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Editor's Note

This letter is regarding languages and interesting facts involving English, German, French, Spanish and for sure, Portuguese. English began as a Germanic language, and for all of the most common things to say, it retained the German root. But 60% of English vocabulary is Latin-Based. Latin words (via French) were imported to fill out the vocabulary, but it's rare that they displaced Germanic words for anything involving the basic structure of the language. The core of the language is crucial sentence-forming words (prepositions, pronouns, articles, auxiliary verbs) and the most common verbs, all of which come from the original Germanic basis. And second an English professor, friend of mine, "You don't learn English by taking random lessons once a week, reading books, doing quizzes and flashcards. You learn English when you start listening to it, speaking and writing it every day".

I agree, but only add that this works for any language that you would like to learn or improve it. Change the subject a bit, some American friends have ask me "How Does" or "Why" "Brazilian Portuguese sounds so different of European Portuguese. I'm not an expert on grammar or phonetics or anything like that, just a native from Brazil, but I can say that Brazilian Portuguese sounds like a "sweeter" version of European Portuguese. Some Americans agree that whenever they hear someone talking Brazilian Portuguese it almost seems like the person is singing rather than just talking. Others make confusion with the French ascent. Phonetically speaking, the vowels in Brazilian Portuguese seem to be more "open", and this is probably why it sounds a bit more "mellow". Usually Americans said that European Portuguese are more difficult to understand, maybe because it sounds a bit more rapid, clipped, and edgy.

As a Brazilian Portuguese speaker, in my humble opinion, the difference we find in BP and EP accents is vast. But basically, the Portuguese from Portugal emphasize the consonants. To finish this letter, I would like to reminder that Brazilian Portuguese ascent should be different by regions. People from Rio have an accent different from people of São Paulo that is different from the Northeast and the South. I finish saying a proverb or saying... "A necessidade é a mãe da invenção" (Necessity is the mother of invention), that means difficult times make you seek creative solutions for your needs.

Lindenberg Junior
Editor in Chief / Publisher



SOUL BRASIL
magazine

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Digital Video and Marketing through Video is on the Rise

Lindenberg Junior

Digital video isn't just popular but it's growing exponentially with profound implications for the future of social media marketing, entertainment and business. Digital video has grown by over 30% year over year since 2012. So, by now (2015) it is clear that digital video is exploding! But what areas or topics are experiencing the highest levels of growth? According to the data, sports and television related topics dominate much of the growth. This is especially important information for small business owners to keep in mind when creating a tag-along social media marketing campaign or even when designing their own video content for distribution.

Why? Because "video snacking" is the new name of the game when it comes to media consumption. What is video snacking? Watching short snippets of desired information while out and about; for example, topics such as the weather, news reports and sports clips are highly sought after via tablet and Smartphone users. By understanding what viewers are tuning into, when and via what devices, savvy social media marketing managers are able to determine the best places and methods for advertising and interacting with fans.

Of course, the next big question is when are viewers most likely to engage in "video snacking" and other related services? This is a key concern because peak times are not necessarily the same as those associated with traditional social media marketing. For example, Smartphone video statistics indicate that Monday, Thursday and Sunday tend to dominate the market with approximately 16% penetration each day. On the other hand, tablet stats show a clear

preference for weekends with Saturday coming in at 16% and Sunday leading the way at 17% penetration rates.

Which social media sites have the biggest draw when it comes to digital video? It's a complex question. For example, Facebook is not only the single largest social media site but also dominates when it comes to the number of referrals, and since months ago, have invested huge to take part of the cake dominated until now by You Tube. On the other hand, Twitter bought Periscope for over \$100 million dollars and they have plans to improve and even grow bigger this new live streaming platform in the next year to come.

It is important to mention that video have a tendency to go viral faster and stronger than other forms of content. Why? To begin with, videos are shared 55% of the time versus non-video's...and it's still growing! For example,

during the last quarter of 2014, video sharing via social media networks reached 77% versus non-video content. When it comes to using video in social media marketing campaigns, it's the details that make the difference. For example, simply structuring the proper placement of advertisements can make or break the entire campaign. Advertisements or "call to action" placed at the end of a video have an overall average click-through rate of 3%, significantly higher than the 1.4 and 1.7 percent(s) associated with the beginning or middle.

Advertisement completion also differs although probably not in the way most people would assume. Videos with "call to action" or linked to an advertise should have a minimum of 2 minutes in order to maximize advertisement viewing completion. But remember, the merger of social media and digital video is synergistic; video content generates even more engagement, greater shares, massive feedback and more overall exposure.





