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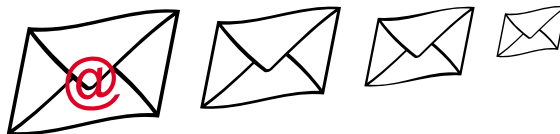
Editor's Letter

Carta do Editor

Diversity and inclusion needs to be an aspiration for every company in this new society to remaining competitive in today's market place. Empowering communities and ensuring the future of at least a few people. Have you ever helped someone cross a street or brought an ill friend some homemade soup? If so, you have participated in an act that makes any society human and humane. This issue, our big focus is the social responsibility. You will like to read. Also starting this issue, we will publish a few words of emails we have received.

Diversidade e inclusão precisa ser uma aspiração para todas as empresas que almejam se manter nesse mercado altamente competitivo e enfrentando essa nova sociedade de consumo. Fortalecendo comunidades e garantindo o futuro de pelo menos algumas pessoas mais necessitadas. Você já ajudou alguém atravessar a rua ou já trouxe uma canja de galinha para um amigo que esta doente? Se sim, você participou de um ato simples que colabora a construir uma sociedade mais humana. A partir dessa edição focalizaremos a responsabilidade social assim como começaremos a expor algumas palavras dos e-mails recebidos.

Letters/Emails



* I have to totally disagree with the author of the article "Bringing Light to Crisis"/Cinema...violent films coming out of Brazil is taking notice when the police massacre people in the Favelas. I agree with Karin Ainouz, the co-writer for Lower City as quoted in SoulBrasil, who said about if there were too many films dealing with violence and poverty in Brazil: "I don't agree with it. I don't think that we're making a lot of violent movies like a lot of people say we are. I think we should have more of it. I really wish we could have more urban films. Brazilian films are not genre anymore. We have the freedom to make any kind of genre we want to."

Anthony Mendi - San Diego, CA

Parabens pelo trabalho! É muito gratificante saber que existem pessoas interessadas em

mostrar o lado positivo de pessoas que estão engajados com a questão do bem estar pessoal e também ambiental do planeta. Aloha !

*** Camila Vianna – Maui, HA**

Sou consultora em Desenvolvimento Humano, escritora e palestrante motivacional, além de ser apresentadora de TV e rádio. Conheci a revista de vocês através de minha filha mais velha, Ana Amélia (19 anos) que está morando aí em Los Angeles há 6 meses. Estou maravilhada com o trabalho da equipe e a grandiosidade do tipo de iniciativa! Li o artigo do editor "Pensando Positivo e Correndo Atrás: Fazendo Acontecer!" e adorei! Concordo plenamente!

*** Eliana Barbosa – Uberaba-MG/Brasil.**

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

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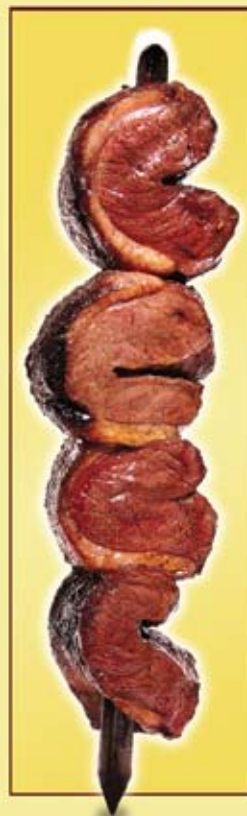
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Featuring Online

* Homepage/right column



* SANTA BÁRBARA OU IANSÃ E SUA FESTA NA BAHIA...

Conheça um pouco mais sobre a Santa que tem influenciado milhares de pessoas com sua história de fé e devoção no Brasil e no mundo. Ela tornou-se símbolo das mulheres que lutam contra injustiças e adversidades, vão buscar forças para lutar por dias melhores de cabeça erguida e sem medo de ser feliz, se impondo a barreiras impostas por uma sociedade. Já a festa é comemorada no dia 04 de Dezembro em Salvador e é considerada a autêntica festa de abertura do verão Baiano.

* CAPOEIRA CONTROVERSY...

Capoeira has accumulated values from pop culture to form a body of research about itself. The big problems are the different ideological discourses that have initiated this research. The objective is to better understand the culture of Capoeira, its ancestral roots and its historical value as the identity of a people. Yet another question raised is the appropriation of Capoeira into gyms but without its social and cultural context. Check comments from Mestre Curió, Angoleiro of Salvador, Bahia; Neuber Leite Costa and Amelia Souza Conrado, professors from the department of social studies at the Federal University of Bahia (UFBA); and Pedro Rodolpho Abib, professor at the UFBA and Capoeirista himself.



* A EMOÇÃO É A ENERGIA QUE NOS GUIA E O NOSSO MAIS PODEROSO RECURSO ENERGÉTICO...

Pense bem... Elas podem começar guerra e podem começar amor. Elas podem nos deixar doentes e também nos ajudar a se manter saudáveis. E a nossa história é a história de nossas emoções, como também a nossa história pessoal! Normalmente a gente fala sobre como nos sentimos, mas nunca falamos sobre esse assunto importante em profundidade e da maneira que devíamos.

* IT'S 3:00 PM...DO YOU KNOW WHERE YOUR CHILD IS?

Some years ago, this was an ad campaign created to address gang violence, teenage pregnancy, under-aged drinking, and drug abuse – with the focus on 8:00 pm. It was an appeal for parents to become more aware of their child's activities, their friends and to take a more active interest in their lives. Today, we still have the same concerns of gang violence, teenage pregnancy, under-aged drinking, and drug abuse – but now it's an appeal for parents to contact organizations like Hands for Hope on Los Angeles. The organization, located in North Hollywood, California, offer an FREE after-school program providing at-risk students a safe place to go from 3:00 pm to 7:00 pm – those crucial hours when many children are unattended, unsupervised, and vulnerable to the many enticements of the streets. * Sat., June 14, 2008, there will be the Summer Annual event from 8:00am to 2:00 pm, a 5k walkathon and Kid's Healthy Activity Fair at North Hollywood Park where you can join them and the fundraising, as well for food and fun.



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SB News

USA/BRAZIL – Smart Choices for Smart Companies – Ethnic minorities account for more than 30% of the U.S. population, over 20% of purchasing power and approximately 15% of business ownership. Brazilians in U.S. accounts with over 1 million mostly of them in big metropolis such NY, Los Angeles, Miami, Boston, Chicago and San Francisco... and is growing with their “American/Brazilian” kids. Smart companies also growing investments and develop special projects for those growing communities!



USA – Consumers are wasting billions of dollars a year - On billions of gallons of bottled water in large part because advertising spin has led them to believe that water in a bottle is safer or better than tap water. How Can You Take Back the Tap? Bust the water myths such bottled water is better, or water bottles are harmless and recyclable trash or drinking bottled water is a manageable personal budget expense. The facts are that by turning to your home tap you'll avoid the microbes, toxins and other pollutants that tests have found in various bottled water brands and you'll face less risk of exposure to chemicals that could leach from the plastic bottle into the water. Tap water costs about \$0.002 per gallon compared to the \$0.89 to \$8.26 per gallon charge for bottled water. U.S. plastic bottle production uses more than 17.6 million barrels of oil each year and 86% of the empty plastic water bottles land in the garbage instead of being recycled.

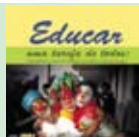
USA – Find a nutrition site in your community – Every county has them – usually in senior centers. The nutrition program in your area may provide transportation as well. The cost will depend of your ability to pay. Counties also offer food stamps programs to supplement grocery bills. For California visit www.cdss.ca.gov/foodstamps/.



SANTA BARBARA – Shoreline Park Opened to the Public - The City of Santa Barbara opened the steps from Shoreline Park to the beach last Friday, April 25, 2008. The steps have been closed since January 25, 2008, when a significant landslide occurred east of the steps. In preparation for opening the steps, the City recently completed some improvements, including new step treads and treatment of the wood railings. Just on time for the Summer!!

