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magazine

April 20 / May 2011 - Year 8 - Issue 53

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**ERRATA:** Last issue SB52 on page 24 (San Diego Close Up/ Note about Capoeira Brasil Batizado) we have by mistake wrote "by Conta-Mestre Mindinho and Professor Massape of Capoeira Brasil...". By request of Susan Kim of Capoeira Brasil in SD: Mindinho is a "formado" since 2008 and professor Massape is no longer a part of the Capoeira Brasil San Diego group or Grupo Capoeira Brasil, and has not been since spring of last year.

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# Survey Places Rio & Sao Paulo Among the Cities of the Future

Source: Newswire

\*Translation by Rebecca Carvalho



McCann World Group, a global advertising agency network, posed a question to its international contributors and clients, which asked and led them to assemble a map of cities that will make a difference in the lives of people in the near future. The collecting capacity of this survey was a maximum of 900 different cities throughout the world. After crossing data, they picked the 40 most referenced cities and divided them into 3 different lists.

The uncommon listing of Facebook as not only a "city", but also a digital city capable of connecting more than 500,000 citizens, was the surprising result. Due to their promising economies and world's interests on them, the first bloc of cities naturally listed today's known leading cities. The second bloc listed the cities that, soon, will be on the radar. The third bloc finally, listed cities that portray characteristics that could be surprising in the future.

Rio de Janeiro and São Paulo also made in the list. The city of Rio shows in the first bloc due to the Olympic Games of 2016, which are expected to bring more investments in the "Marvelous City's" infrastructure. São Paulo, in turn, appears in the second bloc, tied in the same position with Mexico City. In bloc 3, surprisingly, appears Lagos in Nigeria, a megalopolis among the emerging countries, which is teaching how to change the urban chaos, in which it developed and turn it into living spaces with original solutions.

The most surprising aspect is that while Brazilian cities were included in this team of the most attractive cities for business and investment - listed next to capitals like Paris, New York and Tokyo - Note other cities that previously were constantly present in these lists, like Rome, Moscow, Sydney and Brussels, this time were not even mentioned. "In Tokyo, for instance,

they are frequently monitoring the behavior of new mothers who are constantly online."

Their survey interviewed McCann agency's, a network of agencies in more than 167 countries, development workers, entrepreneurs and business directors. Due to a shifting worldview that starts to open the world's economic arena to countries like China and places interest in them, it is not surprising that the city of Shanghai was regarded to be "the new world capital of the 21st century".

This type of study is conducted by them since 1995 in order to understand new aspects of commerce and behavioral tendencies that could influence decisions in marketing. "This is the first time they have such a broad survey of cities," said Washington Olivetto, advertising executive and chairman of WMcCann in Brazil, to the press. ■



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# Brazil: Sustaining Economic Growth

Jose Ricardo Braga Aguilar

The world economy has changed faster than what we would have expected 10 years ago. People stopped believing that a country such as the United States or the European Union alone had the power to lead the world economy. After the economic crisis of 2008, we like to think we grew wiser, and for that reason, higher skepticism became a recommended attribute. All of sudden, things are not how they used to be. Those working on Wall Street are not so "cool" anymore and asking the government to increase regulation in certain industries is a reasonable request.

Signifying even more this world change, there is China which cannot seem to stop growing its economy. Right below, there is also India growing its workforce in an incredible pace. In another 10 years, the country is expected to have more than 130 million. While this is all happening, we have seen Iceland stumble and the almighty Euro prove it is not so powerful anymore. In a more general sense, but still helping reshape the world, there is Global Warming always hitting on the same note followed by globalization, which cannot stop flattening the surface of the Earth.

Looking back at the big picture, we should be aware that things are changing quickly. This statement is not meant to announce the coming of The Post-American World, but we should be aware that other economies are growing faster than the powerful ones. This does not mean that the "big boys" gave up on growth. They are still moving on, but the emerging ones are simply moving on in a faster pace.

In the midst of all this change, Brazil has stepped up to the plate. The country is now one





of the top ten biggest economies of the world and is (somewhat quietly) demanding the status of "Developed" instead of "Developing Nation," as found in the textbooks. While growing its economy at a reasonable speed, the country is also becoming an active player on the world stage. Here is a young democracy daring to say it does not need permission to try to solve international disputes. When the country is not voting against sanctions in the UN, it is lending money to the IMF or calling for the world's attention by hosting the upcoming World Cup and Olympic Games.

Many economists and scholars recognize the change Brazil is going through, but very few have taken the time to elaborate on what the country must do in order to maintain and sustain this growth. Even though the country has so much growth to be expected, the reality is that Brazil is not quite there yet. All indicators show that the country will eventually become an "emerged force," and there is little doubt to it, but before the country can get there, it has to go through the phase of sustainability. It is extremely crucial that Brazil not only aims for rapid economic growth, but the country must figure out the right formula to maintain this continuing growth.

## SUSTAINING ECONOMIC GROWTH

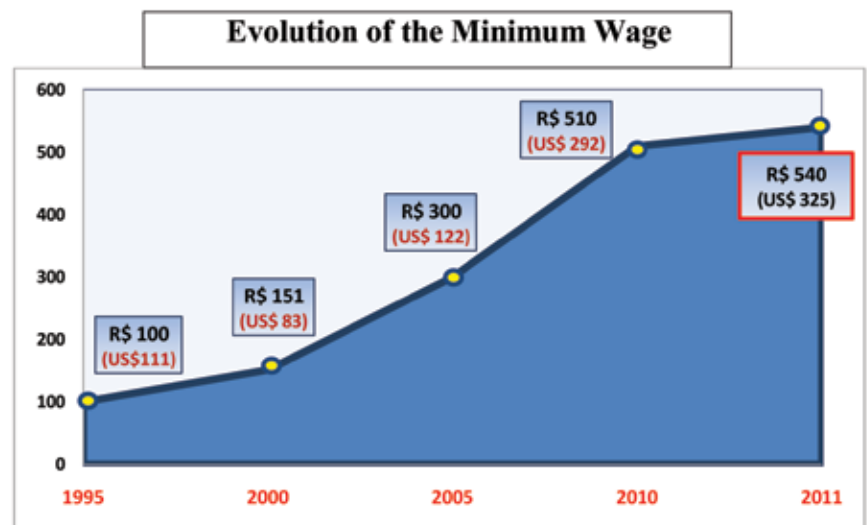
Robinho in England, Daniel Alves in Spain, Kaka in Italy and Juan in Germany is a few examples of Brazilian soccer players success in the most important soccer leagues around the globe. But, Brazil's soccer industry is no longer only an exporter of soccer talent. It continues to produce some of the best players of the world, but now also keeps them at home, if not buying them back as occurred recently with Ronaldinho and Adriano. From a macroeconomic perspective, this is a sign of economic growth. If futebol is finally

making good money domestically, then that must be because people are capable and willing to spend more money for good soccer. Obviously, this is more of a lagging economic indicator than anything else – but nevertheless, a positive indicator of the present economic progress. Before Brazilians can enjoy a stable and developed economy, they have to go through the process of managing sustainability.

