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March 20/April 2014 – Year 11 – Issue 66

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WORLD CUP 2014 IN BRAZIL

Second Wind Sales Tickets opened last March 12th and the sales period is schedule to continue until April 1, but Tickets will be allocated on a first-come, first-served basis. Tickets for 60 out of the 64 matches was in this second sales phase, which no tickets are available for the Opening Match in Sao Paulo and the Final in Rio de Janeiro, in addition to the two semi-finals in Belo Horizonte and Sao Paulo. Fans can see the respective availability (low-medium-high) per match in the respective chart on www.Fifa.com/tickets which will be updated constantly once sales start.

PLANNING AHEAD: RIO'S COMPLETES 450 YEARS...

In March 2015 the "Cidade Maravilhosa" will complete 450 years and the Brazilian Secretary of Culture, Eduardo Suplicy, in Rio, days ago, did launch the Rio-450 Committee – created with the goal of preparing Rio de Janeiro for the celebrations and tributes by its 450 years. The secretary in the occasion had emphasized the importance of all "Cariocas" (born in Rio) to preserve the charm of the city and what is considered the "Best Postcard of the Country".



FIRST APPLE STORE IN LATIN AMERICA OPEN SOON IN RIO

The giant Apple is preparing to launch its first store in Latin America, and will be soon in the Village Shopping Mall in Rio de Janeiro. A poster already identifies the fact, but there is no exact date yet for the grand opening of the Apple store on site.



EMBRATUR FUNDS PROJECT: PROMOTING BRAZIL ABROAD

The Brazilian Tourism Institute has launched the 2014 Public Selection of Projects for Sponsorship. The total budget will be 8 million to cultural actions that contribute with to promote International Tourism in Brazil. There is 13 Brazilian Tourism Offices worldwide with three in the U.S (L.A, NY and Chicago). Fishing at the Pantanal (Center-West of Brazil) has been attracting a lot Europeans.



Sensational!

WOMEN THAT WE LOVE

Success is not final, failure is not fatal: it is the courage to continue that counts. The trajectory of almost 12 years of Soul Brasil magazine...counts in good part for the help and support of our valuable contributors. Along the years, many names...but mostly (80%), was/are women. That's why Soul Brasil magazine has a "female soul". This note is a homage for those women – like Ann Fain, Alia Ponte, Claudia Passos, Monique Mizrahi, Bianca Rossini, Cristiane Magalhães, Andrea Alves, Jennifer Parker, Christine Di Stefano, Simone Arrojo, Fernanda Arruda, Sandra Lobo, Sandra Domingos, Magali da Silva, Debora Silva, Julia Melim, Roberta De Queiroz Baptista, Valeria Barragan, Sarah Bella Mondragon, Aryadne Woodbridge, Katia Moraes, Rebecca Kleinmann, Vera Lucia Garroux, and many others.



GOVERNMENT & POLITICS

As it has done several times already, the Obama administration has ordered more changes to the Affordable Care Act (formerly known as Obamacare). First, employers with between 50 and 99 employees get another year before their employer mandate takes effect, as these companies now have until 2016 to provide insurance coverage to workers. Second, the requirement for employers with 100 or more workers to have 95 percent of full-time workers covered drops to 70 percent for now, before rising to 95 percent in 2016. Both moves seem to suggest that the administration recognizes how difficult implementation of the law will be for employers of every size. Industry lobbyists have been pushing for delays in implementing the new rules, arguing that too many questions still exist for the rules to be applied equally in all industries.



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OUR MISSION

Inform & educate, build relations and networking with Brazilians lovers and the conscious living community.

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“O QUE É SER PERIGUETE?”- QUESTIONA A TOP MODEL

Pergunta normal para uma brasileira que vive fora do Brasil a tantos anos. Foi com essa pergunta que a top model Gisele Bündchen mostrou não está muito familiarizada com algumas novas palavras do “dicionário do dia-a-dia” dos brasileiros. Em uma recente entrevista à revista “Época”, a loira foi indagada a respeito do modo de se vestir de uma personagem de novela (Valdirene de Amor a Vida da Globo) e chegou a questionar a reporter “O que é ser periguete?”. Após descobrir do que se tratava, a modelo quis saber se o vestido usado por ela na ocasião se enquadrava na categoria e complementou: “Quase não assisto televisão e meus filhos também não”. Segundo a “top model”, ela só fala com os filhos Benjamin (4) e Vivian (1) em português.

BRASIL COMO GRANDE PERDEDOR EM DAVOS, SUÍÇA

No fim de Janeiro, o jornal americano Financial Times intitulou um artigo dizendo “Após 10 anos, Brasil vive fim de uma era” enfatizando a saída líquida de dólar do país que chegou a superar os US\$12 bilhões em 2013, a maior saída desde 2002, e que havia prejudicado a economia. E em meados de fevereiro nos postamos essa nota em que dizíamos que o mesmo jornal intitulava outro artigo não muito positivo dizendo “Brasil é visto como grande perdedor em Davos” e que fazia referência ao Fórum Econômico Mundial que acontecia em Davos na Suíça. Em sua matéria o jornal simplifica dizendo que o país deixou uma percepção de falta de investimentos em infraestrutura e a sensação de que muito do crescimento foi proveniente do consumo.



CAIXA ECONÔMICA DIVULGA CONCURSO PÚBLICO

Também em meados de Fevereiro, a Caixa Econômica Federal abria inscrições para concurso público e vagas destinadas a cargos de ensino médio e superior. Segundo o edital, as vagas eram destinadas para todo o País e os salários entre R\$ 2.025 e R\$ 8.041. Para se inscrever para o cargo de técnico bancário (nível médio) a taxa era de R\$37 pelo link: http://www.cespe.unb.br/concursos/caixa_14_nm/. Para se inscrever e ter a chance de trabalhar para a Caixa com cargos de Engenheiro (Agrônomo, Civil, Elétrico e Mecânico) ou Médico do Trabalho a taxa era de R\$74 e as inscrições pelo link http://www.cespe.unb.br/concursos/caixa_14_ns/.

ESTUDO APONTA O PIB DO BRASIL COMO O QUINTO MAIOR DO MUNDO EM 2023

Mais recentemente, postamos em nossa página a nota que daqui a 10 anos, segundo previsões do Centro de Pesquisas sobre Economia e Negócios Europeu (CEBR), a economia brasileira estará deixando para trás economias fortes como a Inglesa e a Alemã e assumindo o quinto lugar de maior “produto interno bruto” (PIB). Em 2011, a economia nacional tomou a sexta posição do Reino Unido, mas perdeu o posto em 2012, retornando à sétima posição. Contudo, nos próximos dez anos, o Brasil vai se beneficiar da produção de commodities, alimentos e energia para galgar posições no ranking global, segundo a consultoria europeia que divulga periodicamente previsões econômicas. Como curiosidade, o mesmo estudo apontava que a China passara os EUA apenas em 2028 – um pouco depois do previsto anteriormente, e devido ao aquecimento da economia americana e a desaceleração do ritmo chinês. O estudo ainda indicava que em 2028, a Índia subirá ao terceiro lugar, deixando o Japão em quarto, logo à frente do Brasil. Ainda no mesmo ano, o estudo apontava que o México entrara para o Top 10 da lista e que a Coreia do Sul e a Turquia estarão nos 11º e 12º lugares respectivamente, deixando a França para trás.



