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December 2007 | Year 5 | Issue 33

The Brazilian Footprint in Hawaii



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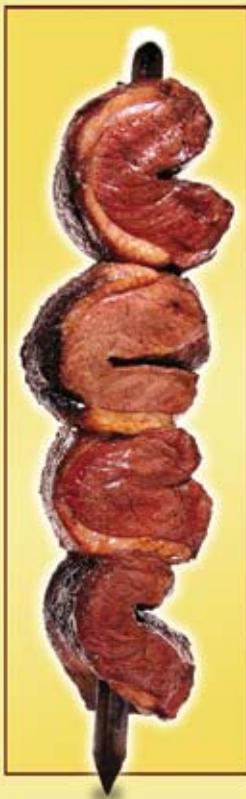
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"wealth road". Here we give some ideas for help you if you choose the last option.

* Our Full Cover Story "The Brazilian Footprints in Hawaii in Portuguese

Seguindo os rastros da cultura brasileira nos EUA, estivemos no Havaí através de Adilson Moura, mais especificamente nas ilhas de Maui e Oahu. Durante dezembro e fevereiro em consequência da temporada das boas ondas e das principais etapas do Campeonato Mundial de Surf, o WCT, o número de Brasileiros aumenta e as 2 principais ilhas ficam mais agitadas.

* Planning to Become Debt-Free in 2008

For many people the beginning of a new year is the perfect time for a new chance in many aspects. What American calls "new resolution" usually involves starting a sports or fitness program, to restart a new business or a new relationship, or to become debt-free and follow the

* Brazilian Film Selected for the 2008 Academy Award

The movie "The Year My Parents Went in Vocation" was selected for the 2008 Academy Award for Best Foreign Language Film. The film by writer-director Cao Hamburger was also selected for the 2007 Berlin Film Festival competition and the Audience Award winner at the Rio International Film Festival. The movie will open in New York on January 11 and Los Angeles on January 18, followed by a national release.

* Jr. Brazilian Team of Table Tennis will go for the SF World Championships

Sixteen girl's teams and sixteen boy's teams, a total of 96 girls and 96 boys, will play for world titles in Singles, Doubles, Mixed Doubles and Boy's and Girl's Teams categories. The most recent WJTTC was held in Cairo, Egypt. The 192 boys and girls including Brazilians coming to the Stanford University.

We would accomplish many more things in 2008 if we did not think of them as impossible



Photo: Victor Gutierrez – Models: C.C., Ju and Assíria from San Diego





Editor's Letter

Carta do Editor

We are reaching another year end and seeing profound changes regarding the attitudes of people and businesses for a new era of social and ecological consciousness. From the beginning a few years ago, we have defended this struggle associated with building an imaginary bridge through art and culture promoting the Brazil that many folks still do not know. Our articles are committed to the Brazilian culture, health, spirituality, life experiences and of course, social and ecological responsibility. In this new era, our biggest challenge is to preserve and sustain life on our planet, and find a proper path to overcome our spiritual and emotional disabilities caused by modern life. We are part of that growing number of people who want to see profound changes in the cultures that evolve in industrialized nations.

Happy Holidays and a Successful 2008!

Lindenberg Jr.

Estamos chegando a mais um final de ano e vendo profundas mudanças no que diz respeito às atitudes de pessoas e empresas em relação a uma nova era de conscientização social e ecológica. Desde que começamos defendemos essa bandeira associada a construir uma ponte imaginária através da arte e da cultura promovendo o Brasil que muitos ainda não conhecem. Nossos artigos estão comprometidos com a cultura brasileira, saúde, espiritualidade, esporte, experiências de vida, e claro, responsabilidade social e ecológica. Nessa nova era nosso maior desafio é preservar e sustentar vidas em nosso planeta, e encontrar um caminho adequado para superarmos nossa deficiência espiritual e emocional, ocasionado pela vida moderna. Nós fazemos parte desse crescente número de pessoas que querem ver mudanças profundas e integrais nas culturas que evolvem nas nações industrializadas.

Feliz Natal e Prospero ano 2008!

Soul Brasil is on a mission to build & networking with Brazilian Lovers and the Conscious Living community.

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1st Los Angeles Brazilian Film Festival is Expecting To Attract Over 5,000 People Next March

By Nazareno Paulo

The city of Los Angeles will have a reason to celebrate the Brazilian cinema, as the first ever Los Angeles Brazilian Film Festival – LABRFF will take place at the Landmark Theatre, Westside Pavilion, Los Angeles from March 7 - 9, 2008. An Opening Night Gala will kick-off the festival on March 7 at 6:30 p.m. LABRFF will feature over 30 films from Brazil from established filmmakers and artists, combining the best of features, shorts, documentaries, animated, and sports action films. Many of these critically acclaimed and culturally diverse Brazilian films will be premiered in Southern California.

Co-founders of LABRFF Meire Fernandes and Nazareno Paulo are expecting to attract over 5,000 people during the three-day festival, and

are willing to show both American and Brazilian audiences the most recent movie productions from 2006 to 2008. Brazil is producing about 80 feature films per year, and exporting many appealing films to different film festivals around the world including *City of God*, *House of Sand and Antonia* - all shown in previous years in the United States.

Since it's beginning in May of 2007, the LABRFF is destined to be the most important Brazilian film festival within the U.S. "I think this is the perfect time for having an event like this. Brazilian movies have been nominated to Oscar's prizes as best foreign features for a long time, especially in 2008 when Brazil will be represented by *The Year My Parents Went on Vacation*. There

couldn't be a better moment to launch a genuine Brazilian film festival", says Co-Founder Meire Fernandes.

Another unique aspect of the festival is the panel discussions that the organization will present for filmmakers and executive producers interested in learning and investing more in Brazilian productions. LABRFF has Havaianas U.S. as its presenting sponsor and has also partnered with BrazilFoundation to assist other non-profit organizations in Brazil. The 1st Los Angeles Brazilian Film Festival would not be possible without the support and dedication of its sponsors and partners as well. For sponsorship opportunities please visit our site: www.labrff.com. A special thanks to Soul Brasil for supporting LABRFF. ■

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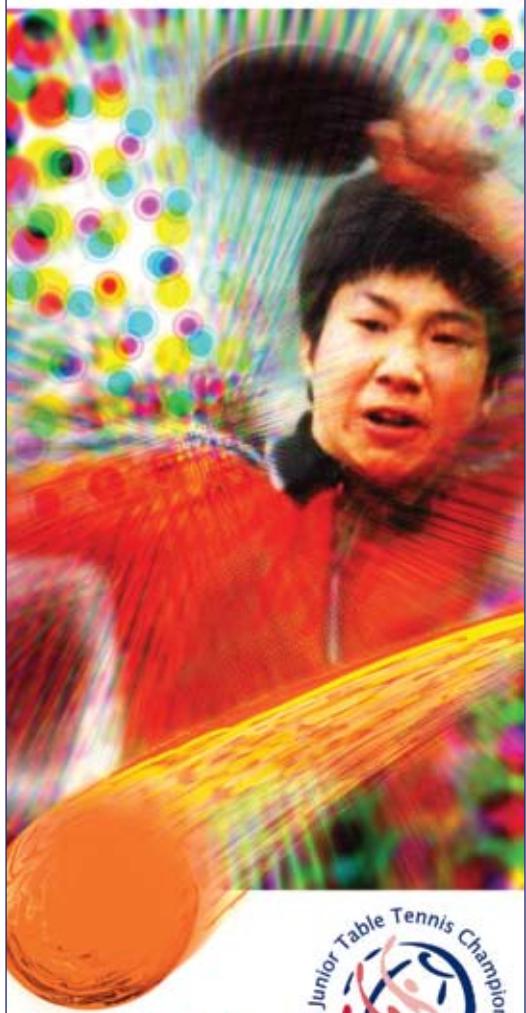
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Dance

From John Travolta to Madonna

Kátia Moraes

soap opera 'Baila Comigo' (Dance With Me) from TV Globo was happening and everybody wanted to learn." "When I mentioned to my father that I wanted to dance he got a little apprehensive. I think he thought I was gay."

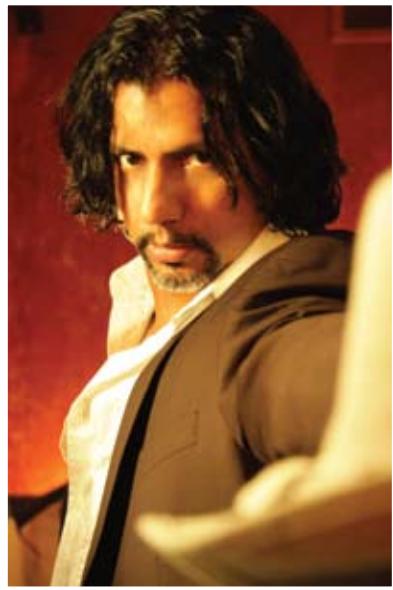
A lot happened since that year...

The real decision about being a dancer came when he was 16. He heard about a show called 'Caos do Porto' (Port Chaos) by Carlota Portela Dance Company. "I strongly felt that that's what I wanted to do in my life, and was especially touched by Renato Vieira's choreography."

Alexandre found out that Renato's dance space was in Jardim Botanico. Just so you understand, from Villa Kennedy neighborhood to Jardim Botanico, you have to catch a bus, take a train ride and catch another bus. It's a minimum of 2 hours to get there. But it was worth it. After the class Renato brought him aside and said he had a gift. Alexandre was offered a scholarship and started a daily schedule of dance classes, from ballet to samba, from jazz to modern.

After six months of hard work, Alexandre Magno became part of the 'Carlota Portela's Dance Company,' one of the most prestigious companies in Rio. After a year, Alexandre changed from a chorus dancer to a soloist. "My process was very fast."