Sustaining such a growth requires fixing up many different factors/areas. Some areas in need of improvement are healthcare, agribusiness, government spending, infrastructure, tax reform, need of political reform, and education. As of now, some of these areas are already going through major investment and development, but other areas just as important (if not more) are still lagging behind. Before this article addresses the sectors in need of reform, here is one way each individual directly influences the economy.

Consumers are a major force of economic growth. Throughout recent years, their "tools"

of purchase have improved significantly. In addition to increasing their buying habits due to job security and extended line of credit, the increase in the minimum wage has also been helping push the economy forward. Since 1995 during FHC's administration, the minimum wage has only been increasing. It certainly did not increase as much many would have liked, but some improvement is always better than no improvement. Playing with minimum wages is always a tricky task. Not only there is public opinion involved (which rarely is expressed as satisfactory), but there is also inflation, especially in Brazil – always looking for an opportunity to raise its head. Since 2002, the last year of FHC's presidency, the minimum wage went from the equivalent of US\$ 86 (monthly) to around US\$ 325 today, an increase which has been matched well to the economic development and will most likely increase during the next couple of years. Rumor is that the minimum wage will increase during the next two years potentially reaching a value of R\$650 by 2013. The following graph shows greater detail on the increase of the minimum wage up until today.



Source: Banco Central



Another factor that has allowed economic development is how the government has been involved domestically and has guided the economy during the last several years. In this case, government spending and social programs were significantly responsible for the growth Brazilians experience today. On the other hand, those on the right are not as happy that the public sector often acts as a private enterprise and crowds out private participation. Some of the arguments against government involvement (and valid ones) are that personal savings rates are too low and, in the near future, these rates will not match the high public spending. Many people would have expected Lula's government to be more to the left than to the right, but this administration certainly stood out because of its neoliberal tendencies. It is not every day that a former union leader without a university degree can jump an economy from 17th to 8th or is able to lead a country out of a recession before almost everybody else. This should certainly not sound as an offence, but as an example and inspiration for many other emerging players. During Lula's

eight year administration, he surprised us all by mixing his democratic socialist views with capitalistic practices. In his own words, Lula says that "before being a socialist, you have to be a capitalist... first build capitalism, and then make socialism. We must have something to distribute before doing so." This is a very interesting approach, which mirrors most of the European social-democratic governance.

## **BIGGEST CHALLENGES AHEAD: INFRASTRUCTURE AND EDUCATION**

### **Infrastructure**

An efficient and well developed infrastructure is a basic requirement for any country seeking long-term economic growth. Fortunately, the poor level of infrastructure in Brazil is finally being acknowledged as a problem. During the runoff round of the last presidential campaign involving Dilma and Serra, the topic of infrastructure reform was brought up a good number of times. The only problem here is that the one candidate who seemed to know it best

ended up losing the election: José Serra.

This does not mean that Dilma will not address the issue of infrastructure. She has announced she is continuing with a program called PAC (Growth Acceleration Program), which was created by the Lula administration in 2007. This program has the goal of increasing the coverage and quality of infrastructure networks together with better access to water, sanitation, housing, electricity, transport, and energy. Since its launch, the program raised R\$504 billion in investment for the 2007 - 10 period. The money was allocated as follows: R\$171 billion for social infrastructure, R\$275 billion for energy-related projects, and R\$58 billion for logistics. Even though it has been three years since the creation of PAC, meaningful results are yet to be seen. Infrastructure in Brazil becomes an even bigger problem when talking about hosting the World Cup and Olympic Games in the upcoming few years. There is so much work to be done and the amount of time left is only getting shorter. Brazil's government needs to step up its game



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and manage to get the private sector involved in remodeling the infrastructure of the country.

While PAC meetings are taking place and money is being allocated, the situation in Brazil is this: more people are spending the night at airports, bad roads are continuing to cause accidents, ports still look like they did in the 80's, heavy rain continues to cause floods and mudslides, and energy blackouts still happen once in a while. According to the Latin Business Chronicles, while Brazil has improved eight places since 2008 for the overall quality of its infrastructure, it still ranks a middling 62nd in this regard. Other areas have ranked the following: transport and electricity (67th) and telephony infrastructure (65th). The most problematic areas, as highlighted by the GCI, are the quality of port infrastructure (123rd), roads (105th), air transport infrastructure (93rd), and, to a lesser extent, railroad infrastructure (87th) and mobile telephony (76th). These numbers show how the country still has a long way to go if it wants to keep up and sustain economic growth.

The solution to this is would be a combination of first, sense of urgency, and second, the involvement of more private investment. The truth is that the federal government cannot take on this issue alone, especially considering that this is not the only problem needing solution in order to maintain growth. Private entities (including FDI) have both the capital and the expertise to get the job done. From a personal viewpoint, a good idea to start off with some progress would be to privatize Infraero (governmental organization in charge of airport administration) before the entire industry falls apart. It is pretty clear that the government does not want to pass on all the glory to private investors, so the best option here is to give more confidence to private investors and expand the so called PPPs

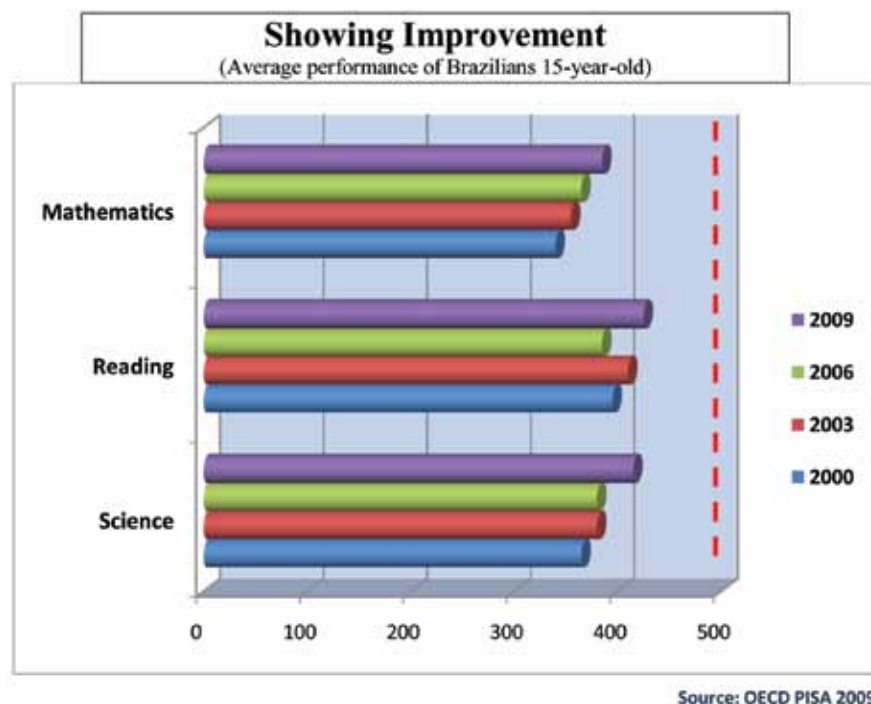
(Public-Private Partnership) and work together. But before this can happen, Brazil has to attract more private investment - and this must be done soon. The government is the only entity capable to incentivize the private sector to jump in and participate. Private investment in infrastructure can be easily marketed by emphasizing the protection of return on investments and having more predictable regulations. Brazil already offers low political risk and a stable currency. All it needs now is to attract more FDI and its own domestic investors.