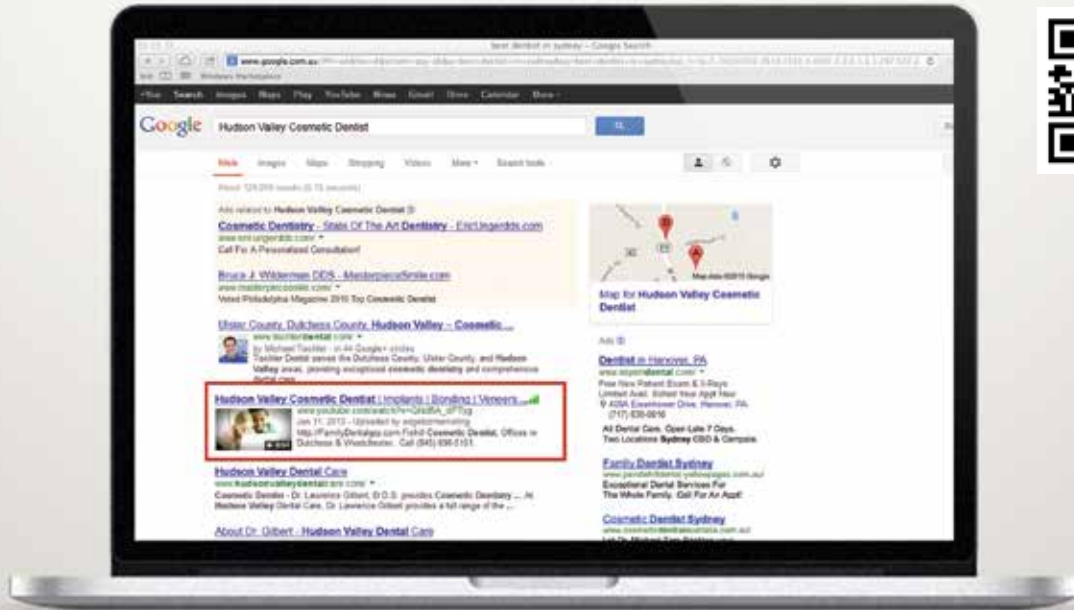
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O que Podemos Esperar do Dólar e da Inflação no Brasil?

Por Lindenberg Junior

A situação da economia brasileira não está das melhores e infelizmente a perspectiva não anima. Enquanto as perspectivas da inflação são de aumento, o PIB (produto interno bruto) diminuiu e a situação da disparada do dólar também não é animadora, mesmo com uma possível melhora nas exportações.

Enquanto isso, Governo brasileiro anunciou no começo de Setembro o reajuste do salário mínimo de 2016, que pode chegar a R\$ 865,50. O reajuste anual do salário mínimo anunciado pelo governo, dos atuais R\$ 788,00 para os R\$ 865,50 não parece agradar a vários setores da sociedade inclusive a vários economistas. O pagamento do novo mínimo começaria a ser feito no mês de fevereiro de 2016. O salário é

pago atualmente para cerca de 46 milhões de pessoas no Brasil.

Esse aumento pode não ser suficiente para a população e principalmente para os aposentados já que o poder aquisitivo tende a diminuir. Esse novo mínimo será apenas uma correção baseada no INPC (Índice Nacional de Preços ao Consumidor), um índice que é baseado na inflação do país. O Governo projeta que para o ano de 2019, o salário mínimo poderá chegar ao valor de R\$ 1.029, prazo máximo onde esse tipo de correção baseado no IPCA valerá.

Entre 2012 e 2015, o crescimento do PIB ficou abaixo da projeção do Governo, resultando em um menor aumento do mínimo nos últimos três anos. As expectativas quanto ao PIB para os próximos

meses são de queda. No que se refere a taxa de cambio - nesse momento em que escrevo esse artigo (30/9/2015) o dólar esta a R\$ 3,97, e as previsões mais otimistas são de que ate o fim de dezembro de 2015, o dólar não ultrapasse a casa dos R\$ 4,25.

**Tomara que quando você estiver lendo esse artigo os prognósticos ainda estejam certo.*

Salientando que no dia 25 de Setembro o dólar chegou a R\$ 4,18 mas com uma ação rápida por parte do governo brasileiro e a compra de bilhões de dólares para acalmar o mercado usando reservas federais, o dólar recuou para o nível abaixo dos \$4.00. A realidade é que a deterioração das projeções seque o cenário político que joga incerteza sobre a capacidade do governo de controlar as contas e contornar a crise.



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HIGHER UNEMPLOYMENT ENCOURAGES ENTREPRENEURSHIP IN BRAZIL

Within a year, almost 1.3 million Brazilians became entrepreneurs. This movement did not come only by appetite for having their own business. It came as a result of unemployment. The labor market is one of the last to feel the impact of a crisis. Official data show that the unemployment rate in Brazil, according to the most comprehensive survey of IBGE (Brazilian Institute of Geography and Statistics), reached 8.1% between March and May, 2015. In one year, the number of unemployed people increased by 18.4% and the total number of Brazilians looking for a job reached 8.2 million.

Out of every 100 Brazilians in working age, nearly 44 are out of the market. That makes Brazil a country with one of the worst unemployment rate in Latin America. In Mexico the rate is 4.4%; Chile, 6.6%; Peru, 7%; and Colombia, 8.9%. With larger unemployment, the number of people who decided to work on their own has increased. There are now a total of 22 million Brazilians in this situation and another 4 million who are considered to be employers, with at least one employee. Another survey conducted by IBGE shows that 38.5 million Brazilians want to open their own business. Currently, 28% of Brazilians want to become an entrepreneur. In 2013, there were 23%. The study points out the Brazilians entrepreneurial spirit grew 27% in two years.

EXECUTIVES BET IN NORTHEASTER'S GROWTH

Despite the economic and political crisis affecting Brazil, Brazilians executives remain confident in the development of the Northeast region of Brazil. A survey conducted by Amcham Recife with 106 presidents, directors and managers shows that 74% of them believe that the Northeast should continue to grow in coming years. According to 89% of those executives, the sectors that are expected to grow are the automotive and the renewable energy industries.

Their also show confidence in the tourism, with 79% believing that investments in the area should remain stable and continue driving the Northeastern economy. According with the interviewees, the main competitive advantages of the Northeast are tax incentives (cited by 58% of respondents), the arrival of large companies (remembered by 53%) and the presence of logistic facilities (mentioned by 43%).