EUA – Ficou mais fácil coletar \$ para uma atividade beneficente – Em consequência de 2 causas naturais das novas direções da era digital – os sites de social networking tipo myspace e o aumento crescente “online fund-raising”, surgiu anos atrás uma opção web 2.0 para facilitar aqueles com um plano ou idéia a ser atingida. Estamos falando do site Fundable Organization, uma organização “for-profit” que facilitou a vida de muitos no sentido de levantar aquela graninha – para fazer um filme, começar uma pequena empresa, ou quem sabe, ir para a viagem de seus sonhos. O site nasceu timidamente em 2005, mas nos últimos 18 meses se tornou a ferramenta número 1 de milhares de Americanos para conseguir sua grana “por uma causa justa” junto a familiares e amigos. Mais informações www.fundable.org.

SAN FRANCISCO – Uma ONG de suporte a Narcóticos Anônimos em San Francisco começou recentemente uma reunião em português para ajudar imigrantes que queiram parar de usar drogas ou dar continuidade a uma decisão já tomada, e que talvez não sejam fluentes em inglês. A organização oferece esse programa gratuitamente e todas as pessoas são bem-vindas independentemente de sexo, raça ou religião. O NA Helpline é (415) 621-8600 e o site da ONG é www.sfna.org. Para as reuniões em português lê mais informações ligue para Amanda Moraes no fone (415)533-9505.



BRASIL/MUNDO – A Educação é uma dos fatores mais importantes e decisivos para garantir às nações uma posição consciente no mundo globalizado de hoje. No Brasil, acreditamos que através da prioridade na educação o nosso país, com tanta beleza e riqueza natural, saia adiante para ser em um futuro não tão distante, uma das potências mundiais desse novo século.

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* Note que alguns dos websites descritos abaixo são do Gov/EUA

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- ✓ Apex-Brazil – Agência de Promoção a Exportadores/Importadores Brasileiros/Americanos estabelecido em Miami (305)704-3500 – www.apexbrasil.com.br

✓ Inter-American Foundation – Agência Independente Americana que providencia bolsas e incentivos a instituições não governamentais e comunidades organizacionais baseadas na América Latina e o Caribe.

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Voltando ao tema das oportunidades, a vida sempre nos esta oferecendo chances de mudança e isso talvez seja a melhor das oportunidades que possamos ter. A chance de nos ver transformado em uma pessoa melhor, mais justa, mais preocupada com esse mundo e com as pessoas que vivem nele. E claro mais positivo(a) e atento(a) as oportunidades que iram bater na sua porta. O Universo está sempre em movimento e dependendo do seu comportamento, um céu cinzento e propenso à chuva pode se tornar um céu azul, lindo e ensolarado. Você é o autor dessa novela e os protagonistas e cenários dessa história serão escolhidos por você mesmo. Deixa a vida ti levar... mas no caminho da alegria, no caminho da solidariedade, no caminho de que sim se pode, no caminho da harmonia com a vida e de sua prosperidade. ■

O Universo sempre esta nos dando sinais e a vida sempre nos dando oportunidades das quais poderemos usar para o nosso aprendizado. A Lei da Atração nos ensina que precisamos estar atentos para o que desejamos e que é necessário pedir ao universo em forma de voz alta, em impressões em um papel, etc. É necessário, no entanto, estarmos atentos às oportunidades no momento em que elas aparecem.

A vida é uma coleção de “grandes” pequenas coisas, umas más e outras boas. A vida simplesmente é isso ai. Se você tiver um desses mal dias, diga para você mesmo e repita várias vezes em voz alta: “Eu posso. Eu vou conseguir. Eu posso atrair a plena felicidade. Eu alcançarei o sucesso”. Em seguida e de imediato, mude um pouco a rotina. Vá caminhar e sempre trabalhando a respiração, vá brincar com o seu filho ou faça alguma

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Julia Melim



while Justina (Marília Pera) and Wagner (Jonathan Haagensen, from *City of God*) work together at Rio's International Airport. Floriao says, "The story is 100% Brazilian, but with certain elements rarely used in Brazilian films, with the intention of opening up the film to the world."

Florio says that the main character is obsessed with Hollywood films, and he uses songs that are famous all over the world. These unusual and more international details create an identifiable universe for the film, drawing a bigger audience from across the globe. "There's space for everybody in cinema, and the public can decide what kind of cinema they like best," Floriao says.

Now Brazilian filmmakers are looking for other ways of building the plot and trying to innovate using more universal themes.

Claudia Damasceno, who is Brazilian but lives in Los Angeles, wrote, directed and edited the film "Roses of April." She says her film does not have a typical Brazilian theme and it is inspired by the American culture. The film is a lively and depressing story of intense bonds within a Native American family represented by a young girl who wants to be an astronaut – but who is affected indirectly by the US Government.

It is beautiful to see the Brazilian community united in Los Angeles, supporting each other and bringing the best of our country to the United States. It seems we are finally arriving at the globalization of cinema, and Brazil is definitely a part of it. Films like "Elite Squad" (*Tropa de Elite*) and "Alice's House" (*Casa de Alice*) brought international attention to Brazilian cinema and opened up more space to Brazilian filmmakers.

Frederico Lapenda, President of Paradigm Pictures, is a Brazilian producer and filmmaker who have lived in Los Angeles half of his life. He says **"The fact that I'm Brazilian has helped me a lot in my career and it still helps. They love Brazil here. When you say you are from Brazil, it opens doors."**

Lapenda has just won the "Producer of the Year Award" at the 2008 International Beverly Hills Film Festival. "As a Brazilian in an international competition, you feel very good, very proud of it," he says.

Lapenda's film "Bad Guys" also won Best Picture Award. The film is a contemporary pulp crime drama that embodies the caged rage of "Reservoir Dogs" with the frenetic intensity of "Snatch."

Lapenda said that being recognized increases his responsibility and he wants to win bigger awards now, but it also makes him even more demanding in his own work.

When watching some of the films from this new Brazilian tendency, it is clear that the Brazilian cinema has developed a strong international voice. Meanwhile, Brazilian producers and filmmakers are looking for ways to have our voice heard even louder.

Marcelo Floriao is the writer and producer of the film "Now Boarding" (*Embarque Imediato*), a fast paced comedy about two strangers with nothing in common but the American dream –



Marcelo Floriao (producer), Jonathan Haagensen, Marília Pera, Allan Fiterman (director) e Juliana de Carvalho (co-producer).

Director
Claudia Damasceno



"The Brazilian director doesn't have to be inspired by Brazil, or by the Brazilian culture; any issue can inspire a filmmaker," she says. For her what matters the most is the history surrounding her and dealing with political and social issues.

However, regardless of the theme, Damasceno says that Brazilian filmmakers have earned respect abroad, "Brazilian films are so respected around the world that because I'm Brazilian, I already receive some credibility."

Creating co-productions between Brazil and the United States or Europe is another way of increasing the strength of Brazilian cinema in the international scenario. Lazaro Faria is the Brazilian co-producer of the film "Maracas: The Carmen Miranda Story," the first fiction film about the life of Brazilian Bombshell Carmen Miranda, which will be a co-production between Brazil and the United States. Faria says that Miranda's unsophisticated and genuine way of presenting herself brought about her success in the United States, "Carmen was big inspiration for the Hollywood film industry and became a myth. She was the first Brazilian star with an international career, and she opened doors to the Brazilian cinema."

Faria says filmmakers should take advantage of the genuine aspect of Brazilian films and the marketing strategy of the American film industry. "It's very interesting to join the resources for production and distribution of the biggest movie industry in the world with the 'Brazilian way' – the 'Brazilian way' that's making History," he says. Faria directed the documentaries "City of Women" (Cidade das Mulheres) and "Mandinga in Manhattan" (Mandinga

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Cinema



em Manhattan), both filmed in Brazil and in the United States. He is the president of "Casa de Cinema da Bahia" and director of "Axe Filmes" in Brazil, as well as the producer of Bahia Afro Film Festival, which will happen in Salvador, Bahia, Brazil from November 18th to 27th, 2008.

With the intention of promoting Brazilian culture, the Consulate General of Brazil in Los Angeles, has been supporting Brazilian film screenings and Brazilian film festivals. In partnership with the Latin American Center at UCLA, they present a "Brazilian Film Series" with the screening of a Brazilian film every first Wednesday of each month. Consul General Thereza Maria Machado Quintella says, "The revival of Brazilian cinema not only transformed the way Brazil produces films, but also changed the world's vision in relation to Brazilian filmmaking."