### Education

With so much growth expected for the next few decades, it is scary to think of who will be there to lead the country through development. A well prepared executive branch is a good start, but it is not enough. A country needs talented professionals to lead the way. The United States, for instance, is noticing a drop in the number of engineers and scientists (numbers are higher in parts of Europe for the

first time). Today, the government is right at it trying to motivate young students to study math and science again. In the case of Brazil, lack of motivation is not the actual problem in the educational system. The problem is made up of the combination of bad institutions and bad teachers. In addition to that, 20 years ago, there was little government spending on education—now, there is too much mismanaged spending.

The educational system in Brazil is made up of private and public schools covering all levels of education. The average American would expect any public school to be better funded and better prepared, but in Brazil, it is the complete opposite. Private schools are better prepared than public ones, but they still do not meet the wished average. During his presidency, FHC decided to enter the country into the PISA (Program for International Assessment), which is a program created by the OECD (a group of mostly rich countries) with the purpose of measuring how much their children were learning. At the end of 2009, the fourth PISA





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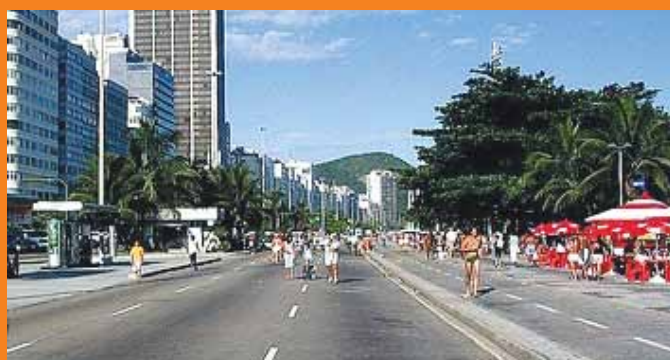
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study, which involved students averaging the age of 15, was published and Brazil showed gains in all three subjects: mathematics, reading, and science. The test now involves 65 countries and Brazil came in 53rd (in reading and science). The following chart shows the improved performance of Brazilian students considering the OECD score average is 500 points.

Although improved, it is still a small progress - the average 15 year old in Brazil scores much lower than the average student from OECD countries. The cause of this is not just the students alone, but the teachers as well. It is known that Latin American teachers tend to be poorly educated. Teachers in Brazil are mostly trained on the philosophy of education, whereas teachers from OECD countries are mostly trained on the basis of subject matter

or teaching skills (on top of their background education). Some of the state governments are taking the problem more serious and trying to come up with innovative ways to fix their systems. The state of São Paulo created a career track for teachers who do well on tests and the city of Rio de Janeiro is giving bonuses for schools that are achieving goal targets. Another solution would be to make sure the existing teachers and up-comers are also tested and required to meet a minimum standard. Those who are not prepared should not be fired, but instead, they should be better trained with the support of the local government. Of course students should also be motivated (which starts at home), but teachers must know their material in order to teach effectively.

FHC, who was a former university professor himself, also began a program intended to influence poor families to keep their children in school (while also trying to give an end to child labor). Today, this program, as improved by former president Lula, is called Bolsa Familia. More than 12 million families are now enrolled and this program is generating positive results. Bolsa Familia works by paying low-income families (who register) a small monthly amount per child attending school. This amount varies from R\$22 to R\$200 (around US\$15 to US\$125). Despite being an internationally recognized program, some people would argue against it by saying that social programs like these only create a dependency and helps politicians get elected again. This may be so, but at the same time, Bolsa Familia is producing very positive results. Millions of families have emerged from



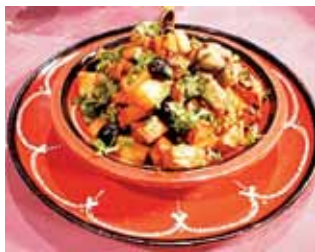


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poverty and entered the middle class as a result of Bolsa Familia. On the other hand, it is just unfortunate that the Brazilian schools are not in a better shape to take care of these students.

Universities also do not escape the horror. Some major public universities tend to be academically better than most private ones. Universities such as USP (from Sao Paulo) or UFMG (from Minas Gerais) are great examples, but the students who were actually intended to go to these public schools are rarely seen around. Public universities (also called federal universities) are free of charge or sometimes they may have very low tuition. The original intention was to create public universities to mostly students from poor families. The problem is that, in order to get in, a student must take a rigorous test to compete for a limited number of seats. Students who went to public elementary, middle and high schools in Brazil are much less prepared than students from wealthier families who attended private schools and have had private tutoring. Those who cannot score high enough to get a seat are left off with the option of paying for a private university (some students may just opt for a private university because they are better maintained and have better equipment). For these and other reasons, the educational system in Brazil is handicapped and it is pushing its own future professionals behind the line. The educational system ought to be fixed in order to help sustain the economic growth in Brazil in the upcoming years. And as we have seen so far, the challenges to economic sustainability do not stop here.

## Brazil after Lula

Lula deserves a great amount of credit for all his administration achieved during the last eight years. Before him, former president

FHC came in and introduced stability and the possibility of economic growth. Lula, in his own time, was able to realize the benefits of the policies he inherited and made them better. Some of this progress is quantified into the 20 million Brazilians who have emerged from poverty and into the middle classes since 2003. Lula has a unique story that helps shape the "Brazil Brand," and at the same time, remind the poor people in Brazil that they also have a voice. He has finally helped turn the page of the country and bring it into a new chapter.