In 1986 Alexandre won a choreography contest put together by Paramount Pictures. Each competitor had to choreograph a song from one of the Paramount movies. He chose a tune called 'Never' from 'Footloose.' His award was a trip to Los Angeles and a special appearance at a TV program called 'Solid Gold.' It was Alexandre's first plane trip. "It was pure culture clash. I spoke broken English and was received with a limo and people calling me Mr. Magno."



Alexandre is here in front of me talking passionately about what he loves to do in life. We met at a Panera Bread Café in Studio City and talked about his experiences from being a dancer at Carlota Portela's Dance Company in Rio to choreographing for Madonna. Alexandre enjoys telling his story and I can feel a strong and joyful energy vibrating.

A Dancer & Choreographer Story...

"My family is very simple and I grew up at Vila Kennedy, a suburb of Rio de Janeiro. When I was a kid I did capoeira and karate." He also had a group of friends that used to perform at parties during the 70's. It was 'Saturday Night Fever' time, and they copied all the choreographies they could lay their eyes on. It was in one dance context that a professional dancer saw one of their routines, recognized their talent and introduced them to a dance academy in Cascadura (also in the suburbs of Rio.) It was there that Alexandre learned his first basic lesson: counting the steps. "It helped us to clean the act, add costumes and we inspired more kids to dance. It was a great time because the



"I decided to take advantage of being here and got a scholarship in one of the best dance studios in Los Angeles. After a week of being treated like a king by the Paramount staff, I moved to a Brazilian friend's house and slept on the sofa for about two weeks. I moved from house to house until I could afford my own place. My first job was washing dishes in a restaurant." Alexandre eventually married and had a daughter. He got his papers and started working more frequently as a dancer and teaching his own unique style. One of the dance studios he taught at was the Debbie Reynolds Studio managed by Joe Bennett who loved Brazilian culture. Joe gave Alexandre the opportunity to attract dancers looking for a different approach to dance.

Some of those dancers became part of the show 'AllColors of Persona', created and choreographed by Alexandre. Carrie Ann Enaba, who is now one of the judges on the TV program 'Dance with the Stars' helped him produce the show with her father's help.

One thing led to another and soon Alexandre began working for Kenny Ortega who was the choreographer for many American Music Awards Shows. He performed in videos and work with Gloria Stephan and The Miami Sound Machine, Cher, Paula Abdul, and finally met Michael Jackson. "Michael Jackson is my idol. It was because of Michael that so many boys all over the world decided to be dancers. Just like me. I could have become a drug dealer, but he inspired me and changed my life forever. I remember that his first

daughter was born on the day we were filming the music video 'Blood on the Dance Floor.'

"I grew up surrounded by music and dance, always celebrating life. Just like any average Brazilian. Two of my aunties used to be Chacretes (dancers from 'Chacrinha,' an old variety show at Brazilian TV Globo,) and every week my family and friends would play guitar and percussion and sing and dance. I guess dance is in our blood and this tradition will continue with my Daughter. She is a classic ballerina."

His recent work is 'Nights of Fire' with guitarist Benise. Alexandre choreographed and co-directed this Flamenco inspired performance and is in the middle of its American Tour right now.

"What's your dream?" I asked him. "My ultimate dream is to make a movie called "O Vendedor de Sonhos" (The Dream Seller) written by a Brazilian friend called Douglas Whites (Tourinho). I'm translating it into English to sell it here in the U.S. It's based on my life and will take place in both countries. To know more about Alexandre visit www.magnodance.com. ■



Katia Moraes is a talented singer, composer, dancer and writer that have been collaborating with Soul Brasil magazine since our edition number 1. We are glad to have her collaboration again after 1 year. To know more about her beautiful work, visit her official website www.katiamoraes.com.

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De John Travolta a Madonna

Por Kátia Moraes



Cá estou eu aqui com o dançarino e coreógrafo Alexandre Magno que fala apaixonadamente sobre o que ele ama fazer nessa vida. Nos encontramos no Panera Bread Café em Studio City para conversarmos sobre as suas experiências desde que era dançarino da Companhia de Dança Carlota Portela até chegar a coreógrafo da Madonna. Ele adora contar sua história e posso sentir uma tremenda energia e alegria vibrando aqui na minha frente.

“Minha família é muito simples e eu cresci na Vila Kennedy, um subúrbio do Rio de Janeiro.” Alexandre sempre gostou de dançar. “Quando eu era garoto eu fiz capoeira e karate.” Ele também tinha um grupo de amigos que dançava em festas durante os anos 70. Era época do filme ‘Saturday Night Fever’ com John Travolta e eles copiavam todas as coreografias que viam nos filmes. E foi em um concurso de dança que um dançarino profissional viu o grupo, reconheceu o talento dos meninos e recomendou um estúdio de dança em Cascadura (também no subúrbio do Rio). Foi lá que Alexandre aprendeu sua primeira lição: contar os passos. “Nos ajudaram a limpar a coreografia, adicionaram a roupa e acabamos atraindo mais garotos para a dança. Era a época de ‘Baila Comigo’ uma novela da Globo, e todo mundo queria aprender.” Eu lembro que meu pai ficou preocupado quando eu disse que queria dançar. Ele pensou que eu era gay.”

Muita coisa aconteceu depois daquele ano...

A decisão de ser dançarino veio mesmo quando ele tinha 16 anos. Alexandre ouviu falar de um show chamado “Caos do Porto” da Companhia de Dança Carlota Portela. “Eu senti ali que era aquilo mesmo que queria fazer, e especialmente por causa das coreografias do Renato Vieira.” Ele ficou sabendo que o estúdio de dança do Renato era no Jardim Botânico. Pra se ter uma idéia da distância, Alexandre teve que pegar um ônibus, um trem e mais um ônibus. Mais ou menos 2 horas de viagem. Mas valeu a pena. Depois da aula Renato conversou com ele e ofereceu uma bolsa de estudos. A partir daquele dia Alexandre estudou diariamente todos os tipos de dança. De balé a samba, de jazz a dança moderna. Depois de seis meses Alexandre ingressou na Companhia. Depois de um ano ele passou de corista a solista. “Eu progredi muito Rápido”, enfatiza. Em 1986 Alexandre ganhou uma competição de coreografia que a Paramount lançou. Cada competidor teve que apresentar uma coreografia com uma música de um dos filmes da Paramount. Ele escolheu ‘Never’ do ‘Footloose’. O prêmio foi uma viagem a Los Angeles e uma apresentação no programa de televisão ‘Solid Gold’. Foi a primeira vez que Alexandre viajou de avião. “Meu inglês era horrível... mas fui recebido de limusine e me chamavam de Mr. Magno.”

“Eu decidi tirar vantagem da viagem e consegui uma bolsa de estudos em uma das melhores academias de dança de Los Angeles. Depois de uma semana sendo tratado como rei, ele mudou para casa de um amigo brasileiro e dormiu no sofá durante duas semanas. Pulei de casa em casa até poder ter o meu próprio lugar. Meu primeiro trabalho foi como lavador de pratos.”

Alexandre casou e teve uma filha. Consegiu seu Green Card e começou a trabalhar mais assiduamente como dançarino além de ensinar seu próprio estilo. O estúdio Debbie Reynolds gerenciado pelo Joe Bennett foi um dos estúdios que apoiou Alexandre. “Joe Bennett adorava a cultura brasileira quando soube que eu era brasileiro começou a falar português comigo.”

Muitos alunos de Alexandre dessa época vieram a fazer parte do show ‘All Colors of Persona’ (Todos os Tipos de Pessoas), criado e coreografado por Alexandre. A dançarina Carrie Ann Inaba, uma das juízas do programa ‘Dance With the Stars’ (Dance com as Estrelas), o ajudou a produzir o show com a ajuda de seu pai.

Como consequência ele começou a trabalhar com Kenny Ortega que coreografou muitos American Music Award Shows. Ele teve a oportunidade de dançar com Gloria Estefan and The Miami Sound Machine, Cher, Paula Abdul e finalmente com Michael Jackson. “Michael era meu Ídolo... foi por causa dele que milhares de meninos ao redor do mundo começaram a dançar”. Eu podia ter me tornado um vendedor de drogas mas ele me inspirou e mudou minha vida. Me lembro que a filha dele nasceu no dia que filmamos o vídeo “Blood on the Dance Floor.”

“Eu cresci rodeado por música e dança, e sempre comemorando a vida como qualquer brasileiro. Minhas tias foram “chacretes” do programa do Chacrinha e toda semana a minha família se reunia pra tocar violão, cantar e dançar. A dança está no sangue e parece que essa tradição vai continuar através da minha filha que é bailarina clássica.”

Seu trabalho mais recente é ‘Noites de Fogo’ com o guitarrista Benise. Alexandre coreógrafo e co-dirigiu o espetáculo inspirado em música Flamenca. Por sinal no dia dessa entrevista, ele estaria viajando em turnê pelos EUA. Perguntei a Alexandre qual era o seu sonho. “Meu sonho é fazer um filme chamado - O Vendedor de Sonhos, escrito por um amigo brasileiro chamado Douglas White (o Tourinho). Eu estou traduzindo o roteiro para vendê-lo aqui nos Estados Unidos. A história é baseada na minha vida e será filmada nos dois países. Para mais informações sobre Magno visite www.magnodance.com. ■

Kátia Moraes é uma talentosa artista carioca que vive em Los Angeles desde 1990. Essa polivalente cantora/compositora/escritora/dançarina contribui com a Soul Brasil magazine desde a edição de número 1 e é com muita alegria que voltamos a ter sua presença nessa edição após 1 ano ausente. Para conhecer mais sobre seu magnífico trabalho visite seu oficial website www.katiamoraes.com.

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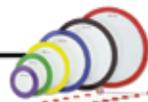


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Travel for Free or Almost Free

Here in this article I will try to give you some alternatives ideas for travel around the world with low or almost no cost. I am doing this because with 18 years of travel experience, also I know that there are a large group of people that won't be able to afford to travel.