On the other hand, the competitiveness of the region compared to the rest of the country divided opinions. 49% of respondents considered the Northeast very competitive compared to other regions in Brazil. However, other 49% considered this area less competitive. In the survey, executives mentioned the main obstacles to the development of the region. 81% of the respondents said that the lack of skilled labor is a headache for doing business. 65% recalled the presence of a gap in the region's infrastructure in comparison with the rest of the nation.





Apex-Brasil Opening Office in San Francisco

The Brazilian Governmental Agency Foster the Development of Tech Start-Ups

In recent decades, the global economic scenario has undergone major transformations due to several factors such as globalization, the emergence of new markets, technological and information advances, and a growing demand for novelty, leading to strong socio-economic development and generating changes at various levels in organizations. At the same time, uncertainty and the pace of change directly affected the markets, intensifying competition, which has contributed to the increase of organizational challenges, and creating the need for companies to reassess their strategies.

After more than four decades of development, Brazil is currently positioning itself as a strategic center for information technology,

having become the eighth largest market in the world. The best example of this strength and dynamism is the industry that combines IT services and business process outsourcing (BPO). And with this in mind, the trade and investment promotion body of the Brazilian government, Apex-Brasil, have recently, opened an office in San Francisco to incentive business between national technology start-ups and American companies based in the Silicon Valley.

The mission of Apex-Brasil is to foster overseas competitiveness of Brazilian companies, by promoting their internationalization and the attraction of foreign direct investment into Brazil. The agency is the gateway for investors interested in Brazil but also work to support

Brazilians companies interested in doing business in U.S or com American companies. The Agency also works as a one-stop-shop, so the entrepreneur or investor are be able to have a direct link with the federal government, state and city governments, regulatory agencies and so on. The Silicon Valley business center is linked to the objectives of the Start-Up Brasil Program of the Ministry of Science, Technology and Innovation, and the project has the objective of fostering the development of the Brazilian start-up communities.

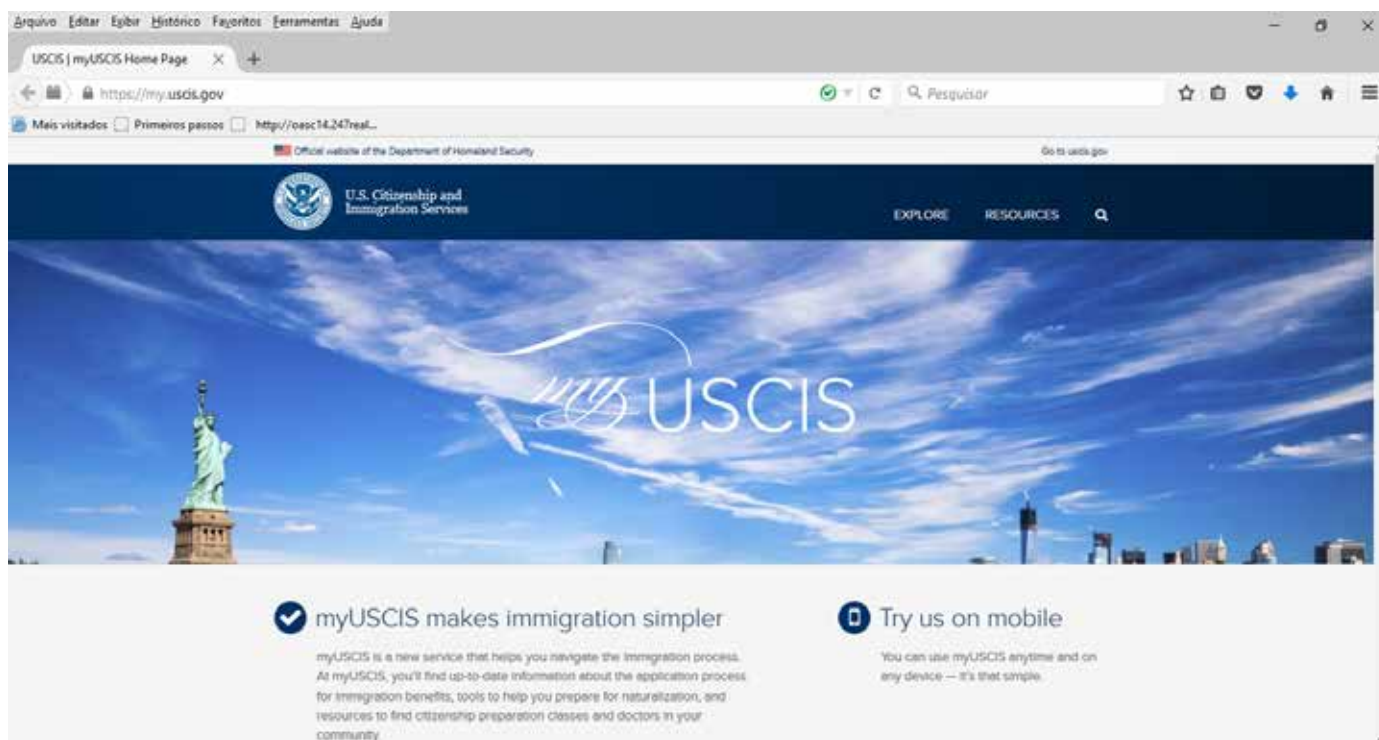
The Apex-Brazil San Francisco office acts as a point of support for Brazilians companies that prioritize the U.S West Coast as target market and in special those companies in the technology niche. The local facility will support in setting up the business, recommend regarding legal and accounting issues, and helping to open a current account. Apex-Brazil's foreign offices are strategically located in North America in Miami, FL and San Francisco, CA. The phone contact for the new office in San Francisco is (415)230-2181.