Dilma Rousseff, chosen by Lula and now the first woman president of Brazil, also has her own unique style. Many still do not believe she will be able to deliver and keep the country on its current path. The new president lacks experience and charisma, which are qualities Lula has in abundance. Ms. Rousseff must also acknowledge that the main reason she was elected because of Lula's support, which is a fact the new president seems to accept with great respect. In part, voters chose Dilma because she represents the continuation of Lula's work. She has already said many times what she intends to do during her campaign, and her words have been echoed over and over by her representatives in conferences all over the country. But investors and business leaders still wait.

During her first month as president, the most meaningful signs of how Dilma will govern have been made by her choice of 37 ministers. Amongst these choices, some of them are Alexandre Tombini from the Central Bank's board, now governor of the Central Bank (decision which pleased investors looking for signals of economic orthodoxy). The popular Antonio Palocci, former Finance Minister, now taken away from the center role and made chief of staff. Thirdly, there is Guido Mantega,

who is keeping his post as Finance Minister. So far, President Dilma has generated no reasons for major complaint. With so little time in power and so little experience, it becomes hard to judge and foresee the president's ideal in relation to the country. For now, the president has also clearly expressed her position towards the support of human rights.

It's true that Dilma Rousseff lacks in experience, but the new president has shown she has potential and the heart to govern. For these and other reasons, it is expected that she will not take on major issues nor make audacious moves. In general, Dilma has an administration composed of experienced professionals and politicians who have been around for many years. Dilma's team will assist her well and improve their understanding by learning from minor mistakes along the way. It is also foreseeable that during her administration, the country will continue to grow economically while expanding the middle class. We just hope that, while allowing growth, Dilma will prepare the country to sustain such progress in the future.

Brazil shows promise and character. It is a place where the poor is starting to feel motivated to rise to the middle classes. This is also the place where the music is powerful enough to inspire people whether they have jobs or not. The world is eager to see how well Brazil can mix its samba & bossa nova with attractive economic policies, but before the country can get there, Brazil must fix its major sectors in order to sustain the economic growth. ■

**\*To check and read the full report "Brazil: Sustaining Economic Growth" (16 pages), visit [www.soulbrasil.com](http://www.soulbrasil.com). On the webpage, check the right column /on top for the access link.**

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# Efeitos Secundários da Crise Imobiliária Americana



Vladimir Bellemo

Você pode estar se perguntando se a crise imobiliária nos Estados Unidos já está no fim, como a mídia parece querer insinuar. Mas a resposta pode ser sempre dúbia. Se por um lado, os preços dos imóveis despencaram afetando milhares de propriedades, por outro, os seus respectivos proprietários podem ter uma oportunidade - amarga que seja, de se livrar dos seus imóveis. Seja através de um "short sale" (nesse caso quando o preço de venda é menor que o saldo do empréstimo) ou através de um dos programas disponíveis e respaldado pelo governo americano (nesse caso, mais notoriamente o HAFA Program).

No entanto, vamos nos concentrar em outra faceta deste quebra-cabeça: a crise tem também

dado muitas oportunidades tanto para "first time buyers" como para investidores com dinheiro em caixa. Em ambos os casos as oportunidades são inúmeras e são estes os elementos que estão dando as cartas no mercado imobiliário no momento.

Os compradores de hoje são muito mais exigentes do que os de cinco anos atrás. Hoje eles entram em uma casa de cinco mil pés quadrados, cinco quartos, piscina, vista panorâmica e muitos "upgrades" mas reclamam que "as gavetas dos armários da cozinha não são self-closing", ou que "os aparelhos domésticos estão outdated por terem mais de oito anos". E por aí eles vão forçando o seu caminho para um bom desconto.

Para os "first time buyers" o governo está proporcionando seguros para empréstimos e feitos sob a bandeira do Programa FHA. Hoje se pode comprar dando apenas 3.5% de entrada, tendo apenas 550 pontos no "Score" e ainda conseguindo juros fixos abaixo dos 5% ao ano, por 30 anos! Isto é um marco histórico que não pode ser deixado de lado. Os primeiros compradores devem prestar bem atenção a esses sinais de oportunidade batendo a sua porta. ■

\* Leia o artigo completo no nosso website [www.soulbrasil.com](http://www.soulbrasil.com). Esse e outros três artigos estão em "Featured Articles" na coluna da direita da homepage.

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[debora@soulbrasil.com](mailto:debora@soulbrasil.com)

# San Francisco Highlights

## *A nova alteza do Carnaval de San Francisco* Foto: Dave Golden

Na noite de 8 de Abril, o público presente na casa noturna Cafe Cocomo, em San Francisco, presenciou uma das competições mais esperadas do ano: a coroação da Rainha e do Rei do Carnaval 2011 de San Francisco. Todos os concorrentes mostraram samba no pé e muita simpatia, mas quem conquistou o público e a tão disputada coroa foram os talentosos Jason Ogao e Eyla Moore, mais conhecidos agora como "King Jay & Queen Eyla". A Rainha e o Rei do Carnaval 2010 de San Francisco, "Queen Carmen & King Miggy", também marcaram presença no evento com a missão de transferir a coroa para a "nova alteza carnavalesca". "Queen Carmen & King Miggy" só deixaram o palco do Cafe Cocomo após realizarem sua "última dança" como "Rainha e Rei do Carnaval".

O fotógrafo Dave Golden registrou o evento e produziu um ensaio fotográfico com a alteza do carnaval de San Francisco. Parte de seu trabalho está exposto nessa página, especialmente para os leitores da Revista Soul Brasil. Confira!



"King Jay & Queen Eyla" (Carnaval 2011)



"King Jay & Queen Eyla" após coroação



"Queen Carmen  
& King Miggy"  
(Carnaval 2010)



"Queen Carmen"



"New Queen Eyla"

## "Porque Voce Ama Sao Francisco?"

Envie sua mensagem e uma foto para [debora@soulbrasil.com](mailto:debora@soulbrasil.com). As melhores respostas serão publicadas nas próximas edições da revista.





# Los Angeles Vibes



Four Brazilians is taking a long journey this April and covering 30,000 kilometres including 15 countries from North, Central and South America. Departure from Los Angeles, California and crossing Mexico, all Central America, Colombia, Ecuador, Peru, Chile, Argentina and Uruguay, the journey ends at the Itaipu hydroelectric dam, in Foz do Iguacu, Brazil. The journalist Paulo Rollo, photographer Jeanne Look, filmmaker Valdeck de Souza and cameramen Valdeck de Souza Jr. will undertake an unprecedented expedition with a car and a support van powered 100% by electricity. To keep up dated with the expedition visit [www.zeroemissions.com.br](http://www.zeroemissions.com.br).