I can tell you that with some free time and a goal in your mind you can travel and even stay in locations around the globe for free (also check my previous article about home-exchange program), or at least for the closest thing to it if you be able to do a little work for the privilege. This could mean running around or calling several dozen offices, or writing and mailing a few letters before hitting upon the source that can give you the free trip or stay you want.

- 1. Be a Tour Leader** – If you have a group of friends with the same interest, you can incentive them for a trip together, and you will take charge of the administrative work to set up the group with your travel agent. If you have a group of 15, depends of travel season and airline, you can have your ticket for free.
- 2. Be a Courier** – Everyday, many companies have to send important time-sensitive documents or packages coast to coast or overseas at the last minute. And in order to get these documents delivery quickly as possible, they use air couriers. As an air courier you fly just like any passenger, but you have no checked baggage, just the right for your carry-ons. Why... because for travel for free or for the low coast the courier company placed aboard the time-sensitive materials in the plane as your passenger baggage.

Magali D'Souza

- 3. Be an Airline Worker** – Generally you must be a full-time airline employee for 6 consecutive months. In some cases however, part-time workers qualify for this freebies if the sum of their work hours amounts to 6 months of full-time employment.
- 4. Deadheading** – Delivering a car to a distant city is a alternative way to cut down travel expenses. There are “drive-away” agencies located in most major US Cities listed in the Yellow Pages under “Automobile Transporters and/or Drive-Away Companies.
- 5. Be a Travel Writer** – If you have the ability to write with a bit of good sense and determination you may be able to get free travel from some national tourist bureaus, resorts or airline or be paid for some specialty travel magazines. A good place to check for travel writing assignments is the Travel Writer Market Letter published by Robert Scott Milne, 301, Park Ave., Suite 1850, New

York, NY 10022. Each issue list travel publications that are looking for articles on specific subjects.

- 6. Gambling** – If you area a gambler, chances are that you have be invited on an “all-expenses-paid trip to a gambling casino in Vegas or Reno, or Atlantic City. The clincher here, of course, is that guest must hand over “front money” (usually between 3 and 5 thousand) before take-off: upon arrival, they can draw chips against this money. It is possible to convert all the chops back into cash, slowly, but surely, and depart with your money intact.
- 7. Work on a Ship** – While cruise liners usually hire “name” entertainers only, other lines concentrate on getting agreeable entertainers for the best price. In fact, it's possible to get a shipboard job as a game, social or cruise director – and get paid. Here, enthusiasm is a must since the purpose of these jobs is to see that passengers must never get bored.

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* **Project Plant a Tree.** The U.S Forest Service and the Non-Profit National Forest Foundation have launched a website where consumers can pay \$6 to offset a metric ton of carbon dioxide, the main gas linked to global warming. U.S consumers whose see planting trees as a way to fight global warming can now sprout them without getting out the garden tools. The donations will pay for projects such as the planting of ponderosa pines in a Montana forest wiped out by a fire.

More Info: www.becomeafriend.org/carbon/report.php#capitalfund.



* **Save the Earth Rebates.** Some companies and inclusive several government agencies give rebates to consumers or even tax credits for those who buy energy efficient products. A Guide to Federal tax credits is available at www.ase.org. Also, a list of energy efficient appliances often used by rebate programs is available at this digital address: www.energy.star.gov / South California Edison www.sce.com, Southern California Gas www.socalgas.com and Solar Energy Industries www.seia.org

* **Eco-Friendly Parking Lot.** The city of Santa Monica has a new parking lot at the Civic Center Structure that had a cost of \$29 million. It was building with the Eco concept and presents sculptures by local artists, displayed near the elevators on each level and a top deck that boasts the best ocean view in town. The new structure is probably the first parking garage seeking Leadership in Energy and Environmental Design certification – a rating system developed by the U.S Green Building Council. Featuring 181-kilowatt photovoltaic (solar) roof panels, energy-efficient mechanical systems and a storm water treatment unit that cleans water runoff! We clap our hands to the Santa Monica City!



* **Exaustor Verde 100% Natural.** Segundo estudos do Instituto de Botânica de São Paulo, uma espécie de Jatobá – que é uma árvore comum em quase todas as regiões do Brasil, funciona como uma espécie de “exaustor” ou um aspirador da poluição. O estudo mostrou que a fotossíntese encontrada em algumas espécies é a máquina sequestradora de carbono mais eficiente do mundo. Também revelou que o poder de absorção da planta dobra em ambientes com maior concentração de gás carbônico, exatamente como se imagina que o mundo estará daqui a 50 ou 60 anos. A planta trabalha em um ciclo vicioso e quanto mais exposta a poluição, mais ela cresce e eleva sua produção de celulose, ou biomassa, e absorve mais gás carbônico.



* **Mais Animais em Extinção.** A “Lista Vermelha de Animais em Extinção” 2007 que foi elaborada pela União Internacional para Conservação da Natureza (IUCN) com sede na Suíça, elaborou uma lista na qual foram apontadas 16,300 espécies que correm o risco de extinção, quase 200 a mais do que em 2006. No Brasil, o numero de animais com risco de extinção chega a 725, entre eles uma espécie de peixe espadarte encontrado na zona Oeste do Brasil.



NovosTempos

FabienneLopez

O final do ano está chegando. E todo astrólogo que se preze começa a olhar as previsões para 2008. A grande novidade do ano será a saída de Plutão de Sagitário e seu ingresso no signo de Capricórnio. Será o terceiro planeta a mudar de signo. Em Setembro, tivemos Saturno iniciando sua trajetória em Virgem. Em Dezembro de 2007, teremos Júpiter entrando em Capricórnio e no final de janeiro de 2008, Plutão. Três planetas no elemento Terra. Uma mudança radical de enfoque. Os trânsitos de Plutão definem gerações e movimentos históricos. Ele descreve as correntes culturais de cada geração e sugere como cada uma delas irá mudar o mundo em que vive.

O Ciclo de Plutão em Câncer (1913-1939) caracterizou-se por dramáticas e profundas transformações dos valores representados por este signo: segurança, pátria, lar, família. Houve um nivelamento das classes sociais, das hierarquias e das famílias. As classes

aristocráticas perderam sua influência, como na Rússia onde deixaram totalmente de existir. A devastação causada pela primeira guerra mundial e a grande depressão econômica dos anos 30 permitiu a elevação do status da mulher e o início respectivo da igualdade entre os sexos.

Por sua vez, a geração de Plutão em Leão (1939-1958) foi uma reação aos exageros da geração anterior. Hoje adulta, é uma geração que sonhou em ser roqueiro. Trata-se de um grupo que fez análise, relembrou os traumas de infância e mimou em demasia os filhos. Em nível mundial, Plutão trouxe a emergência das superpotências. Ao mesmo tempo as nações européias perdem seu poder à medida que suas colônias conquistam a independência. A geração que cresceu sob a sombra da destruição nuclear foi a primeira geração que lidou com o fato de que a aniquilação da raça humana era possível e portanto tratou de viver a vida em

toda a sua plenitude e excesso.

Entre 1957 e 1971/72, Plutão em Virgem transformou o trabalho, a medicina e a agricultura. A introdução do computador trouxe mudanças profundas nas formas de trabalho. Houve uma radical reformulação dos padrões de eficiência, rapidez e produtividade. Tarefas foram automatizadas e surgiu a indústria de serviços. A pílula permitiu que as mulheres tivessem controle sobre sua biologia. O sexo tornou-se livre, mas pela primeira vez na história as taxas de nascimento começam a decair.

Para aqueles que consideravam o casamento algo sagrado, a chegada de Plutão no signo de Libra (1971-1983/84) trouxe uma revolução comportamental. Surgiu o feminismo e a igualdade de direitos. Invertearam-se os papéis e as mulheres demonstraram serem capazes de viver muito bem sem o sexo oposto.

* [O artigo completo e outros reflexivos artigos](#) sobre nosso cotidiano com base no profundo conhecimento astrológico da autora Fabienne Lopez podem ser encontrados em nosso site www.soulbrasil.com clicando em astrologia/astrology. Fabienne Lopez pode ser contatada pelo email: fabienne@astro-brasil.com ou pelo telefone 415-648-1932.

*A vida é feita de ciclos.
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The end of the year is approaching and as any marketing guru and most successful business owner knows an annual marketing calendar is an excellent way to save money and get more out of your marketing dollars. What many small business owner need to have in mind is focus in an intelligent marketing and advertising campaign every year. And the best to do it is making the layout of a strategic and budget advertising investment. In order to sell more your service or your product is necessary spending in marketing, and the months of November and December is the best time to produce a marketing calendar – an advertising and promotion campaign over the complete year that is coming up. The best way is identify the media that best reaches your target audience and the alternatives marketing tools that can help improve your business in the next year. Here below you will find the 10 most important or at least most effective ways to deliver your message to your target audience:

1. **In Person** – One-On-One or Group Presentations: always well effective, but you can not only count with it
2. **Ads** – Newspapers and Magazines: You can use classifieds, small displays or full pages. Take note that if you buy a package and not per insert you will be saving a great amount for your year campaign. Remember that 1 or 2 AD in many cases won't give the results that you want. It is necessary keeping the client mind fresh for the time he/she needs use your service or product.
3. **Ads** – Calendars and Bulletins Boards: Your church, college, trade association or own community should be an op-

tion for display a small advertising.