The U.S Immigration Service is Modernizing the System

By Vivian Graubard



Every year, the United States Citizenship and Immigration Service (USCIS) process millions of immigration requests. This system is mostly paper-based, and consists of multiple forms and a long wait period. An immigration application can cost over \$400 and take six months to process. When someone mails in their forms, they end up in a USCIS facility called a service center.

There, a series of contractors cross-reference the application with other systems by opening command line apps connected to mainframes, typing in information, printing out the results, and then stapling it in to the paper applications. The application folders grow and grow, and eventually land on the desk of a federal

employee, called an adjudicator, who reviews the entire file and physically stamps their decision.

This poses an interesting service design question: how do we modernize a service that millions of people interact with, and make long-term, high-impact change at scale? USCIS identified the challenge of this outdated system and began a five-year engagement with a technology vendor to tackle this issue. However, the project ran into the kinds of problems that IT projects in government too often face. The scope of the project was too large and the timelines too long.

So last July 2015, U.S. Digital Service engineers, designers, and product managers joined the

USCIS team as they worked to make this process better for users. Re-imagined the immigrant experience end-to-end, and with the help of the General Services Administration (GSA), they launched myUSCIS – my.uscis.gov, a platform that allows users to easily access information about the immigration process and find immigration options for which they may qualify. Ultimately, it will become the primary tool for USCIS' customers to manage the majority of their online experience with the immigration department.

**Vivian Graubard is a founding member at United States Digital Service and a proud Cuban immigrant working on modernizing the U.S. immigration service.*



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Why **CROSSFIT** is on the Top and is Making so Much Success with the Over 35?

CrossFit is an intense exercise that helps whip the body into shape while also promoting optimal heart health. The success among those folks over 35 years old, man or woman, is because the heart health benefits. Just like your other muscles, the heart is a very important muscle that also needs regular exercise to stay healthy. You may think that its regular function is exercise enough, but, when you don't exercise regularly the heart can begin

to accumulate high levels of bad cholesterol and eventually become diseased.

The heart is responsible for regulating all systems and providing oxygenated blood throughout the entire body, and for those not very young anymore, keeping the heart working smooth is a pretty good idea. The average adult is 5'7" meaning that the blood has to travel a long

way to reach the extremities and back. With proper heart health, however, the body will function at its best and facilitate the prevention of early death through heart disease and heart attack.

CrossFit is a recent fitness craze that has taken the U.S. by storm in just a few years. It was created by Greg Glassman, a coach and former gymnast in Santa Cruz, California, over many decades. The ball began rolling when Glassman developed his own website where he would post daily workout routines or what he called, "the workout of the day." Initially his first following consisted of firefighters, police officers, and military types and members, but, from this original group the popularity of his workout routines began to grow.

Glassman's goal with the CrossFit program was to present total body fitness in a meaningful and assessable way. This means that one's work capacity will increase across a long range of time. Devoted followers of CrossFit are now so numerous that they're called CrossFitters.

The CrossFit programs offered are often very diverse. The locations, routines, and even trainers take the program and, using the same principals, create a workout that works for them and their clients. Many people enjoy CrossFit on the beach, in the gym, and other places where one can get the most out of the environment while rigorously training their bodies.

One of the main points of a CrossFit program is that there is no set routine. This simply means that each time you engage in a workout, you'll be trying new moves to keep things interesting and get your body to try a wide range of exercises. There are at least 50 basic exercises that are used to create every "workout of the day." With so many options, the routines never become complacent and you will always be engaged and ready to see what the CrossFit workout will throw at you next.

Due to the ever-changing routines and movements performed at high intensity, your





body will receive a total workout while facing new physical challenges every time you exercise. The best part of CrossFit for most people is that it promotes community. Like the Zumba crazy, Gyms often offer these classes to groups of people at one time so that individuals come together and have a common goal and activity in mind.

The basic routines of CrossFit include Olympic weightlifting, gymnastics, and track and field. The goal is to increase core strength and conditioning through the mentioned exercises and the other basic moves that create the different routines every day. To really engage in the CrossFit experience, the workouts are created for full-body functional movements. These include movements such as:



- ✓ Lifting
- ✓ Pulling
- ✓ Pushing
- ✓ Crawling
- ✓ Running
- ✓ Twisting



While these may sound simple, the other trademark of a CrossFit workout is its intensity. It can be accomplished in an intense but efficient 15-20 minute session. Many CrossFit trainers want their clients to be moving as quickly as they can as they go throughout the workout. It is meant to be a like a short but powerful burst of exercise that will provide the

body and your heart with the regular exercise needed to stay strong. CrossFit may be intense but it is designed to give you general fitness for the entire body. When paired with a healthy diet, plenty of rest, and emotional and spiritual wellbeing, CrossFit can do wonders for your body and your life. ■



Hora de Viajar ao Brasil: Promoções à Vista

Por Lindenberg Junior
Foto: Rita Ropero

Os preços dos hotéis diminuem, as companhias aéreas divulgam promoções, e o que pode ser ruim para uns pode ser excelente para outros. Isso em parte, consequência da desaceleração da economia brasileira e ao fortalecimento do dólar americano – até o fechamento dessa edição em meados de 15 de Outubro (2015) o dólar estava oscilando entre os R\$ 3,95 e os R\$ 4,05.