Quem esteve no Sul da Califórnia a convite da Roxy (Quicksilver) foi a mais nova estrela do surf Brasileiro, **Chloe Calmon, de apenas 16 anos**. A pequena "grande" notável esteve visitando as instalações da Roxy em Huntington Beach, e veio acompanhada da família. Chloe vem conseguindo destaque nos últimos dois anos graças aos seus êxitos, entre eles:

- Campeã estadual sub-18 (competindo na categoria masculina)
- Campeã da etapa do Arpoador/Rio
- 2º lugar campeonato Brasileiro Amador (ES)
- 2º lugar campeonato Brasileiro PRO (RJ)
- 2º lugar Circuito Brasileiro Petrobras
- 3º lugar ranking estadual pranchinha
- 17º Campeonato Mundial Roxy Jam (Biarritz – França)



\* Photos by Eric Harper / One World Imaging

A Soul Brasil magazine junto com a marca de Instrumentos Contemporânea, o músico Lula Almeida e a L.A Samba School apresentou durante os sábados de Abril à noite **"Cultura": Made in Brazil** no Zabumba com o intuito de resgatar o "sambão" autêntico nas noites de Los Angeles. Para o mês de Maio e Junho cheque o nosso calendário – [www.soulbrasil.com/calendar](http://www.soulbrasil.com/calendar) para saber novidades da "Cultura" e se há mudanças de local. \*Decisões judiciais podem gerar mudanças.





# Política a Parte: Marijuana Como Potencial Cura para o Câncer

Lindenberg Junior



Pouco mais de um ano atrás, em marco de 2010, as autoridades Californianas informaram que a chamada "Cannabis Act", tinha obtido as assinaturas suficientes para ser votada em plebiscito, coincidindo com as eleições para governador do dia 2 de novembro. A iniciativa queria estabelecer um limite legal de posse da droga de 30 gramas por pessoa e permitir o cultivo privado das plantas sempre que a parcela não supere os 2,3 metros quadrados.

No fim de 2010 a Califórnia poderia ter se transformado no primeiro estado do país a autorizar a maconha para consumidores maiores de 21 anos e assim se equiparar legalmente ao álcool e ao tabaco. Recentemente, ativistas a favor da legalização da maconha na Califórnia inauguraram inclusive um hotel em Los Angeles onde os consumidores podiam fumar "cannabis" sem se esconder, em mais um passo rumo à normalização do uso dessa substância no estado.

Os defensores da proposta apoiaram o seu discurso nos benefícios terapêuticos da cannabis, argumentando que a planta tem nível de dependência inferior ao tabaco e ao álcool e, sobretudo, a legalização poderia adicionar uma importante fonte de renda para os maltratados cofres públicos do estado da Califórnia. Infelizmente para uns e felizmente para outros, a "Cannabis Act" foi rejeitada ultimo novembro de 2010, mas por uma margem pequena.

A oposição à legalização da maconha é muito maior no resto dos EUA, onde uma pesquisa publicada em abril de 2010 indicava que 55% dos cidadãos Americanos rejeitam transformar a maconha em um produto de consumo em massa, principalmente entre as mulheres e os eleitores republicanos. No caso da "Cannabis Act" na Califórnia, se a iniciativa tivesse seguido em frente, também entraria em conflito com as leis federais que proíbem a venda de maconha.

Atualmente, a Califórnia é um dos 14 estados dos Estados Unidos que admitem a maconha para uso médico. Em pesquisas científicas recente, principalmente visando buscar uma solução para a segunda causa de morte entre os Americanos – o Câncer, estudos e pesquisas de laboratório mostraram que componentes encontrados na marijuana têm o potencial de matar células cancerígenas ao mesmo tempo em que deixam intocáveis as células saudáveis.

Esses estudos e recentes pesquisas de laboratório inspiraram alguns escritores e ate mesmo cineastas Americanos a produzirem livros e documentários sobre o tema. O que me chamou a atenção para esse artigo foi o documentário do cineasta Len Richmond "What if Cannabis Cured Cancer". O documentário de 60 minutos de duração tem a sua introdução baseada na historia da planta e o uso da mesma ao longo da historia – na maior parte com fins terapêuticos, e se desenvolve apresentando evidencias

legítimas de novas aplicações medicas e uso da planta como eficaz tratamento preventivo contra o câncer. Sabe-se, por exemplo, que George Washington plantou marijuana visando seus fins terapêuticos ao igual que muitas "shamanic cultures" nos dias de hoje a utilizam. Mais recentemente, estudos também comprovaram a planta como estimulador de apetite e por possuir efeitos antiinflamatórios.

O filme mostra depoimentos de dois dos mais respeitados nomes da medicina (oncologia) Americana, e autores do livro "Integrative Oncology" (Oxford Press, 2009), Dr. Donald Abrams e Manuel Guzman, que explicam sobre os componentes ativos da marijuana, chamado de cannabinoids. Política aparte, o filme de Richmond sugere pelo menos que nos possamos abrir as nossas "fronteiras" da tolerância e que usemos o bom senso para aceitar fatos verídicos constatados pela ciência e medicina. ■







# Protect Your Health & the Health of our Future Generations

Despite increasingly frantic schedules, we spend a huge percentage of our lives in home. For most of us, it's a haven from the outside world, and because that, we harbor some illusions that can be dangerous. The cumulative effect of pollutants in our living areas ought to be a groove concern. Toxics glue hold down our synthetic pools and carpet. The paint of our walls is emitting gases. Our furniture is sprayed with fire-retardant, stain resistant chemicals, and dyed with even more chemicals. The many chemical fragrances from our hygiene and cleaning products are wafting through the house. Taking some

simple steps can make a huge difference. Initially, open the windows! In doing so you just saved your family from millions of contaminants floating around in your air and it didn't cost a thing. When it does come time to building or remodel, take the time to educate yourself. Remember that in our modern era, much of our dirt is made up of toxics residues that come from our synthetic cleaning solutions. We should never have to suck down toxic fumes just to be convinced that the cleaners we used are effective. When you are using chemicals that you know produce dangerous substances, you should always take special

precautions. Just because you are in the "safety" of your own home doesn't mean that these hazards can be taken light. In 2008, over 214,000 human exposures to household cleaning products were reported to poison control centers in the U.S, with another over 10,000 exposures to pets. Those who spend the most time in the home – the very young and the old as well the pregnancy women, are most susceptible to poisoning from householder cleaners. For centuries, humans around the globe have kept their homes sanitary without the beloved "blue solutions" and "powerful purple" product. ■

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# Close Up San Diego

by Victor Gutierrez



The 18<sup>th</sup> edition of the San Diego Latino Film Festival March 10<sup>th</sup> to 20<sup>th</sup> was a resounding success with over 20,000 people attending. This year highlight was the collaboration of the Brazilian General Consulate and the seven films and shorts from Brazil. The 160 features including comedies, dramas, documentaries and animation, plus workshops and special performances made up the program the largest Latino Film Festival in the West.



