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magazine

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Editor's Letter

Carta do Editor

The holidays are coming again and this is our last issue for 2008. We'll be back in January 2009 with a year that promises to be much better than 2008. Soul Brasil is not a political magazine and, as most of you know, we for sure never make politics one of our priorities. But I would like to mention how emotional I became with Barack Obama's victory on November 4th, Tuesday night. I was watching the Brazilian TV station, Globo, through Dish Network and I was feeling overwhelmed by how much the Brazilians were following this election. I got tears in my eyes when I saw the 3-minute anthology from Globo about past U.S. Presidents with the soundtrack of "a beautiful day" from England band U2 playing in the background. I watched images of President Roosevelt, listened to the inspiring words of Martin Luther King, saw the tragedies of the Vietnam War, witnessed the inauguration of President Clinton, felt the anxiousness of the competition between Barack Obama and Hilary Clinton

and was overjoyed at the first speech of President-Elect Barack Obama; the first African-American President elected by the American people. I really think that this is not only a new era for America, but for the world as a whole. What is most important, from my point of view, is the feeling of HOPE; hope for millions of people for a better economy, for a better country, as well equal rights for our entire society. I was impressed at how, for the first time since I began living in America in 1990, this election mobilized the whole of American society, especially the young people. Even my 13 years old son Giovanni asked me: Dad, what are we going to do if John McCain wins? Well, I'm relieved to stay that Barack Obama won. Definitely, Nov 4th 2008 was a remarkable and will be a historic day. God Bless America, God bless all the Brazilians that live in this country. I am sure we are in the best direction.

Lindenberg Jr.

Letters/Emails

Recentemente me mudei para Los Angeles depois de viver por mais de 10 anos em Chicago e tive a grata surpresa de conhecer o trabalho de vocês. Parabéns pela linha editorial de muito bom grado. Coisas negativas que acontecem no Brasil e no mundo es- cutamos e vemos em nosso dia a dia através da TV e da internet e creio que notícias mais amenas, como sobre o sucesso de nossa cultura ao redor do mundo

e textos de auto-ajuda pode ser a melhor opção para a mídia Brasileira no exterior.

* **Luis Paulo de Holanda – Los Angeles, CA**

I would like to see more often, articles about routes and places in Brazil for a younger backpacker traveler as I am. Best wishes for the SB Team.

Marisol Villareal – San Diego, CA

ERRATA:

We changed a few files when we re-sent them to the printing service after the proofs. Because of this, we published a couple of articles without the English proofread. We apologize for this. Soul Brasil is a magazine made with the help of collaborators and we appreciate their support to help us.

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Summary/ Índice

Cinema	Page 6
Economia (*)	Page 8
Cover/Culture	Page 10
Spirituality	Page 12
Fit & Happy	Page 14
Up Front Brazil	Page 16
Positive Vibrations	Page 18
Espaco Literatura (*)	Page 20
From Hollywood	Page 21
Special Gift	Page 22
Well Being	Page 24
Bem Estar (*)	Page 26
Connection	Page 28
Close Up San Diego	Page 30
Brazil in USA	Page 32
Utilidade Publica (*)	Page 33

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Soul Brasil Team

Editor: Lindenberg Jr. **Copy Editor:** Ann Fain and Jennifer Parker. **Writers:** Alberico Manoel, Bianca Rossini, Julia Melim, Luciana Alencar, Conceicao Trucom and Lindenberg Jr. **Issue Contributing Writer:** Tom T. Moore. **Translators:** Cristiane Magalhaes, Leandro Saueia, Julia Melim and Christine D'Stefano. **Photos:** Victor Gutierrez, Lindenberg Jr. and Istockphotos. **Art & Design:** Rita Santos. **Support Art & Design:** Marcelo Jardim. **Webmaster:** Alexandre Loyola. **Support Webmaster:** Ana Massette. **Administrative Officer:** Magali D'Souza. **Support Administrative Officer:** Claudia Medeiros. **Special Thanks:** Our Advertisers.

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**Free Brazilian Films at UCLA**

The Brazilian Film Series sponsored by the Latin American Institute and the Consulate General of Brasil in Los Angeles is back since Oct 8th. The film screening happens every Wed, 7:30pm and 10:00pm at the James Bridges Theatre, Melnitz Hall 1409, Los Angeles, CA 90095. More info: (310)825-4571. Parking is available at Structure 3 for \$8.

Brazilian Cinema in Moscow

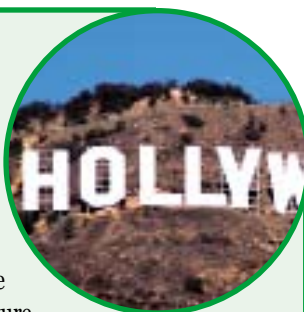
Last October from 21 to 26 Russians had the chance to see more of the Brazilian Cinema with the First Brazilian Film Festival in Moscow, promoted by the Sao Paulo Company Linhas e Laudas Comunicacao in partnership with the Brazilian Embassy in Russia and the Brazilian Ministry of External Affairs. It was the moment when the two countries celebrated 180 years of diplomatic relations. The films was shown in Portuguese with Russian subtitles and have presented debates with the participation of director Beto Brant, whose films includes Dog Without an Owner and actress Debora Falabella, whose films included Lisbela and the Prisoner. The event was held at the Great Room of the M.I Rudomino Foreign, famous for hosting some of the most important cultural events in Moscow.

**What Can Be****Don't be "realistic"****Don't settle for the lesser of anything****Don't be limited by what the system will give you...**

"What Can Be" is a film, currently in pre-production, which explores new possibilities for humanity through the lens of spoken word. It asks why we cannot have a world without borders, without war, without hunger or homelessness. It is center on the words and performances of a multi-racial crew of Los Angeles poets, but better says it is not a poetry film, which features the reading of spoken word pieces. The film promises drips poetry but also be filled with live action, animation, computer graphics, conversation, and the re-enactment of a drive-by shooting. It promises moves beyond a culture of protest to promote a culture of vision. Directed by Drew Amavisca, written by Lee Ballinger (Associate editor of Rock & Rap Confidential), production design by Freddy Waff (who worked on all the Spiderman movies) and Music by Ernie Perez (Lead singer of the Boxing Gandhis), the soon coming up new movie promises express "what we really want". Among the poets are Amalia Ortiz (the first latina to reach the National Poetry Slam finals) and Mike the Poet (Co-founder of the legendary Poets of the Round Table and author of I Am Alive In Los Angeles) The producers would like to hear from you! Contact them to share your vision of what you think the future for humanity can be like. Just a note, a poem, a blog post, an MP3... they will post a selection of these responses with full credit of on they MySpace page and/or on their web site. Send your "vision" to: gobywhatcanbe@aol.com.

The First Hollywood Brazilian Film Festival

The most new Brazilian Film Festival in the West Coast will wrapped up four days of fun & film from January 28 to 31, 2009. Special guests, filmmakers around the world and Brazilian celebrities was invited to be part of this unique film festival held at the luxurious, all-inclusive Chinese Theatre, in Hollywood, California. The HBRFEST, Hollywood- based film festival dedicated to addressing the cultural-creative and commercial exchange between Hollywood, the International Film industry and the Latin American community. The Hollywood Brazilian Film Festival is a 501c3 non-profit organization dedicated to promoting culture and independent filmmaking. The Festival will feature film panels, shorts, long and documentary screenings. The 2009 Festival will include a variety of screenings of some of the year's top films, panels and workshops that feature award-winning actors, writers and directors, VIP parties and live entertainment. This year's Festival will also recognize two award recipients in the following categories: The 2009 Rising Star Award and 2009 Humanitarian Award. The Hollywood Brazilian Film Festival is produced by Talize Sayegh and Marcelo Floriao, Both Brazilian producers have huge Film Festivals experience such the Los Angeles Latino International Film Festival (LALIFF) and the Artivist Film Festival respectively. Film submission started October 1st, 2008, and for any additional information, sponsorship or volunteer opportunity visit the Festival official website www.hbrfest.com.

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NOW accepting Film & Script Submissions**Categories:** Features, Shorts, Documentaries, Raw Films (up to 3 min), Film Projects & Scripts. **Submission Deadline** is December 1, 2008.For sponsorship information please contact: sponsors@hbrfest.com For programming questions: programming@hbrfest.comFor volunteer opportunities: volunteers@hbrfest.com**General Info:** For more information, please visit our website at: www.hbrfest.com,Call us at 323-465-3677 or Email: info@hbrfest.com**Pontualidade e Segurança: seu dinheiro no Brasil no mesmo dia!****PONTUAL**
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“Crise”

Retrospectiva e Expectativas

Com recursos sobrando e poucos consumidores com bom histórico de pagamento a disposição, os bancos Americanos passaram a emprestar dinheiro a consumidores que tinham menos garantias. Isso ocorreu em consequência de um período de forte disponibilidade de recursos (liquidez) no mercado internacional que gerou um esgotamento de clientes no segmento de financiamento imobiliário e hipotecas. Os problemas começaram a surgir a partir daí e mais precisamente no final de julho de 2007 quando foram divulgadas as primeiras perdas.