If Brazilian Cinema before had to struggle to find the screens in Los Angeles, now we have two film festivals dedicated to Brazilian Cinema in the city. The year of 2008 began with the Los Angeles Brazilian Film Festival (LABRFF) in March – and will end with the Hollywood Brazilian Film Festival (HBRFFest) in September.

Talize Sayegh is the founder of the HBRFFest. She has been working in film festivals for about 6 years, including the Rio de Janeiro International Film Festival and the International Latino Film Festival. She took 4 years for finally achieve her dream of having a film festival in Hollywood. "Brazilian Cinema is getting better and better. All we need is the space so that we can make the connection," Sayegh says.

Florio is also one of the executive producers of the HBRFFest, and he says the main objective of the Festival is to promote the integration between the Brazilian market and the American market. "It's not only about showing films, but

promoting encounters between 'Hollywood' and Brazilians, with the objective of building bridges, stimulating co-productions and opening up the mentality of the Brazilian filmmaker to an international market."

Sayegh said she had to work very hard to arrive where they are at now and it was very important to unite with other people. "Nobody does anything alone," she says. Now Sayegh counts with the support of producers Marcelo Floriao and Luciana Bressani, who owns Mood, a Brazilian talent agency.

LABRFF was founded by Meire Fernandes and Nazareno Paulo Neto and had the support from various Brazilian actors such as Fabio Assuncao, Rita Guedes and Daniela Escobar. LABRFF brought some of the greatest Brazilian films of 2006, 2007 and 2008 to the Landmark Theater in Westwood.

Faria says that Brazilian Film Festivals create the possibility of mixing influences, and reinventing flavors. "American-Brazilian films or Brazilian-American films can really work out just like samba," he says. Lapenda also believes having Brazilian Film Festivals in the U.S. is a very important step to promote the Brazilian films, "Every individual step towards promoting Brazilian culture, filmmaking in my case, I support, congratulate and cheer for its success."

It is important to remember we are all humans above all, and talking about the human condition can be done in any language regardless of nationality. For a Brazil united with the world! ■

* To contact HBRFFest email info@hbrffest.com or visit www.hbrffest.com. They will open submissions for films as well as screenplays in June 2008.

** To contact LABRFF email info@labrff.com or log on www.labrff.com.

*** Julia Melim is a Brazilian actress, writer and director. She has been in award-winning productions in Brazil and just got cast as Aurora Miranda in the movie Maracas: The Carmen Miranda Story. Julia also is working on her first screenplay for a feature-length film. E-mail julia@juliamelim.com or www.juliamelim.com



Estados Unidos do Brasil



brasileiro é tão respeitado pelo mundo afora que por eu ser brasileira já existe uma credibilidade”.

Outra maneira de aumentar a visibilidade brasileira no cinema internacional é criar co-produções entre Brasil e Estados Unidos ou a Europa. Lázaro Faria é o co-produtor no Brasil do filme “Maracás: A História de Carmen Miranda,” o primeiro filme de ficção sobre a vida de Carmen Miranda, a Pequena Notável – que vai ser uma co-produção entre Brasil e EUA.

E na capital do cinema, Latiza Sayegh com o suporte de Marcelo Florião e Luciana Bressani, dão início em setembro de 2008 ao mais novo Brazilian Film Festival. Estamos falando do Hollywood Brazilian Film Festival, que passa a ser o segundo Festival Brasileiro de cinema na área de L.A... ■

*** Para ler o artigo em português na íntegra visite nosso site www.soulbrasil.com e clique em Artes&Cinema na versão portuguesa.**

Parece que estamos finalmente atingindo a globalização do cinema, e o Brasil é definitivamente parte disso. Filmes como “Tropa de Elite” (Elite Squad) e “Casa de Alice” (Alice’s House) estão trazendo atenção internacional para o cinema brasileiro e abrindo ainda mais espaço para cineastas brasileiros.

Frederico Lapenda, Presidente da Paradigm Pictures, é um cineasta brasileiro que morou metade de sua vida aqui em Los Angeles. Ele nos menciona “O fato de ser brasileiro ajudou muito na minha carreira e continua ajudando. O Brasil é muito querido aqui. Quando você fala que é do Brasil, abre as portas”.

Marcelo Florião, produtor e diretor do filme “Embarque Imediato” (Now Boarding), uma comédia de ritmo moderno e ágil sobre o encontro de duas pessoas diferentes, e que em comum apenas possuem o mesmo sonho - de uma vida nos EUA, e trabalham no mesmo ambiente - o Aeroporto Internacional do Rio de Janeiro. Florião acrescenta, “A estória é 100% brasileira com pequenos elementos

que são pouco usados no Brasil, com a intenção de abrir o filme para o mundo”.

Claudia Damasceno, uma cineasta Cearense e que vive em Malibu, escreveu, dirigiu, produziu e editou seu filme “Roses of April”. Ela nos falou que seu filme não aborda um tema tipicamente brasileiro e que foi inspirada pela cultura Americana. Damasceno falou que cineastas brasileiros já são muito respeitados no exterior e acrescentou “O filme



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Los Angeles Opera project *Recovered Voices* presented two exceptional one-act operas: **Alexander Zemlinsky's *The Dwarf*** (based on Oscar Wilde's *The Birthday of the Infanta*);— and **Viktor Ullmann's *The Broken Jug***. Both composers were Jewish. Ullmann perished in Auschwitz soon after writing his last opera in the Concentration Camp at Terezin; Zemlinsky, after fleeing the Nazis, died in anonymity in NY. When the curtain was raised at the Los Angeles Opera house, and the phenomenal stage design by **Ralph Funicello** for *The Dwarf* was revealed, I was transported instantly to an European Court - a first stunning prelude to one of the most beautiful operas I have ever seen. Conductor **James Colon's** passion for *The Dwarf* is undeniable. In his lecture prior to the final performance of the work with the LA Opera, he noted: "I've conducted *The Dwarf* about 30 times and, as with any masterpiece, I'm always discovering layers, depth, beauty. It's like seeing the works of *Rembrandt*, *Goya*, *Michelangelo*, you never get tired of it, you only discover more..."

But one had to actually experience it to fully appreciate its complexity and beauty. The story of *The Dwarf* is universal, as relevant today as it was nearly a century ago. When The Dwarf discovers how he looks and realizes that the object of his love has nothing but contempt for him, he's devastated — all the more so because his desolation represents the end of innocence and the death of the idea that "love conquers all." Like his lead character in "The Dwarf," Zemlinsky's charismatic personality also attracted the great love of his life — Alma Schindler. But, as in the opera, she soon mocked his ugliness and abandoned him for Gustav Mahler. Ironically, Zemlinsky's suffering over his own ugliness and small stature provided him with an emotional musical canvas to portray the dark, complex, but ultimately rich humanity of his character.

There were remarkable performances by **Mary Dunleavy** as a lively and cunning Infanta, But the star was clearly **Rodrick Dixon**, displaying a magnificent depth and vulnerability as *The Dwarf*, in a performance encompassing everything from joy, innocence and horror to fear, despair and profound sadness. **Susan B. Anthony** was a memorable Ghita, and the balance of the cast was superb. Stunning lighting design by **David Weiner** and atmospheric costumes by **Linda Cho** completed the impressive production. Ullmann's *The Broken Jug*, a brilliant comedy, starred **James Johnson** as Adam, **Melody Moore** as Eve. My favorite part was the minimalist staging at the start, in which the characters danced in silhouette to the accompaniment of the seven-minute overture. Without dialogue, color or words, it was clear where the story was heading, but in the end there was a big surprise. And this time, unlike the life of its creator, Justice prevails.

UCLA Live: **Aurélia's Oratorio** was one of the most cinematic, poetic, evocative, variety/circus shows I've ever seen. Imagine sitting at a lavish dinner with **Modigliani**, **Ravel**, **Isadora Duncan** and **Chaplin** all together. That's what it was like to watch *Aurélia's Oratorio* performed by the magical **Aurélia Thierrée** (grand daughter of Charles Chaplin), superbly directed and designed by **Victoria Thierrée Chaplin**.



Angélique Kidjo's performance at Royce Hall was almost instantly transformed into an all-join-in dance party with the music embracing everything from her native Beninese dance rhythms to funk, rock, blues and jazz.

The offbeat trio of singer **Bobby McFerrin**, pianist **Chick Corea** and drummer **Jack**



DeJohnette brought a musical happening to Disney Hall, combining spontaneous music-making and audience singalongs with humorous interaction between the players.