4. **Trade Shows:** Excellent way to meet your prospects face-to-face. Make sure you are not just handing out your literature that will get dumped in the trash as they leave. The important here is the live direct contact and follow ups.
5. **E-mail:** Today e-marketing is very effective if you have your own Opt-In mailing list or if you use an e-marketing company that focus your audience.
6. **Website:** More and more people are turning to the internet for information about products and services. To be on the net is easy today, but with the high competition, to attract traffic is the hard part. Search Engine Optimization (SEO), Pay per Click and Google Adsense campaign is some effective alternatives.
7. **New Releases:** The media is always looking for items of interest for their public, so making an effective and consistent Press-Release can give you message an exposure with no or little cost. If you prefer can request a publicist to make it for you.
8. **Articles:** If you like to write, one of the best and least expensive ways is writing tips related your industry. Write in a journalistic way and find out how to introduce the keywords about your company and services.
9. **Signs:** Store front signs and in-store signs, wall or even your car magnetic signs are great alternatives for delivering your concept and idea.
10. **Radio:** It can be initially expensive but worth for many establishing business.
11. **TV-Cable:** in most cases, effective

Lindenberg Jr.

and better targeted. You can run ads or even rent a type 30 min airtime at once a week for produce your own "commercial" shows with tips and guests.

12. **Flyers** – Here is one of the most effective ways if you use the right printer and the right designer. Handed out or posted flyer type as 4" X 5" or 5.5" X 8.5", or sending it by U.S mails with discounted postcard rate in a 4 x 6 size postcard format. Also displaying your flyers at a traffic location as a clothes store, café or restaurant. This method should be very effective if you have a modern and competitive printer as well a creative design for target your audience simple and fast, still with impact.

A considerable number of small business owner not have the success expected due to improper marketing campaign or even any marketing strategy. Usually the exact reason is the lack of planning the first steps or better say, the early stage process. The true that you need to consider is that there is a strong potential to increase sales, save money and growing your business with the benefits of a marketing calendar and having an annual promotional plan in place. ■

* If you looking for any assistance with your marketing strategies and printing needs give us a call (818) 508-8753. Kisuccess is a company with specific focus on media and marketing.



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\$205 \$355

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1000 - 5000
\$89 \$159

FLYER 5.5 x 8.5
1000 - 5000
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FLYER 8.5 X 2.75
1000 - 5000
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(4/0) 8.5 x 11.0
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My friend and **UCLA LIVE**'s Director **David Sefton** with unprecedented taste and vision has selected the finest performances for this season's programming. He opened with the very best jazz legend **Ornette Coleman**, whose quiet and unassuming demeanor was a perfect contrast to his genius and not-at-all-minimalist music style that riveted the mind. Other great performances: Astonishing play **Black Watch** (**National Theater of Scotland**) and the exquisite and elegant **Erik Sanko's The Fortune Teller**.

Joe Strumer: The Future is Unwritten is one of the best documentaries I've seen. Director **Julien Temple**'s creativity, genius and passion for his subject makes him shine as bright as the star of the film.



LALIFF 2007 included several Brazilian films and documentaries. I had the pleasure of meeting with **Chico Teixeira**, **Marcelo Cesena**, **Silvia Da Rin** and **Ricardo Van Steen**. Some of my favorite films: **Not By Chance** by **Philippe Barcinski**, **Adrift in Manhattan** by **Alfredo de Villa** with brilliant scoring by **Michael A. Levine** and **Ladrones** by **Jaime Marques**. I had a chance to speak with **Edward James Olmos** and **Marlene Dermer**, who have once again created one of the best film festivals in town.

The **Karen Lynne Gallery** opened in Beverly Hills, the only gallery in the US to be selected to exhibit at the **Louvre** Museum this year.

Piano Coach to the Stars **Margie Balter**'s new CD **Music From My Heart** is up for GRAMMY nomination



consideration. Her release party at the Jazz Bakery was a success. Margie's anecdotes of her career added a special touch to her beautiful music performance.

One of my favorite designers **Galina Sobolev**'s line **SINGLE** party/fashion show at 944 was a terrific success. Lots of my friends joined me, including **Julie** and **Francesco Quinn (The Shield)**. Chatted with charming Brazilian **Bettina Duncan**, owner of **Fred Segal** in Santa Monica. Galina's *Single* line has a touch of Brazil, it makes me feel happy, sexy and feminine.



Her fabrics are seductive, silky, and colorful, with a fun energy that brings out the sensual in the female form.

If you are a Brazilian film lover you can't miss the new **Brazilian Film series** at **UCLA**. Launched by the director of **UCLA Latin American Institute Randal Johnson** with the support of Brazilian consul **Thereza Quintella** and the **Consulate General of Brazil**, features a free, open to the public screening every first Wednesday of every month.

I enjoyed gorgeous perfect weather in all the European cities I visited recently, here's some highlights: **London**: The rose garden in **Holland Park**, the charm of **Saint James Park**, cocktails and conversation with my friend Michael at his very elegant private club **Home House**. The **Victoria & Albert Museum**'s new deli-

cious restaurant. **Dali's** exhibition at the **Tate Modern Museum**, lunch at **Tate's Restaurant** overlooking the **Millennium Bridge** surrounded



by gorgeous blue skies on a sunny luminous day. **Marbella**: Swimming in the Mediterranean Sea, dancing till dawn at **Don Carlos Hotel**'s nightclub, eating Langostino and the best fresh fish at **Azul Marino** restaurant. **Paris**: VIP treatment at the **Moulin Rouge** with my friend owner of **Montmartre's Promotrain Brigitte Hondiniere**. Singing and dancing in the streets and parks of Paris, **Place de Vosges**. Sipping champagne with my friend, one of my favorite film composers, Oscar winner **Gabriel Yared**. **Switzerland**: Biking around the city and lake in **Zurich** with my friend Brugg's music school director **Hanspeter Reimann**. Visiting mountains, rivers and castles in **Lucerne** and **Brugg**, also shared delicious time with singer/voice coach **Mark B. Lay**. **Stockholm**: Beautiful parks, streets, museums, **Gamla Stan** (old town), **Drottningholm Palace**... Crying from laughing so hard while having the greatest time with my friend **Magdalena Wysotsky** in Stockholm and in her lake house at **Mariefred**. Best dessert at **Taxinge Slott**: Merengue & Banana/fruit pie. Stockholm is a feast to all the senses... you can find the best in design, architecture, nature, the old food market... It's all at your fingertips and a pleasure to discover, add the friendliness of the Swedish people, it's an enchanting city that makes you want to visit again and again. ■

* My official myspace page is up! www.myspace.com/biancarossini. Designed by Andre (myspace.com/WCAPhotoStudio), Cover photo by Phil Smith(Fewsmith.com)

** Special thanks: **Don Heckman**, **Denise Dorman** (writebrainmedia.com), **Galina Sobolev** (buysingle.com), **Fabio Garcia** (itsreal.com.br/fabiogarcia), **Andre** (myspace.com/WCAPhotoStudio), **Luciana Maziero** (byu-ti.com).

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American TV Celebrated Brazilian Culture in U.S.

The AIM TV Group through the ABC TV Broadcasting has dedicated an entire show last 17 and 18 of Nov about the Brazilian impact on United States. The nationally syndicated show, American Latino TV which is seen weekly in over 100 cities across the U.S., Virgin Islands and Puerto Rico, dedicated an entire episode to celebrating the widespread, and growing, U.S. Brazilian Culture.

The special episode was taped on location at the annual New York Brazilian Day Festival in New York City, the city's largest outdoor festival, where over one million attendees in midtown Manhattan gather to celebrate Brazilian culture, music and heritage. They travel to Phoenix, Arizona to cover the Brazilian Martial art known as Capoeira, which greatly influenced the uniquely American art form of Break Dancing. In San Francisco, California, to highlight a well-known Samba instructor. Other elements covered include Brazilian Hip Hop artists Alfa Omega and recommended websites where people can get their fix of Brazilian events across the nation and a profile of a traveling graffiti art project in the U.S. straight from the streets of Brazil. Though Brazil is the largest country in Latin America, the culture is often misunderstood and ignored because of the country's Portuguese heritage and language. Mainstream and Spanish-language media outlets often ignore Brazilians despite the fact that in the U.S., Brazilians have rapidly spread to all parts of the country, particularly the East Coast (especially NY, New Jersey and Boston), in Florida (Miami, Fort Lauderdale and Orlando) and West Coast (San Diego, Los Angeles, Santa Barbara and San Francisco). The Executive Producer and CEO of AIM said "We know a lot of people are very interested in Brazilian culture and for good reason. Brazilians have a natural lust for life that is magnetic. We want more people to experience this warm, fun, unique and beautiful culture" - www.AmericanLatino.tv ■



Global Fusion and Eco Responsability

Soul Brasil magazine was proud to be involved in an International Indoors Festival Concert Series that started Thurs Oct. 18 - **GLOBAL FUSION, A WORLD OF SOUND 1** happened at the Highlands Club in Hollywood. The event was a fusion of performers from around the world celebrating the diversity of cultural artistic expressions while highlighting the mutual ecological duties of consuming less and preserving more. Adding quickly needs for consumer habit reforms, and eco-education through the influence of those authoring artistic, cultural, civil and social trends from around the globe. **Special thanks:** Capoeira Los Angeles and Professor Parafina. ■





* Last Oct. 4 the Santa Barbara Permaculture Networking and the SBCC Center for Sustainability has presented the City Repair Project: Street Corner Revolution featuring architect Mark Lakeman. The event was held at the Santa Barbara Public Library and gave the opportunity to the SB population knows more about a national movement that combines architecture, urban planning, anthropology, community development, public art, permaculture and ecological design in projects that transform public space. Formed in 1996, City Repair was conceived as an “anti-virus” to combat isolation and over co-modification of conventionally designed cities, by literally inserting villages into cities.