Isso gerou um efeito domino e depois das instituições financeiras, foi a vez das bolsas de valores já que estes mesmos bancos vendiam papéis atrelados aos ganhos com os empréstimos imobiliários. O receio de perder acarretou uma corrida dos investidores para resgatar o dinheiro aplicado e conseqüentemente veio a preocupação se os bancos teriam condição de honrar seus compromissos. Em seguida a American Home Mortgage Investment, uma das maiores fornecedoras independentes de empréstimos residenciais de baixos e médios riscos entrou com um pedido de recuperação judicial em agosto do ano passado. As coisas começaram a tomar um rumo agravante em 2008. O JPMorgan Chase, em maio comprou o 5º maior banco de investimentos dos EUA, o Bear Stearns, e apenas foi possível com a interferência do Banco Central Americano (Federal Reserve), que se prestou a emprestar US\$ 30 bilhões de ativos de menor liquidez da Bear Stearns.

Em setembro, duas grandes instituições financeiras envolvidas na crise de crédito tiveram destinos distintos. O 4º maior banco de investimento dos EUA, Lehman Brothers, pediu



concordata afetado por perdas acumuladas e que chegaram perto dos 8 bilhões, além de uma carteira de ativos que ainda contava com US\$ 54 bilhões em investimentos atrelados ao mercado imobiliário e de risco potencial. Um dia depois, a seguradora American International Group (AIG) recebeu um empréstimo de US\$ 85 bilhões do governo americano para evitar um possível pedido de falência, após perdas de mais de US\$ 18 bilhões em três trimestres consecutivos. A AIG, uma das maiores seguradoras do mundo, foi afetada por ter muitas apólices que protegiam bancos de perdas com investimentos de alto risco, e confirmando o efeito domino. Ainda em setembro, o maior banco Americano no setor de poupança e empréstimos diretos - Washington Mutual, foi fechado pelo governo. Esse fato fez história por se tratar da maior falência bancária na história do país. Os ativos bancários do Washington Mutual foram vendidos ao JPMorgan Chase por US\$ 1,9 bilhão.

No começo de outubro a General Motor realizou encontros com a concorrente menor Chrysler sobre uma possível fusão que iria juntar a primeira e terceira maiores fabricas de carros do país em um período no qual ambas, estão batalhando para cortar custos.

No dia 15 de outubro as bolsas de valores americanas tiveram o pior dia desde a quebra da bolsa de 1987, com dados econômicos alimentando preocupações de que todos os esforços

para descongelar os mercados de crédito podem não evitar uma recessão severa. Já os números das vendas varejistas mensais americanas tiveram a pior queda dos últimos três anos, e uma medida da indústria do Estado de Nova York atingiu o pior nível desde que começou a ser usada em 2001.

Segundo o homem forte do Federal Reserve (FED), Ben Bernanke, as turbulências nos mercados de crédito representam uma grande ameaça para a economia Americana. Nesse mesmo dia 15 de outubro Bernanke chegou a afirmar que levaria certo tempo para o fluxo de crédito voltar ao normal e que os riscos de inflação estão diminuindo. Destacou ainda que o FED deveria usar todas as ferramentas necessárias para melhorar o funcionamento e a liquidez dos mercados, e não perdeu a oportunidade de salientar que a atuação agressiva e rápida das autoridades distinguuiu crucialmente este episódio da crise da década de 1930.

Mesmo com atitudes sem precedentes, o que inclui cortes de juros coordenados pelos principais bancos centrais do mundo, para estancar a hemorragia financeira nos Estados Unidos e na Europa, medidas adicionais provavelmente serão necessárias até que os mercados se estabilizem, disse o diretor administrativo do FMI, Dominique Strauss-Kahn.

Continuação na pagina 33 >>


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Interview: Mestre Acordeon

Lindenberg Jr.

On Friday, October 10, 2008, I received an email from one of Mestre Acordeon's students, saying that the mayor of Berkeley, Tom Bates, will officially declare Oct. 18th as the "Mestre Acordeon Day". Both the mayor and the City of Berkeley honored the world-renowned Brazilian Bira Almeida – known also as Mestre Acordeon, for his 30 years of cultural contributions to the San Francisco Bay Area. By coincidence, this same week of October has marked the 30th anniversary of Mestre Acordeon teaching in the United States. For some time now, I had been waiting for this special message to talk about this charismatic Brazilian cultural ambassador and live capoeira legend. I immediately sent an email back to Ingrid Dries-Daffner and set up an interview with him.

SB – Mestre, first tell us where were you born and how did you first get involved in capoeira?

MA – "Eu nasci lá na Bahia, cidade do Salvador Terra boa hospitaleira que todo mundo dá valor Me criei na capoeira, escutando o berimbau Que gemia bem tocado, lá no fundo do quintal Bimba foi meu professor, no Nordeste de Amaralina Quem me ensinou a malandragem de dobrar de uma esquina..."

* He answered with the beginning of a song he recorded in 1986. Of course it is in Portuguese, but, he said that he was born in Bahia, in the city of Salvador. Being that he grew up around the capoeira vibe, heard the sound of Berimbau and played together with Mestre Bimba – the eternal capoeira legend.

SB – How old are you, how long have you lived in U.S., and how many years have you been in Capoeira?



MA – I am 65 years old now, living for 30 years in America and with a total of 50 years of capoeira experience.

SB – What is your short description of Capoeira?

MA – Capoeira is an art form that involves movement, music, and elements of practical philosophy. Capoeira is the art of facing danger with a smile on one's face.

SB – What was your feeling when you arrived in U.S. and how was the movement of capoeira 30 years ago?

MA – When I arrived here in 1978, I was convinced that capoeira was on decline, almost on the brink of extinction. Mestre Bimba, a famous capoeira teacher and one of the most well-respected African Brazilians from Bahia, had died shortly before, and capoeira seemed bereft.

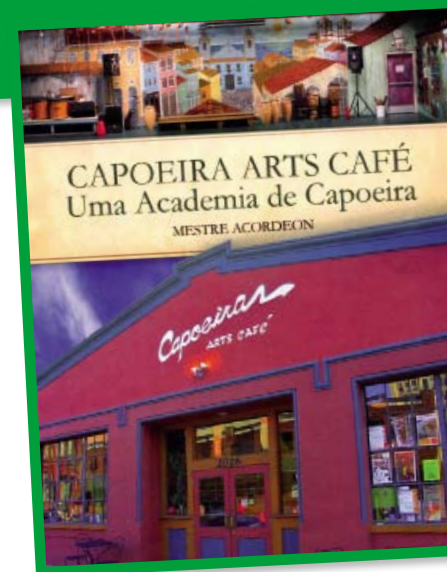
However, surprisingly, capoeira re-emerged nationally and on the international scene, it is more vital and relevant than ever. It prevailed over prejudice and shrugged off attempts to dilute its African-Brazilian roots at the same time that it brought people from all over the world together.

SB – Tell us a bit about the before and now, as well the internationalization of the game of capoeira?

MA – The practices of capoeira in foreign countries strongly resonated in Brazil and contributed towards the appearance of hundreds of new capoeira schools, capoeiristas, and teachers willing to make a living through capoeira. I have witnessed the status of capoeira transform from derogatorily being considered "coisa de negro" ("a thing of blacks"), rejected by the Brazilian upper class and prosecuted by law, to become an essential means of self-expression and survival for people from all walks of life. In addition to providing a savory interdisciplinary, stew for scholars of anthropology, philosophy, history, and ethnomusicology from around the world.

SB – How you see the internet in relation to capoeira in the aspect of helping capoeira to be disseminated and more exposed, but on other side its same tool maybe, also may drift away from the original capoeira, or bring a bit more distant from their roots and traditions?

MA – It is a good question. The impact of globalization did bring benefits and some consequences less interesting for capoeira. Meanwhile, capoeira has been proven to also



be an art of survival, changing its "costume" in diverse steps of his history to answer a very diversification of personal questions. In conclusion, the truth is that capoeira is going very well and each day continues to strengthen.

SB – How you see capoeira in the future?

MA – With the help of all of us, pioneers of teaching capoeira both locally in Brazil as well abroad, as the new generation of mestres and capoeiristas, one way or another I can see the growth of capoeira to a new level of appreciation. In short words, a total success!

SB – Mestre, tell us now about the proclamation of the "Acordeon Day" and the recognition of your work in the city of Berkeley?

MA – I am very proud of this proclamation, but especially for the recognition of capoeira itself

as a worldwide symbol of Brazilian culture. On October 18, 2008, Mayor Tom Bates of the city of Berkeley in California said: "Since his arrival in the bay area in 1978, he has and continues to touch the lives of children and adults from all walks of life. From his involvement in the first Carnaval parade in San Francisco to his Projeto Kirimure which provides educational programs to in need children in his home town of Salvador, Bahia, his selfless and relentless dedication to the arts is extraordinary". After ten years teaching capoeira at the Capoeira Arts Café in downtown Berkeley from 1997 to 2007 – it was demolished to give a home to a new theater, the United Capoeira Association now is located at the Brasarte World Dance Center at 1901 San Pablo Ave, Berkeley, CA 94701. For more information about Mestre Acordeon and United Capoeira Association visit: www.capoeiraarts.com.

* To check interesting articles about the Capoeira Universe visit www.soulbrasil.com and click in Axe & Capoeira in the center of our homepage.



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Angels & the Holidays

Tom T. Moore

The month of December is generally, viewed as a great month of parties, dinners with friends and reunions with families. But it can be a highly stressful time when you're in charge of the dinner or you have to travel, or you and your family are worlds apart in lifestyles and/or beliefs.