Guitarist/singer **John Pizzarelli's** Disney Hall performance was a stunning display of classic music, exploring the Frank Sinatra song book featuring Pizzarelli's warm voice and swinging guitar.



At the Getty, sexy Cape Verde singer **Maria de Barros** seasoned her traditional songs with the spices of Brazilian samba and Afro-Cuban salsa.

On the new CD *Banquet of the Spirits*, master Brazilian percussionist **Cyro Baptista** features keyboardist **Brian Marsella**, bassist and oud player **Shanir Ezra Blumenkranz**, and drummer **Tim Keiper**. Baptista also introduces the concept of "Anthropofagia Equals Cultural Cannibalism," reflecting the powerful impact that Oswald de Andrade's 1928 essay, *The Anthropophagite Manifesto*, had upon 20th Century Brazil. A contemporary global music pioneer, Baptista presents eight far-reaching originals and three classic songs written by **Cherry** and late sitarist/tabla player **Collin Walcott**.

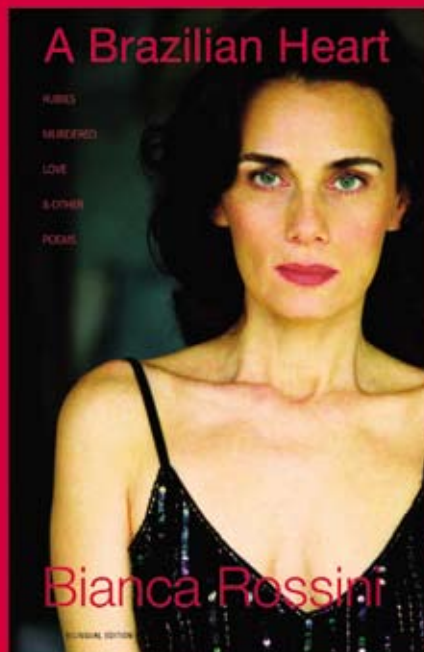
In Love With the Music of Antonio Carlos Jobim at the Jazz Bakery employed the great bossa nova songs of Brazil in a show with great entertainment potential.

The Eighth Color of the Rainbow (A Oitava Cor do Arco-Iris) is the first feature film from the state of Mato Grosso, Brazil by director **Amauri Tangara**, released by Cinema Epoch & 8 STAR Entertainment, now available at Amazon.com ■

* Special thanks: **Don Heckman**, **Denise Doorman** (writebrainmedia.com), **Phil FewSmith** (fewsmith.com), **Galina Sobolev** (buysingle.com), **Andre** (myspace.com/WCAPhotoStudio), **Phil FewSmith** (fewsmith.com) and **Edward LeMarier** (hair design)

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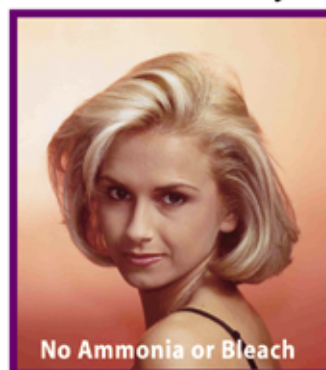
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Santa Barbara Soul-Stice



The Summer Solstice Parade has grown over the 34 years to an organization that works year-round to put on the colorful parade with over 1,000 directly participants and a attendance of more than 100,000 on the streets of downtown Santa Barbara. The parade is since while ago a popular event and directly connected with the summer's grand opening in the California Riviera.

Started by a man named Michael Gonzales, actually for his birthday, which was on May Day, he decided to have a parade. He was part of the Mime Caravan, a group of mimes from San Francisco. After a couple of years, he and his friend Michael Felcher decided to join forces to include a musical performance following the parade. This was stage at the sunken gardens, at the County Courthouse in Santa Barbara. The date was the Summer Solstice and than they used that date ever since.

In past years, the production had to search for a new location to build the parade each year and sometime did not find it until almost one month prior to the event. Finally, this year of 2008 they got a permanent warehouse shop that will be open year-round for use by all sorts of performing arts groups during the time people are not making floats for the parade. They offer a community arts workshop for the two months prior to the event where the entire community is invited to join in the making of the event parade. As support, they hire a staff of artists, costumers and mask makers to help people make their creations.

Many of Santa Barbara's local dance companies participate, including Brazilians

Vanessa Issac's/Ginga Cultural Center and Mariano Silva/Batuque SB. The Brazilian music is represented by local Brazilian & Lovers of Brazil drummers living in the county, as well the capoeiristas from the two groups in the city, Sul da Bahia and Batuque. The Brazilian groups are always a big hit. This year 2008, they will have a special participation from a samba group coming from San Diego, a fabulous group of costumed "Carnivale" who come from San Luis Obispo, as well a huge group of Tahitian Dancers to name just a few. The Solstice Summer Festival kicks off is at Alameda Park, on Friday Night and continues on Saturday where the parade ends at the park featuring live bands, dancing groups, a fine art section of people selling their arts & crafts, booths of foods and beverages, and a Kids Festival with their own stage.

The event executive director, Claudia Bratart told us that the Festival attracts many Brazilians as it has a similar feel to Carnaval, and add, "The event does not have the corporate look like many other parades. It is very original and the creativity, music, and passion of the people, attracts folks from around the world. Perhaps, it has to do with climate and the attitude. People are friendlier and the pace is not as hectic as some other cities in California". The Solstice Warehouse is open Wed. to Fri. from 3pm-8pm. and weekends from Noon to 6pm. It is located at 631 Garden Street, downtown SB. More info: www.solsticeparade.com ■

*** The 2008 Solstice Summer Festival and Parade happens Friday Night, Jun 20th from 4pm-9pm in the Park and Sat. June 21st with the Street Parade starting at Noon and going to 5pm.**



SAN DIEGO CLOSE UP *By Victor Gutierrez*



Many "moves" and "movies" in San Diego last March and April (08)... with the birthday party of Renata and Jani



The "15 Years" celebration of the SD Latino Film Festival with participation of actor Lazaro Ramos and director Hector Babenco



The Art Exhibition of Aline Spellmeyer and Friends



For last, with the Brazilian Soccer Tournaments Finals in the end of April, much "Cerveja & Alegria" with the "Festa do Futebol"...and for sure...a lot of Flamenguistas in the area...Uma vez Flamengo...Flamengo até Morrer..."



The singer Luciana Souza and friends from NY performance in SD



"Moqueca Baiana" Lazaro Ramos reception party at Katia & Beto house



The Feijoada Fundraiser Party with Batucada



Making the Difference

“When Social Responsibility also is a Priority”

* Luciana de Alencar and Lindenberg Jr.



At some point in your life, you may have heard about Third Sector, social responsibility, non-profit organizations or social assistance. However, have you ever stopped to think and analyze the importance of these aforementioned institutions in the modern society? And how they can affect your daily life?

What is the third sector? It is a phenomenon of the last three decades and mobilizes private resources to public purposes. The third sector is an action of civil society constituted by various kinds of non-profit organizations. One main type is the non-profit organizations with public purposes, known in Brazil as ONGs (non-governmental organizations). In addition, an important remark is that every nonprofit is part of the Third Sector, but not all the Third Sector is constituted by nonprofit.



Among these new terminologies, the most current one certainly is the social responsibility. This is the right term when it comes to fulfillment of duties and obligations of either individuals or companies relating to society in general. The most recent manifestation of this is corporate social responsibility, also known as responsible business.

The market outline has changed in the last two decades and companies had to adapt themselves to the new market requirements. As time went, by companies were requested to stop focusing only on sales and start also focusing on actions that would benefit the entire society. Nowadays, these companies are financing more and more social projects with these characteristics. However, this kind of operation can not be confounded with philanthropy, since it has better business performance and profit.

On the other hand, the social assistance is understood as a citizen right and a state duty. It is planned with basic objectives, technically, to guarantee family protection, maternity, childhood, adolescence and elderly. These goals operate in an integrated way and aim the combat the social inequality, as well as provisions of conditions to take care of social contingencies and the “universalization” of social rights. It can be done by either, public or private initiatives.

The co-responsibility of the citizens should not be only a characteristic of the Brazilian society but also in the international scope, in respect to

the human democracy and rights, to the environment, the equality of gender and in the fight against the poverty and the social exclusion, for these are interests of all the humanity.