19<sup>th</sup> San Diego Brazilian Carnival at 4th and "B" in San Diego last March 5<sup>th</sup>, 2011.

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The sold out Chico Pinheiro Group concert at La Jolla Neuro Science Institute auditorium was a pleasure performance for all Brazilian Jazz lovers!



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# A Importância do “Credit” nos EUA & Como Melhorar o seu “Credit Score”

Lindenberg Junior

**E**m todos os países do mundo, especialmente nos Estados Unidos, ter um bom crédito com respectiva boa pontuação (“credit score”) pode significar ser bem mais fácil se conseguir um empréstimo para comprar uma casa, abrir um negocio ou ate economizar significantes valores em consequência de juros mais baixos para saldos devedores em cartões de crédito.

Os fatores mais relevantes são o seu histórico de pagamento (35%), quantidade devida (30%), tempo do histórico de crédito (15%), contas de crédito abertas recentemente (10%) e tipos de credito utilizado (10%). Essas e outras informações são monitoradas pelos chamados “Credit Bureau”, nesse caso, o Equifax, Experian e TransUnion. Estas agências de informações de crédito recolhem informações de onde você solicitou crédito e rastreiam os números e os tipos de contas que você utiliza. Por lei federal, você tem o direito de uma vez por ano pedir gratuitamente o seu reporte de crédito pelo website [www.annualcreditreport.com](http://www.annualcreditreport.com).

## PRIMEIRO PASSO: VERIFIQUE SEUS DADOS DE IDENTIFICAÇÃO

Cheque seus relatórios de crédito e verifique

a seção de informações pessoais. Você vai encontrar o principal nome para o qual você mandou o relatório, seguido por uma lista de um ou mais nomes anteriores. As mulheres podem ter uma lista particularmente longa, se tal tiver sido casada várias vezes.

Note que seu numero de seguro social não deve aparecer em forma completa. Isto é para sua proteção e segurança. Em seguida, localize o seu endereço atual seguido por uma listagem de endereços anteriores. Certifique-se de que todos os endereços apresentados correspondem aos endereços que você teve. A próxima seção lista o histórico de emprego. Verifique se as informações também estão corretas. Um emprego que você não reconheça pode indicar que você possa estar sendo confundido com alguém.

## SEGUNDO PASSO: VASCULHE OS SEUS PONTOS NEGATIVOS

Esta seção pode incluir depreciativos nos registros públicos como, por exemplo, se você entrou com pedido de falência, deve dinheiro por causa de uma decisão judicial ou perdeu uma casa por “floreclosure”. Reveja todas as informações na seção negativa com muito

cuidado. Se as informações estiverem corretas, não há muito a fazer além de esperar. A boa notícia é que mesmo que tenha informação negativa, ela não terá um grande impacto na sua pontuação de crédito quando tiver passado os três anos da data da marca negativa. A maioria das informações negativas são completamente removidas do seu relatório de crédito em sete anos.

## TERCEIRO PASSO: ENCONTRE QUEM SOLICITOU SUAS INFORMAÇÕES DE CRÉDITO

Esta seção inclui informações como bancos, cartões de credito e outras partes interessadas, tais como uma empresa de serviços públicos que possa ter checado o seu relatório de credito. A primeira lista inclui os bancos e os cartões de credito, por exemplo, com datas de contato e o nome da respectiva empresa que você já tenha solicitado credito. Alguns relatórios incluirão uma segunda lista e que podem conter empresas que solicitaram o seu histórico de crédito seja para fins de marketing ou para uma revisão de suas atividade de crédito – se já tem algo existente. Esta lista também incluirá o nome da empresa e a data de solicitação ou inquérito.





Além das possíveis duas listas, você também pode ver detalhes sobre as empresas. Se você ver nomes ou credores que não seja familiar ou que não há solicitado crédito, é sábio entrar em contato com os mesmos para descobrir por que os mesmos solicitaram checar o seu reporte de credito.

#### QUARTO PASSO: EXAMINE A LISTA DE "ACCOUNT"

A próxima seção será uma listagem de suas contas. No topo desta seção você encontra um resumo e, em seguida, a informação detalhada sobre cada tipo de conta. Na seção dos detalhes, você vai encontrar: o número da conta, o tipo de conta (revolving, installment, overdraft/reserve, checking, savings or mortgage), termos de pagamento mensal, data de abertura, data da última atividade, tipo de empréstimo (como por exemplo, os "equaty loans"), etc. Analise cuidadosamente todos os detalhes sobre cada conta para ter certeza de que em estão 100% corretos.

#### QUINTO PASSO: AJUSTE SE NECESSÁRIO O SEU "CREDIT REPORT"

Nos EUA, podemos dizer que quase todas as pessoas enfrentam problemas com seus relatórios de crédito em algum momento de sua vida. Pode envolver uma cobrança equivocada que você resolveu posteriormente com a empresa, mas não com os credit bureau ou uma marca negativa em um acontecimento que na real possa ter acontecido uma outra pessoa. Isso pode acarretar um "não" na decisão sobre um pedido de crédito no futuro. O primeiro passo no processo de correção é enviar uma carta ao credit bureau do qual você encontrou o erro explicando o que há de errado e o porquê que você acha que a informação deve ser corrigida.

#### SEXTO PASSO: MANTENHA-SE INFORMADO

É muito importante que você acompanhe regularmente o seu "credit report". O ideal

seria de seis em seis meses, mas no mínimo, a cada dose meses aproveitando o "free annual report" como mencionado no começo do artigo. Você não só precisa analisar o relatório com exatidão, mas também saber se alguém pode estar usando sua identidade! Alguma suspeita requer ação rápida de sua parte. Lembre-se que quanto mais rápido você agir, menos dor de cabeça e stress será para resolver a "bagunça".

#### POR FIM...

"Tenha cuidado com serviços de reparação de credito que prometem solucionar rapidamente o seu problema e inclusive promessas de remover seu histórico" negativo. Se pensa em procurar uma agência tipo "credit counselor", tenha certeza de antes consultar o website do "National Foundation of Consumer Credit" para verificar se essa respectiva agência esta credenciada – cheque [www.nfcc.org](http://www.nfcc.org). ■

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# Hair Strand Implant Technique for Men

Lindenberg Junior

**B**aldness is a genetic problem that affects many men and even women. For males, the warning sign of the future may be present in the balding or hair loss of their father or brother. There are many alternatives to minimize this ongoing loss of hair. One of them is the constant use of aloe vera natural "gel" in the scalp after every shower. But for now, we would like to mention a new and alternative technique known as "Técnica do Fio Longo" or Hair Strand Implant Technique).