I'm going to give you some tips and suggestions to make this time period much less stressful and a lot more pleasurable. About ten years ago, in reading spiritual articles and books, I read a suggestion to request benevolent outcomes for events in your life. I decided to try it out, and was amazed how PERFECTLY it worked for everything, from small requests such as a parking spot next to a busy restaurant or a seat on the subway to the really important situations in my business and personal life. After having made these requests between 10,000 and 15,000 times over the years, I am firmly convinced that our Guardian Angels are there to assist us in living more gentle lives. We just have to ask.

So how do you request Benevolent Outcomes from your Guardian Angel? If you are cooking for your friends or family, consider saying, "I request a Most Benevolent Outcome that the food I prepare will be perfect for my group, and that our time spent together will

be enjoyable. Thank you." Always thank your Guardian Angel, and say it with emotion. Remember that the requests have to be benevolent for not only you, but also all those involved in the request. This is your best friend you are talking to, so be assured that you can speak directly to them and in these simple terms.

If you must travel during the holidays, there are a variety of requests you can make. You can request Benevolent Outcomes:

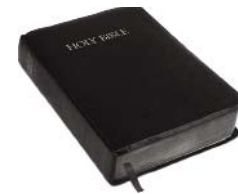
- That the drive to the airport or to the place you are going to be safe and free of traffic;
- That the check in at the airport be fast;
- That your luggage will arrive safely and on time;
- That you speed through the Security Line with no delays;
- That your plane and any connections you make be on time;
- That (if you are traveling alone) you sit next to someone interesting, or, if you need to sleep, next to someone who will not want to talk;
- That your friends or family are there on time and easy to find;
- That if you are taking part in any sport during your holiday, from touch foot-

ball, to skiing, to scuba diving, you remain safe from injury.

You can request a Benevolent Outcome that your visit with your family or acquaintances be cordial and pleasant. Just say, "I ask that during the time I am at (name the location) that my experience be delightful. Thank you. This may seem like you're asking a lot in some instances, but ASK FOR THE IMPOSSIBLE!

Under this category comes family members or people you know will be at the party or reunion with which you have had a difficult time. The reasons could include alcoholism, drug use, or you have had a difficult relationship with them in the past. I suggest saying something like, "I ask that any and all beings come to the assistance of (name) so that they remain sober and pleasant during the time I'm there, and that they receive assistance in overcoming their problem." This is a "Living Prayer" that you can say for other people. Change the wording to fit your circumstances. Or you can say, "I request a Most Benevolent Outcome for having a pleasant relationship with (name) during the time I am with them." Again, change the wording to fit your particular circumstances.

* Keep reading on page 33



A CIDADE DE PIRAMBÓIA FAZ LEMBRAR A VELHA CANÇÃO DE ARI BARROSO E LAMARTINE BABO que dizia: "No rancho fundo/Bem pra lá do fim do mundo/Onde a dor e a saudade/Contam coisas da cidade."Perto de Botucatu e pertencente ao município de Anhembi em São Paulo, Pirambóia fica a poucas horas da maior metrópole do país, e ao mesmo tempo parece estar prá lá do fim do mundo. Fui a Pirambóia um par de vezes no início dos anos 70, visitar uma namorada que passava as férias na fazenda do pai. A cidade

herdou esse nome de um peixe que tem pulmão - "lungfish" em inglês. Na época da seca esse peixe se mete no meio do barro e passa a respirar pela boca esperando a próxima cheia pra sair nadando outra vez. Pirambóia parece ter herdado desse peixe não só o nome, mas também essa característica peculiar. Enfiada no meio da lama Pirambóia está parada no tempo, estagnada, como o peixe respirando pela boca, esperando por uma chuva que não vem. Em nossa caminhada cristã algumas vezes viramos Pirambóia, enfiados na lama e paralisados, passamos uma sequeidão, respirando pela boca. Graças a Deus existem as chuvas de bênçãos que nos libertam da lama e renovam a vida. No fim de outubro, voltamos de um acampamento onde caiu uma chuva deliciosa. É como se Deus estivesse dizendo, quero ver todo mundo nadando. Bem, eu nunca mais voltei a cidade de Pirambóia, o sogro eventualmente vendeu a propriedade, mas a namorada eu mantenho até hoje. * Pastor Marcelo Gonçalves, Comunidade Evangélica BR de Whittier, CA. – www.brchapel.com



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Fit & Happy 1

***They Are Fit...They Are Happy...
What Are They Doing?***

Gina Amato

"I Practice Dance, Yoga, Running and also love Hiking and Lifting Weights"

Gina is an attorney living in Los Angeles, working for a non-profit organization and specializing in immigration rights. She loves to dance and have always been an active person, also practicing yoga, running on the beach, and lifting weights at the gym.

"I trained in various forms of classical and ethnic dance including Ballet, Hip-Hop, West African, Afro-Haitian, Afro-Cuban and Brazilian. I have focused on samba for the past eight years, and currently hold the position of "Primeira Princesa" of Sambala Samba School in Long Beach, CA (2008). I began dancing samba in 2000, when I heard the Brazilian drums for the first time. They captivated my spirit and never let go. Currently, I dance samba twice a week, work out at the gym two to three times a week, run on the beach once a week, and do yoga once a week. All of the activities that I engage in help me stay fit both physically and mentally. They work my body, shape my muscles, keep me energized, and reduce my stress. When I do not dance or workout, I just simply do not feel like myself".

Gina says that is happy because she love herself, accepting the world in which she lives, fostering strong relationships with her friends and family, and serving others in need. "I feel most happy when I am expressing gratitude for the life that I have been blessed with, using my creative energy, and working to improve the lives of others". Among Gina's many plans for the future is marry the man of her dreams and have children as well reach the progress in her career as an immigrants' rights attorney and keep to express herself through the arts.

"My philosophy in life is that you shape your life with your mind. In order to be happy, fit, successful, or anything else, you must decide that you want it for yourself and that you deserve it. Once you have decided that, the rest will follow".

*** Check more photos of Gina as well as other featured girls by visiting www.soulbrasil.com - Click in Fit & Happy**



Fit & Happy 2

***They Are Fit...They Are Happy...
What Are They Doing?***

Laura Costa

"I Practice Dance, Capoeira and Yoga"

Laura born in Stockton, CA, have lived in Seattle, New York, Salvador in Brazil and since the last summer (2008) is living in Long Beach, CA where she work as a property manager. Laura holds a BFA in dance from Seattle Cornish College of the Arts and has over 15 years experience in the dance field. "I started dancing when I was ten years old just as a hobby, and then as I got older I became very devoted to it. Dance has always been my passion. Through movement, I am able to express myself and maintain a greater appreciation of health and well-being". Laura has tried all forms of dance from ballet to modern, from jazz to tap, from contact improvisation to Brazilian Samba. "Dance has motivated me to travel to various states within the U.S. and also abroad. Studying dance brings joy and cultural awareness to my life and it is my pleasure to share that with the greater society". When living in NY, she shifted her focus to the art of Capoeira Angola and samba de roda. When moved to South California searching for a warm weather, she found Sambala Samba Scholl in Long Beach and starting taking class with Brazilian samba instructor Valeria Rugieri and participate at the 2008 Sambala Rainha da Bateria contest where she finish in third place.

Laura also practices yoga at home as often as possible. "Yoga increases flexibility, strengthens my core muscles and promotes physical and mental

balance. Dance is a high-energy cardio workout that helps burn calories and increase stamina. Capoeira is an amazing Brazilian art form that makes me stay connected with my African background. I love to be active. It makes me feel good".

When asked, "What is 'being happy' mean to you?" Laura says that happiness comes from truly knowing who you are and what it is that makes you feel happy. She is happy just being herself and around people who understand what that means. Her advice is "To know happiness, you have to first know what you need in life. What we think makes us happy vs. what actually brings happiness can often vary. Whether it be a hobby or passion, a favorite place to go, a memory you cherish, a newfound friend or lover. Indulging yourself in the joys of life only comes when you remain true to yourself and what it is that makes you happy."

Laura short-term goal is to prepare herself for motherhood and raising a child. As a long term goal, to find a career that does not just support me financially, but more importantly spiritually. She concludes saying, "I honestly don't know at this moment what my future holds, but I'm always ready for the next adventure".

*** To check more photos of Laura visit www.soulbrasil.com**





Up Front Brazil

GOVERNO BRASILEIRO QUER ESTIMULAR O TURISMO PARA AMERICANOS



Em outubro a Embratur lançou em Nova York a campanha Brasil Sensacional onde na ocasião o ministro interino do turismo, Luiz Barreto, ressaltou que o Brasil é uma das grandes potências emergentes do turismo mundial e lembrou que o bom momento econômico do País oferece mais oportunidade de negócios. Um dos desafios da campanha é aumentar o número de americanos que visitam o Brasil, que no ano passado foi de 700 mil pessoas, que deixaram uma receita de US\$ 780 milhões. A campanha tem o papel de diversificar a oferta de destinos, não apenas os mais conhecidos como Rio de Janeiro, Salvador e Foz do Iguaçu. Desde outubro turistas americanos (e também brasileiros) começaram a ter mais opções de vôos para o Brasil, partindo de diversos pontos dos Estados Unidos, como Nova York, Miami, Atlanta, Chicago, Washington e Los Angeles. Além de atender destinos conhecidos como São Paulo, Rio de Janeiro e Manaus, esses vôos também chegarão a Belo Horizonte e ao Nordeste, pela primeira vez.