According to data from the 1988 consensus, the Brazilian Association of Nonprofit Organizations (*ABONG – Associação Brasileira de Organizações Não-governamentais*), it is estimated that there are currently over 250 thousand organizations in the third sector, circulating values correspondents to 1.5% of the Brazilian GDP. It is expected that in the future they will circulate values of up to 5% of the GDP, matching European countries average.

Inside this context, it is important to know which non-profit are in fact, involved in concrete social causes, considering that in many moments the image of serious institutions is endangered, because of the lack of seriousness of so many others. However, it is shown by good examples that the benefits provided by the actions of social relevance are unquestioned. Our commitment here is exactly to show the figure of some of these institutions and to give a brief explanation of its works, give information on contacts and promote the transparency on such an important subject.

This and other not-so-commercial, but very important in the generation of a more just and



more human world-wide society, subjects always had room **in the pages of Soul Brasil**, in its trajectory since its first edition, on July 2002. This guideline project of Soul Brasil, that starts in this edition, is not opinionative, it is of organizational and informative character to especially generate a bigger conscience on the social responsibility that compete to each one of us, and to the commercial companies in the search of something beyond the profit.

NGO'S IN BRAZIL

Brazil, with its immense territory, and its diverse social problems, create and recreate forms to supply the inefficiency of a bureaucratic state. The affirmation of a new responsible and participative outline of Brazilian society express itself in the search of new forms of joint between organizations of the Third Sector, governmental institutions and companies.

The NGOs in Brazil went through many changes in the last 20 years and currently the search of sustainability is one of its major challenges. A problem to be faced and that affects directly the image of the nonprofit is the existence of fraudulent institutions created for money laundry or to get fiscal exemption. However, there are Brazilian nonprofits well-reputed worldwide, serious institutions that work with intention to help the community and to make the difference, not only in statistical data, but also in the qualitative scope.

AMONG MANY SERIOUS ORGANIZATIONS, WE START MENTION FOUR IN THIS ISSUE THAT WORK WITH DIFFERENT PERSPECTIVES AND GROUPS:

*** Instituição do Homen Novo (IHN)** – The institution of the New Man develops a work of rehabilitation of prisoners in semi-freedom in the city of Rio de Janeiro. Its goal is to build close and citizenship reform, seeking the trans-

formation of the participants. His web-site is www.ihn.org.br.

*** Organização Mundial para Educação Pré-Escolar** – The World Organization for Pre-School Education is a philanthropic entity without racial, philosophical or religious discrimination. From the national level, consists of federations that operate in state and areas that are formed by regional or municipal associations. Their action has been marked to agency, mobilizing political and civilians in defense of children's rights. His website is www.omep.org.br.

*** Network Feminista de Saude e Direito** – Social Feminist Network for Health, Social and Reproductive Rights is an movement for women rights completing eighteen years now in 2008. It brings together today 266 different agencies among women's groups, non-governmental organizations, centers of research, trade unions / professional and advice of women's rights, as well as health professionals and feminist activists, who develop policy and research work in the areas of health and women's sexual and reproductive rights. His website is www.redesaude.org.br.

*** Organization of Permaculture and Art (OPA)**, created in 2004 by multicultural artists

and educators of diverse backgrounds, is in the process of establishing a center in the historic Pelourinho district of **Salvador** to demonstrate innovative urban permaculture models and function as a multi-purpose art space. Programs include **Circo Agua Viva**, a project of environmental education through circus arts and educational theater with underprivileged children and at-risk youth in Salvador, and **ECO-Surfista** environmental program combining surf and Permaculture nearby on the Bahian coast. www.opabrazil.org

More recent studies have demonstrated the importance of the spontaneous and autonomous organization of civil society groups, movements and non-profit organizations for effective democracy, promoting development and citizenship. Lastly, a phrase here that really matches with the new era that we are living: "Growing at all costs without measuring important consequences, is not cool. Today the new capitalism requires growing business with ecological and social responsibilities to achieve survive the trends of the new consumer market demands. ■

* Translation by Lilian Carvalho Moreira

** English Edition: Jennifer Parker



Fazendo a Diferença

“Quando a Responsabilidade Social também é uma Prioridade”

* Luciana de Alencar e Lindenberg Jr.

Em algum momento da sua vida você já escutou falar em Terceiro Setor, Responsabilidade Social, ONG ou simplesmente Assistência Social. No entanto, será que já parou para pensar e analisar a importância de alguma dessas instâncias na sociedade atual e em como elas podem atingir o seu cotidiano?

Mas o que é o Terceiro Setor? O Terceiro Setor é um fenômeno das últimas três décadas que mobiliza recursos privados para fins públicos. É uma ação da sociedade civil, constituída por organizações sem fins lucrativos, que podem ser de diversos tipos. Um dos principais tipos são as Organizações Não-Governamentais com Finalidade Pública, popularmente conhecidas no Brasil como ONG's. Uma observação importante é que toda ONG é do Terceiro Setor, mas o Terceiro Setor não é só constituído por ONG's.

Entre essas novas terminologias a mais atual é, sem dúvida, a Responsabilidade Social. É o termo utilizado quando nos referimos ao cumprimento de deveres e obrigações dos indivíduos e empresas em relação à sociedade em geral. A sua forma mais atual de manifestação é a Responsabilidade Social Corporativa, que também é conhecida como Empresarial.

O perfil do mercado mudou nas últimas duas décadas e as empresas tiveram que se adaptar às novas exigências. A partir de então, começou a ser cobrado delas que não canalizassem suas forças somente para a venda, mas sim para ações que beneficiem a sociedade como um todo. Atualmente as empresas estão cada vez mais financiando projetos sociais que conten-

ham estas características. No entanto, não se pode confundir esse tipo de ação com filantropia, já que apresenta melhor performance de negócios e lucratividade.

Diferente da assistência social, que é entendida como um direito do cidadão e um dever do Estado. Esta configurada com objetivos básicos, em tese, para garantir proteção à família, maternidade, infância, adolescência e também à velhice. Esses objetivos atuam de forma integrada e visam o combate das causas da desigualdade social, o provimento de condições para atender contingências sociais e a universalização dos direitos sociais. Ela pode ser realizada em ações da iniciativa pública e privada.

A co-responsabilidade dos cidadãos não deve ser uma característica apenas da sociedade brasileira, como também do âmbito internacional, em respeito à democracia e direitos humanos, ao meio ambiente, à igualdade de gênero, e na luta contra a pobreza e a exclusão social, pois esses são interesses de toda a humanidade.

De acordo com dados do censo de 1988, realizado pela Associação Brasileira de Organizações Não Governamentais (Abong), estima-se que atualmente existam mais de 250 mil organizações do Terceiro Setor, movimentando valores que correspondem 1,5% do PIB brasileiro. Futuramente, espera-se que elas movimentem valores de até 5% do PIB, equiparando-se a média dos outros países.

Dentro deste contexto é importante saber quais ONG's estão envolvidas de fato com causas so-



ciais concretas considerando que a imagem das instituições sérias, em muitos momentos, fica comprometida pela falta de seriedade de outras tantas. Bons exemplos mostram que os benefícios proporcionados pelas ações de relevância social são inquestionáveis. Nosso compromisso aqui é justamente mostrar a cara de algumas dessas instituições e dar um breve parecer de seus trabalhos, informações de contatos, e promover a transparência sobre um assunto tão importante.

Esses e outros temas não tão “comerciais”, mas muito importantes na formação de uma sociedade mundial mais justa e mais humana sempre tiveram espaço nas páginas da Soul Brasil em sua trajetória, desde sua primeira edição em Junho de 2002. Esse projeto de pauta da Soul Brasil que começa aqui nessa edição, não é opinativo, mas de caráter organizacional e informativo para gerar uma consciência maior sobre a responsabilidade social que compete a cada um de nós, e especialmente às empresas comerciais na busca de algo além do lucro.

ONG'S NO BRASIL QUE ESTÃO FAZENDO A DIFERENÇA

O Brasil, com seu imenso território, e seus diversos problemas sociais, cria e recria formas para suprir a ineficiência de um estado burocrático. A afirmação de um novo perfil participativo e responsável da sociedade brasileira se traduz na busca de novas formas de articulação



entre as organizações do Terceiro Setor, órgãos governamentais e empresas.