Para os brasileiros que moram no Brasil, o tempo é de cautela, e viagens a Florida, Nova York e Califórnia ficaram para depois. Mas para os brasileiros (e gringos) que vivem nos EUA, é uma ótima época para viajar ao Brasil, aproveitar as belezas naturais de nossa pátria, e claro, visitar nossos parentes e amigos.

O cenário está muito bom para isso, já que o dólar deve permanecer ao redor dos R\$ 4,00 nos próximos três meses. Outubro, Novembro e Dezembro são ótimos meses para uma visita ao Brasil e tudo que o país tem a oferecer. Já para os brasileiros que

residem no Brasil, o tempo é de cautela e de pensar em prioridades. As viagens diminuirão dentro do Brasil, e com a demanda em baixa, os hotéis e resorts começaram a fazer promoções.

No caso das companhias aéreas que servem o Brasil desde os Estados Unidos, a maioria passou a fazer promoções que vão entre o mês de outubro até meados do começo de dezembro. “Algumas tarifas estão com preços que não vejo desde 15 anos atrás, quando se podia voar para o Brasil por menos de \$700 ou até mesmo \$500 dependendo de onde você parte de dentro dos Estados Unidos” nos comenta Magali De Souza, a experiente agente de viagens, organizadora de grupos e consultora em turismo para a Soul Brasil.

“Estamos com promoções desde esse final de Setembro até Novembro, e através de varias companhias de aviação, mas a volta aos EUA tem que ser no máximo até o dia 9 de Dezembro”, adiciona Magali.

Mas claro, as companhias aéreas impõe, cada uma suas próprias regras para você voar com esses preços promocionais.

“Esses tarifas promocionais não são reembolsáveis, e dependendo da companhia existem multas e mais diferença de tarifa a pagar em caso de troca de dias de partida e chegada. As companhias americanas por exemplo, apenas se houver necessidade de mudar datas, cobram uma multa de US\$300 – mais diferença de tarifa, se assim existir, completa nossa consultora de viagens.

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Se você não comprou um imóvel dependendo de empréstimo, sabe que, muitas vezes, recebe os valores finais no dia anterior ou algumas horas antes do fechamento final "closing". Isso agora mudou. Com o novo regulamento, todos os envolvidos na negociação devem receber os detalhes do fechamento com três dias de antecedência. Se alguma mudança for necessária, a correção deve ser efetuada, e depois de tudo pronto, avaliada: mais três dias serão contados, o que leva um atraso na venda final do imóvel.

A data inicial para o novo regulamento ser implementado havia sido marcado para 1 de agosto de 2015, mas com tantas mudanças – software, treinamento de pessoal, etc., essa data foi prorrogada para 3 de outubro. Muitos corretores de imóveis decidiram que vão solicitar prazo maior para o fechamento da venda final do imóvel. O tempo normal seria de 30 a 45 dias, dependendo do tipo de financiamento. Com as novas regras, de 10 a 15 dias deverão ser acrescentados a esse prazo.

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“Cristo Redentor”

Voted Best Tourist Attraction in Brazil

Rio de Janeiro's Christ the Redeemer is on the rise among million of travelers with network access. It was chosen the 9th most voted tourist attraction among worldwide places/destinations to visit. In South America, it was second only behind Machu Picchu in Peru. In Brazil, it was elected the best tourist attraction in the country followed by the Centro Cultural Banco do Brasil, in downtown Rio, and the metropolitan Cathedral of Brasilia.

The election is part of an annual award based on million of reviews and comments made by users of Trip Advisor travel website and App. A total of 700 awards were distributed, including destinations in Africa, Asia, the Caribbean, Europe, the South Pacific, the United Kingdom and the United States. Rio de Janeiro is the

second city most visited by Brazilians, just behind Sao Paulo, according to a study by the Ministry of Tourism. Argentines and Americans are the foreigner's tourists that visit the “Wonderful City” more frequently. Below checked the ten top best voted tourist attractions in Brazil.

- 1) Christ the Redeemer, Rio de Janeiro (RJ)
- 2) Centro Cultural Banco do Brasil, Rio de Janeiro (RJ)
- 3) Cathedral Metropolitana, Brasilia (DF)
- 4) Hydroelectric Plant of Itaipu, Foz do Iguaçu (PR)
- 5) Teatro Amazonas, Manaus (AM)
- 6) Liberty Square, Belo Horizonte (MG)
- 7) Stone Cathedral, Canela (RS)



- 8) The Church of San Francisco, Salvador (BA)
- 9) Church of Peter the Apostle, Gramado (RS)
- 10) Monastery of Sao Bento, Sao Paulo (SP)

SOME INTERESTING FACTS:

Among the Afro-Americans that visit Brazil, the ‘Largo do Pelourinho’ in Salvador have the spotlight; during the summer season the coastal zone of South of Brazil, in particular, the state of Santa Catarina have an invasion of Argentines; while the Canadians that visit Brazil have a special attention and interest in the Amazon.



The Cathedral Metropolitana of Brasilia is third in the ranking

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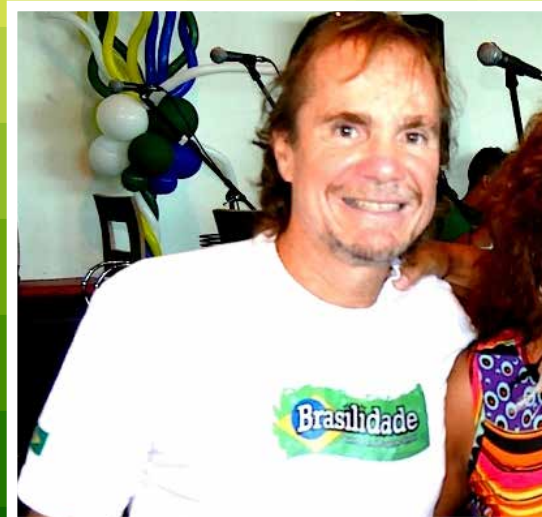
Los Angeles Celebrated "Brazilian Day" Again!