DESTAQUE PARA O MÁRMORE E O GRANITO



O Brasil é um dos maiores produtores e exportadores mundiais de rochas ornamentais e de revestimento. Sua produção supera os seis milhões de toneladas por ano, abrangendo 600 variedades comerciais derivadas de 1500 frentes ativas de lavra. Os granitos correspondem a 57% da produção, o mármore 17%, 8% a ardósias



MADE IN BRAZIL

O fabricante Brasileiro do velho e tradicional revolver "38", Forjas Taurus de Porto Alegre, planeja produzir pistolas e revólveres já a partir do próximo ano nos EUA. A Taurus atualmente exporta 60% de sua produção para o exterior e mantém um escritório em Miami. Seus planos iniciais são o de "abocanhar" 10% do mercado Norte-Americano.



Com mais de 11 mil empresas do setor atuantes no Brasil e responsáveis pela geração de 115 mil empregos diretos, O Brasil comercializa no mercado interno e externo mais de US\$ 2 bilhões. O estado do Espírito Santo lidera a produção Brasileira seguida por Minas Gerais. No mercado mundial o Brasil aparece como o quinto maior exportador de rochas em volume físico, o quarto maior exportador de rochas processadas especiais e o segundo maior exportador de ardósias.

MADE IN AMAZON

O grupo Brasileiro ECO, que iniciou seu trabalho há sete anos atrás no Brasil desenvolvendo um conceito de negócio sustentável, esta entrando no mercado Americano oferecendo mais de 100 tipos de produtos fabricados por tribos indígenas e comunidades carentes da região Amazônica. O grupo entra nos EUA com o nome "Sustainable Amazon" e seu objetivo maior é ajudar a melhorar as condições de vida de comunidades locais assim como a de preservar a maior floresta tropical do planeta.



BRASIL É O PREFERIDO DOS INVESTIDORES NA AMÉRICA LATINA

Em uma pesquisa com dados levantados em março e abril de 2008, foi perguntado a empresários de mais de 300 multinacionais de 15 economias do mundo sobre seus planos de investimento até o ano 2014. O resultado foi que o Brasil é o país preferido na América Latina pelos investidores das principais economias do mundo, incluindo os empresários espanhóis, cujos investimentos na

América Latina chegarão em cinco anos a 33% do total destinado ao exterior. As grandes multinacionais localizadas fora da América Latina escolheram o Brasil como país desta região com melhores oportunidades de negócio para os próximos cinco anos, seguido pelo Chile e pelo México. Assim, os planos de investimento empresarial mundial aumentarão sua presença no Brasil de 10% para 14% em cinco anos; no Chile, de 3% para 4%; e no México, continuarão em 5%. Além disso, o Brasil também desponta como o país preferencial no mundo para os investimentos dos empresários latino-americanos no próximo ano, seguido pelos Estados Unidos, Argentina, Chile e México. No entanto, um estudo local realizado apenas

entre empresários latino-americanos destaca que em médio prazo, até 2014, as expectativas de investimento diminuirão. Entre os empresários da América Latina entrevistados, 21% devem investir no Brasil nos próximos 12 meses e 19%, em cinco anos. Em curto prazo os empresários latino-americanos preferem investir em países de sua região e, depois do Brasil, citam Argentina, Chile e México como principais destinos de seus negócios para 2009. O relatório concluiu que as grandes multinacionais localizadas fora da América Latina são as que "estão mais interessadas" em investir no Brasil, enquanto os empresários latino-americanos têm expectativas em curto prazo.

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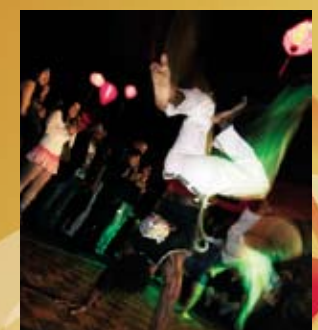
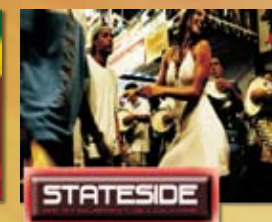
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Review...



BRAZILIAN EXOTIC FOODS – LOS ANGELES – The little and new restaurant located on 3300 Overland Ave # 103, offer authentic homemade Brazilian food and is a great alternative for an affordable taste of Brazilian cuisine. Try the Friday's special "Bobo de Camarao" (Bahian Style Shrimp) or on the regular menu, the "Quebebe com Carne" (Sautee Steak with onions served with pumpkin cream). The executive Ipanema main dish served on lunch cost only \$7 and come with steamed rice, black beans, farofa, bananas maduras and your choice of chicken or beef. Also fresh handmade fruit juice and Brazilian famous appetizers such as "coxinha" and "empadinhas". More info call (310)558-3338

"BRAZIL: SAMBOSSICA" – THE 2nd CD FROM DJ SEDUCE –

This vibrant compilation captures all the essence of musical style including tastes from Rio de Janeiro, Salvador, Sao Paulo, West Africa, U.S. and even the United Kingdom. What we most like in this work of DJ Seduce from Phoenix, is the "grooving lounge tempo" delivered by this mix incorporating all the traditional elements and new age fusion that sound as good on the dance floor as it does at a formal dinner party.



"BOTECO" – NEW RELEASE FROM BATMAKUMBA

– San Francisco band BatMakumba CD new release is an artful mixture of neo-futuristic traditional Brazilian rhythms with the right quantity of the best North American spices. Their traditional music usually is a blend of funk, rock boiling and Brazilian different rhythmus. In this new release, what is great to hear is the strong influence of Chico Science and Lenine, two of the most important names of Pernambuco state as well Northeast region. "Boteco is a Brazilian name that is not easy to translate. It is a small bar or pub in Brasil were you can find dealers and philosophers, pimps and doctors talking about life, writing poems or theatre plays, sharing ideas about soccer and politics or simply celebrating or lamenting their lives. They are usually the last bars you find open (if they ever close), so it is where a bohemian can finish the night or start the day. The music...if you like Brazilian Music, yes you will love it.

Just Happened...

THE RHYTHM OF AXÉ – (World Festival of Sacred Music – Chapter), celebrating the music, dance and arts of West Africa, Brazil, Cuba and Haiti happened Sat. Sept 20th at the Blankenship Ballet of Venice (CA). The event, produced by recognized yogi teacher Micheline Berry, set up together World Groove Ensembles and Master Guest Performers as Brazilian Amen Santo and their Batuqueiros and Choreographers Vida Vierra and Dani Lunn from Swing Brazil.



O QUINTO "ARTIVIST" FILAM FESTIVAL EM LOS ANGELES

se concluiu ultimo dia 5 de outubro. Esse Festival de Cinema Internacional é o pioneiro em dar espaço notório aos Direitos Humanos, Direitos das Crianças, Direitos dos Animais e a Preservação do Ambiente. Uma iniciativa voltada para a fusão da arte com o ativismo para uma consciência global, criado há 5 anos atrás. ARTIVIST, como originalmente foi estabelecido em Los Angeles, EUA, é uma organização sem fins lucrativos, dedicada à criação de uma plataforma de "artistas socialmente conscientes". Desde o seu início, em 2004, o Festival já mostrou mais de 250 filmes representando mais de 45 países. Este ano a Petrobrás, forte incentivadora das artes e da cultura Brasileira, trouxe o grupo Afro-Reggae ao Festival de Los Angeles no Egyptian Theater. www.ARTIVISTS.org



tival de Los Angeles no Egyptian Theater. www.ARTIVISTS.org



* Sunday, Sept. 28, 2008, from Noon to 9pm, an incredible "marathon" of music and "samba no pé" happened with the "SAMBALA LONG BEACH STREET ANNUAL CARNAVAL & PARADE @ PROMENADE IN LONG BEACH. Among the activities, five live bands and the special participation of Tatiana - Rio's Mocidade Independent Samba School "Drum Queen" at the Blue Café.

The 17th Annual Miss Brazil-USA Pageant – Los Angeles, produced by Ariel del Mundo at the Samba in Redondo Beach happened last Oct 25th. The event had as judges' important names such as Brazilian Actress Daniela Escobar, Hollywood Producers and Musicians from the group Duran Duran. The winner was Andreia Soares Machado, natural from Goiania. The 2nd place and 3rd place was respectively for Isabela Camargo natural from Curitiba and Janaina Freitas natural from Rio de Janeiro.



Check More Photos (Soul Flash), Up Dated Events Listing About Brazilian Culture in California and Conscious Living Activities Around the World (Calendar) at

www.soulbrasil.com

Espaço Literatura



ÉDEN MATINAL

Verônica Miranda – vez27@hotmail.com

Subitamente despertei com a aurora
Aspirei o ar imaculado da Manhã
Descortinava-se o dia
Abri a brisa
Novo episódio
Do longa-metragem da natureza
Alguns capítulos perdidos
Enquanto etiquetava rótulos
Na bilheteria da sobrevivência
Mas, eis que acordei
Antes do pecado original
Quando ao ar e a terra
Não se arbitrava valor venal
O marulhar das mares
Genuína oração

Imagens sacras com semblantes galácticos
Veu estendendo-se na forma de chuva
Tão pura, qual cristal de bacará.
A brancura da porcelana
Erguida como bandeira da paz
Meu ventre gerando flores
Pintura ecológica
Festival de cores
Vida erupção de sabores

NATUREZA

Rogério Resende

Folhas e galhos balançam
Uma suave brisa chega
Depois de uma tempestade passar
Os pássaros debandaram,

O silêncio ainda paira no ar
Gotas Deagua repousam no solo

O rio ainda esta revoltado
A sua correnteza violenta
E as águas inquietas e agitadas

Imensidão sem vida,
Planícies e planaltos vazios,
A terra desertada pelos animais

O céu não é mais visto
As nuvens cinzentas agora reinam
E a escuridão se faz totalmente presente

Porém mais uma noite vai chegando
E o turbulento dia mais uma vez não resiste
Com as marcas da tormenta ele se entrega



Bianca Rossini

www.biancarossini.com

biancatvshow@gmail.com



James Colon's conducting of Puccini's **Madame Butterfly** was full of heart and grace.