* The 4th Annual Artivist Film Festival & Artivist Awards happened in Los Angeles from Nov. 8 to 11 having Petrobras - the 2nd biggest Brazilian Company as the main sponsor, featuring 2 Brazilian movies – **the short (20min) “O Gurarny Mbya”** (an highlight about the polemic nuclear project implemented by the Brazilian government years ago in Angra dos Reis in the atlantic forest area of Rio State, and an interview with a shaman about the local tribe live changing), and **“Condor”** (a politic-social movie that show up the different authoritarians governments in the 60's and 70's in South America). The Artivist Film Festival is the first international and awards dedicated to addressing Human Rights, Children's Advocacy, Environmental Preservation, and Animal Rights. From left to right (photo) Executive Producer and Brazilian Marcelo Florião, Festival Director Sharon Wissel and Petrobras Representative Vinicius Bastiani.

Planning Ahead...

Next year, the Mardi Gras or Carnaval season will be early February and in U.S the celebrations will take place in different cities across the country as NY, Florida and California. For a positive “carnaval experience” as well a great “escape from L.A or S.F...” and yet a “romantic or adventure getaway” try the weekend of Feb. 1 to 3, 2008 in Santa Barbara. The city brings charm, entertainment, valuable shopping and dinner, unmatched climate, and this respective weekend **the 5th Annual SB Brazilian Carnaval - featuring 2 days of dynamic Rhythms, Dance, Film, Gastronomy & Soccer Fun (Soccer game following Brazilian Food Extravaganza on Sat. Morning)**. The event exposure to the California Riviera the culture of Brazil bring music and dance, but always something else artistic, cultural or educational, helping approach this worldwide famous culture to South California population since the year 2004. The goal is bring more live performances and the “real thing” about the biggest county South of the Border and the third foreign population in U.S with over 1 million Brazilians, just behind Mexicans and Cubans. This next year, among the headliners the event will bring over 30 performers during the 2 days event plus a Special Guest Brazilian Chef and some Former Brazilian Professional Soccer Players now living in different location in California. To participate in the Saturday soccer game, be involved or have more info about the Brazilian Carnaval Santa Barbara email party-brazil@hotmail.com or log on www.sbbraziliancarnaval.com .





Brazil in the Land of “Aloha”

Adilson Moura & Lindenbergr Jr.



Hawaii is generally considered a true paradise, especially among those who live or have lived on one of the 8 islands of the “Aloha State”. Hawaii, or the “Big Island,” is the largest of the 8; Oahu boasts the capital city of Honolulu and the celebrated North Shore, home of the giant waves; Kauai is known for its gorgeous waterfalls; and Maui provides a rich historical background and tourist stops. It is in Maui where we begin our article.

Hawaiian culture is centered on the importance of family and children, and this “wave” of the “Aloha spirit” can be seen in films around the world. The word “Aloha” is synonymous with Hawaii and embraces the philosophy of the growth of harmony and respect for one another. Thus, Maui greatly influenced Brazilian migration to Hawaii.

It used to be that Hawaii, with its perfect and consistent waves, was merely part of a dream for many Brazilians. Today Brazilians are considered locals and working people such as **Alfredo Vilasboas**, Maui resident and lifeguard on Ho'okipa, one of the best-known beaches in Maui, which neighbor the famous “Jaws”. Ho'okipa is one of the most visited beaches because of its location and incredible view. Alfredo has lived in Maui for more than 10 years and previously worked as cook, worked in construction and was a voluntary lifeguard. Despite the very tight knit community in Maui, Alfredo

do was very well received, is well established and has served the Hawaiian community, as well as, earned the trust and admiration from the locals.

Alfredo is very grateful to his great friend and co-worker, **Kaleo Amadeo**, who is always at his side and who has made him feel at home on Maui. Today, Alfredo is well adjusted to his life in Hawaii, and with his family - consisting of wife Jody Mitchell and two daughters (Wailani & Imehana) at his side; Alfredo thanks God, his life-guard position at Ho'okipa, and his friends for all of the wonderful things that have happened to him. For more information about Alfredo and Kaleo visit www.bigwavesafety.com.

About 3 miles away from Ho'okipa is the small commercial center of Paia, where people go to dance and party. This area serves even the most eclectic types of people. Comprised of many good restaurants and attractive bars, Paia also has an incomparably original romantic air. The bar “Charley’s” is one of the most frequented places in Paia because of its live eclectic music. Here you can hear all types of music such as Hawaiian, Samoan, and Jamaican and, of course, Brazilian. Some Brazilians bands from California have played there. Paia Town, is no doubt attractive during the day for its restaurants and small stores, and at night for its bars and night life. It's an easy place in Maui to find “Brazucas” (slang

term for Brazilians living abroad) and many beautifully bronzed people. To be on the inside of what's happening in Paia Town check out www.myspace.com/nawahineproductions.



With much respect for the Hawaiian culture, and understanding the importance of Brazilian culture, **Professor Guga** came to Maui at the end the 1990's from Caraiva, in the south of the Bahia State. He grew up in Caraiva and spent a good part of his life studying and living Capoeira. Guga says that at that time, he worked making boat trips near Port Seguro and Trancoso, and he also gave Capoeira lessons at a local Communitarian Center. Guga was going through a difficult time in Brazil and felt that it was time to follow a new horizon. He wrote a letter to his friend Marcio who had already lived in Maui for some time and invited Guga to come and stay with him. Today with students of many different nationalities, including Hawaiian, Guga teaches Capoeira in Paia. Here he teaches an art



that is distant in the Hawaiian eyes, but so present in the day-to-day life of Guga. He is one of the only Brazilians that risked opening an academy to teach a martial art not well known in Hawaii. Mestre Guga still remembers that there were some difficulties in the acceptance of Capoeira since the "Aloha" culture is very strong and traditional. But, for a few locals, he helps disseminate the Brazilian culture in Maui.



Many Brazilians in Hawaii arrive with the dream of the perfect wave. For some it is the pure pleasure of knowing the paradise of surfing and windsurfing. For others it is the search for the real "Aloha Spirit". Now we are going to talk a little about the history of a group of Brazilians totally different from stereotypical surfers in search for the perfect wave: Brazilian students of agriculture. Coming from agricultural schools from all parts of Brazil, these students arrive in Maui in search of more knowledge and apprenticeships. They are trainees of agronomy with the purpose of helping on the vegetable, fruit and flower plantations of the region. The Brazilian trainees well understand the subject, the plantations, treatments and Hawaiian harvests, which possess a refined technique. Generally, this period of training lasts for one year, which means that all year there are people coming and going. This program is intended to help countries with scarcity of manpower in the area of agriculture, and at the same time to help Brazilian students who are either in their first or last year of agricultural studies.

Isaac, a new trainee, says he has never lived away from his family and has never left Brazil before, thus, adapting to Hawaiian culture has been difficult. But, his efforts will most certainly pay off in the future. Isaac still says that not just anyone can serve as an apprentice here. He argues that despite the fact that Hawaii is beautiful the work is very hard and requires a lot effort. An addition challenge is the difficulty in learning a new language. This type of work and programs for trainees is not new, but has existed even before the Chinese predominated. Today, people from all parts of the world participate, and Brazil, as well, has a strong participation, sending students with competitive qualifications. Brazil strives to stay in forefront to maintain good relations with the plantation owners and Hawaiian farmers. Another student, **Evandro "Dodo"**, who has almost completed his time in the program, says that although he does not have much time left in Hawaii, he still likes to make time "to catch some waves and refresh his mind". The weekend alone is a terrific diversion, with dancing in Paia and surfing on Little Beach-Makena.



Leaving the north of Maui and going to Kihei we spoke with surfer **Laerte Nena**, who used to frequent the coast of Sao Paulo State in Brazil (considered one of the great surfers spot in the Brazilian Coast). Nena came to Maui to surf for pleasure and to make a living for himself by doing what he love; not an easy task considering that Maui is a paradise of surfing Gods and their disciples. Now well known in Maui, but still without

sponsorship, Nena says that he has to "grate" sufficiently here. Despite the fact he leads the same life as he did in Brazil, things are more expensive in Hawaii, and new difficulties appear each day. Nena who works in construction for more than 2 years now, had worked in general stores in Brazil, and has performed worked in other positions that were not related to surfing. Still, he is constantly looking and waiting for some way to make a living from the sport that he has practiced since he was a child. While he continues his search for sponsorships, Nena prepares for one more season of Tow-in-Surf in Maui.



Still in the south part of the island, we find the biggest tattoo store on Maui - "Maui Tatoo Co" and the Brazilian artist **Massao**. He says: "people come from all over the world to get a tattoo here." Yes, after all Hawaii has a recognized tradition throughout the entire world for its legendary and symbolic tattooing. Massao, who lived also in Sao Paulo, worked as a real estate broker and had his first contact with this art form when he lived in Itararé – a famous small coastal city in the state of Bahia. There he also painted t-shirts and sold them on the sidewalk and at fairs. He arrived in California in 1999, where he studied for 2 years at El Camino College in Hawthorne (L.A.). Massao worked in Venice Beach, California for more 2 years tattooing, where he improved his knowledge, skills and acquired faithful clientele. He arrived in Maui just a few months ago (Summer 2007).

Massao says that the positive vibration of Maui is very strong and that everything there is felt with the "Aloha Spirit". He affirms "the climate and



the night sky here are amazing. It feels like it is the same climate as the beach cities in Brazil, with people walking in the streets wearing shorts and sunglasses, pretty women sunbathing, and a tropical climate. The quality of life here is superior compared to other places that I've lived. I really like the sea, sun and the pleasant temperature of the water here". An old school skateboarder and avid surfer during his free time, Massao arrived in Maui with the right attitude to strengthen the talented artists of Maui. Good luck dude! More info: www.myspace.com/fukayama

Now we are going to talk about the island of Oahu, where Honolulu, Waikiki beach and the surfing paradise of the North Shore are located. First, we had the opportunity to talk with **Mestre Kinha** from Capoeira Besouro Group. Born in Rio de Janeiro and worked for the Rio government for years, he moved to Hawaii in 2000. All began with an invitation from Mestre Beiçola (Palo Alto, CA) to teach and pass his experience with capoeira onto Beiçola's students in Honolulu. At that time, Mestre Kinha was going through a difficult time in his life and without hesitation he accepted the offer from his friend Beiçola.