As ONG's no Brasil passaram por diversas transformações nos últimos 20 anos e atualmente a busca pela sustentabilidade é um dos seus grandes desafios. Um problema a ser enfrentado, que afeta diretamente à imagem das ONGs, é a existência de instituições fraudulentas criadas para lavagem de dinheiro ou para obterem a isenção fiscal. No entanto existem ONG's brasileiras renomadas no mundo todo, instituições sérias que trabalham com o intuito de ajudar a comunidade e fazer a diferença não somente em dados estatísticos, mas também no âmbito qualitativo.

DENTRE TANTAS ORGANIZAÇÕES SÉRIAS, NESTA EDIÇÃO MOSTRAREMOS QUATRO QUE TRABALHAM COM DIFERENTES PERSPECTIVAS E GRUPOS:

*** Instituição do Homem Novo (IHN)** – essa instituição desenvolve um trabalho de reabilitação de presos em semi-liberdade na cidade do Rio de Janeiro. Seu objetivo é construir a reforma íntima e a cidadania, buscando a transformação dos participantes. Seu web-site é www.ihn.org.br.

*** Organização Mundial para a Educação Pré-escolar (OMEP)** - é uma entidade filantrópica, suprapartidária, sem discriminação racial, filosófica ou religiosa. De âmbito nacional, é constituída por federações que atuam em âmbitos estaduais e que são formadas pelas associações regionais ou municipais. Sua ação marcante tem sido a de agenciadora, mobilizando influências políticas e civis na defesa dos direitos da criança. Seu website é www.omep.org.br.

*** Rede Feminista de Saúde, Direitos Sociais e**



Direitos Reprodutivos (Brazilian Feminist Network for Health, Reproductive and Sexual Rights) - A Rede Nacional Feminista é uma articulação do movimento de mulheres que esta completando dezoito anos agora em 2008. Reúne hoje 266 entidades - entre grupos de mulheres, organizações não-governamentais, núcleos de pesquisa, organizações sindicais/profissionais e conselhos de direitos da mulher - além de profissionais de saúde e ativistas feministas, que desenvolvem trabalhos políticos e de pesquisa nas áreas da saúde da mulher e direitos sexuais e reprodutivos. Seu website é www.redesaude.org.br.

*** Organização de Permacultura e Arte (OPA)** – Criada em 2004 por um grupo de artistas e educadores de diferentes setores na Bahia, o OPA atua em Salvador demonstrando modelos inovativos de design urbano através da permaculture assim como cria hábitos artístico/cultural para crianças carentes. Entre os programas esta os projetos Circo Agua Viva (educação ambiental através do teatro e do circo) e ECO-Surfista (uma combinação de surf & consciência ambiental com atividades de Permaculture no litoral baiano). O Website é www.opabrazil.org.

Estudos mais recentes têm demonstrado a importância da organização espontânea e autônoma da sociedade civil em grupos, movimentos e organizações sem fins lucrativos para a efetivação da democracia, promoção do desenvolvimento e da cidadania.

Por fim deixamos uma frase, que nessa nova era vale muito ser expressa: “Crescer a todo custo já era. Hoje é imprescindível crescer com responsabilidade ecológica e social para poder conseguir sobreviver às tendências do novo mercado consumidor exigente”. ■



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PRIORITY



Not So Stoked...

Paulo Dias

Every sport has its own “language”, especially action sports where the young or “old” kids, are always coming up with new slang, words and expressions. In the surfing world it is very common for us to hear the expression: “**I’m stoked!**” Whether it comes out of the mouth of the surfing bros, young groms, professionals or even the oldschool surfers, it normally means one thing. They just had a pretty good surf session and cannot help but share it. There is even a similar expression in Brazil: “cabeça feita”.

According to the *Urban Dictionary**, this is one of many definitions:

STOKED...

“To be in a state of happiness, excitement, anticipation, pride and optimism. Word used often in Southern California by most surfers and skateboarders.”

To a certain extent I have to agree with that. This is probably how and where the expression was born. But nowadays I believe it’s used all across the country (maybe world) and in many other different sports and situations. Everybody likes to talk about what keeps them stoked and it is very easy for me to find things that would make me happy

and satisfied, speaking of surf, of course:

- Surfing a perfect point break, few feet overhead rights, only you and your friends out on a late session.
- Getting barreled on the wave of the day in front of the photographer who gets the shot. And gives it to you later.
- Trunking it, under the sun with girls (Brazilian bikinis please!) watching you from the beach. Just make sure you don’t fall.

That good old formula that we all have heard many times. Nothing new or creative in my list...

But what really made me write this article is the list of situations that makes me anything but stoked. I could go on and on with this list but I’ll keep it short and simple:

- When surfers fight over every wave as if it is the last wave in the world. They normally already paddle screaming and then say “F*@K!” when they don’t make it. As the 81 year old surfer Eve Fletcher, from Orange County, said in a recent interview: “Really good surfers know there’s always another wave”.
- When people leave trash at the beach. It may be convenient and easy for them but it’s certainly not easy for other people

and the planet. And yes, cigarette butts are trash too.

- When some locals never leave their beach and don’t want anybody around. They would be surprised to find out that there is life outside of their bubble. Believe me, people who travel receive others with a lot more respect.
- When people travel and don’t respect the local people, culture and surfers. No explanation needed. This is the number one rule!

If you didn’t realize yet, actions or attitudes from other people could affect your days of happiness and satisfaction. Have you ever had your session ruined by the idiot that tried to start a fight for no reason on an epic day? Have you ever left the water bummed about how dirty it was and how much trash was left behind? I have, a few different times.

Make sure that when you leave the beach totally stoked, you didn’t make someone else feel **not so stoked**. Always remember, **Positive Vibrations** my friend! That’s what we all should bring and take home from the water. ■

* Paulo Dias is a Soul Brasil contributor and associate editor for www.wetsand.com

** Urban Dictionary - www.urbandictionary.com

Brazilian Music

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O desmatamento na Amazônia já atingiu duas vezes a Alemanha ou três Estados de São Paulo. A região pode não ser o pulmão do mundo, mas presta serviços ambientais importantíssimos ao Brasil e ao Planeta. Essa vastidão verde que se estende por mais de cinco milhões de quilômetros quadrados é um lençol térmico engendrado pela natureza para que os raios solares não atinjam o solo, propiciando a vida da mais exuberante floresta da terra e auxiliando na regulação da temperatura do Planeta. Um grupo de artistas Brasileiros encabeçados por Vitor Fasano, Cristiane Torloni e Juca de Oliveira iniciaram a campanha "Amazônia para Sempre" para Brasileiros em volta do planeta se juntarem em um movimento de conscientização e ação. Visite o site www.amazoniaparasempre.com.br e faça a sua parte, tomando 2 ou 3 minutos do seu tempo e assinando o manifesto de apoio. É o Brasil de olho na Amazônia e no planeta Terra.



Last April a ilegal shipment of Amazon Timber was seized in Brazil after a inspection made by Brazilian Environmental Authority (IBAMA) follows Greenpeace blockade of timber ship in France. Inspection follows Greenpeace Brasil recent campaign to highlight the problem. The confiscation comes just weeks after Greenpeace Brasil exposed the trade in illegal timber between Brazil and Europe. Officials have detained the vessel, the BSLE Express, at the Brazilian Port of Santarem, in Para. So far they have confiscated 732 cubic meters of sawn timber. This illegal timber trade is rife and so it is great news that, for the first time in two years, the Brazilian authorities are checking timber exports at Santarem port. Dodgy paperwork that disguises the origin and species of timber is just one of the ways companies try to legalize timber that has come from illegal operations. The buyers identified in the documents of the confiscated timber were United Timber Company LLC, Rodenhuis Holding BV (Netherlands), Etablissements Peltier (France) and Fernando Martins Coelho (Portugal). The Brazilian authorities need to go even further and must track how this timber was logged, transported and processed before it reached the port to establish whether other illegal activities are connected to this particular cargo. Greenpeace, other organizations and movements as "Amazonia Para Sempre" (check www.amazoniaparasempre.com.br) is also calling on the Brazilian government to tackle illegal logging and improve forest governance and law enforcement in the Amazon Basin.

