themselves in the art. The collection, "The Butterfly Collection" encompasses the different stages that we go through in life, continuously transforming as we step into each new phase of our growth.



Marleece Peart

This was my calling and I felt successful. Yes!

And then we hit 2020 and the Coronavirus pandemic brought the world to halt. TPR shut down indefinitely as all live events were cancelled. Face-to-face meetings were off the cards so almost all services by Do You Care stopped. It was gut-wrenching and had I not already equated myself as successful, I'm not sure I would have made it through that period. Many people haven't or are still struggling to find a life-line in the Covid chaos.



Like most, I took a minute to regroup. I meditated, re-evaluated my path. My core 'why' still resonated strongly: I was doing this to empower women. So, was I going to relinquish my own power at this hurdle? Struggling to find a new direction to take my business, I was reminded of Russell Conwell's book, "Acres of Diamonds" in which Conwell proposes that the grass is not always greener on the other side. The point of his story is that we often dream of fortunes to be made elsewhere when, in fact, there are opportunities all around us. He encourages us to find the acres of diamonds in our own backyard.

Taking heed of this message, I discovered the diamonds in my own yard and pivoted towards them. Determined not to be beaten by the closure of live events, I began creating an online presence. I launched a platform to sell my artwork and associated products. And, to continue empowering other women, I created a calendar of online fundraisers, galas, and workshops for NYC so that I could support women all over the world during this difficult time. In addition to this, I created and published "Walking Powerfully In My New Story", a 90 day journal of transformation, to help you take stock of where you are at and get clear on where you want to be.

From the moment I decided I would leave my toxic marriage; I was already successful. I entered a new phase. My metamorphosis had begun and every successful step forward fueled my fire. With that mindset, and with focused clarity on why you are on this path, there is no failure. Your success is not defined at the end of the road but rather by the decisions made, actions taken, and hurdles overcome throughout the many phases of your story. Success is a story of reinvention, continuously discovering clarity and new strength within yourself to adapt to a new world as it unfolds before you. You have only truly achieved success when you adopt the mindset that you are already there.

Have you adapted to a new status quo? Pivoting your life or business is not reserved for a crisis. It's a normal occurrence and if you step boldly into your own power, you get to find and define your own success story. Be bold, ladies.

Marleece Peart is an Artist/Designer, Author, Transformational Coach, advocate for women's rights and intentional living, Creator & Facilitator of Joy in the Journey Workshop series, and Author of Walking Powerfully in My New Story.

To learn more about her 90-day journal "Walking Powerfully in My New Story" and her Butterfly Art Collection, visit the online store: www.mpdbutterflyeffect.com

To learn more about the nonprofit, visit: www.doyoucareorg.com



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"I Know About Germs"

Non-Profit Organizations

Girl Scouts
www.GirlScouts.org

Magistra Magazine Young Woman Entrepreneur Education Foundation
<https://magistra.us/education-foundation>

Women's Empowerment
<https://womens-empowerment.org>

Association on American Indian Affairs
www.indian-affairs.org

2020 Resource Recap

Magistra Magazine Featured Alumni

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Executive Coach + Lifestyle Strategist for
Millennial Leaders and their Managers
www.LeadwithIntention.com

Sherena Edinboro
www.ichoosemehealth.org

Sonia Hassey
www.DestinyWomenGlobal.com

Oksana Kolesnikova
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www.OksanaEnrichment.com