Kinha arrived in Hawaii knowing only 3 or 4 words of the local language, missing his two children who remained in Brazil, and keeping focus on what he had to do to overcome his difficulties: teach and disseminate capoeira, learn English and make some good friends. About 4 years ago he married a Brazilian named Carmem and together they formed the group Capoeira Besouro Hawaii. Kinha remembers, "I began the group with my wife, my

three kids that were here and three good friends. There were difficult moments, I was given this big advantage in life, so I became more persistent and worked hard to reach my goal. Today I have more than 100 students and I teach two classes 6 days per week in different parts of the island." When asked about Brazil and Hawaii, Mestre Kinha said, "I usually say that Hawaii is most like Brazil. For example: the beaches, the birds, the climate, the mountains, the Aloha Spirit. When you walk around the island, you can see a little of the Brazilian Northeast, the Southeast, the North and also the South of Brazil. You can see beaches that remind you of Rio, another that reminds Bahia, or rivers that make you remember the Pará State - and you feel as if you are there." For more information about Capoeira Besouro Hawaii, visit: www.capoeirabesourohawaii.com.

Some of the places where you can find Brazilians on Oahu are the famous Waikiki Beach, which hosts a traditional "roda de capoeira" on the first Saturday of every month; on the beach in Kaimana (next to Waikiki Beach); and, of course, on the North Shore (mostly between November and February) because of the terrific surfing. Inclusive, there is a small grocery store on the North Shore called "Foodland," where it is not difficult to find people speaking in Portuguese.



In the Brazilian Show Room store on Waialae Avenue in Honolulu, you can find clothes and accessories like Brazilian bikini's and the "now" famous Brazilian sandals "Havaianas." The store is owned by **Nadia Ribeiro**, who is from Minas Gerais State and lived in Ceará (another State, in the Northwest) before she came to Hawaii. She is a

very happy and extroverted person who has owned and manage different clothes store for several years in different locations in Brazil. Nadia came to Hawaii for the first time in 2000. She fell in love with the islands and stayed for 10 months, spending 6 of them on the North Shore. She then returned to Miami, but in 2003 Nadia went to Hawaii again, but this time to stay there for good. Nadia told us that at least twice a year she organizes a Brazilian party out front of her store and that is fun, unique and authentically Brazilian. She does this in order to combat her homesickness for Brazil. At her street parties you can find a Brazilian "Batuque" (drumming group), traditional Brazilian food and drink, and of course, a wonderful mix of Brazilians and Hawaiians.

If you are longing for some Brazilian food or for a good caipirinha, visit Tudo de Bom BBQ on Kapiolani Boulevard. If you want to buy a bicycle or an accessory, or if you just want to chat with some well known Brazilian on Oahu, you can visit "Boca Hawaii" on Cooke Street in Honolulu, owned and operated by **Raul "Boca" Torres**.



On this island, the Brazilian musical groups are formed, but they don't stay for long. As fast as they come together, they break apart just as rapidly. And speaking of music and Brazilian culture, for the last 30 years **Brazil Borges** has been a popular Brazilian personality in Hawaii. He says that the groups that form and break up rapidly do so because many of the Brazilians in Hawaii are in transit. However, he says "when two or three of them get together with some instruments, it always ends with samba and barbecue." Willion Borges has been known as "Brazil" since he initially lived



in San Francisco between 1969 and 1974. Brazil Borges was born Rio de Janeiro on the famous "gem" Copacabana Beach, is a beach and nature lover, and a person who does not like cold weather. He moved to Hawaii from San Francisco about 30 years ago after a friend of his, Claudio from the group "Viva Brazil," returned from a vacation to the islands and spoke about how marvelous it was. From San Francisco to Hawaii, he sold and made demonstration of pipe, worked with tropical macaws and helped introduce the "padcab" in the tourist part of the island. Passionate about Brazilian music, he spoke with us about a new samba instrument - the "xequebalde" that is becoming a big success on the island, and the good image of Brazil and Brazilians in Oahu. With our conversation we also discovered that Brazil Borges is a friend of a Rio samba legend who lived in Hawaii for several years: **Carlinhos Pandeiro de Ouro** – an old school member of the traditional Mangueira Samba Scholl of Rio, now living in Los Angeles.

Finally we will focus on the surfer and plastic artist **Hilton Alves** who, with the help of some Brazilian companies, has been on Hawaii since August 07 implementing a social project called, "Surf Art Kids." With various works throughout the cities of

Santos and Guarujá in São Paulo, Brazil, Hilton tries to unite art, diversity and the beauty of the ocean. In October 2007, Hilton painted a mural at Waialua Elementary School with the help of his friend André da Montanha. He looks to the ocean for inspiration doing his best to reproduce the bottom of the ocean with reefs and dolphins in a wall that is 3m x 7m in size. Passionate about the ocean, Hilton also surfs with small surfboards and old surfboards. He is making his name as an artist expressing all of the beauty of the aquatic world on canvas, walls and murals. He has also begun putting the beauty of paddle surfing on canvas. The collection, *Waterman*, portrays images of stand up, as well as, canoeing, diving and big surf. For more information about Hilton and his artwork, please visit: www.hiltonsurfart.com

According to unofficial data, it is speculated that there are between 1300 and 2000 Brazilians living in Hawaii. A majority number is noted during the winter months – between December and February, in consequence to the big wave season and the World Championship of Surfing Series, or WCT. ■

The significance of "Aloha"

It is an internationally recognized word that immediately brings to mind the most beautiful paradise in the Pacific: Hawaii. It is a term that signifies a mixture of beauty, generosity, spirit and culture that defines one of the most special places on the planet. Aloha are definitely an expression of love and life and each September the people of Hawaii celebrating the "Aloha Spirit" to the fullest extent. If you want to experience the Aloha Spirit for yourself, we recommend that you visit Hawaii in September. For more information go to: www.ctahr.hawaii.edu/agtourism



* **Adilson Moura**, together with Soul Brasil Editor Lindenber Jr., is a co-author of this article and a creative graphic artist who is well versed in the areas of surfing and skateboarding. Adilson has lived in Orange County, California and currently lives in Maui, Hawaii. He works as a freelance designer for Soul Brazil magazine and can be contacted by email at: orange-flys@hotmail.com or through his webpage at: www.myspace.com/adilsonmoura

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(o Brasil e a Índia são as 2 maiores comunidades), os Brazucas aos poucos vão chegando ao My Space.

Os primeiros brasileiros a utilizarem foram sem dúvida a comunidade artística. É quase impossível não encontrar músicos de renome no cenário nacional brasileiro no bem mais “tech” site de social networking Americano. Da Bossa Soul de Simoninha passando pela nova MPB de Lenine ao Axé de Ivete Sangalo, você encontra também os perfis de personalidades não tão conhecidas procurando seu espaço como o bom Rap da paulistana banda Artifício, e claro os músicos brasileiros que já fizeram seus nomes nos EUA como Airto Moreira (L.A), Kátia Moraes (L.A) e Luciana Souza (NY) e inúmeros outros. A partir do ano passado o português começou a ser notado com mais intensidade e até o famoso vídeo de Daniela Cicarele na praia podia ser visto. Sabendo do poder de marketing e de “números - \$” que o Brasil pode refletir, o My Space já anunciou que até o final do ano estréia a versão brasileira. Dos 5 serviços de redes sociais mais acessados no mundo, o My Space ocupa o primeiro lugar disparado com mais de 114 milhões de visitantes, com o Facebook em segundo com pouco mais de 52 milhões, e o Orkut apenas em quinto com 24 milhões, abaixo do Hi5 com 28 milhões e do Friendster com quase 25 milhões. Visite www.myspace.com/soulbrasilmagazine e se torne nosso amigo!

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Se quiser ler as notícias de seus sites favoritos digitando apenas um endereço em seu navegador de qualquer PC ou celular, uma boa dica é o site www.RSSmixer.com. Através desse serviço é possível criar páginas personalizadas que mostram as manchetes dos portais de um jeito simples e rápido, usando endereços do tipo www.rssmixer.com/meurss.



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cresceu 81% de Janeiro a Junho deste ano em comparação com a segunda metade do ano de 2006. O que pode explicar essa “expansão” infelizmente é o fato do crime digital não exigir mais conhecimento técnico, já que os kits de malware estão aí no mercado para benefício dos bandidos e prejuízo dos correntistas.

* Uma bela biblioteca digital desenvolvida em software livre.

Mas que está prestes a ser desativada por falta de acesso. Sim, você pode encontrar gratuitamente um verdadeiro acervo cultural e artístico. No site www.dominiopublico.gov.br você pode encontrar grandes pinturas de Leonardo Da Vinci, obras de Machado de Assis, escutar músicas em MP3 de alta qualidade, historinhas infantis e vídeos da TV ESCOLA e muito mais coisas interessantes e gratuito! Esse é um site que o MEC (Ministério da Educação) disponibiliza e que somente de literatura em Português são 732 obras. Vale a pena conferir e ajudar a que o MEC não desative o serviço.



* Um longa-metragem muito interessante e que teve sua estréia no final de setembro na Mostra Internacional de Cinema - “Bem-Vindo a São Paulo”, tem a participação de diferentes diretores estrangeiros com o caso do Finlandês Mika Kaurismaki e a Portuguesa Maria de Medeiros. O longa-metragem foca um olhar especial sobre a capital paulistana e tem narração de Caetano Veloso.

* Vida Dura, um filme dirigido por Carlos Cortez.