This treatment is an evolution of the hair implant techniques. With the advancement of medicine and cosmetic surgery procedures, this technique promises to leave the patient with an appearance close to the ideal, and away from those artificial implants of few years ago.

Concern about one's hair is not a modern day dilemma; the use of wigs and tricks to enhance one's beauty can be traced back to ancient Egypt. Today, the main concern is about the natural appearance of hair, which means that coarse implants no longer make the grade.

The new technique, already being used in Brazil and now in the U.S., follows the latest trends in hair transplantation with follicular units. The

hair wires (meaning each follicle of the hair) are transferred to the bald area with the same layout of the place of origin making the result as natural as possible.

To better understand this evolution, we must understand that the hair wires are born in the scalp in groups: three, two and only one wire. These groups are called follicular units. In the early days of capillary surgery (the 1950, 60, 70 and part 80) the procedure was very rudimentary and the hair wires were transferred in groups of up to 30 hair wires. This generated small patches of hair known as doll hair. With the current technique, the wires hair can be inserted individually by creating holes in the receiving area and using micro-needles or blades.

The Hair Strand Implant Technique got notoriety in 2009, and in 2010 had a great demand among Brazilians. The transplant is done using the patient's own hair, because it is necessary to have genetic compatibility between donor and recipient. Recently, the Hair Expo Brazil 2011, held in April in Sao Paulo, attracted many beauty and cosmetics consumers as well as people from the trade looking for new products or new trends. Among the service and products "stars" was the new "Técnica do Fio Longo" and

the Botox Capilar or "Capillary Botox" – to be covered in another featured article. ■

## BALDNESS BY THE NUMBERS:

From the age of 15, over 50% of men are already beginning to show signs of alopecia (hair loss), and about 90% of these cases will face serious problems to overcome baldness by the age of 40. The degrees are varied. In some cases, clinical treatment is able to limit the decline and or even reverse the condition. However, in the most acute, the only alternative is surgery through the hair transplant.



**The continuous use of Aloe Vera plant gel in the scalp is a proved natural remedy to help/support hair loss.**





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# Gigi's Vision Hair Salon



Before

After



## Pioneer in Beverly Hills the Natural Way

**WHY WE LOVE IT:** Besides offering completely private rooms, Gigi's also offers unique natural hair restoration techniques, equipment and products. All of which can help men and women during and after chemotherapy and pregnancy, after hair transplants or hair loss.

**SIGNATURE TREATMENT:** The Hair Stim Cap coupled with Gigi's Capillary Solution revitalizes circulation, oxygen the intensity of blow flow – Enabling nutrients to clean the roots and the scalp, awaking sleeping cells.

**WHAT'S HAPPING:** Gigi's offer an entire line of organic shampoos and conditioners along with her revolutionary capillary lotion for hair loss. Gigi's also offer ammonia free hair color and highlights that are herbal base, she mixes shades and tones levels from organic pigments with organic silk to cover the gray permanently – leaving your hair shine and healthy.

**THE DETAILS:** 434 N. Roxbury Drive, Beverly Hills, CA – 90210 – (310) 273-1816

**[WWW.CAPILLARYBYGIGI.COM](http://WWW.CAPILLARYBYGIGI.COM)**



# Como Trabalhar Para o Governo Americano

Magali D'Souza



O Governo Americano é o maior empregador do país, empregando mais pessoas do que qualquer corporação. Sempre existem vagas de emprego nas diferentes repartições do Governo dos Estados Unidos, e essas vagas são em geral para posições de tempo integral, com benefícios e treinamento pagos. Os salários variam entre US\$30.600 ate US\$91.700 por ano, e inclui bons benefícios como férias remuneradas, licença paga por motivo de doença, seguro-saúde e aposentadoria. Os requisitos em geral são ter 18 anos de idade mínima, high school completo e ser um cidadão dos EUA. Existem vários web sites e empresas que tentam ganhar dinheiro prometendo informações sobre o tema aqui em questão, e a grande maioria são como dizemos em inglês "scam". Adiantamos que o caminho mais correto será visitando o website do governo americano diretamente responsável por informações sobre contratações e vagas para empregos nas diversas instituições federais do governo Americano, o USAJOBS - [www.usajobs.opm.gov](http://www.usajobs.opm.gov).

Existem vários departamentos no governo desde o Ministério da Agricultura ate a Agencia que lida com Assuntos dos Veteranos de Guerra. Essas agencias federais geralmente operam em vários locais e em todo o território dos EUA. Os setores mais populares de carreira são geralmente os de administração. Abaixo segue uma lista para melhor compreensão.

**MINISTÉRIO DA AGRICULTURA** - Sua finalidade é ampliar os mercados agrícolas e melhorar a habitação, serviços públicos e infra-estrutura na América rural.

**MINISTÉRIO DO COMÉRCIO** - Tem ampla responsabilidades dentre as quais o comércio, tecnologia, e o desenvolvimento econômico.

**MINISTÉRIO DE DEFESA** - Seu objetivo é defender os EUA de ataques e proteger os interesses americanos no exterior.

**MINISTÉRIO DA EDUCAÇÃO** - Ajudar os Estados e os sistemas escolares locais, assim como auxiliar na coordenação de programas de educação federal.

**MINISTÉRIO DE ENERGIA** - Responsável pelo avanço da segurança nacional, econômica e energética dos EUA e de promover a inovação científica e tecnológica.

**MINISTÉRIO DE SAÚDE E SERVIÇOS HUMANOS** - Órgão primário do governo auxiliando nos aspectos essenciais de saúde.

**MINISTÉRIO DA SEGURANÇA INTERNA (HOMELAND SECURITY)** - Responsável pela segurança da nação e das diversas ameaças que o estado pode enfrentar.

**MINISTÉRIO DO INTERIOR** - Protege os recursos naturais dos EUA, honra a cultura Americana e as comunidades tribais, e fornece apoio a infra-estrukturado do país.

**MINISTÉRIO DO TRABALHO** - Promover o bem-estar dos que procuram emprego, assim como os assalariados e aposentados dos Estados Unidos, melhorando suas condições de trabalho e gerando novas oportunidades.

**SERVIÇO POSTAL** - O serviço postal é responsável pela distribuição do correio e proteção dos seus respectivos conteúdo.

**MINISTÉRIO DE ESTADO** - Responsável na relação internacional e de manter um mundo mais democrático, seguro e próspero.

**MINISTÉRIO DOS TRANSPORTES** - Serve o país assegurando um sistema rápido de transporte, assim como a sua respectiva segurança e eficiência.

**MINISTÉRIO DO TESOURO** - Responsável pela promoção da prosperidade econômica e segurança financeira dos EUA.

**AGÊNCIA DE ASSUNTOS DE VETERANOS** - Responsável por servir e honrar os homens e mulheres que são veteranos de guerra dos Estados Unidos.