Robert Wilson's minimalist and elegant staging, in addition

to the dramatic lighting design, created a stunning atmosphere for the delicate and full of emotion performance by **Liping Zhang** who embodied the beauty and sensibility of a perfect butterfly opposite the acclaimed Metropolitan Opera star **Franco Farina** as Lieutenant Pinkerton. Afterwards I met with Colon and his lovely wife Jennifer, who had just returned from a visit to Bahia-Brazil.

I admit, I am a UCLALIVE groupie and I blame it on director **David Sefton** for once again designing programming for the new season that is astonishingly beautiful and unique. Here are the highlights: One of the most celebrated and influential ensembles of our time, the **Kronos Quartet**, pulled together music from more than a dozen nations – including Uzbekistan, Germany, Iran, Sweden, Iraq, and the United States – to create a rich tapestry of global voices. The segments had the perfect blend and timing with the special highlight by the **Paulist Choristers of California**.

The Global Drum Project, a musical collaboration with the Grateful Dead's **Mickey Hart**, Indian tabla maestro **Zakir Hussain**, Nigerian talking drum virtuoso **Sikiru Adepoju** and legendary Latin percussionist **Giovanni Hidalgo** performed a passionate evening of rhythms, creative electronic programming and hypnotic percussion, traveling deeply that allowed us to travel deeper into the raw and spiritual aspect of sounds.

Branford Marsalis and the **Philharmonia Brasileira**, conducted by **Gil Jardim**, celebrated the Music of **Heitor Villa-Lobos** commemo-



rating the 50th anniversary of the artist's death. Jardim conducted with passion a program that also included works for solo saxophone and orchestra by Villa-Lobos and his great friend, the French composer **Darius Milhaud**. The evening's highlights were Bachianas Brasileiras N^o. 5 and N^o. 9 and Fantasia for Saxophone, as well as Milhaud's La Creation du Monde and Scaramouche and Milton Nascimento's Vera Cruz.



The legendary barefoot diva **Césaria Évora** arrived on stage looking as if she didn't want to be there. As she walked to her mike I thought "she looks preoccupied with her death." During her concert she stopped to sit and drink and smoke, which made the audience, clap louder in approval. Afterwards, backstage, I told her I would like to write a song especially for her. She said she had sung about everything, then in the same soft tone but with an expression of deep sadness in her face she said, "Write me a song about death." And as if guessing my thought she added "It's just a transition."

It was riveting to watch Moroccan-Flemish choreographer **Sidi Larbi Cherkaoui's** "Myth." I have never seen anything quite like



it on stage – a combination of emotional theater, rich in evocative symbolism and vivid archetypal characters that blended dance, theater, music and art. It also explored psychological, existential, religious, political themes, with the clear intention to inspire a greater understanding among us. Above the stage singer **Patrizia Bovi** and the **Micrologus** ensemble performed an ethereal blend of medieval polyphony. Afterwards I asked Sidi Larbi what was his original theme, he said "Shadows". He's fascinated with all the psychological stages

From Hollywood

we go through to discover ourselves. His work is overwhelmingly passionate, with many layers and like in life, it invites you to experience it more and more and hopefully to be changed by it. Produced in collaboration with the Antwerp Theater collective Toneelhuis, "Myth" featured 21 performers in seamless, symbiotic craftsmanship.



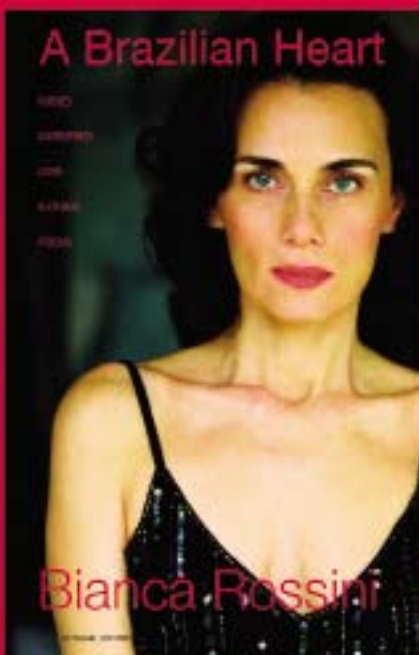
"It's Magic! A Tribute to Sammy Cahn" produced and directed by **Corky**

Hale with **Jeff Lass** as Musical Director, was a delightful celebration of the life and lyrics of one of Hollywood's greatest Academy Award-winning songwriters, Sammy Cahn. Performed at the Wilshire Theatre in Beverly Hills, it benefited the theatre's Revitalization Project. The cast included **Karen Morrow**, **Byron Motley**, **Judith Owen**, **Freda Payne**, **Harry Shearer** and **Steve Tyrell**, with narration by **Leonard Maltin**.

After her successful Off the Wall show at the Palos Verdes Art Center, Brazilian born-LA based artist **Rose Lobo** will be participating in the first **"L.A.-Atibaia Art Exchange"** in the Antibaia Convention Center, Sao Paulo, Brazil. The project was created by the BCG (Brazilian Consulate Gallery), with Rose as a founder-member. She will finish her 2008 art tour of Brazil with the installation of a large scale sculpture of Yemanjá, in Salvador, Bahia.

My friend British tenor **Ian Storey** loves to discover new talent. He has helped a few young opera singers in Brazil to further their music studies, including Brazilian soprano **Camila Ribero Souza**, who has accepted a scholarship at the Royal Northern College of Music, in Manchester.

Special thanks: Don Heckman (<http://irom.wordpress.com>), Denise Doorman (writebrainmedia.com), Galina Sobolev (buysingle.com), André (myspace.com/WCAPhotoStudio) and Gigi of Beverly Hills (capillarybygigi.com).



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by Bianca Rossini
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English and Portuguese
with original illustrations

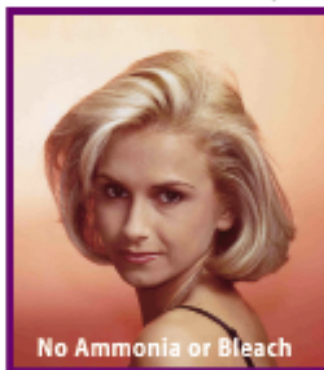
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from GPS to iPod devices to Refrigerators and Laptops.

Cool site where photography and travel fans can upload their photos, blog their experiences and even participate in multiplayer games. The site www.sosauce.com is not as profile based as others social networking sites, but instead, it is built around sharing content. Do you use Google maps or Flickr? If yes, try www.earthalbum.com and you will prefer it! Click on any location on a map of the world and geo-tagged photos appear. Click on the photo to see it larger and to get a description from the photographer.

Are you looking for the right home in the right neighborhood? With the services of www.cyberhomes.com get important free info like ratings for local school or even search for a neighborhood by affluence. Do you need help in keeping your home attractive and organized? Try www.apartmenttherapy.com. The site can help you create such a space for yourself. This great blog is packed with design, style and shopping tips suitable for any home.

Are you a parent? Check www.common-sensemia.org and, for example, you will be able to check clear-eyed reports for the content of movies, music and video games!

If you would like protect your kids on the internet and teaching them safely browsing habits doesn't have to be dull. Check www.safesurfer.org

Are you a conscious living folk? Try www.treehugger.com. It has great sustainability and ecology resources and has the Discovery Channel behind it. Updated every day, it includes news, how-tos and editorials. Try www.inhabitat.com for a site focuses on forward-looking design that emphasizes sustainability and efficiency.

Whether you are new to an area or just trying to break out of old ruts, if you're looking for local restaurants, clubs, or stores, www.yelp.com is no doubt a good option. The site's made up entirely of user-submitted reviews, so it gives you a real sense of what's good in your area. Did you hear about "Blind Date"? Well, here we mention "Crazy Blind Date" – www.crazyblinddate.com. Just fill up a simple profile and uploud your picture and the service will send you a match with description and a super blurry photo. If you are interested, the site will than set up the date for you. Hummmm....

www.makeuseof.com is a technology blog where you will find cool tutorials, free software and Web apps. This is one of the best on web if you looking for tech news. Signed up for a free account with www.jott.com, and you can start having your voice message converted to text (to be posted in your blog for example!). To access your personal stuff from any computer, try use the services of www.jooce.com. Just load up your browser-based jooce desktop with any type of files and get to it all by logging in.

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New Year, new life, so organizing your finances may be one of your priorities. Try www.bloomberg.com and you'll find the place where the pros go for their financial news and updates, but which also open for regular folks. It has tools and calculators to aid your financial decision making. To track stock prices, swap trading and even add other users as friends, try www.stockhouse.com, a type half investor and half social networking, just like Wall Street, but without the stress and the bowling.