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2014 Tourism Expo in Brazil Expected to Brake Records

The "Tourism Fair of the Americas", held last year in São Paulo (Brazil) by the Brazilian Association of Travel Agencies (ABAV National) has generated new business opportunities and ABAV gathers 80% of the sales force of the country, which is the world's eighth largest economy. The next edition of ABAV – International Tourism Expo in São Paulo, to be held from Sept 24 to 28 of 2014 is expected to brake all the records.

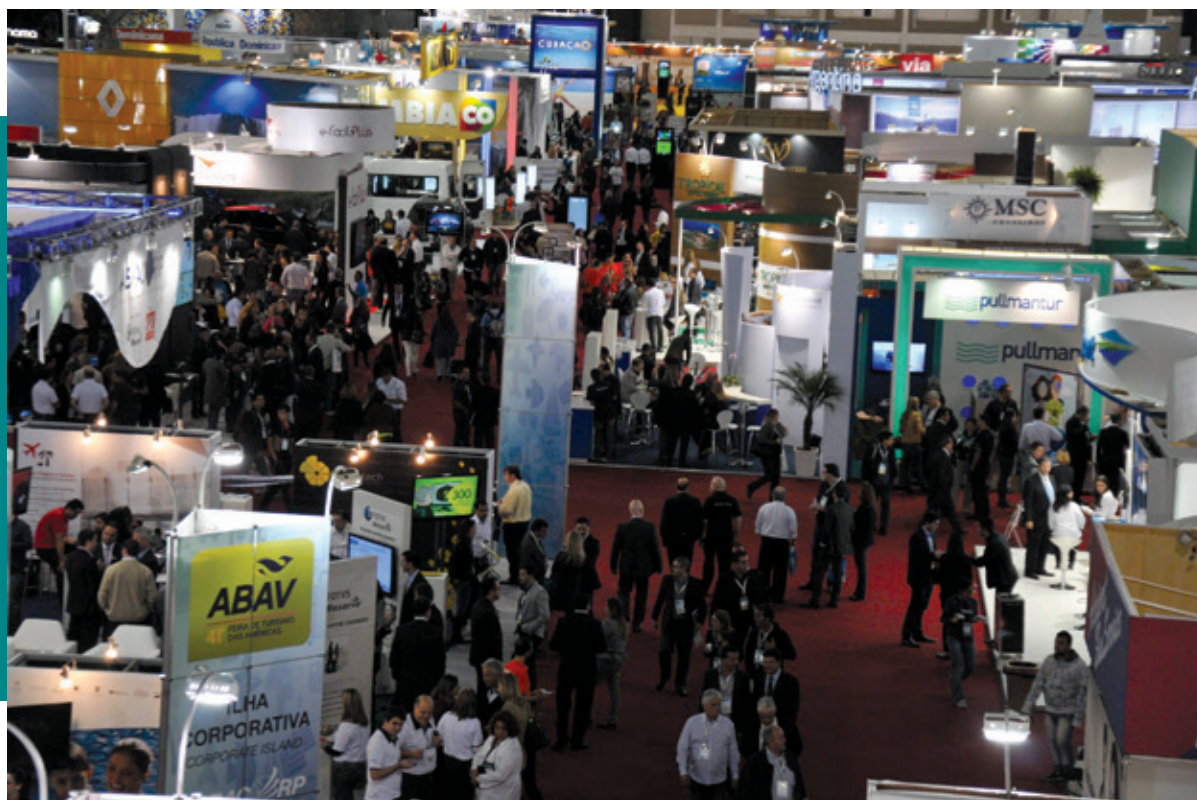
According to a recent study published by "Observatório do Turismo", a recognized research center in Brazil and linked to the University of São Paulo (USP), the total financial volume generated by this fair to 2,613 exhibitor

brands ranged from US\$73.8 million and US\$120 million, considering the minimum and maximum values that make up the analysis interval. The survey also shows that the 2013 edition, according to exhibitors, generated an average of US\$97 million in businesses.

The institute has also revealed the visitors' profile: 59% are directors and managers, including 34% with final decision-making power to complete purchases, and 44% with influence in planning and recommending transactions to be made. The motivation of buyers (exhibitors) and sellers (visitors) consolidates the ABAV fair, which has been held in the major inbound and outbound tourist

center of the continent since last year, as the ideal stage to do global businesses.

According to 60% of the visitors, the chance to get to know and trade in market novelties is the key reason for participating in the event, followed by networking (21%) and qualification (18%). Also according to 60% of the exhibitors, the major impact caused by the event's latest edition was the chance to work on new contacts and networking. The remaining 40% highlight consolidating the brand (22%), new businesses (13%), and expanding sales (6%) as additional benefits. For 94% of the 2,613 exhibitor brands from 60 countries, return on investment was positive. More info: www.abavexpo.com.br ■





The SB Brazilian Carnaval was held this year at the new Brazil Arts Café on State Street in downtown Santa Barbara in two different nights of music, dance and fun on Fri/Sat Feb 28 and March 1st, and where in the first night fitness model Katia Vaz did give to Jonia McClenney the SB Brazilian Carnaval Queen 2014 sash. Reminding that during the afternoon of Sat March 1st we had the "Brazilian Food" & "Drums & Samba Dance Workshops"



experience. *Photos courtesy by Paul Berenson and Marco Carranza.

Planning ahead to join "Bloco Carnaval"!

Inside the Santa Barbara Solstice Parade, Saturday June 21st (Concentration at Noon, Cota St. corner with State St.) with Soul Brasil magazine, SB Carnaval, Capoeira Batuque SB and Mestre Mariano Silva. This year honoring the women throughout history and our future... ■



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Um Sambista “Pandeiro de Ouro”

Lindenberg Junior

Um residente de Los Angeles desde 2003, **Carlinhos “Pandeiro de Ouro”**, uma legenda viva da **Escola de Samba da Mangueira**, no começo de 2014 recebeu um convite especial por parte de Ailton Nunes, diretor da tradicional Escola de Samba carioca e responsável pela ala da bateria. Ailton teve a ideia de resgatar o outrora “Trio Pandeiro de Ouro”, depois de varias décadas, e que tinha em Carlinhos o grande líder do famoso trio.

Em forma de homenagem, o desfile da Mangueira no carnaval do Rio de 2014 teve uma ala com dez “Pandeiros de Ouro” no qual os destaques eram os dois últimos integrantes do famoso “Trio Pandeiro de Ouro - Carlinhos e Pimpolho. Para a ocasião foram fabricados pandeiros especiais e customizados pela Contemporânea Musical para as respectivas legendas do samba carioca.