Amazônia Brasil

Com seis anos de existência, a mega-exposição Amazônia Brasil que já esteve no Brasil, em Paris, Lausanne e Bavaria, sendo visitada por mais de 500 mil pessoas, **desembarcou no dia 17 de abril em Nova Iorque**. A exibição permanecerá na cidade por três meses - até o dia 13 de julho de 2008. Uma importante parceria foi firmada entre o projeto Amazônia Brasil e a Secretaria de Educação da Cidade de Nova Iorque que promoverá a inclusão de lições sobre a Amazônia Brasileira no currículo escolar das terceiras e sextas séries. Amazônia Brasil é uma exposição multicultural que reúne o universo de conhecimentos disponíveis sobre a região, com toda sua diversidade, potencialidades e contradições. Traz as comunidades locais, os povos da floresta e os projetos inovadores; apresentando a Amazônia sob a ótica de quem vive e trabalha com soluções possíveis e realistas em seus diversos caminhos e dimensões. Segundo os organizadores - Não se trata de uma exposição "sobre" a região, mas uma exposição "da" região. Realizada pelo Projeto Saúde e Alegria e pelo Grupo de Trabalho Amazônico (GTA), o projeto representa mais de 610 organizações não-governamentais, movimentos sociais e lideranças dos povos da floresta, de todas as áreas da Amazônia e das diversas categorias de comunidades extrativistas locais. Amazônia Brasil tem patrocínio da Alcoa e Alcoa Foundation e apoio da Amex Foundation e IBM, além do apoio institucional do Ministério da Cultura e também do Ministério do Meio Ambiente. O projeto em NY tem parcerias com o Central Park Conservancy, Smithsonian's National Museum of the American Indian, NYC Department of Education, The New York Botanical Garden and Arts World Financial Center.



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- 2) Compost your food waste. Learn how at www.ciwm.ca.gov/organics/HomeCompost
- 3) Trade & Donate using your friends list, Thrift Stores, Vintage Stores and Yard Sales. Also check out www.freecycle.org and join a worldwide gifting movement.
- 4) Support green organizations and buy products from companies that support earth sustainability.



Understanding Addiction

An Interview with Dr. Yakov Marshak

* Em Portugues/Online

SB - Doctor, please explain why a drug or an alcohol addict does not stop using or drinking, even after some of his friends have already died from substance abuse?

To understand how this vicious cycle of addiction works, try to hold your breath for one minute. The psychological and physical discomfort will increase, becoming intolerable in the end. You will take a deep breath and experience a distinct sense of relief.

The addict functions in a similar manner. Ultimately, he will surrender to a drug of his choice.

SB - What is a cause of pathological dependency?

I think that a drug addiction is the extension of what I call "natural addictions". Breathing, satisfaction of hunger and thirst, sex drive are all examples of our "natural addictions". All these behaviors have their own cycles. If we begin to suppress them, we will suffer progressively and at the moment of resuming their use, we will rapidly transit from the state of sharp discomfort to the state of well-being.

SB - How is dependency formed?

Drugs rapidly change the state of emotional discomfort to the state of euphoria. This sensation is imprinted into our emotional instinctive memory on the unconscious level as a feeling of great and unconditional love. It is interesting to note that this feeling of love that has been "stamped" in the brain is impossible to erase. From that moment, his whole life is dedicated to a single goal – use of

the drug, everything else in the world is converted into a source to fulfill this objective. Addict's priorities are altered and all emotions are exploited as a tool to obtain drugs.

SB - Doctor, can an addict be trusted?

You can't trust a person who is acting-out a part in the script which he has created with the ultimate goal to get drugs. The addict's mind is much more motivated than the mind of a sober individual; therefore it has to work a great deal harder. Addicts are creative, witty, and at times are ingenious in reaching their objective.

SB - Is it true that addicts have no willpower?

To the contrary, their willpower toward "reaching goal" is untamable. Our willpower is controlled by reward system - an organ in the brain which governs our life and forms our behavior. It makes our thinking bough rational and adequate. On the other hand, when this system is damaged by drugs, it issues commands that destroy addict's own life, while using all of his abilities to that end. In order to heal an addict we need to "fix" his organ of mood regulation.

SB - What kind of treatment do you consider to be the most effective?

Unfortunately, techniques like aversion therapy, hypnosis, and even brain surgery can not effectively restore addict's mood regulation. At our clinic we practices the use of the principally new,

patented method for restoration of the mood regulation system. We teach a patient special exercises and skills which restore his ability to live a life of happiness and well-being. The method is called the "Brain Building and Mind Reconstruction." This technique normalizes the mood and corrects the character of our patient.

SB - What can family members do if there is an addict in the family?

It is essential to choose a reliable and comprehensive treatment program. Then, without losing a single day, begin to fight for his life. Sadly, it can be very short for the drug users.

SB - What can be done if an addict refuses to be treated?

You must decline to assist in his suicide. Give an addict a choice: either he goes into treatment with your absolute support, or he will be denied any assistance from you - including food, money, and the roof over his head... until he comes to his senses.

To read the complete interview with Dr. Yakov Marshak and check how to relate to an addict after his treatment and how to monitor him for real possible recovery visit us online at www.soulbrasil.com and go to Health & Nutrition.

* The Marshak Clinic is located in the Mountains of Malibu and part of the staff speak also Portuguese. The clinic is currently talking to insurance companies for hopefully be able to accept health insurance and provide extensive services soon. At the present time the patient or his family finances the treatment. More info: www.marshakclinic.com / Toll Free Number: 1-800-366-8101



Fashion Rules & Dictates

Alberico Manoel

Today, the demanding trends of fashion almost entirely molds us to consume products, in that we submit ourselves to marketing, advertisement, and to its ideology of the conformity or idealization of the current social mindset. Some resist, others do not. The ones that follow the demands seem to be wearing uniforms with perfect bodies, modern and cutting edge style trying to be different, but most of the time, almost equal.

The modern world values the excess of beauty, the aesthetics and what is considered to be beautiful, but overlooking ethical and moral values besides a lack of respect for others. The ones that do not fit in separate themselves in tribes or are marginalized by groups that worship the demands of fashion.

The contradiction of the 21st Century and new digital era is that everything happens yesterday. You need to be the best, the most competent, the more capable, the most everything. Sometimes, not even being your own self. Nowadays we see that everybody is looking for something without knowing exactly what he or

she wants to find. The big event is that people are becoming more and more of a characterization of the self. Look at the example of this as the reality show, "Big Brother" which is a success with audiences, due to an idealized model of beauty, acceptance and success amongst the pairs. Would that be an intentional action of its makers?

Everything ends up becoming fashion statements. How a person dresses, how the body is marvelous, and things like that. The mirrors (characters created by people) is mirrored by an existentialist concept of the human being, the unique being, the individual being that looks to the self-searching the inexistent. What is not known...

What really matters to people is to be authentic, because some day, the character

loses its identity, and the real world with its contradictions and hypocrisy says, "We wanted you – yourself, and not your character." This is why fashion is in movement, but attitude and personality are the daily life. The reality is that this powerful industry that moves millions of dollars and people with their ideology and beauty concepts are dictated for all that submit themselves to this ideal of beauty. ■

* Translation by Cristiane Magalhães

** English edition by Jennifer Parker



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Estratégias Efetivas de Marketing (2)

Conquiste mais Clientes e Gere mais Negócios

Você tem um ótimo produto ou serviço, enviou folhetos e brochuras, fez contatos com seus amigos e parceiros de negócios - escreveu para a Câmara de Comércio da sua área e garantiu um bom lugar em algumas publicações que atinja o seu público alvo. Mesmo assim não existe fluxo de tráfego na sua loja ou aquelas esperadas ligações telefônicas. O que deu errado? Existem muitas razões para a freguesia não entrar na sua loja ou telefoná-lo. Muitas vezes além da sua campanha publicitária é necessário considerar sete fatores que podem fazer a diferença. Para saber mais continue lendo.

1) **O Cliente não precisa ou quer o que você está vendendo** – O seu cliente pode pensar que não precisa ou quer o seu produto ou serviço. O seu trabalho como pessoa de vendas é o de convencê-lo do contrário. Mais do que focar nas características e funções do produto, mostre ao seu cliente os benefícios do que você está oferecendo. Construa um cenário usando palavras como “imagine” ou “não seria ótimo se...”. Os encoraje a visualizar esses benefícios: “Como você acha que esse produto ou serviço poderia lhe ajudar?”