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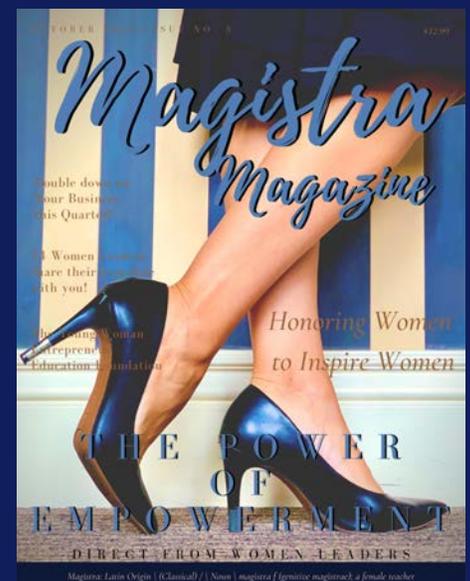
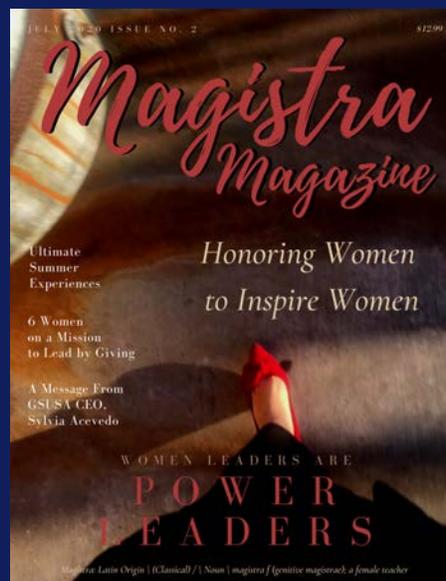
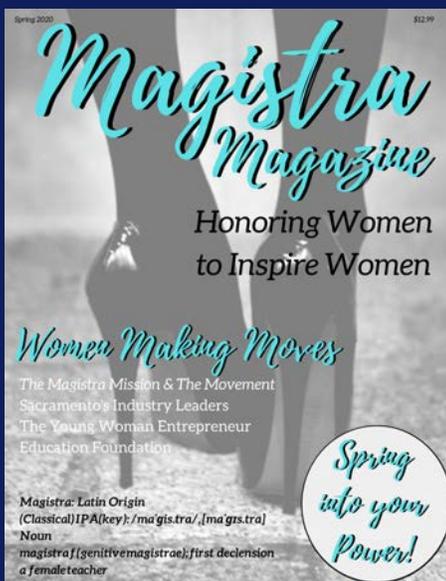
Chicas Latinas de Sacramento
<https://chicaslatinadesacramento.org>

Girl Scouts
www.GirlScouts.org

Magistra Magazine Young Woman
Entrepreneur Education Foundation
www.Magistra.us

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www.PumpsForWomen.org

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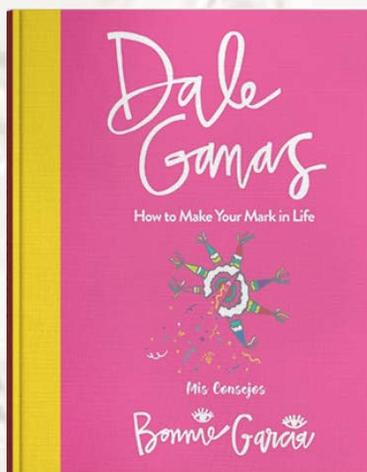
The *Magistra* Book Club



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The *Magistra* Book Club in *October*



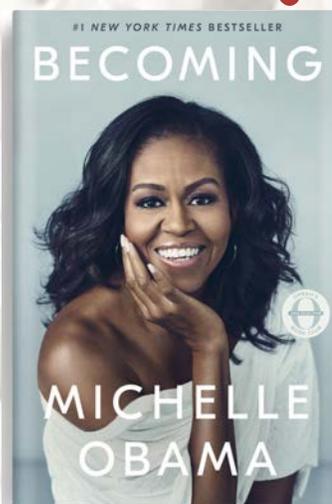
Dale Ganas - How to Make
Your Mark in Life
by Yvonne "Bonnie" Garcia



The Magistra Book Club Presents:
Yvonne "Bonnie" Garcia

Saturday, October 31st, 2020 @ 10:00 AM!
Join us LIVE on the Magistra Magazine Facebook Page on October
31st, 2020 @ 10:00 AM sharp as we welcome fans to discuss
Bonnie Garcia's book: Dale Ganas!

The *Magistra* Book Club in *November*



BECOMING
by Michelle Obama



The Magistra Book Club Presents:
Michelle Obama

Monday, November 30th, 2020 @ 10:00 AM!
Join us LIVE on the Magistra Magazine Facebook Page on
November 30th, 2020 at 10AM sharp as we welcome fans to
discuss Michelle Obama's book: BECOMING

The *Magistra* Book Club in *December*



NOT WITHOUT MY COFFEE!
by Ms. Vihil H. Vigil



The Magistra Book Club Presents:
Ms. Vihil H. Vigil

Thursday, December 31st, 2020 @ 10:00 AM!
Join us LIVE on the Magistra Magazine Facebook Page as we
welcome fans to discuss the journaling experience on a very
significant day of the year with Ms. Vihil H. Vigil!

WORDS OF ADVICE & ENCOURAGEMENT

Insights from amazing women to keep you inspired!