Carlinhos saiu do Rio pela primeira vez em 1962, junto com o grande compositor Monsueto Campos Meneses, com o show “Carnaval de Copacabana” aonde dançava bossa nova com a atriz Marília Pêra. Com o mesmo grupo seguiu para Nova York depois de ter ganhado o concurso “Pandeiro de Ouro”, entre 500 concorrentes, e em uma grande final no Maracanãzinho que foi transmitido ao vivo pelas televisões do Rio.

Em 1967, ele tocou para a rainha Elizabeth da Inglaterra em sua visita ao Brasil. Na ocasião, fez quebrar o estrito protocolo da rainha quando esta aplaudiu sua exibição e ainda exigiu que voltasse ao jardim da atual prefeitura do Rio (aonde foi à apresentação) para um bis.

Outras viagens pelo mundo foi apenas uma normal consequência da fama alcançada por Carlinhos e seu título de “Pandeiro de Ouro”. Ele esteve na

Alemanha e em vários países da América do Sul, assim como por todo o Brasil acompanhando legendas do samba como Herivelto Martins e Atila Alves. Em 1970, Carlinhos se mudou para a Suécia para trabalhar no Sivia Samba Show junto com seu famoso “Trio”, e assim terminou conhecendo o resto da Europa com esse projeto.

Em 1983 Carlinhos de casa e muda-se para o Havaí. Depois de vinte anos, em 2003, muda-se para Los Angeles para fazer parte das “legendas da musica brasileira” na cidade dos anjos junto com famosos residentes da cidade como Sergio Mendes, Sonia Santos, Airto Moreira e Flora Purim. E importante lembrar os longos anos de apoio da Contemporânea Musical para com Carlinhos, seja apoiando-o com instrumentos ou seus deslocamentos. ■

**Agradecimento especial a Paulo Lima e aos fotografos colaboradores Jorge Queiroz, Markão Oliveira e Toni de Paula.*



EM BREVE UM DOCUMENTARIO

Com o convite da Mangueira e a ida de Carlinhos para o Rio, surgiu também um projeto interessante. **Paulo Lima**, um carioca residente de L.A desde 1989, amigo de Carlinhos, e um experiente produtor de video que ja teve a oportunidade de trabalhar com nomes como Marlon Brando e Michael Jackson viajou junto com Carlinhos para o Rio com o intuito de seguir os passos do “Pandeiro de Ouro” para filmar um documentario sobre o legendario sambista. “A idéia surgiu de conversas entre amigos que o admiram e se preocupavam com seu legado. Será um biográfico sobre a trajetória de vida do Carlinhos como artista e pessoa. Aliado a essa narrativa estaremos contando a estória da vinda dele ao Brasil para desfilar pela sua Mangueira. Temos filmado os ensaios e todas as preparações do domingo” nos disse Paulo em contato telefônico dias antes do domingo de carnaval.

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Weight Loss Myths: It Can Make you Fat

We all know that the weight loss business is huge and involves millions of dollars every year. We also know that millions of people are ready to spend extra bucks and follow some rules to reach their dream to get the body shape of their dreams. But don't be fooled by company's advertisements and campaigns on the media that turns viral among "weight loss market community. In this more than ever capitalism world, there are manufacturers and so-called experts that not tell the real true. We've been fed misinformation and outright lies about our health, and we've swallowed them hook. Below check some of the myths that nearly everyone considers nutrition gospel, but in real make us fatter.

EVERYTHING IN MODERATION

Surely you've got that "live a little" friend or coworker whose perennial diet claims no food is bad or off-limits, so she enjoys a homemade brownie your receptionist brought in and

digs into fries with ketchup at lunch because they fit into her point system. Her frequent pleasures mean she carries a little extra weight, and you're sure food intolerances contribute to her frequent headaches and other symptoms. Everything in moderation is a failed cliché in the nutrition world because it gets us into serious trouble. Moderation becomes a slippery slope, triggers cravings, opens the floodgates for food intolerances, and ignores the serious damage certain foods can create.

CALORIES IN, CALORIES OUT

Eat less and exercise more. That's the standard advice doctors and so-called experts frequently dispense right? You know the mindset: If you burn 500 calories on the elliptical machine so you can indulge in some after-gym fro-yo. The calories-in-calories-out mentality allows manufacturers to promote 100 calorie snack packs as healthy and ignores the thousands of biochemical processes that occur at any moment in your body. Simple conclusion: calories count, but hormones matter more.

FAT MAKES YOU FAT

Certainly sounds logical, but so did acid-washed jeans at the time. Low fat" or fat free almost always translates into higher-sugar processed food and we can't think of a single food in nature that's entirely fat free. Even fruit has a little high-quality fat. The only fats to completely eliminate are trans and damaged fats. Otherwise, consider the source. There's a world of difference between the saturated fat in a fast-food cheeseburger and what you get in a portion of food made with coconut milk.

WHOLE GRAIN GOODNESS

What does 'whole grain' mean for you? We almost sure mostly of you – the readers, is not be able to give a good and convinced answer. For a grain to be truly whole it must contain bran, germ and endosperm and most foods don't meet those criteria. Actually, manufacturers love this term because they can fortify pretty much any junk food with "whole grains" and suddenly it becomes healthy. Just as example, real healthy whole grains include quinoa, wild rice, and gluten-free oats.

EAT A "BALANCED BREAKFAST"

Manufacturers concoct all kinds of sugary, processed, fortified foods to start your day. Eating a bowl of "healthy" cereal with skim milk, a banana and orange juice is a sugar roller coaster set to crash about 10:30am. That's because your body converts nearly all that high-carbohydrate breakfast into sugar, which stores quite nicely around your midsection. Please note that equally bad is skipping your "regular" breakfast entirely, which raises your stress hormones and triggers an all-day craving and hunger cycle.

Paid attention and if possible read this short article again. Many of us have real intentions and focus to lose a few pounds and/or keep the body in good shape, but are following the wrong set of rules counting calories, watching fat grams, and diligently buying "healthy" foods that create more havoc than good. When you redirect that effort and start seeing food differently, you begin connecting what you eat with how you feel. You start losing fat effortlessly without being hungry or eating foods you don't enjoy.





SUPERFOODS & MULTIVITAMINS

The *Harvard Health Watch* points out that many of us may struggle to get all the nutrients we need from food alone. For one thing, says the Harvard Health Watch, "the 'percent daily values' featured on food labels are based on a 2,000-calories-a-day diet. Many of us can't eat that much without gaining weight. What if your energy needs are closer to 1,500 calories a day? What if you're dieting? Can you eat enough to take in the recommended micronutrients without falling back on a multivitamin?"