With www.trulia.com you can select a neighborhood or town and browse homes for sale on a Google Map. Search for foreclosures in your area, get community stats

and pricing trends besides Trulia community pages.

If you are looking for a new job-a better job, www.indeed.com can make your search much easier. Simply enter the kind of work you're looking for and your location, and Indeed will give you matching job postings from across the Web, including listings from job sites like HotJobs and Monster. What about www.typeracer.com? Check this out as you can put your typing skills to the test for a chance to win money, maybe fame or even helping you get a boyfriend or girlfriend.

Save money is always good so, gas prices may be on a downtrend right now, but they're still outrageous and can vary wildly. This is why we recommend www.gasbuddy.com as indispensable. It's a a database of all the gas stations in your area, along with what they're charging for a gallon of gas, so you can find the cheapest fill-up.

Would like to make some extra cash for your beer or coffee? The website www.expotv.com offers video taped opinions with insights into products you might not have considered. Well, tape and submit your own review and get \$10 for each. No bad right?

To check this complete list of highly recommended helpful sites for your every day life, including a few to help you make some extra cash and also saves you money, visit www.kisuccess.com and click on the **Recommended Sites or Tips You Can Not Miss** on the left column. ■

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Rituals for Skin Detoxification

Know how to select the thoughts that inhabit your mind

Conceição Trucom
* Translated by Julia Melim

Well, taking care of your skin can be done in two ways: internal and the external. For an internal detox you can change eating habits by drinking natural fruit juices and teas, and also have positive thoughts through meditation, which are going to enable a body detox, by purging the internal wastes, transforming them, and healing the body. The other one is the external detox, which is the purpose of this story - the rituals of taking care of your own skin that define a new lifestyle, or better yet, a new quality of life.

Rituals are not a routine, but a purpose, or a disciplined commitment. They should not be practiced as a monotonous duty, but we should find pleasure in being relieved and see the rituals as a joyful experience, full of discoveries about yourself and discoveries of new perceptions and sensibilities.

One of the best things in the path to spirituality is the search for a reconnection with your internal "Self." We need to create daily rituals full of energy and self-love. No matter what the journey is, the discipline and these daily rituals will help us find the path to our self-balance.

Laziness is one of the 7 capital sins and the opposite of spirituality. Laziness is our own worst enemy and our darkest shadow. Instead of simply fulfilling duties without paying attention to your actions, a ritual gives you a sense of purpose, and presence (being present) to our actions. The rituals exalt our conscience, our sensibility and our receptivity. We can only find results of cleansing and purification by being present.



Each person has different eating habits, work schedules, hygiene habits, ways of meditating, or preparing their food. However, all these actions can be taken from the ordinary to the sacred, giving our lives a sense of purpose: where our bodies transcend and become truly respected as a temple through our experience of elevation. You do not have to practice all the rituals that I suggest, but select those that you enjoy the most to practice on a daily basis. After a month, you can alternate them.

BRUSHING YOUR SKIN

Choose the best moment in the day, and take a break for at least 10 minutes to take care of your body. Adopt the ritual of brushing your dry skin with a soft bristle brush. Your skin is an organ of elimination and deserves special attention. We should do everything in our power to stimulate our circulation, keep our pores open and clean and have a fresh skin. That means cleaning the dead cells, as well as redirecting the toxins on the surface, activating the production of new cells. Brushing your whole body will stimulate the circulation and create a feeling of renovation, freshness and vitality. Suggestion: keep the brush on the bedside. It is amazing to wake up in the morning with this special massage.

CONSCIOUS SHOWER

What is the most common moment of intimacy that human beings have with themselves in a conscious state? Without a doubt, it is when they are taking a shower. It should be the moment to get to know your body, see yourself and find a new dimension for yourself.

Nowadays, the sacred moment of taking a shower, which has such a profound meaning, has lost its meaning and has been forgotten by the majority of Western cultures. It should be revisited. It does not matter how long you will take in the shower, but your capacity to transform even a quick shower into a conscious act of being in contact with who you are.

The shower could last as long as 10 minutes, but it is the quality of that shower that matters. During this short period, you can be present, reflect on your life, cleanse your body and harmonize your energies, while in touch with your body. Use the shower as a rediscovery of yourself.

It is time to relax, change your attitude and see the shower, as it really is, a beautiful cleansing and purifying ritual. The warm water (never hot water) stimulates the pores to open the channels where the toxins can be released. The brushing will clean out the dead cells, and the warm shower will open the pores and relax your body.

The water has healing properties: it is called hydrotherapy. You can practice this kind of therapy under a shower, or if you have time, you could take a bath, which would be even better. Many details could make this ritual more intimate and fun. You can use candles, music and aromas. Actually,

using essences is the key, and you can use a soap made of vegetable glycerin, clay and herbs.

"FEET-SCALD"

This is not advised as a daily habit, but it is a good practice when your routine is out of control and your going beyond your body's limits. Underlying message: stop, relax, detoxify and go to sleep. The toxins of our body also follow the law of gravity like everything else, which means they are accumulated in the legs, feet and hands; and are normally released gradually through the skin. When used in a "feet-scald," the magnesium sulfate - or "Epsom salt" or "bitter salt" as it is commonly known, also found in bath salts - dissolves the toxins and they are eliminated in the water. Using magnesium sulfate is recommended for extreme cases where it should be used in a "feet-scald" or in a bath.

Its energetic property: it purifies and regenerates.

How to practice: close the doors and windows to avoid cold air currents. Avoid unnecessary movements, conversations and the presence of people who are not related to the treatment. Use a container or bucket (not made of plastic) big enough that will fit your feet comfortably. Fill the container with hot water (less than 40 degrees Celsius or 104 degrees Fahrenheit) in a way that will completely cover your ankles.

Dissolve 2 to 5 spoons (soup spoons) of magnesium sulfate. Sit comfortably wearing comfortable clothes and cover your knees. Immerse your feet slowly into the water, and cover your legs with a towel. Wear a sweatshirt or use a blanket to cover your back. In the end, put your feet under cold water to interrupt the process of corrosion of toxins. Dry your feet well, wear socks and go straight to bed, covering your body adequately. It is recommended to drink a full glass of warm water before beginning the scald, and keep a cold water towel on your forehead during the scald, sending blood to other areas of your body. Change the towel every time it gets warm.

Frequency: One time or more per week, usually at night, before going to sleep, until your anxiety symptoms have disappeared. It should last about 10-15 minutes, but not more than that so that the toxins released do not return to your body.

Immersion Bath: in order to complete the purification ritual of the "feet-scald," once a month you can also take an immersion bath, in a bathtub or "ofuro." The quantity of magnesium sulfate can vary from 7 to 10 spoons (soup spoons), according to the height and weight of each person. You can add medicinal herbs, essential oils, and aromas to complement the therapeutic property of the salt. In order to hydrate the body, add 5 or 6 drops of sweet almond oil into the water. This bath should also not last very long (10-15 minutes) and it is important that you shower with clean water after you are done with the bath.

SUGGESTIONS OF MEDICINAL HERBS:

CHAMOMILE - you will notice the results of this bath immediately, because it gives you a profound sensation of relaxation and cleansing of your skin.

MINT - it is perfect to tone your muscles and renew your energies. Besides, the mint also contributes to soften your skin and has a great deodorizing effect.

LAVENDER - the Lavender bath has a great advantage because you will leave the bath wearing a slight perfume.

SAGE - this herb has an anti-inflammatory effect, and it prevents against acne. The sage bath is recommended for those who have oily skin.

ORANGE BLOSSOM - it gives you a fresh sensation of rest. The orange blossom is also known for its astringent properties and it closes the pores that are too dilated.

MELISSA - also known as "lemon-balm," it will give you a relaxing and aromatic bath. If you take this bath before going to sleep, you will sleep very well. ■

* Conceição Trucom is a PhD in Chemistry, scientist, lecturer and writers about themes related to the well being and quality of life. She has published a few books and one of them is "Detoxification of Eating Habits" (Alimentação Desintoxicante) - www.docelimao.com.br

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PRIORITY

Rituais de Desintoxicação da Pele

Saiba selecionar os pensamentos que hospedas em sua mente

Conceição Trucom

Não entenda rituais como rotina mas sim como um propósito, um comprometimento, porém disciplinado. Porque eles não devem ser praticados como um dever monótono, mas como uma experiência de descobertas de si mesma, da alegria e prazer do alívio, de novas percepções e sensibilibidades.

Bem, cuidar da pele tem duas vias: a interna onde à alimentação desintoxicante via sucos e chás, e a dos pensamentos através da meditação, que viabiliza nossos líxos internos serem expurgados, transformados e curados. A via externa, bem, é o propósito deste texto: os rituais de cuidar da pele, práticas que definem um novo estilo de vida, ou melhor, uma qualidade de vida.

Uma das melhores coisas que acontecem no caminho da espiritualidade é que, na busca pela reconexão com nosso “Eu” interno, necessitamos, com energia e auto-amor, criar rituais diários. Seja qual for a jornada, a disciplina e estes rituais são que nos ajudarão a encontrar este caminho para o nosso centro.