O filme adaptado do livro de mesmo nome e escrito por Plínio Marcos apresenta a história do drama de um menino filho de uma prostituta que se suicida tomando querosene, e que tem que sobreviver na região portuária de Santos. O mais interessante de tudo é que o filme apresenta vários atores iniciantes descobertos em oficinas de preparação, inclusive o protagonista Maxwell Nascimento. ■



Na ultima semana de outubro a Policia Federal brasileira agiu contra uma quadrilha de doleiros deflagrando a operação X-9. Foram cumpridos mandados de prisão, busca e apreensão em São Paulo e Minas Gerais com o objetivo de desarticular as quadrilhas que atuavam principalmente nos Estados Unidos visando empresas e imigrantes brasileiros que necessitam enviar dinheiro para o Brasil.

Os policiais localizaram junto com o dinheiro, documentos e aparelhos eletrônicos de alto valor sem nota fiscal. As quadrilhas de doleiros eram especializadas em lavagem de dinheiro, auxiliando empresas no contrabando e na prática de fraudes fiscais, além de trazer dinheiro de imigrantes brasileiros que trabalham na América. Para isso man-

tinham contas no Brasil e no exterior para fazer as transações por compensação, burlando o controle do Banco Central.

De acordo com a Polícia Federal, esses tipos de organizações agem no mercado paralelo de câmbio realizando operações conhecidas como dólar-cabo com ramificação nos EUA.

Os clientes, residentes no exterior, em sua maioria não tem conhecimento da ilegalidade de algumas empresas que prestam esse tipo de serviço. No sistema formal há a cobrança do imposto de 27,5% do valor a ser transferido. Por outro lado dezenas de pessoas praticam este tipo de operação. No ano passado, cerca de 60 pessoas foram presas por estarem ligadas as atividades de câmbio irregular.

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Energetic Soups

I remember and miss the Sunday nights that I would traditionally go to a small restaurant that served food and drinks from the state of Para, near Boa Viagem beach, in the city I was born, Recife. I would go to meet some friends, to drink a delicious, but expensive to me at the time, Cerpa beer from Pará, and of course to drink an invigorating "caldo" (broth or soup) to recover from partying over the weekend. I am referring to a typical dish from the state of Pará in the North of Brazil, called "Tacacá". Traditionally from the Indians, this caldo can easily be found in the street corners of the city of Belém at the stands of the famous "tacacazeiras," the women that make tacacá. Caldo is made from the tucupi juice, extracted from yucca and boiled with garlic and dandelion, dried shrimp, goma, a mix made of a thin white dough resulting from washing the shredded yucca and jambú (considered by many as an aphrodisiac). It is traditionally served in bowls and accompanied by a type of Brazilian pepper sauce. Below you will find the recipes of Tacacá from Pará, and also 3 delicious Brazilian soups! Great for the winter season, **Enjoy!**

TACACÁ

Ingredients:

- 4 cups of water
- 1/2 cup of manioc flour
- 1 pound of dried shrimp
- 5 dandelion leaves
- 4 heads of garlic - smashed
- 2 bunches of jambu (* Read the observation below)
- 2 liters of Tucupi

* The jambu is also known in the North of Brazil as "agrião do Pará". Jambo is a vegetable which is very similar to the agrião (celery), although with smaller leaves, thicker and harder, and with stronger taste. As the jambu can be hard to find outside of Brazil, chopped 1/4 bunch of green onions plus 1/4 bunch of celery can be used instead.

Serves: 6 portions - Calories: 140 per portion

How to Prepare:

Put the tucupi in a pot with the garlic, the dandelion leaves, salt & pepper. Simmer. Once it boils, lower the flame, cover and let it simmer for 30 more minutes. Put aside, cook the jambu until soft. Remove from the fire, drain and leave aside. Wash the shrimp and cook in a pot with 4 cups of water. Let it boil for 5 minutes. Remove the head and skin. In a pot, mix the manioc flour with the shrimp water, cook and stir until it thick-



ens. To give it the real touch, serve in a bowl with a spoon of tucupi, some jambu leaves and the shrimp.

Below you will find 3 Soup recipes that remind me of my mother and my childhood, especially in the rainy season of my hometown Recife, from June to August. The soup with the heart of palms is light and we usually served at night. Delicious and easy to make! The Soup with leeks with potatoes and the green "caldo" is very nutritious. Both are great alternatives for a quick and light lunch.

HEARTS OF PALM CREAM SOUP

Ingredients:

- 250g of hearts of palm in conserve
- 1 teaspoon of light margarine
- 1 medium onion sheered
- 1 garlic head smashed
- 2 teaspoons of flour
- 3 cups of chicken broth
- 1 cup of skim milk
- Salt and pepper to taste
- Small cubes of toasted bread
- Hearts of palms to serve - optional

Serves: 6 portions - Calories: 65 per portion

To prepare:

Heat the margarine, add the garlic, the

onion and the hearts of palms. Cook for 3 minutes. Add the flour mixing well. Slowly add the chicken broth, always stirring. Let it boil and cook for 10 minutes. Let the mix cool down and mix it in the blender. Add the salt, the pepper (optional) and the milk. Let it boil for 5 minutes. Put it in a dish; serve with the small cubes of toasted bread and small pieces of hearts of palm.

BRAZILIAN GREEN CALDO



Ingredients:

- 6 medium potatoes (piled and cut in 6 pieces)
- 1 1/2 cup of chicken broth
- 1 bunch of kale (cut very thin)
- 3 garlic heads (chopped) & 2 teaspoons of olive oil

To prepare:

Cook the potatoes in the chicken broth for about 30 minutes. Remove, take off the solid parts and return it to fire. In a small pan place the chopped garlic, add the olive oil and the kale, sauté it for about 3 or 4 min. Add the sauté kale in the potatoes/chicken broth, bring to boil and then turn down the fire and leave it for another 10 minutes. Serve in a bowl.

Serves: 8 portions - Calories: 150 per portion



Caldos & Sopas

Lebro com saudades das noites de domingo em que tradicionalmente passava em um pequeno restaurante Paraense perto da praia de Boa Viagem em Recife (PE) para rever alguns amigos, tomar uma deliciosa (mas cara para mim na época) cerveja Cerpa (cerveja do Pará) e claro tomar um caldo “revigorante” para recuperar a farra do fim de semana. Estou me referindo a um prato típico do estado do Pará e que se chama “Tacacá”. Originário dos índios, esse caldo (ou sopa) pode ser facilmente encontrado nas esquinas da cidade de Belém nas barracas das famosas “tacacazeiras” (mulheres que fazem tacacá). Esse caldo é preparado com o tucupi (suco extraído da mandioca previamente fervido com alho e chicória), camarões secos, goma (mingau feito com uma massa fina e branca e resultado da lavagem da mandioca ralada) e jambú (considerado por muitos como afrodisíaco). Tradicionalmente é servido em cias e acompanhado ou não com molho de pimenta-de-cheiro. O gosto é um pouco parecido.

TACACÁ

Ingredientes:

- 4 xícaras de chá de água
- 1/2 xícara de chá de polvilho azedo ou goma de mandioca
- 1 xícara de chá de sal
- 500 g de camarão salgado (seco)
- 5 folhas de chicória (Dandelion in English)
- 4 dentes de alho espremidos
- 3 pimentas-de-cheiro
- 2 maços de jambu (* Leia a Obs. Abaixo)
- 2 litros de tucupi

* O jambu também é conhecido no Norte do Brasil como agrião do Pará. Uma verdura muito parecida com o agrião, embora suas folhas sejam menores, mais grossas e duras, e de sabor mais forte. Em uma versão “não brasileira” onde pode ser difícil encontrar o jambu, use cebolinho (chopped green onion) cortado em tirinhas.

Rendimento: 6 porções - Calorias : 140 por porção

Modo de preparo: Ponha o tucupi numa panela com o alho espremido, o sal, as folhas de chicória e as pimentas. Leve ao fogo. Quando ferver, abaixe o fogo, tampe e deixe cozinhar por 30 minutos. À parte, cozinhe o jambu até ficar tenro. Retire do fogo, escorra e deixe a parte. Lave os camarões e leve-os ao fogo numa panela com quatro xícaras de água. Deixe ferver por 5 minutos. Retire a cabeça e a casca. Numa panela, misture o

polvilho com a água dos camarões, leve ao fogo e mexa até obter um mingau. Para dar o toque real, sirva numa cuia com uma concha de tucupi, algumas folhas de jambu e os camarões.

Mais abaixo seguem 3 receitas de sopas que fazem lembrar minha mãe e minha infância. Principalmente nos períodos de chuvas torrenciais na minha outrora cidade do Recife. A de palmito é uma sopa leve e que geralmente tomávamos a noite. Muito gostosa e fácil de fazer. A de alho poró com batatas e o caldo verde são bem nutritivas e podem ser uma alternativa para um almoço rápido e “light”. Bom Apetite!

CALDO VERDE

Ingredientes:

- 6 batatas médias (descascadas e cortadas em 6 pedaços)
- 2 tabletes de caldo de galinha dissolvidos em 1 ½ copo de água quente
- 1 maço de couve (cortada bem fina)
- 2 colheres (sopa) de azeite de oliva

Modo de fazer:

Cozinhe as batatas no caldo de galinha por 30 minutos. Retire, passe pela peneira e volte ao fogo. Quando ferver junte a couve, abaixe o fogo e deixe por mais 10 minutos. Adicione o azeite e sirva a seguir.