Most people don't realize that there's a superior answer for safeguarding your health, renewing your body, and possibly even extending your lifespan – but this answer cannot be found in a

multivitamin. To the contrary, the real solution for renewing your health and your entire body is much safer and simpler and vastly more effective than any vitamin pill ever promised to be. According to the latest scientific research on nutrition and health, everyone who is currently taking a multivitamin could achieve exponentially better results by consuming "superfoods" instead.

WHAT IS A SUPERFOOD?

A "superfood" is a food with a high concentration of various nutrients and physiochemical content that delivers exceptional health benefits. The best superfoods are usually scientifically proven foods that can be used in a targeted way to support natural healing of specific health problems and to enhance health and well-being. Below we listed

the top eight superfoods:

- **AÇAÍ** – The Most Antioxidant-Rich Superfood in the World!
- **CAMU-CAMU** – The Superfruit with 600 Times More Vitamin C than Oranges!
- **CHLORELLA** – The World's Greatest Healthy Aging Food!
- **MORINGA** – The "Miracle Tree" of Cell Rejuvenation and The Enemy of Abnormal Cell Growth
- **MACA** – The Sacred Plant More Precious than Gold!
- **SPIRULINA** – The Most Nutrient-Dense Food on the Planet!
- **CACAO** – The Nº. 1 Longevity Food.
- **WHEATGRASS** – The Absolute Best Superfood for the Rejuvenation of Aging Cells. ■



The “Lençóis Maranhenses” Attracted the Team of Sports Illustrated and Three International Super Models

The 50th Anniversary Swimsuit issue of Sports Illustrated included 18 pages with bombshell models Bregje Heinen, Natasha Barnard and Anne V in Brazil. The location was dunes & lakes of rare beauty: the “Lençóis Maranhenses” – a 600 square-mile national park in Northeastern of Brazil. All the models and part of the Sports Illustrated crew did bring back to U.S locally made hammocks, so they can re-created tropical lounging in their own backwards! To check the video made by the Sports Illustrated production team and the models in the “Lençóis” go to: www.si.com/brazil.

The park’s massive sand dunes provide a stunning backdrop and make you feel as if you are in a desert. But, you’re not. The region gets plenty of rain – and the water collects to form lush lagoons that look like oases in the expanse of white sand. The lagoons, which almost completely disappear in the dry season, even have fish – the eggs are brought in from the sea by birds.

Even though of difficult access, as for enjoy the majestic scenery you need take a four-wheel-drive car and drive about 3 hours from the city of Barreirinhas, the visit is worth due the impressive beauty. While you are at it, you can take a refreshing swim. In the small town of Barreirinhas you can find good infra-structure with local restaurants offering local cuisine (fresh caught fish cooked over coals!) and cozy “Posadas”, and inclusive a resort. ■





This February Six Degree Records released ***Our Kind of Bossa***, the latest album by electro-bossa nova band **BossaCucaNova**.

The album celebrates the group's fifteenth year together, pays homage to Brazil's rich bossa nova and samba traditions and looks ahead to the country's bright artistic and cultural future. The new album is a wonderful surprise for all samba lovers. The new work of co-founders Márcio Menescal (son of bossa nova pioneer Roberto Menescal), DJ Marcelinho DaLua and Alex Moreira is 11 tracks of danceable mix of original songs and popular Brazilian samba classics.

They are joined on *Our Kind of Bossa* by noted young Brazilian artists such as singers Maria Rita (on a cover of Chico Buarque's "Deixa a Menina") and Wilson Simoninha (On the composition Waldomiro Penha by Jorge Ben Jor), legends of Samba such as carnival master Martino da Vila (on "Segure Tudo") and Elza Soares (on "A Pedida

e Samba), the traditional MPB band Os Cariocas and guitarist Oscar Castro Neves (who passed away earlier this year – on "Adeus America"). We loved all the 11 tracks, but we give a plus for the amazing vocal performance of Teresa Cristina on the sexy samba "Deixa Pra La" and the new musical arrangements for "To Voltando" by Mauricio Tapajos and Paulo Cesar Pinheiro, with the versatile group Monobloco doing vocals as special guests – a celebration of Brazilian Identity and culture that turn up the heat!

"After 15 years on the road, we are more than a big band, we are a large family!" Says an excited Menescal. The current lineup has been together over a decade now with DJ DaLua, Moreira on



keyboards, and Menescal on bass, along with percussionist Dado Brother and vocalist Cris Delanno. The band also rotates Flavio Mendes on guitars and vocals and Rodrigo Sha on vocals, sax and flute – www.bossacucanova.com.

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Um Cantinho Brasileiro

Assim como o próprio nome sugere, o Cantinho Brasileiro localizado dentro do mercado latino Camaguey em Culver City pode ser considerado um pedacinho do nosso Brasil já que se encontra em uma região da cidade com a presença de muitos brasileiros, e apresenta suas guloseimas em puro estilo "caseiro". O Cantinho Brasileiro foi fundado pelo gaúcho Edu (um dos primeiros agentes da Pontual Money Transfer) e conta com os conhecimentos culinários do versátil "Edu Baiano" com sua famosa Moqueca de Peixe com Vatapá e da carioca Dayse que comanda com maestria os tão desejados salgadinhos brasileiros.

Já tendo formado uma grande clientela que passa por ali para levar para casa uma comidinha

saborosa a preço acessível, o interessante é que esses mesmos clientes podem em uma única visita, também levar o nosso famoso guaraná e nosso delicioso café brasileiro já que o mercado Camaguey oferece uma ampla variedade de produtos brasileiros em suas prateleiras. Do cantinho da cozinha, destacamos a feijoada servida aos sábados além do frango acebolado com catupiry, a picanha na chapa, o bife a parmegiana e a moqueca de peixe, além do pastel de feira e da deliciosa coxinha. O Cantinho Brasileiro ficou marcado em nossa agenda como ponto de parada obrigatório principalmente aos sábados! **10925 Venice Blvd, Los Angeles, CA 90034 (310)815-0101** ■



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Golden Rules for Effective Social Media Marketing Campaigns

Lindenberg Junior

Some businesses make the mistake of thinking that social media is just a case of signing in to Facebook, Tweeting, creating a LinkedIn profile or signing up for Google Plus. It isn't that easy. To get value from social media, you must share value. That is the key to successful social media marketing that can help you to build a large following of loyal fans and customers. Below find out twelve golden rules to help you.

1. IT TAKES TIME

Although it is extremely effective, social media is not a quick-fix. There are no shortcuts if you want to make your campaigns a success.



Like most strategies in marketing it takes time, commitment, consistency and effort. If you are not willing to invest in social media it will never bring you the results that your business needs. Social media marketing is a commitment that can't be avoided or ignored. However, don't let that put you off because the rewards for your investment and time are well worth it.

Studies show that small businesses and the self employed are most likely to generate leads, close business deals and find partnerships thanks to their involvement on Facebook, Twitter and the other social media sites. Patience is crucial so don't give up after a short time. It might not happen overnight, and it does take hard work but you won't regret it.