"Mentors of mine were under a big pressure to minimize their femininity to make it. I'm not going to do that. That takes away my power. I'm not going to compromise who I am."

- Alexandria Ocasio-Cortez

"Take the chance to change your life!"

- Ms. Vihil H. Vigil

"I had to make my own living and my own opportunity! But I made it! Don't sit down and wait for the opportunities to come. Get up and make them." - Madam C J Walker

The First Female Self Made Millionaire in America.

"I don't believe in guilt, I believe in living on impulse as long as you never intentionally hurt another person, and don't judge people in your life. I think you should live completely free." - Angelina Jolie is an American actress, filmmaker and humanitarian.

"I think we have to own the fears that we have of each other, and then, in some practical way, some daily way, figure out how to see people differently than the way we were brought up to." - Alice Walker

"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style."

- Maya Angelou

AMAZING WOMEN TO CELEBRATE

Women from around the world that we honor

Sonia Hassey is President and Founder of Women Inspired Network Inc. and Destiny Women Global Leadership, a women's transformational leadership program empowering women to become heart-driven leaders.

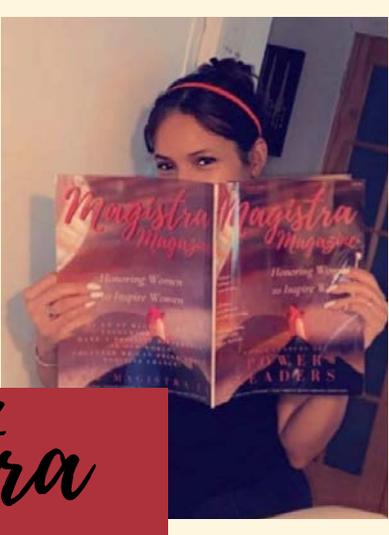
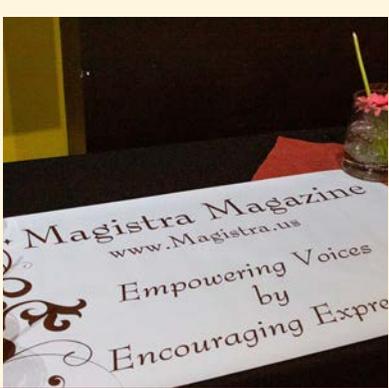
Josephine Bosah
Voice SEO Expert/Social Media Strategist/Content Developer.
Blogger @bosahjosephine

Dr. Sylvia Earle is the President and Chairman of Mission Blue, an organization building awareness and providing support for initiatives to protect the ocean. Earle was the first female chief scientist of the U.S. National Oceanic and Atmospheric Administration, and she's known for her marine algae research, her early use of SCUBA gear, and her oceanographic exploration. She has led many undersea expeditions and once held the world record for the deepest untethered sea dive.

Amanda Parris is a Canadian broadcaster and writer. An arts reporter and producer for the Canadian Broadcasting Corporation, she hosts the CBC Television series *Exhibitionists*, *The Filmmakers* and *From the Vaults*, and the CBC Music radio series *Marvin's Room*. Her play *Other Side of the Game* was co-produced by Cahoots Theatre and Obsidian Theatre Company in 2017. As an educator she wrote arts-based curriculum, attended numerous acting auditions, and dreamed of opening an alternative school that Blue Ivy Carter would attend. Over the course of her career, Amanda has worn a variety of hats, working as an educator, a researcher, an actor and a community organizer. She is the co-founder of the award-winning alternative education organization *Lost Lyrics*, worked with *The Remix Project* and the *Manifesto Festival*. Amanda is a frequently requested speaker and panelist who has delivered keynotes at numerous summits and festivals, including U.N. Habitat conferences in Durban and Naples.

Silvia Torres-Peimbert is the first Mexican woman to receive her doctorate in astronomy. She studies the creation of stars and the mass thrown out by mid-size stars and has been awarded for her work in determining the chemical composition of nebulae. She is the former editor of the very important *Journal of Astronomy and Astrophysics* and was named president of the International Astronomical Union between 2015 and 2018, becoming the second woman to have held that position.

Tessy María López Goerne is one of Mexico's most renowned scientists, she is the director of nanotechnology and nanomedicine laboratories at Mexico's Universidad Autónoma Metropolitana and is leading research on a possible gel that will cure diabetic feet. Despite having suffered through cancer and a stroke, she has been given dozens of awards for her scientific work and was nominated for the Nobel Prize in chemistry.



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