Rendimento: 8 porções - Calorias : 150 por porção

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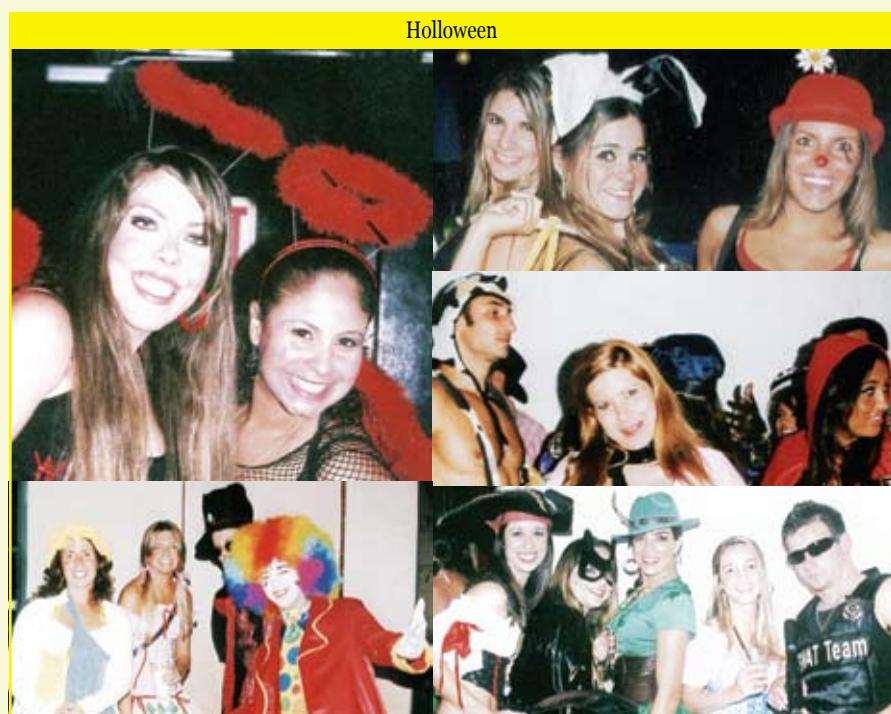
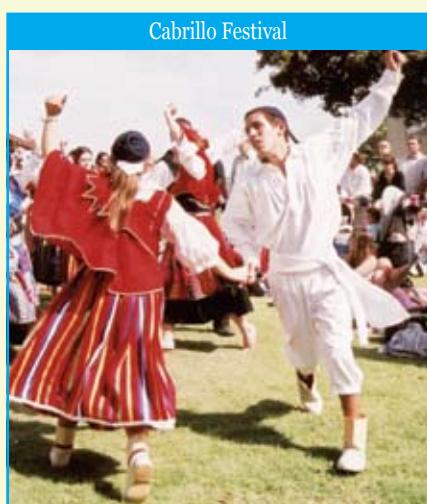
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SAN DIEGO CLOSE UP *By Victor Gutierrez*

The Brazil by the Bay Restaurant has been packed with Brazilians on Sundays afternoon for beer & appetizers (Event 1). The San Diego Museum of Man has been presenting Towers After Hours, an ongoing series celebrating San Diego's unique and vibrant ethnic mix. The Cabrillo Festival in their 44th annual celebration is already a tradition for the community (event 2). Na Califia has celebrating 5 years at Cannes (Event 3). The UCSD have presented Behind the Sun with Rodrigo Santoro and have been giving opportunity for the Brazilian movies during the years. Oludum from Bahia was invited by the Baja California government for performances in Ensenada and Mexicali (event 4). For last this time, The Halloween Party promoted by Desiree and Cynthia was packed with beautiful people. ■



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Backpacker South Final Destination: Brazil

Nothing wets the appetite for adventure and new experiences like the promise of fresh exploration. Have you explored a destination using only a backpack, a low budget and the spirit of Brazil in your mind? Well, this is what Shani Meyer; an Israeli living in Los Angeles did in October 2005. Since she was a child, Shani had an adventurous spirit. Her affinity for Brazilian culture and language began as a pre-teen. She considered it to be so beautiful that she stated, "I first became a lover of this country through the beautiful melodies and beat when I started listening to Samba and Bossa Nova in my early teen years."

When Shani came to U.S in 2000 she decided to live in LA and started to work in a cell's phone retail store, where by coincidence her boss' wife was an Israeli that has lived in Brazil and spoke Portuguese fluently. She became her friend and was the first person to introduce to her the culture of Brazil. "I started taking some Portuguese classes with her to know more about the intense Brazilian culture in LA". As Shani was already a dancer when she met Marco Vaz - a Brazilian samba instructor, started taking samba classes with him. She became updated with Brazilian events through her samba instructor Marcos. She later started dance classes with Katia Moraes and fell more and more in love with the Brazilian culture.

After a while she was in Esti Ashkenazi's samba class and Esti asked Shani to come for auditions.

She enjoys a group called the Sunflower Dancers and that's when Shani became a professional dancer performing Samba, Belly Dance, Jazz and many more styles. In October 2005 she decided to travel to South America, but not decided if starting her backpacking trip in Peru, Bolivia, Chile or Argentina. One thing for sure she had in mind. "My final destination would be in Brazil because I knew it will take longer there!" She went with a friend from Israel from LA to Chile. After four months traveling with her friend around different countries in South America she did follow alone to Brazil through **Foz de Iguaçu** by bus. "The famous waterfall is the most amazing, just breathe taking". She then went by bus to **Florianopolis, Ilha do Mel**, and then the big metropolis **Sao Paulo**. "A cosmopolitan city with a big Jewish and Muslim community, all them living in harmony". After one week she was in **Rio** after stop for some days in **Ilha Grande/Angra dos Reis**. In Rio de Janeiro she trained with a real samba school community for a month. She says "It was a dream come true, a fantastic experience in my life!" Shani followed her journey in the North direction and stopped in Arraial da Ajuda in Bahia. Regarding her experience in this small town - one of the most important spots for international backpackers travelers like her, she mentions "The city that matches most with my personality and life style because it was the perfect combination of all my passions: a big capoeira group called Sul da Bahia and a dance studio that I was in day and night dancing samba, axé, forró and Afro-Brazilian rhythms. The



city also offered amazing beaches and great dancing parties that let me express myself the most". Shani also traveled to **Salvador, Recife** and **Olinda** following her Brazilian northeast route before back to LA after 7 months - 3 months around Brazil.

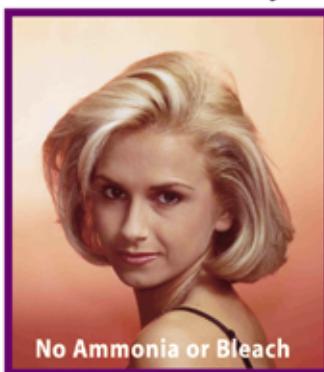
She complements our conversation by saying that her philosophy is the same where she stayed, 'I try to learn the language, which is the most important idea of traveling and a very powerful tool for connecting with people; as well trying to learn the typical dances to those countries.' For this charismatic Israeli, with a Brazilian heart every traveler should take time to learn a bit about the culture and the people they are visiting. For her, it is especially important to try to meet as many locals as possible to learn something different from each person.

* Shani lives in Encino, California and now besides a performer, she is a samba and belly dancer instructor. She has just got her first capoeira cord/green belt last Nov 17, 2007 with professor Parafina from Capoeira Los Angeles/Cordão de Ouro Group. To contact her shani.dance@hotmail.com or (818) 312-2468



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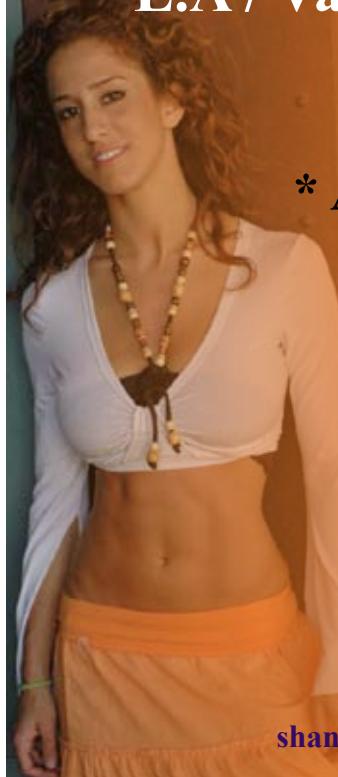
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Los Angeles Close Up



A recent Gallup Poll ask what people thought about the ethics and honesty of various professions, and the results not surprise me when car mechanics, politicians and lawyers was not well at all. In fact, we might have good reasons to mistrust mechanics as the Consumer Federation of America has ranks auto repair and used-car-dealers among its top five consumer gripes.

When your honest mechanics vanish, thoughts of large amounts of your money of your money running away to go live in some greasy cash machines pops in your had. We will all be able to sleep a bit easier. Last October, just after my trip back from Brazil, I face up with the worries of fix the engine of my Grand Cherokee, not have a second car and still not know where to find as trust and affordable mechanic not far from my home in North Hollywood. By recommendation from a longtime Brazilian friend, a reach Nolan Reimnitz, a Brazilian "Gaucho" that looks more like a white American. Nolan is a 30 years resident of Sunland-Tujunga area (LA) and has been working in cars since he was 16 years old. At the auto repair shop I ask a client about Nolan and did heard "My mom told me about Nolan's. He is honest and fair price. Nolan has fixed my car replacing a hose for five dollars". After one week I got my car back after a impressive customer service, spent only 60% from what other two mechanics estimated the service, and still helped from this friendly Brazilian senior in got the best price from a auto wrecking company for a good friend's car. More info(818)352-5638■

Artist/Ceramist Sandra Zebi have hosted her Annual Art & Music event at her Studio featuring her work and music from Ana Gazolla and Lula



The **Gaucho's Village**, specially on weekends presents live music and always beautiful dancers



The **Temple bar** have been for a while giving space for Brazilian music in their cozy spot in Santa Monica.



Mestres e "Mandigueiros" from other cities in California and Brazil have been visiting Los Angeles – Mestre Val, Mestre Penteado, Mestre Deputado and Mestre Acordeon

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WALTER GOLDFARB *Dancing with the Tigers III / Bailando con los tigres III*, 2007 embroidery, fusain, lacquer, acrylic and aniline on raw canvas, 72 $\frac{13}{16}$ x 110 in.

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