2. USE IMAGES AND MULTIMEDIA

They say a picture paints a thousand words and a video more! Your followers expect to see pictures and video so make good use of multi-media to engage them and keep them interested.



3. NOBODY CARES WHAT YOU HAD FOR BREAKFAST

To get people to listen to you, you have to contribute something of value for them. If your posts are banal and boring, then you will be ignored. Think about it: Why would anybody take advice from somebody who doesn't know anything and just posts useless trivia about what they are doing that day?



Quite simply, if you are not saying anything meaningful then you shouldn't be saying anything at all. All you're doing is adding to the 'noise' on an already busy platform and you will be ignored. Keep your posts fresh and consistent. If someone becomes your 'friend' on a social network it's probably because they want to learn more about you, your products or your services.

4. IT IS ALL ABOUT THE QUALITY – NOT THE QUANTITY

Don't think that just because you are adding a dozen posts an hour on Twitter and Facebook that you are accomplishing great things for your business. Remember, you need to be productive, not noisy. So instead of being a serial poster, concentrate on adding friendly, concise gems of advice and information instead of constant irrelevant conversation.



5. KEEP UP TO DATE

People get bored very quickly. What's hot today may be out of date tomorrow, so it's important to keep up to date with popular trends. If you make the mistake of talking about something that was 'so last year' your comments and opinion will seem outdated and irrelevant.



6. LISTEN FIRST... AND THEN SPEAK

Listening to your audience and showing interest in what they have to say is one of the strongest ways to





create engagement and make it a conversation. Don't just talk and give your opinions without hearing your friends' feedback. It is important to remember that your aim is to encourage conversation, so give your followers and fans ample opportunity to air their thoughts. If you are monopolizing the conversation, it just becomes a boring lecture instead of a successful marketing strategy.

7. MAKE YOUR FOLLOWERS FEEL SPECIAL

If you make your followers and fans feel special and important they will be much more likely to listen to you and tell their friends about you, so don't ignore them if they try to make a connection with you. A simple re-tweet of one of their comments, or a reply to their post, can show that you value their loyalty to you and your company.



8. BE PROFESSIONAL

Because of the impulsive nature of social media, there can be times when followers and fans may not always be polite or complimentary. They might disagree with your content, your views or even your company. But no matter what they say, allow them to speak and then respond in a professional manner. Remember: Thousands of other people will be reading your comments too and if they see you ranting at a customer, or being disrespectful, it will do a lot of damage both to your business and to your reputation.



9. PLEASE NO SPAMMING

Here a couple simple sentences: Nobody wants to read a blatant sales pitch from you every time you post. Doing just that way, you will only accomplish one thing, and that is to turn people off what you have to say. Keep them informed the right way.



10. DON'T LOSE FOCUS

It's very easy to get distracted on social media sites, so you need to keep focused on what you are trying to achieve. If your social media marketing efforts are not leading to conversations or some sort of productivity for your business then you are wasting your time and all of your posts are pointless. Plan in advance what you want each post to achieve and if it doesn't perform as expected then make the necessary changes that are needed.



11. BUILD A RELATIONSHIP

Successful social media campaigns are all about building trust and a relationship with your followers. This takes time. If you make the right connection with people, they will respond favorably to you, but it is important to remember your fans and followers are not required to listen to everything you say. Just like in the real world, you earn trust and respect over a period of time.



12. DON'T SPREAD YOURSELF TOO THINLY

Don't be tempted to join too many groups, as this will hamper your marketing efforts. Spreading yourself too thinly will harm your campaigns so always limit the groups you participate in to just a small number that you can easily monitor and contribute to.



MY LAST WORDS

Social media marketing is meant to be fun so if you are not enjoying yourself then you are not doing it right. It also requires time, dedication and smart moves. Just in case, if you need any help with your marketing needs, count on us from social media and video marketing to PR and guerrilla marketing.



*Lindenberg Junior is a journalist, the Soul Brasil magazine editor, and a fusion marketing specialist with over 15 years experience – www.kisuccess.com - (818)508-8753. ■





Close Up San Diego

by Victor Gutierrez



From the surf to the city and everywhere in-between, including amazing festivals and an exciting nightlife, sunny San Diego have always much to offer. The photos bellow is from the 22th San Diego Brazil Carnaval that in 2014 was held on Sat, March 1st at Fuse Nightclub in downtown SD. At the occasion, Copa Airlines representative, Robert Montgomery giveaway two tickets to Brazil...and Solami Fitzgerald and Jonia McClenney (winner of the Samba Contest) was the two luck winners to fly free to Brazil!



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Brazilians in U.S

By Durval Guimarães

Photos: Claudia Passos, Jane Ceron
and Victor Gutierrez

When did they start coming? Why the U.S? What do they do here? How do they assimilate the culture? Do they intent to come back? What do they expect from the U.S?



Nowadays, Brazilians' expectations in the United States have become several. For many, these definitely continue to be having a job and saving money, but for many others learning English, acquiring knowledge, having fun, finding the true self, or even finding a place to live happily ever are on the top of their expectations' list.

Since the 1980s, a considerable number of people from several backgrounds left Brazil to not come back. About 1,250,000 Brazilians left the country between 1985 and 1989. Experts estimate that at least 1.6 million out of the about 170 million Brazilians have already left the country. Out of those numbers, at least 1 million are in the U.S. The biggest concentrations

of Brazilians in the United States live in the Greater Areas of Boston, New York City/New Jersey and Miami/Fort Lauderdale, while the smaller concentrations are in different cities of California, Connecticut, Texas and Washington.

When did they start coming? Who are they? Why did they leave Brazil? Why the United States?



How did they get here? How do they assimilate the culture? What do they do here? Are there differences between different concentrations of Brazilians in the United States, and if so, what are they? Do they intent to go back? What do they expect from the United States? How do North Americans see them? These are questions of which answers would lead to a better understanding of the Brazilians who live in the United States.

Brazilians began immigrating in large numbers to North America in the mid-1980s. At that time, the Brazilian people started suffering the consequences of the big economic downturn that happened between the end of the 1970s and the begging of the 1980s. Brazil was going through huge political change. The military government that had run the country since the mid-1960s was being replaced by democracy. The new government found many difficulties as they assumed the power, which led to the economic downturn mentioned.

Maxine Margolis, an Anthropology professor at the University of Florida, argues that “economic uncertainty, low wages, lack of job opportunities, and high cost of living” influenced many Brazilians to leave the country. Since the United States was seen as the country of the “opportunities,” the Brazilians found here a chance to escape the uncertainty of the times they were living in Brazil and many decided to come try their lives in a “First World” country. As the economy remained uncertain, the Brazilians kept coming to the United States throughout that decade and after the 1990s.

It is important to state that there was an improvement in the economy of Brazil in the mid-1990s. According to Maxine Margolis, the economic plan established by Fernando Henrique Cardoso as he assumed

the presidency in 1995, seems not to have diminished the motivation of Brazilians to leave the country, nor did it motivate those who had already left to come back. *Note that many of those Brazilians come back to Brazil after 2009 with the “hope” of new opportunities in the country.