A preguiça, um dos 7 pecados capitais, é o antônimo da espiritualidade. Ela é a maior inimiga de nós mesmos, nossa maior sombra. Ao invés de simplesmente “cuidar dos afazeres”, sem pensar ou prestar atenção, o ritual confere um senso de propósito e presença (estar presente) às nossas ações. Os rituais exaltam nossa consciência, sensibilidade e receptividade. Só estando presente poderá existir as conexões, que aqui são de limpeza e purificação.

Não importa a maneira como nos alimentamos, trabalhamos, fazemos nosso asseio, meditamos ou até mesmo preparamos nossos alimentos. Todas



estas ações podem ser vivenciadas como rituais, quando as elevamos do ordinário para o sagrado, dando à nossa vida um senso de finalidade: nosso corpo sendo verdadeiramente respeitado como um templo de nossa experiência de elevação e superação. Você não precisa praticar todos os rituais aqui propostos, mas selecione aqueles que você mais aprecia para vivenciar diariamente. Depois de um mês, pode ir alterando.

ESCOVAR A PELE

Escolha o melhor momento do dia, mas separe pelo menos 10 minutos de atenção ao seu corpo. Adote o ritual de escovar a pele, a seco, com uma escova de cerdas macias. Sua pele é um grande órgão de eliminação, merece atenção especial. Devemos fazer de tudo para mantermos o sangue circulando vigorosamente, poros abertos e limpos, pele viçosa. Isso significa limpeza das células mortas da pele, bem como direcionar as toxinas para a sua superfície, ativando a produção de novas células saudáveis. A escovação por todo o corpo irá estimular a circulação, dando uma sensação de renovação, frescor e vitalidade. Uma sugestão: mantenha esta escova ao lado da cama. É fantástico despertar o corpo pela manhã com esta massagem.

BANHO CONSCIENTE

Qual o momento de maior intimidade que o ser

humano tem consigo mesmo em estado consciente? Sem a menor dúvida, é na hora do banho. Pode e deve ser o momento de se tocar, se enxergar e se dimensionar.

Hoje, o sagrado momento do banho, de simbologia tão profunda, encontra-se adormecido e quase esquecido pela grande maioria dos povos da cultura ocidental; e merece ser repensado. Não importa o tempo gasto no banho, mas a sua capacidade de transformar, mesmo o rápido banho de chuveiro, num ato consciente de entrar e estar em contato com você.

Que sejam dez minutos, mas qualitativos. Durante esse curto espaço de tempo você pode estar muito presente, refletir, limpar e harmonizar as suas energias e ter contato com o seu corpo. Utilize o banho como uma redescoberta integral do seu ser.

É hora de relaxar, deixar de lado sua atitude apressada e inquieta e ver o banho como ele é - um belo ritual de limpeza e purificação. A água morna (jamais quente) estimula os poros a se abrirem em grandes “dutos” por onde as toxinas poderão sair. A escovação já retirou as células mortas, o banho morno irá abrir os poros e relaxar as tensões.

A água tem propriedades curativas: a hidroterapia. Você pode praticar esta terapia sob uma ducha, mas se tiver uma banheira e tempo, será melhor ainda. Existem muitos “detalhes” para integrar e tornar esse ritual mais íntimo e divertido. Use velas, música, aromas. Aliás, aromatizar é fundamental e, não esqueça aquele sabonete de glicerina vegetal, argila e ervas.

ESCALDA-PÉS

Este não é um hábito indicado como diário, mas

vale a pena usá-lo quando perceber que as coisas estão aceleradas e passando um pouco dos limites. Mensagem embutida: pare, relaxe, desintoxique-se e durma! As toxinas do corpo seguem a lei da gravidade, acumulando-se nas pernas, pés e mãos; e, normalmente, procuram sair gradualmente através da pele. O sulfato de magnésio - o famoso sal amargo -, quando usado num escaldapés, “dissolve” essas toxinas que são, então, eliminadas na água. Este procedimento é indicado em casos de intoxicações mais acentuadas e pode ser aplicado na forma de escalda-pés ou banho de imersão. Como qualidade energética, ele purifica e regenera.

Como praticar: feche portas e janelas para evitar correntes de ar. Evite movimentos desnecessários, conversas e presença de pessoas não relacionadas ao tratamento. Use uma bacia, balde ou similar (não de plástico), grande o suficiente para conter os pés de modo confortável. Encha o recipiente com água quente (sem exceder 40°C) na quantidade certa para cobrir por completo os tornozelos. Dissolva de 3 a 5 colheres (sopa) de sulfato de magnésio. Sente confortavelmente, usando roupas folgadas e joelhos cobertos. Mergulhe aos poucos os pés na água e cubra as pernas com uma toalha. Coloque um agasalho ou manta nas costas. Ao final, enxágüe os pés com água fria e pura, para interromper o processo de “corrosão” das toxinas. Seque bem os pés, calce meias e vá direto para a cama, cobrindo-se adequadamente. É recomendável beber um copo de água morna, antes do escalda-pés e manter, durante sua aplicação, uma compressa de água fria na testa para refrescá-la, direcionando o sangue para outras áreas do organismo. Renove a compressa sempre que ela se aquecer.

Frequência: 1 uma mais vezes/semana, geralmente à noite, antes do sono, até o desaparecimento dos sintomas. A duração é de 10-15 minutos, não devendo ser demorado, para que as toxinas liberadas não retornem ao corpo.

Banho de imersão: para completar a purificação realizada através do escalda-pés, uma vez por mês pode-se fazer um banho de imersão, numa banheira ou ofurô. A quantidade de sulfato de magnésio pode variar de 7 a 10 colheres (sopa), segundo o peso e volume da pessoa. Pode-se acrescentar ervas medicinais e óleos essenciais aromáticos, para complementar a ação terapêutica do sal amargo. Para hidratar o corpo, pingue na água do banho 5 ou 6 gotas de óleo de amêndoa doce. Igualmente, o banho não deve ser prolongado (10-15 minutos) e é importante o enxágue com água limpa ao seu término.

OPÇÕES DE ERVAS MEDICINAIS

CAMOMILA – os resultados desse banho você nota imediatamente, pois ele dá profunda sensação de repouso e faz uma limpeza completa em sua pele.

HORTELÃ – perfeita para tonificar os músculos e renovar as energias. Além disso, a hortelã contribui para amaciar a pele e tem um excelente efeito desodorizante.

ALFAZEMA – o banho de alfazema tem uma grande vantagem, pois você já sai dele suavemente perfumado.

SÁLVIA – erva de efeito antiinflamatório, que ajuda a combater cravos e espinhas. O banho de sálvia é recomendado especialmente para quem tem pele oleosa.

FLOR DE LARANJEIRA – dá uma gostosa sensação de frescor e descanso. A flor de laranjeira é também adstringente e fecha os poros excessivamente dilatados.

MELISSA – também conhecida como erva-cidreira, proporciona um banho relaxante e perfumado. Tomado antes de dormir, garante um sono tranquilo. ■

* Conceição Trucom é doutora em química, cientista, palestrante e escritora sobre temas voltados para o bem-estar e a qualidade de vida. Colaboradora da Soul Brasil desde a edição número 2, hoje reside no Guarujá no litoral paulista, depois de vários anos vivendo em São Paulo. Entre alguns dos seus livros se destaca Alimentação Desintoxicante. www.docelimao.com.br

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PRIORITY

12 Rules to Better Reach the Brazilian Market Segment



Nowadays there are over 1 million Brazilians in U.S. and easily another 1 million Brazilian culture lovers. As their numbers grow, the Brazilian market has become a desirable target for both Brazilian and non-Brazilian marketers.

Below find twelve points to keep in mind when communicating with the Brazilian market:

1. Identify your target; in general, the Brazilian consumer is not a Hispanic consumer.
2. At the most basic level you have varying degrees of acculturation that affect the language the consumer speaks, what media they consume, their views on the world and how they may relate to a specific product or service category, as well as the brands within that category.
3. Marketers and business owners should dig further than demographics, and really study the psychographics in order to find the greatest opportunity for reaching this group.

4. Knowing what Brazilian target(s) you are going after is the compass for guiding your entire marketing approach.
5. Try to tap into consumer needs and wants and deliver with the right content and in the right context; you must understand what motivates your consumer group.
6. An essential key is to create a connection with the consumer. Sponsor events and support community activities or advertise in community magazines such as Soul Brasil. Create a 360-degree approach that goes beyond traditional media and which intersects the lives of your audience on multiple platforms.
7. Before engaging in a conversation with Brazilians and inviting them to buy your product and service, it is important to do an operational audit and create an environment that will promote your product or service.
8. To appeal to the traditional Brazilian consumer, having a Portuguese speaking staff or at least bilingual materials & merchandising is necessary.

9. Don't hesitate to get an insider "professional help", remember, it is important that you hire someone with experience who understands the Brazilian consumer, their culture and most importantly, how the Brazilian consumer segment is evolving.
10. Don't simply translate your message. Instead, transform it to adapt to your new audience.
11. Remember that what works in Brazil will not always work in other markets.
12. Finally, depending on your target, you must also ensure that your communication is universal in nature and not specific to a particular region or nationalities because often the same words have different meanings. ■

* For more interesting articles about marketing, promotions and smart business strategies visit www.kisuccess.com. Kisuccess Media is the publisher of Soul Brasil magazine and in its official site you can find quality information to help you grow your business.

Web Simples 2.0

Lindenberg Jr.