The Brazilian community and lovers of Brazilian culture had the opportunity to celebrate the "Brazilian Day in L.A" again this year, in a beautiful, hot and sunny day in Redondo Beach. The annual event has been happening for seven years in a row since the initiative of the charismatic ambassador Teresa Quintanilha in 2007 and the support of the Brazilian General Consulate of Los Angeles. Since 2007 the event that celebrates the Brazilian Independence Day took place in "La Brea Tar Pits", a park that belongs to the museum of contemporary arts of the city.

The Brazilian Consulate organized the event for the first four years, then in 2011, it was put together by the Sambalá Samba School, a non-profit organization held by the American David de Hilster, and the Brazilian Doris de Hilster, but supervised by the Brazilian Consulate. Unfortunately, last year's Brazilian Day, which has been financially supported by the Brazilian Consulate of Los Angeles, was postponed because the multiple economical crises the Brazilian government has experienced and the fact that Sambala has moved to Florida.

Although monetary contribution from the Consulate no longer available, the event was back this year (*2015) with the support of several members of the community such as Bakari Santos (artist); Silvio Correia, Doug Howarth and Rodney de Assis, (Entrepreneurs); Ilma Wright; Luciene Peck and many others lead by Entrepreneur Valeria Ruggieri in the production/organization and journalist Lindenberg Junior in the public relations/communication marketing. This year, the event was held on Sunday, October 11th, between 12pm and 6pm, at Samba Restaurant in Redondo Beach (inside/outside area) with a beautiful view for the pacific ocean and the pier of Redondo Beach.

The sunny and beautiful day with an intense schedule of activities served as a warm up for the even bigger outdoor festival coming up in 2016! Brazilian Day in L.A is an event for the community by the community. It's the perfect opportunity to share the energy and the happiness of being Brazilian, and to also enjoy traditional dishes and drinks from our country. The most important aspect of the festival is that it gives everyone the sense of belonging to a big loving family, our Brazilian community of Los Angeles - www.braziliandayLA.org





***SPECIAL THANKS/ARTIST:**

Mario Pallais – Batala L.A (with special guests Ney Rios and Bobby Easton), Flavio Ribeiro – Grupo Brasilidade, Daniel Carneiro and The New Cycle Band, Junior Logan – Tom Jota, DJ Chris Brazil, Ana Laidley – Samba & Motion, Joany Macias – LA Samba Dancers, Ana Massete – Samba Angels, Diane Brazil – Samba4U, Gisella Ferreira – Samba Soul

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The automotive market is one of the most important of the world and it generates billions of dollars in all of the five continents. The audience will

be able to check new products and services as well as be in direct contact with Warehouse Distributors, Retailers, Manufacturers, Service Professionals, Parts Stores and National Service Chains. Among the different education programs available are the interesting “A Guide to Successfully Selling Auto Care Products Online” and the “China’s Aftermarket Landscape and Opportunities” on November 2; the “Amazon Can’t Do That” and “Selling in the Age of Disruption: Relevance is the New Mandate” on November 4; and the “Reduce Emission Control Comebacks with Advance Diagnostic Skills and Strategies” and “Auto Services and the Digital Driver” on November 5.

Among the celebrities to be present at the famous Trader Fair are Hollywood actor/

Brazilian Car Racer Nelson Piquet Jr. is one of the many confirmed celebrities be present at the Aftermarket Automotive Industry Week in Las Vegas this 2015.



helicopter pilot Lorenzo Lamas, Actress/Model/ Auto Racer Brandy Flores, Host/All Girls Garage Bogi Lateiner, Nascar Racer/Pilot Landon Cassill, Prolong NHRA Mello Tello Pro Stock Bike Racer Fred Camarena and Brazilian famous auto racer/ pilot Nelson Piquet Jr. to check the booth and time appearance of the celebrities or stay update with the event check www.aapexshow.com