It is difficult to describe a typical profile of the Brazilian immigrants in the United States. According to Ana Cristina Braga Martes, a Sociology professor of the Getulio Vargas Foundation who has done a survey on the Brazilians immigration in the Greater Boston Area, there is not a typical profile of Brazilians living there. She concludes that the age concentration of those Brazilians is between 21 and 34 years old, but there are not enough similarities between them in order to describe them according to one single profile. The Greater Boston Area was one of the first to aggregate Brazilians.

The variation in background and characteristics that Braga Martes found in Boston is due to the increase of immigrants with diversified reasons and expectations who came to the U.S throughout the 80's and 90's. In cities where we now find a big concentration of Brazilians, there are always more distinct groups. Some have been there for a long time and have already formed families while others came to study, work, or follow their friends or partners, and so on. Considering that reasons to migrate between certain groups of immigrants are usually similar, different reasons would lead to different groups, and consequently to diversity. Their diversity relates to their origin in Brazil, level of education, marital status, and intentions when they decided to migrate here.

Contrary to the bigger concentrations, it might be possible to describe the typical profile of

Brazilian immigrants in smaller concentrations. Speaking from my personal experience in California, I have observed that most Brazilians who live here seem to have similar backgrounds and characteristics. That is especially true in cities that have English as a Second Language (ESL) Schools and Community Colleges such as Santa Barbara, L.A and San Diego. These Brazilians usually come from more developed cities of Brazil, such as Rio, Sao Paulo, Belo Horizonte, Salvador, Recife, Curitiba and Porto Alegre. They are usually between 17 and 28 years old and come from upper-middle to high-class families. Most of them come to study English for a couple months or even a couple semesters, and decide to stay longer to further “improve their English,” as most of them say to justify their overstay.

As they decide to stay longer, the cost of living may increases even for those from the higher social class as the Brazilian currency, Real, is considerably devalued compared to the dollar. Consequently, they need to look for some source of money here, and start seeking jobs just like all other immigrants. They tend to work in restaurants (as busboys, hosts/hostesses or waiters), as baby sitters, pizza-deliveries, valet parkers, among other positions less desired by the American working class. Those who have learned at least the basics of English tend to get higher wage jobs. Most “Californian Brazilians” go back home after 3, 4 or 5 years, but that is only after they have explored the waves, mountains, great concerts, parties and other entertainments of this awesome state.

The opportunities in the U.S attract Brazilians just like many others. People usually think about money, experience, knowledge and entertainment when they consider coming to America. After 09/11, it became harder for many folks to obtain a US visa; the Brazilians included.



It was not so hard to get a visa until 1998, when the number of US visas conceived started to decrease, and diminished even more after 2001, affirms Franklin Goza, a professor of the Department of Sociology of the Bowling Green State University in Ohio. According to Goza, “the number of Brazilian Citizens that entered the U.S with a non-immigrant visa increased almost continually from 1980 and 1998 until it began to decrease”. The Brazilian immigrants used to come with a non-immigrant visa, but there was those also, that after trying the visa

for two or three times and not getting it, try to cross the U.S borders from Mexico and Canada.

Curiously, in a flight from Boston to L.A in April of 2004, I met two Brazilian who “work” for a company that they ironically referred to as “Coyote Tour.” Their job is to transport the Brazilians who cross the borders of Mexico (usually between 15 and 18 passengers in each van) to their destination in the U.S, which is normally Boston or New York. They said that the competition for such costumers is hard

because even though there still is the risk of being caught by the immigration officers, the profit “per/head” is worth it. At that time and according to them, there was at least 200 Brazilians trying to cross the borders of Mexico every month and paying about \$10,000 dollars to be taken from Brazil to their final destination in the U.S.

The way Brazilians assimilate the culture of this country depends mostly on how well they speak English. In order to understand how this



assimilation works, it is necessary to think of the bigger concentrations separately from the small ones. Culture assimilation in bigger concentrations seems to be harder because there are already many options that provide the Brazilian immigrants with their own style of life. In the Greater Boston Area, for example, there are several Brazilian stores, supermarkets, restaurants, newspapers, etc, and there is often a Brazilian employee or interpreter in hospitals or governmental institutions like the DMV.

Most Brazilians who migrate to the biggest areas of Brazilians concentration usually know someone living here before coming-chain migration - which facilitates their arrival but makes it harder for them to assimilate the American culture. The type of jobs Brazilians got in North America depends on how much they have assimilated the culture, or, more specifically, the language. Those who have assimilated the culture well are more likely to get much better jobs, whereas those who have not, are hired for the heavier works like constructions, housecleaning, doing landscapes and delivering pizzas.

Most Brazilians who lived in the U.S in 1996 said they "did not know when" or "did not intend" to go back to Brazil, according to the survey data done by Braga Martes that year. The survey results show that there were big expectations about going back to Brazil, but the general perception contrasts with the 15% who declared not to intend to go back. Many of those who decide not to return might be satisfied with the life style they have here, or they might be aware of the difficulties they would find if they were to try their lives in Brazil

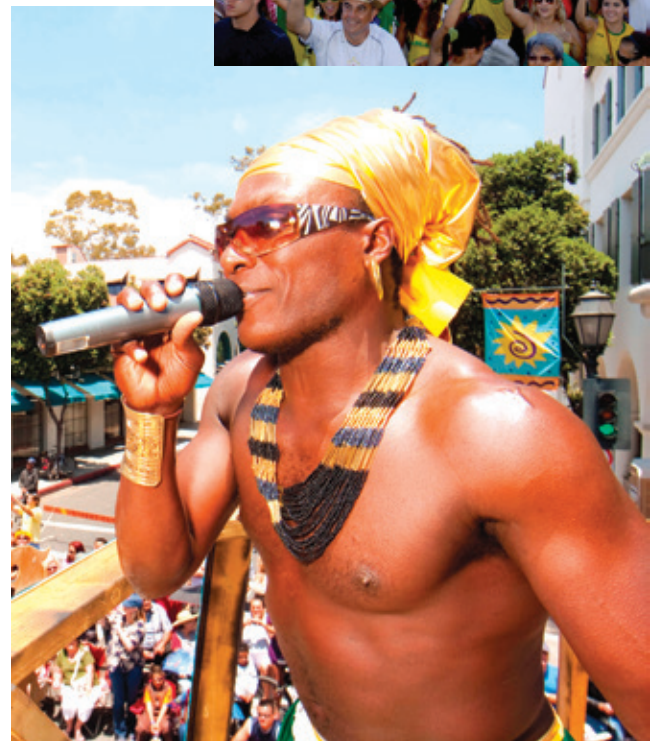
again. But as I mention above in this article, in the end of the 10', thousands of Brazilians have decided to return to Brazil, in part because the "Brazilian Boom" or new opportunities in the country and/or for small perspectives to become legal in U.S (those still with illegal status) and the U.S financial crisis.