Lidar com questões ligadas a criação e desenvolvimento de um website pode ser algumas vezes uma tarefa estressante, mas organizar suas idéias e catalogar materiais de marketing como fotos, artigos e depoimentos de clientes satisfeitos são muito importantes para transformar essa experiência um pouco mais fácil. Sites simples e não custosos, porém personalizados, podem ser criados usando ferramentas apropriadas.

A venda de um produto ou serviço é um resultado da comercialização de uma boa mensagem e de uma boa apresentação, muitas vezes distinguindo-se da sua concorrência. O maior problema de empresas de design de sites não é a quantidade de tráfego gerado a partir de mecanismos de pesquisa, mas sim como os visitantes reagiram ao seu conteúdo. Os visitantes devem estar expostos a uma mensagem simples e efetiva para que fique no seu site o tempo suficiente para captar sua mensagem de marketing.

Existem algumas idéias erradas sobre o conteúdo publicitário e uma das maiores é que as pessoas odeiam publicidade. Na verdade o que as pessoas odeiam é o conteúdo de uma mensagem publicitária que não apresenta informações relevantes e soluções. Se esse conteúdo não conecta a audiência com uma persuasiva e memorável apresentação, então você nunca conseguirá atender em 100% os seus propósitos de vender bem a imagem que você tanto que estabelecer.

Sabemos que uma grande maioria de pessoas não gosta de ler texto na tela do computador,

então elas buscam por palavras chaves, manchetes, legendas, logotipos, etc. Mas será que isso realmente vai passar a sua mensagem? Sabemos também, que as pessoas são impacientes e estão dispostos a abandonar o seu site com o clique de um mouse, muitas vezes, em meados de segundos. Seus clientes são sofisticados consumidores do mundo moderno, acostumado a jogos de vídeo e televisão, e treinados mentalmente a fazerem decisões rápidas sobre informação limitada.

Hoje em dia existe o que chamamos de "search engine optimization" que ajuda o seu site a ser mais bem posicionado com os mecanismos de busca tipo o google e o yahoo. Muito se fala em SEO hoje em dia, mas isso é apenas uma das técnicas de marketing on-line. Uma das coisas mais importantes é o impacto do conteúdo de uma site em favor de atrair a atenção dos robôs de mecanismos de busca. Sem dúvida ne-

nhuma a apresentação, o conteúdo e um layout inteligente de um site, ajudam e muito nesse fator.

Criar ou redesenhar um site simples e personalizado, como por exemplo, com três ou cinco páginas e conseguir ter mais efetividade, tanto com os mecanismos de busca quanto na apresentação de sua mensagem de marketing, pode ser feito inicialmente através de uma diagramação bem feita seguindo regras básicas de SEO e escrevendo um artigo sobre o seu produto ou serviço. Se o seu orçamento lhe permitir ter um site mais sofisticado e com mais funcionalidade, uma apresentação desse mesmo produto ou serviço usando mecanismos de áudio e/ou vídeo certamente será mais memorável. Lembre-se, a melhor maneira de deixar seu site interessante e gerar o tráfego desejado é esperar que o visitante do site tenha uma experiência recompensadora. ■



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29



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Close Up San Diego by Victor Gutierrez

During the months of Sept and Oct 2008 we have had important events in San Diego such as the first Brazilian Day in San Diego. Congratulations for event producers Paulo Batuta and Rubinho. For more photos of events in SD and other locations in CA, check Soul Flash at the Soul Brasil website / www.soulbrasil.com.



Birthday party of DJ Rubinho



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JORNADA DO CONCURSO "TALENTO BRASIL" CHEGA A SEU FINAL EM MIAMI



O concurso "Talent Brasil", o maior concurso nacional de talentos brasileiros nos EUA, finalmente chega as finais dias 6 e 7 de dezembro em Miami. O concurso recebeu em sua primeira edição mais de 2000 inscritos e os estados com mais inscritos foram Massachusetts e a Florida.

O concurso em suas etapas regionais deu seu pontapé inicial na cidade de San Diego na Califórnia e terminou em Fort Meyers na Florida ultimo dia 8 de Novembro. O concurso tem o objetivo de dar um espaço ao talento Brasileiro nos EUA e se divide em varias categorias. A que recebeu mais inscrições foi a dos cantores (as) com cerca de 34% da preferência, seguida dos atores/atrizes com 26%, dos modelos com 17% e apresentadores(as) com 13%. As demais categorias – Dança, Humorismo, Vale Tudo e Video Brazuca ficaram com os restantes 10% do total de inscritos.

No total foram 26 etapas regionais em diferentes cidades na terra do Tio Sam. Todas as etapas regionais do "Talent Brasil" foram registradas pela TV e exibidas no "Minuto do Talento" nos intervalos do "Fantástico" da TV Globo, nos domingos a partir do dia 7 de setembro. As etapas também puderam ser acompanhadas através do TV Talento no site oficial do concurso www.talentobrasil.com em formato de mini documentário. Para o resultado final do concurso visitem o site oficial acima ou visitem www.soulbrasil.com ("Featuring Online" na coluna da direita).

THE CAPOEIRA ANGOLA WEST COAST CONFERENCE BROUGHT CULTURE & EDUCATION



The N'golo Arts and Preservation Society (NAPS) hosted its first annual Capoeira Angola West Coast Conference in Inglewood, CA, during the weekend of October 3-6, 2008. The conference featured two prominent Capoeira Angola Mestres; Mestre Pedro Moraes Trindade of Grupo Capoeira Angola Pelourinho (GCAP) and Mestre Jogo de Dentro of Grupo Semente do Jogo de Angola. The weekend event kicked off with an informative Brain Food Symposium sponsored by the University of California Los Angeles (UCLA) - department of World Arts and Culture. The lectures given by eminent scholars of the Diaspora included Professor C. Daniel Dawson, Dr. T.J. Desch Obi and Mestre Moraes himself. Several films were screened including a special preview of the film "Let the Circle be Unbroken: A Capoeira Odyssey" directed by filmmaker Jason Gregory Isaacs who discussed the making and meaning of the film.

Over 25 youth from Inglewood, South Los Angeles and San Diego youth attended the Capoeira Angola Youth Camp that included free youth workshops for training Angola movement, music, samba and learning the historical significance of both these art forms. Movement, music and rodas filled each of the four days of this powerful encounter of people from Latin America, the U.S., and Africa.

The organization is looking forward to hosting another conference in the near future as well as hosting an afternoon of conversation, music, and capoeira in honor of the contributions, inspiration and sacrifices of Rei Zumbi dos Palmares and Mestre Vicente Ferreira Pastinha of Bahia on November 22, 2008 at 3 pm. For more information, please email ngolo.arts@gmail.com. City of Inglewood (CA) Assemblyman Curren Price, Los Angeles Councilman Bernard Parks, Los Angeles County Supervisor Yvonne Breathwaite Burke, UCLA and The Mpevula Coalition, Venice 2000, Earle Grille and Soul Brasil magazine supported the event.



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ESTENDENDO AS NOSSAS MÃOS

Denise Costa, Brasileira residente de Manaus, esta procurando seu marido Americano desaparecido de nome Kevin Michel Cox. Casados no Brasil desde 12 de Junho de 2006, Denise não recebe noticias de Kevin desde o dia 1 de Maio de 2008 quando o marido viajou para Los Angeles para visitar sua mãe Emily Jeanne Cox que reside no endereço 24442 Waad St. em Torrance. Qualquer informação que venha a ajudar a Brasileira envie um e-mail ou ligue 55-92-8121-8224.

Continuation/Continuação

Continuation from page 08

No Brasil, o presidente do Banco do Central Henrique Meirelles, admitiu que a crise financeira internacional é grave e poderá afetar o desempenho da economia brasileira em 2009. A principal preocupação é com o ritmo de crescimento para o ano que vem. Já o senador Delcídio Amaral, relator do Orçamento de 2009 (PT-MS), afirmou que por causa dos efeitos da crise, a previsão de

orçamento para o ano que vem deverá ser alterada com cortes principalmente na área de custeio. Acrescentou ainda haver possibilidades de cortes de verbas para concursos e na revisão de reajustes dos servidores. Uma boa noticia para os assalariados de menor renda é que o relator do orçamento garantiu que o reajuste do salário mínimo previsto para o início de 2009 será mantido. Enquanto isso, no ultimo dia 16 de outubro o ministro da fazenda Guido Mantega decla-

rou que o Brasil crescerá entre 4% e 4,5% em 2009, apesar da crise financeira internacional. No mês de setembro, o ministro da Fazenda havia previsto uma expansão de 5% para o PIB neste ano e de 4% em 2009.

As perspectivas para o ano de 2009 é que as condições financeiras devam continuar muito difíceis, restando as perspectivas de crescimento global. ■

Continuation from page 12

If you are worried about you and/or your children's safety while in the presence of someone whom you know to be physically, mentally, or sexually abusive, then say, "I ask that my safety and that the safety of my children be guaranteed now and in the future in a way that is Benevolent to us all." This can also be said if you are currently in a relationship where you are fearful for the same reasons.

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time for everyone! These simple requests can lower your stress and make your family's holiday much more congenial and joyful!

* Tom T. Moore is an entertainment industry CEO and speaker, who distributes motion pictures and TV programs internationally. His book, "The Gentle Way: A Self-Help Guide For Those Who Believe in Angel" gives many more suggestions for requesting Benevolent Outcomes - www.TheGentleWayBook.com.

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