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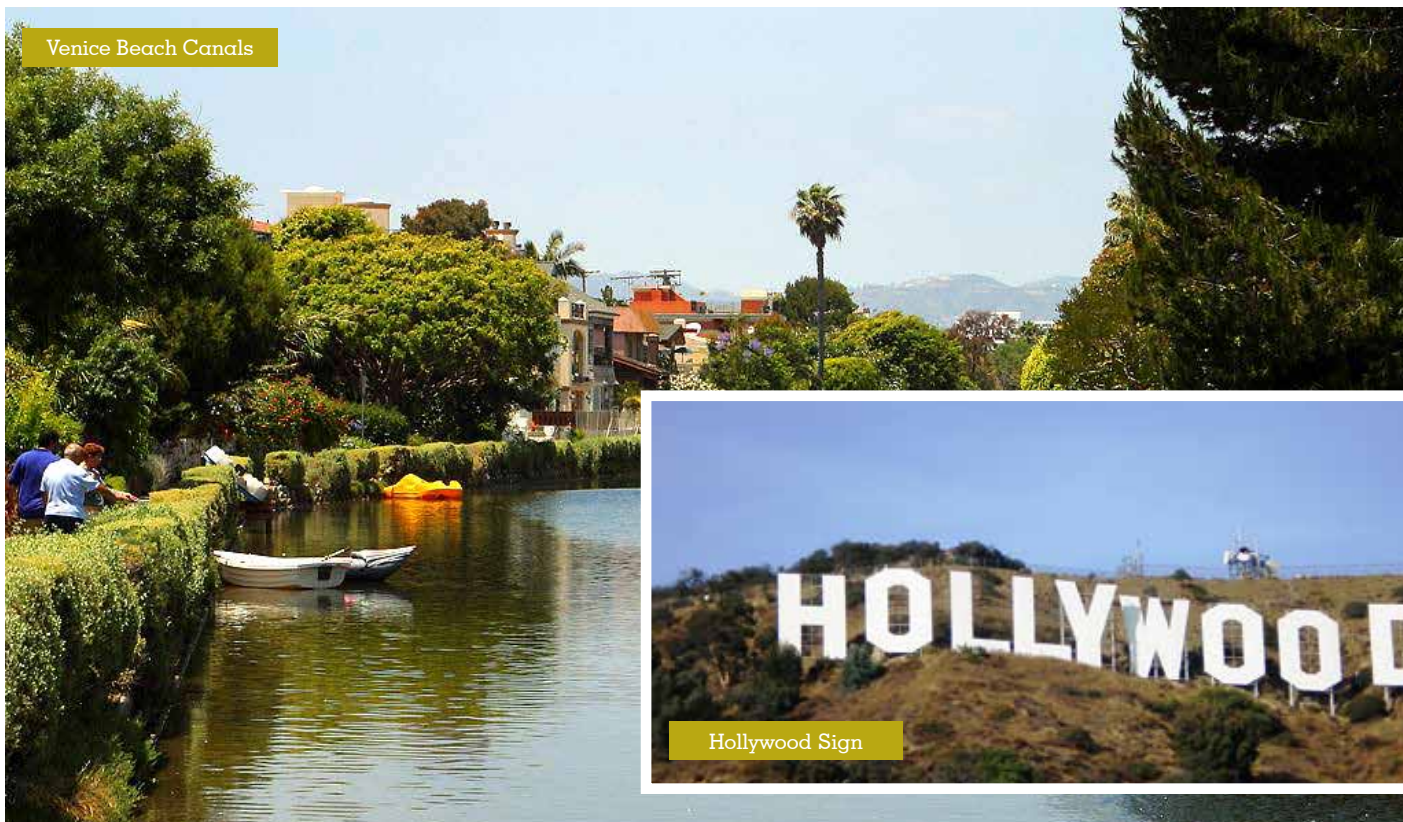
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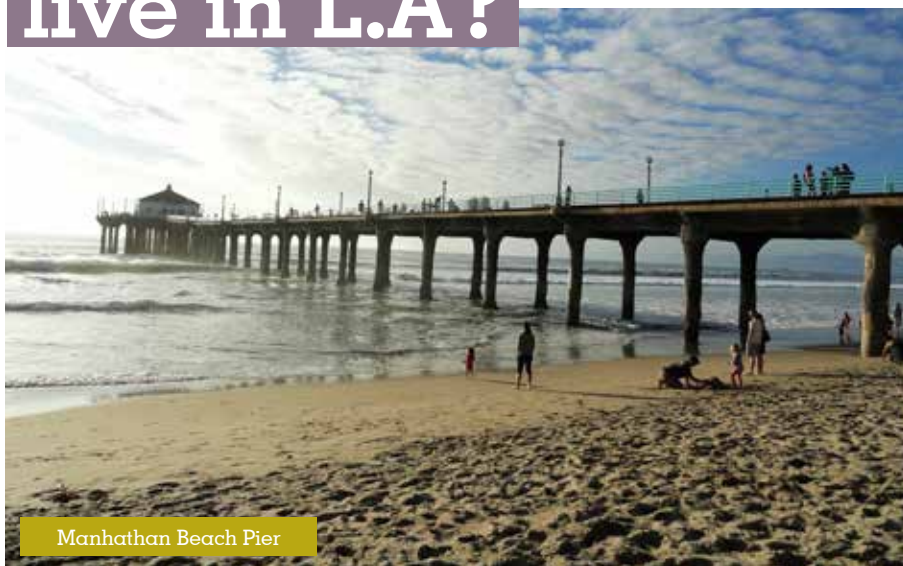


Hollywood Sign



Hollywood, Santa Monica, Beverly Hills... How interesting is it to live in L.A?

By Lindenberg Junior



Manhattan Beach Pier

Los Angeles is cosmopolitan and international. It is home to people from everywhere. It is in fact predominantly Latino. "L.A" as the angelanos call it, is a melt pot where you can find different cultures and ethnicities, and where you can eat and even "breathe" different things from different parts of the world. L.A is home for the largest Asian communities outside of Asia (for sure among Koreans, Taiwanese, and Vietnamese), and there are distinct European expat communities. You even find ethnic enclaves of all types like "Little Armenia", "Little Ethiopia", "Little Tokyo", and for sure, "Chinatown".



Up until I was 26 years old, when I lived in my native Brazil, I just drank beer. It is the perfect match for Recife, in the Northeastern part of Brazil where humid and hot weather are present almost 365 days of the year. But since I moved to L.A in the 90's I started to drink and enjoy wine. For wine lovers, here in L.A you can find some of the best wines in the world for under US\$15, and some cheap but still quality wines for under US\$5! Living in Los Angeles you have easy access to fresh produce and high quality food, including organic certified.