Questions such as, "Do you speak Spanish in Brazil?" or "Do you speak Brazilian?" are not rarely heard from Americans. Such questions make many Brazilians mad given their general sense of uniqueness in relation to the other Latin American people. It is true that there are many groups of immigrants here and Brazilians are very small compared to them, but it is the "strong sense of cultural pride and uniqueness that distinguish Brazilians from surrounding Spanish-Speaking," as describes Margolis.

As Brazilians tend to keep migrating to the United States - much less than in the 80's and 90's, the diversity between them might also continue to increase. Once the bigger concentrations become "overpopulated," these immigrant groups will probably expand within the U.S towards areas of smaller concentration. After 2009 per example, the Bay Area, Los Angeles and San Diego in California; Dallas and Houston in Texas; and Las Vegas in Nevada have

received Brazilians residents already living in the U.S - from the East Coast. ■

* Duval Guimarães lived in Santa Barbara, California for three years while was studying at Santa Barbara City College, and then in Washington DC where he graduated from the American University. Special thanks to Professor Cynthia Davis, who strongly support Duval Guimarães; and Ana Cristina Braga Martes for collaborating with this article by sending from Brazil two books she has published regarding the theme.



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Vegas Loves Brazil Festival Brings Two Days of Fun and Carlinhos Brown Directly from Brazil

Lindenberg Junior

The 2nd annual Vegas Loves Brazil is shaping up to be a “must attend” event for the entire Vegas valley and beyond. Last year’s festival drew in 6000 people to the Clark County Amphitheater but this year has moved to the Rio All-Suite Hotel & Casino and will have an international Brazilian star – master percussionist, composer and singer Carlinhos Brown. “Last year was crazy. We exceeded all expectation on how many people would come. It was an amazing and educational experience on how we wanted to do it in 2014” said the co-founder and producer Van Meer.

The events originally started out as small invites among Van Meer’s Facebook friends where the groups would meet up at various local parks to celebrate and indulge in the Brazilian culture. It wasn’t until late in 2012 when Van Meer and the festival’s co-founder Cliff Martin began the rigorous planning stage to bring the unique Brazilian culture to the masses. “Our fundamental belief was that all of Las Vegas has to experience the Brazilian culture and what we know to be a perfect formula of entertainment for everyone to enjoy” add Van Meer.

The 2014 festival will take place on April 5th and 6th from 11am to 11pm at the parking lot area of Rio All-Suite Hotel and Casino and will feature an array of entertainment and fun for the whole family including fifty booths showing off the best in Brazilian food, crafts and services, and a area with twenty carnival rides, from a Farris wheel to a small roller coaster.



The founders wish that the festival reach every aspect of fun for those individuals and families who plan to attend the event. This year the public will have a chance to immerse into the culture also through the free workshops of Brazilian Samba dance classes, capoeira and samba percussions that will be offer. A bar area will offer several beer options and the official Brazilian cocktail “Caipirinha” for those adults 21 and over. Tickets for the event can be purchased for \$8 at the event’s website – www.vegaslovesbrazil.com, and kids under 5 years old get in free.

MAIN MUSIC ATTRACTION: CARLINHOS BROWN

Born Antonio Carlos Santos de Freitas in Salvador, Bahia, “Carlinhos Brown” is a

musician, songwriter and record producer with a musical style that blends Afro-Brazilian and Reggae with traditional Brazilian percussion. He founded the musical group Timbalada that consist in 100 percussionists and singers, called “timbaleiros” (the majority of them young kids from the Candeal neighborhood of Salvador, where Carlinhos was born), and Tribalistas (with Arnaldo Antunes and Marisa Monte) contributing with vocals and drums to their self-titled album *Os Tribalistas*.

My artist name Carlinhos Brown doesn't come from James Brown as people think. It is inspired in Henry Box Brown, a black person that escaped from slavery in a box. I also tried to learn from the good (and not the mistakes) of H. Rap Brown, of the Black Panther movement”, says Mr. Brown.

In 1996 Carlinhos Brown appearing on the album *Roots* by the International Brazilian metal band Sepultura and in 1997 he made a cameo appearance performing the song “A Namorada” in the 1997 American film *Speed 2: Cruise Control* that was also part of the film's soundtrack. Most recently, in 2011, he has collaborated with Los Van Vans to record the track “Soy Loco Por Tí, América” for to the Red Hot Organization's and was nominated for an Academy Award for his musical contributions in the animated film *Rio*. *The festival brings also two extra attractions from Brazil - Carla Visi former singer of Cheiro de Amor from Bahia and Banda Cine from Sao Paulo.* ■

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News from the International D. Pedro II Foundation

Anything is Possible: Giving Wings to Success

After traveling, performing, teaching, and volunteering their skills in the performing arts in the inter city's of Brazil, Africa, Japan, Europe, and the Caribbean the couple Ausar and Aset Bragg realized they shared a common goal. They combined their knowledge of performing/martial arts/fitness to create an organization that would encourage creativity and heath-awareness among the youth in the community, and in 2000, they together created "Anything Is Possible Inc" or simple AIP Academy of Performing Arts in Los Angeles.

The first efforts included a campaign with Toys 4 Tots through the US Marines and the LA food bank. During this campaign, AIP assisted in the helping over 200 families and children in the inner-city of Los Angeles to receive food and toys for Christmas and the holiday season. The campaign was successful in achieving their goal of helping the community by giving back. This was the first step toward the future.

In 2007, with a family of five, the Braggs relocated to Las Vegas when Ausar was asked to portray the legendary Marvin Gaye in "Hitsville: The Show", a Motown music review starring Jin Jin Reeves at the Planet Hollywood Casino and Hotel on the Las Vegas Strip.

After 5 year of their arrival in Vegas AIP has grown from just a vision in the Braggs' minds into a 2,400 sq. ft. facility, located at the edge of Henderson and Las Vegas area. The classes and mentoring



Ausar and A'set Bragg with Sonia Rivelli, D. Pedro II Foundation Founder, and a friend

programs provide individuals the opportunity to explore diverse styles of performing and martial arts including: Capoeira (a Brazilian martial arts), Zumba, Contortionism, Kung Fu, Samba, Ballet, African dance, Jazz (Broadway), Hip-Hop, Tap, gymnastics, and cultural dance. The facility also includes professional recording studio on-premises, equipped for photography sessions, video editing, space for musical plays, live performances, and other events.

"Our mission is to enhance the creative talents of each individual involved in our programs and to provide assistance to help them reach their future goals. We believe anything is possible with the right guidance, dedication, and opportunity" says A'set.