O website mencionado acima no artigo é o melhor atalho para se atualizar sobre as ofertas de trabalho do governo federal Americano para as suas respectivas agencias. É necessário ser pelo menos residente legal nos EUA para ser admitido em um processo de seleção. ■





### EM SAN DIEGO...AÇAÍ POWER CAFÉ

Depois de ter por bom período o seu "Acai Brazilian Market" aberto na Garnet St. in Pacific Beach, a Brasileira Fernanda Silveira teve que fechar o estabelecimento para uma nova investida. O novo "Acai Power Café" abriu as suas portas em Maio também em Pacific Beach, mas dessa vez mais próximo da praia e do lado dos correios. Junto com um sócio Pernambucano, Fernanda afirma que o novo local servirá autênticos "Açaí na Tijela", assim como sucos naturais, e delicias do Brasil como empadinhas de forno e sanduiches ao estilo Brasil, além claro de um cafezinho tradicional. 4680 Cass St. in PB (San Diego), CA 92109.



### EM L.A...AFFIRMATIVE INSURANCE SERVICES

Na primeira semana de Abril houve a inauguração do segundo escritório do

Affirmative Insurance de propriedade do Brasileiro Manolo da Silva. O novo escritório está localizado perto do centro de L.A. e está pronto para servir os seus clientes na área de seguros, imóveis, finanças e contabilidade, além de estender seus serviços para a área de viagens – 2010 W. Pico Blvd. Unit 6, L.A 90006.



### EM SOUTH BAY...ESCOLA BIMBA MEU MESTRE

No dia 26 de março aconteceu a inauguração oficial da escola de Capoeira Bimba Meu Mestre em Redondo Beach com a presença de vários mestres. Na ocasião, o proprietário da escola e do Natureba Juice Bar comentou "Considero esse evento em particular, um encontro entre amigos para comemorar essa etapa finalizada. A academia é própria e finalmente depois de

muitas barreiras vencidas estamos felizes em ver nosso sonho se tornar uma realidade". Mestre Reco Pontes chegou nos Estados Unidos em Fevereiro de 2004 e se estabeleceu inicialmente em Long Beach para se mudar em seguida para o Havaí. Por lá ficou dois anos até decidir que era tempo de seguir em frente e plantar suas raízes no Sul da Califórnia, desenvolver um trabalho mais planejado e construir um futuro melhor

para ele e sua família. Em 2010 junto com sua esposa Jaqueline, inaugurou o Natureba e agora seu sonho se torna uma realidade com a inauguração da escola. Com sua admiração pela pedagogia de ensino do Mestre Bimba e seu trabalho junto a Capoeira Regional, Mestre Reco desenvolveu ao longo dos anos um trabalho baseado nas tradições da Capoeira. "Comecei a jogar capoeira aos 11 anos de idade em 1983. Parei por dois anos por motivo de estudos e trabalho. A capoeira, como outras manifestações culturais, resistiu a uma opressão do sistema e ganhou brilho e força através de muita luta". Mestre Reco ainda adiciona "Nosso trabalho aqui vai além da capoeira e entra no campo cultural em um todo. Como exemplo cito a classe interativa de português administrada pela pedagoga Ciria as 10:30AM aos domingos - brincar utilizando o vocabulário brasileiro". Mais Info: (310) 809-8842.





# Brazil in the Age of Alternative Energy

## How Bio-diesel can be a great renewable resource

Carol Mendes

\* Translation by Anthony Mendiola

Brazilians are accustomed to looking beyond petroleum for power. Brazil has long been on the leading edge of ethanol production. Another product, Bio-diesel is also one of the great natural resources of Brazil and is becoming a major part of a new world of alternative energy. In comparison to standard diesel, derived from petroleum, bio-diesel presents innumerable advantages.

Primarily, it presents an alternative to fossil fuels, which take millions of years to accumulate and are non-renewable. Bio-diesel is cleaner and much faster to produce. It can also be a great stimulus for jobs and income for the agricultural sector. This has the potential to consequently reduce the migration of people from the farms to the burgeoning cities. Reducing emissions of pollutants that reach the atmosphere and lowering costs of operating rural properties reinforce the benefits that fuel production can bring to the farmer.

Other advantages of using bio-diesel are that it is highly mixable with regular fuel, allowing most motors to utilize any percentage mixture with regular diesel. The heat produced per liter of biofuel is almost equal to that of diesel with lower emission of carbon particles. Bio-diesel is an "ester" and therefore, has two oxygen atoms in each molecule. In the burning of bio-diesel, complete combustion occurs. Less

oxygen is necessary than that of the process of combusting diesel. If used as a combustible fuel, it has the added benefit of being an excellent lubricant and consequently may increase the useful life of the motors. In addition, its use does not require expensive adaptation of engines of trucks; tractors or other equipment and this alone is beneficial.

Brazil has a huge amount of land under cultivation that is capable of producing an enormous variety of oil containing plants, mainly produced in areas with less productive soil than that for crops for human consumption. Today, many companies and government agencies are spending money and time on research and exploration of petroleum.

This huge investment could be applied in a better way, since bio-diesel does not require this kind of investment. One can clearly foresee the positive effects of this fuel, using as an example a simple analysis of the benefits of adding ethanol

to gasoline. The Ethanol industry, a powerhouse that generates a large volume of capital, has the ability to create jobs and generate revenue to the government through taxes.

This source of alternative energy is something that is technically feasible, but its cost today, from 1.5 to 3.0 times higher, makes it uncompetitive, and will remain so, especially if political and external factors are placed as a priority, ahead of ecological awareness and social benefits.

Bio-diesel is an economic, reliable and renewable alternative. It benefits the rural Agro-industry and it contributes to the economic sustainability of the cities. It can promote national and environmental interests, as well as meeting the needs of the consumer. As Lester Brown, the noted environmental thinker has said in his recent publication, "If we fail to build a new economy before decline sets in, it will not be because of a lack of fiscal resources, but rather because of obsolete priorities". ■







# Kamilla Rodrigues de Sousa



**Born:** Goiania, Brazil

**Weight:** 115 pounds

**Height:** 5'5"

**Sign:** Gemini

**Color:** Purple

**Food Preference:** Beef Stroganoff

**Hobby:** Beach & Cruise Around

**Sport/Fitness:** Soccer & Volleyball

**Music Style:** Electronica, Hip Hop & Samba

**Career:** I am still studying, but I wish to be a Lawyer.

**A Dream:** To be a famous model or a lawyer, marry a great man and have my own family.

**Photos:** Paulo Henrique Macedo

**Full Article:** [www.soulbrasil.com/soul-in-shape](http://www.soulbrasil.com/soul-in-shape)

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