2) **Inconveniência ou Conveniência** – Nesses novos tempos competitivos e globalizados, com “fast food” e internet de alta velocidade, as pessoas buscam por satisfação imediata. Se o seu processo de vendas, seja produto ou serviço, não é livre de complicações, muitos clientes irão para outro lugar. Tente também oferecer algo que seja criativo ou mesmo único. Por exemplo: você entrega em domicílio, oferece opção de parcelamento do valor da compra ou oferece vantagens para

clientes habituais?

3) **O Cliente não Entende o que você Vende ou qual a Utilidade do seu Serviço** – Se o que você tem a oferecer se trata de algo novo, talvez haja a necessidade de vender o conceito antes de qualquer coisa, entendeu? Você dá informações suficientes a respeito do seu produto para os seus clientes tomarem a decisão mais inteligente?

4) **O Cliente não Confia em Você** – Um bom relacionamento com seu cliente pode em muitos casos superar alguns desses outros obstáculos. Os seus fregueses confiam ou sentem que o conhecem bem o bastante para fazer negócios com você? Dê uma olhada nessas questões para entender melhor o nosso ponto:

Você cumpre os prazos de entrega e presta os serviços de suporte técnico, dando o devido retorno aos seus clientes? As pessoas o vêem como um especialista na sua área? Entrar em fóruns de discussão online e oferecer conselhos dentro da área de seu domínio é sempre muito bom. Lembre-se que o dinheiro só chega quando também o gastamos! Se o seu negócio está também na net, o seu site tem um endereço físico ou ao menos uma caixa postal? Muitas vezes só um telefone não é o suficiente. Você é uma pessoa ativa e visível dentro da sua comunidade? Você garante a devolução do dinheiro no caso do cliente não ficar satisfeito?

5) **Percepção de Baixa Qualidade** – No que diz respeito às vendas, percepção é fato. Se o comprador achar que o seu produto é de qualidade inferior ele talvez seja mesmo. Demonstre o seu produto assim que uma boa chance aparecer. Por

exemplo, caso você seja um massagista terapêutico ou um cabeleireiro e uma feira da comunidade estiver para acontecer, alugue um stand (ou divida um com outro profissional) e ofereça os seus serviços pela metade do preço (e faça com que eles saibam que esse desconto é só para esse dia) ou senão algo como “pague hoje e a próxima sessão é gratuita”. Se estiver vendendo algum produto, forneça amostras que possam ser provadas, vistas, ouvidas e/ou sentidas.

6) **Percepção de Baixo Valor** – Os seus concorrentes estão oferecendo gratuitamente o seu produto/serviço? Se sim, deixe claro aos seus fregueses porque eles deveriam pagar pelo seu produto. O que você oferece e a concorrência não? Serviço de atendimento ao cliente? Garantia? Qualidade? Suporte técnico? Conveniência?

7) **Falha ao Pedir pela Venda** – Não tome como certo que o fato de você ter seguido/feito todos os itens acima a venda já está fechada. O seu material de divulgação contém uma chamada clara à ação? Lembre-se de que pedir por ela usando frases tipo “ligue agora mesmo” complementa com uma ação final a sua intenção.

Obviamente que seguir essas sugestões por si só não garantem o seu sucesso efetivo da venda, mas saber do porque que algumas vendas não se concretizaram pode ajudá-lo a dar o próximo passo adiante com sucesso. ■

* Para ler mais artigos de minha autoria na área de publicidade, marketing, motivação e vendas visite www.kisuccess.com e clique na bandeira Brasileira ou na palavra Português.



They are Fit... They are happy. What they are doing?

Everybody knows that to practice any sport or some physical activity is benefit to our health, body and inclusive our soul. Folks that have it as part of your routine usually are in better shape and better mood, less stressed, more sexually active, and more prospect to find a life balancing.



MARISA MONTOYA

I Practice... Aerobics & Weight

Now with two teenagers in her supervision, she is the perfect example for a mother in great shape. Born in Abatia, state of Parana, Marisa grew up in a small town by the name of Aruja, in the state of Sao Paulo, and currently lives in Lomita, South Bay, California. She became interested in fitness after she had her first baby. At the time, she was feeling uncomfortable with her body. Currently, she trains four to five times a week and is an addicted to the GYM. Besides aerobic and weight training, she also practices pilates and kick boxing. Marisa also is a lover of dance and has a special passion for Salsa. She is a professional samba dancer in super spectacular shape. For her, the most important thing in life is her family, being healthy, keeping the fire of love alive...and seeing the world in peace!

* Special thanks to photographer Ivan Alvis and also Marisa's Personal Trainer, Curtis from "End Results" GYM.





MONICA NETHERLY
I Practice... Capoeira Angola

This charismatic Afro-American beauty was born in Southern Virginia and moved to San Diego, California as a child. A graduate of San Diego State University, she works as research assistant for a pharmaceutical company and during her spare time works as a professional "passista" specializing in "samba no pé". Monica was always involved in physical demanding activities such as dance, soccer and track and field. She started dancing folkloric dances from Spain, Mexico and the Caribbean at the age of 14. In San Diego, Monica studied samba with Brazilian instructor Maria Lane and learned how to dance the samba. It was during this time where she was exposed to Afro-Brazilian culture through her companion Jamie and started taking Capoeira Angola classes with Omoadê from the Capoeira Angola Center of Los Angeles under the guidance of Mestre João Grande. Being happy for her is living a productive life, not stressing about things she can not change and staying true to self. Monica's advice for those trying to enjoy the short life is not to stress, eat right, exercise, be humble and live life one day at a time!



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CAMILA VIANNA

I practice yoga...

Plus surfing, biking, Capoeira Angola, running, hiking...hooo man, this “Baiana” born in Salvador, Northeast Brazil, is a good example of a consciously living person. She now lives in Maui, Hawaii and works as an architecture designer for a “green” company that builds bamboo houses around the world. She works from 9 to 5, and after work, almost every day, Camila practices some physical activity as mentioned above, following a light dinner, musical instrument practice such as berimbau, guitar and flute, and a lot of reading. She has a special love for Capoeira Angola as it brings back to her origins in Bahia. Her love for Yoga keeps her in total balance of body, mind and spirit. Camila is a vegetarian for more than 8 years already, does not consume alcoholic drinks and does not smoke. She emphasizes the importance of gratitude in all the moments, day by day in life. She has left us with a good philosophy of life - To see a bit of yourself in each bird, or tree, or rock or human being, and you will understand the word “love” and in this way, you will find the freedom and the happiness.

* Special thanks to Adilson Moura, our skateboarder photographer friend and SB voice in Maui.





JULIANA FARIAS
I practice windsurfing...

Born and raised in Fortaleza, Ceará state, which has 567km coast with beautiful white sand beaches, a greenish-blue color of the Atlantic ocean, a surface temperature 82F year-round, and an underwater visibility of 65 feet, this dentist, massage therapist and yogi has to love aquatic sports. Juliana compete the Brazilian Windsurfing tournament, the Maui-Hawaii and the Bat Galim-Israel Circuits. She lives in Maui and currently is learning the stand-up paddle and town-in surfing, aside from playing the flute! She is also one of the "Butterfly-Effect" event founders a noncompetitive event that promotes women in water sports, including surfing, windsurfing, kite surfing and paddle surfing. She follows the advices of her personal trainer Isaak Tyrell and stretches the body everyday, following a Chinese auto-massage to active the energy of the body. She drinks a lot of water, eats bananas and dark vegetables frequently, avoids junk food, but mentions, "Sometimes, I can not resist the hot dog at Kuau Mark...hehehehe". Happiness for her is keeping inner peace, which for her can be conquering thought, the auto-knowledge. Moreover, she complements by saying... "Nobody changes anybody...If there is something that disturbs you, find out what it is and make a decision. Maui is a perfect holistic place for this, with many initiators for your own healer".

* Special thanks to Naish Hawaii, Dakine e Bolsa-Atleta (Program form the Brazilian Government) that sponsors the athlete, and Adilson Moura in Maui.



* To check more photos of Marisa, Monica, Camila and Juliana please visit www.soulbrasil.com and click in "Fit & Happy" in the center of the homepage.

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The night will also feature dancers and art, exquisite Brazilian cuisine and fine wines and spirits. This will be the closing party for Brazilian artist Walter Goldfarb's, *D+Lirium* exhibition.

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