So when the couple decided to follow their hearts

and start AIP, they figured the best way to set up their venture to expand arts and education as well as their mission to help all the participants by providing them with the ingredients they need to create the perfect recipe for success. The AIP is located at 6000 S. Eastern Ave suite 3B, Las Vegas, NV 89119 – www.aipacademyofthearts.com. ■

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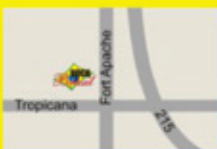
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Top 3 Cities for Lowest Taxes



As tax season kicks into gear, you may be wishing that you owed, well, a little less than you do. Just think: if you'd just picked somewhere different to live, you might. Of course, areas with higher taxes often offer other benefits paid for by those taxes (such as high property taxes resulting – sometimes – in a fine parks system or good schools). However, if you want to know where to move before the end of the year to get a break on 2014's taxes, take a look at the top three cities for lowest taxes according to the federal Office of Revenue Analysis.

3. BILLINGS, MONTANA

Billings is the only city in the top 10 list for lowest taxes that is not located in a state

without income tax. It breaks the top three because it has the lowest sales and property tax burdens in the country[1]. In fact, the state of Montana did not even have a general sales tax in 2012. Because Montana taxes oil and gas production and the region around Billings is enjoying an oil and gas boom, residents enjoy an extremely light tax burden.

2. LAS VEGAS, NEVADA

If you live in Las Vegas and earn \$25,000 a year, you will pay about \$3,260 in taxes. If you make \$150,000 a year, you will pay about \$8,314. These numbers placed Las Vegas at the second-lowest tax-burdened state in the country despite its high unemployment and low median income numbers. Las Vegas not

only does not have a state income tax, but it also has relatively low property tax rates.

1. CHEYENNE, WYOMING

Wyoming not only does not have a state income tax, it also has a sales tax rate of just six percent in Cheyenne. The state also boasts an extremely low gas tax (14 cents per gallon) and an effective property tax rate of 0.67 percent. The city also has low unemployment (6.1 percent) and families earning \$25,000 and \$150,000 a year pay about \$2,476 and \$6,307 in taxes per year, respectively.

Would you make a decision about where to live based on tax burden? If you live in a heavily-taxed area, why did you make the decision to do so? ■

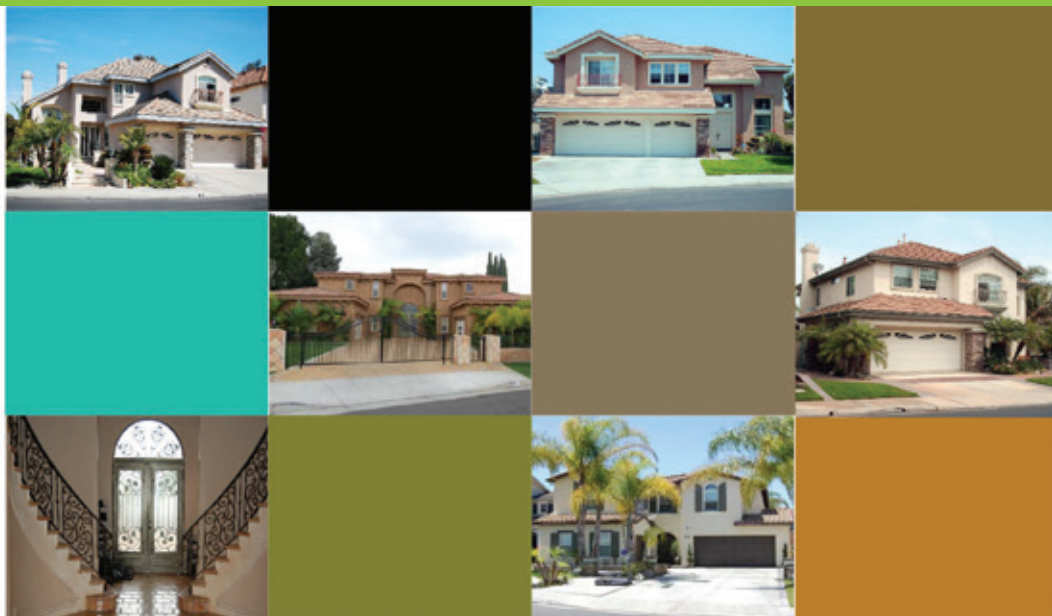


This March 1st we had two Brazilian Carnivals in L.A simultaneous and we only was be able to cover the one at the Club Lure in Hollywood. But there was also the Brazilian Carnival at Nokia theatre in Downtown L.A. To check more photos of this event and other events, check our photo album in our official Facebook Page – www.facebook.com/soulbrasil. ■

*Photos by Claudia Passos



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White House Launches Bilingual Facebook Page to Continue Efforts to Connect with Latinos

By: Katherine Vargas

In February the White House launched a new bilingual Facebook page to highlight the Administration's efforts to ensure that the ladder of opportunity remains strong for Latinos and all Americans. In the lead up to the State of the Union Address, the White House is continuing its commitment to connecting with the American public through social media interaction with senior Administration officials on important topics that are critical to our economic prosperity.

We encourage the public to participate in the discussion by using the hashtag #InsideSOTU. You can also follow along on the White House blog when White House officials take over the White House Instagram account to give you a behind the scenes view of preparations of the State of the Union.

President Obama and his Administration are breaking new ground connecting with the Latino community every day by creating meaningful engagement through many platforms:

The official Spanish-language website at www.whitehouse.gov/espanol
Hispanic sections at www.whitehouse.gov/Hispanic
Immigration section at www.whitehouse.gov/immigration;

Also the Bi-weekly Latino newsletter by the White House Office of Public Engagement on key

events and policies of importance for the Latino community, and the Weekly Spanish-language video message called "Mensaje de la Casa Blanca" (White House Video Message) echoing the themes from the President's Weekly Address featuring senior level Administration officials.

Our great nation was built on and continues to thrive on its diversity and opportunity. Latinos will account for 60 percent of our population growth in the coming decades, and in turn will be an increasingly larger share of the workforce. There is no doubt that the future of the United States is inextricably linked to the future of the Hispanic community. That's something President Obama understands, and why he has made it a priority that his Administration is not only reflected in America's great diversity, but that we're being open and responsive to the needs of all Americans.

*** Katherine Vargas is the
Director of Hispanic Media**



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Born: Santa Cruz, CA - U.S; **Living Now:** Los Angeles, CA – U.S; **Weight:** 110; **Height:** 5'1"; **Sign:** Sagittarius; **Color:** Green & Yellow; **Food:** Moqueca de Peixe/Brazilian Food & Pineapple Curry/Thai Food; **Hobby:** Singing, hiking and beaching!; **Sport/Fitness:** Capoeira, Zumba and Dance (Hip-Hop & Samba); **Music:** Brazilian Funk, Samba and R&B; **Career:** I am a professional Dancer, Choreographer and Certified Zumba Instructor – www.gisellasambista.com; **A Dream:** To have a Non-Profit Organization for abandoned children in Brazil; **"Life Philosophy":** Go! Be. Love. The world needs you!; ***Photos by Tony Maestro and Carla Villela.**

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