L.A is synonymous with glamour, cinema, and Hollywood, but also with surf, outdoor fun, and vibrant nightlife. The art and music scenes are fantastic and you can see any superstar artist by just living in L.A. It may be at the Hollywood Bowl during the summer concerts, at the Nokia Theater in downtown, or in any other great venue in L.A, but also on the streets just walking or while having a dinner in one of the many upscale restaurants from Santa Monica and Beverly Hills to Hermosa Beach and Sherman Oaks.

And if you are the type of person who loves music, you can see many music groups at one of L.A.'s numerous music venues before they become mega stars. I can remember seeing bands like Guns N' Roses and The Red Hot Chili Peppers before they became famous. Many years ago, while working for a Italian

restaurant, I delivered Picatta Limonne to Flea, the bass player for the Peppers, at his house in the Los Feliz area. I gave him his first tips about Brazil and Rio just before the band's first tour to Brazil.

L.A. is an eclectic city and may have the highest number of hipsters in the U.S., most of which you can find in Silverlake, Venice Beach, and Hollywood. If you go to the South Bay you'll find beach cities like Manhattan Beach and Redondo Beach, and you'll get a totally different vibe. The folks living in neighborhoods cities near the beach are more relaxed due to the predominant surfing lifestyle. L.A. is also fairly close to other popular cities such as Big Bear (2 hours driving) if you like to ski/snowboard, Palm Springs (2 hours driving) for desert activities, Santa Barbara (1h30min driving) if you love wine and want to experience excellent wine tasting, San Diego (2 hours driving) if you want a day trip with some good surfing, or even visit Mexico as the border is only minutes from downtown San Diego.

I know Miami, New York, Las Vegas and other important cities in U.S. but nothing is comparable with the weather in Southern California! I'm writing this on the last week of September, and it's 82 F outside with clear skies where I live in Tarzana. For some folks this is actually a problem, but if don't like the humid whether such as in Miami or Recife (where

I was born) and do not like the cold during winter such as in San Francisco or New York, Los Angeles is the city for you. Actually, years ago, we conducted a survey where you asked Brazilians living in Los Angeles what they like most, and almost unanimously the answer was the weather. Actually, the weather is something that you definitely need to consider if you are thinking of moving to L.A. For me, the perfect weather can improve your life and even your outlook on life.

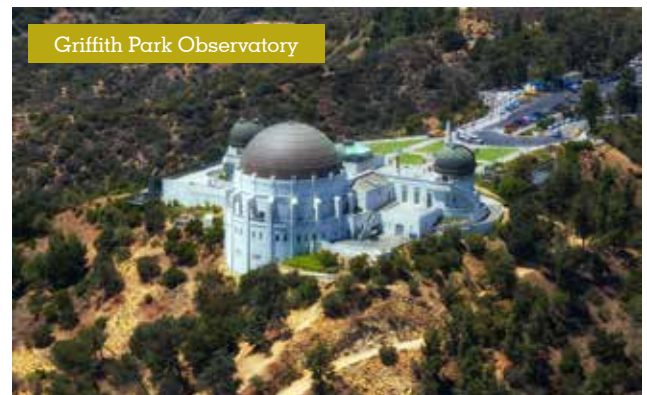
I can go on and on but the last thing I want to mention is this: living in L.A have some risks. Here you do not have hurricanes or tornados, but there is always the possibility of an earthquake, and L.A. is not affordable. Actually, L.A. is the third most expense city to live in United States, just behind San Francisco and New York. On the flip side, you will never have to shovel snow, you will have space in your home to sprawl out, and you will have easy access to relaxing beaches, lakes, and even mountains just minutes from your home... most of the time, under satisfactory weather. I'll finish this article saying what no tour book or website will tell you: Los Angeles may be is not a good option to visit if you are in a hurry and have only one of two days, because is really big and you need some time to explore it...but for sure, it is one of the best cities to live in the world!

***English Edition/Special Thanks: Ann Fain**

Rodeo Dr in Beverly Hills



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O Miss Panamerica Teve a Versátil Gabriela Nader Representando o Brasil

Por Lindenberg Junior

O famoso evento de beleza e cultura, que acontece em Los Angeles desde 1985, celebrou seu trigésimo ano em 2015 apresentando 16 concorrentes ao título no dia 10 de Outubro, no remodelado M3 Live de Anaheim. Representantes de Argentina, Peru, Paraguai, Equador, México, Venezuela, Colômbia, República Dominicana, El Salvador, Guatemala, Panamá, Costa Rica, Honduras, Canadá, Estados Unidos e Brasil estiveram disputando o título em trajes de gala, biquíni e também de representação cultural no qual cada concorrente teve que desfilar com um traje típico de seu país e, ademais, falar em poucos minutos o que aquele traje representava para o seu respectivo país.

O Brasil foi representado pela mineira e residente de Los Angeles, Gabriela Nader. Gaby, com seu estilo "Gabriela Cravo e Canela", é uma versátil e talentosa

artista. Ela é atriz, modelo, compositora e cantora, e sua versatilidade e expressividade em frente às câmeras fez com que fosse convidada a ser a nova apresentadora dos vídeos da Soul Brasil.

A mineira Gabriela viveu vários anos em Boston e chegou a essa cidade quando ainda tinha quatro anos de idade, junto com seus pais. Ela cresceu amando as artes e durante esse tempo fez cursos de pintura, fez aulas de voz e estudou piano clássico através do método "Suzuki" de escuta. Sua base de música clássica a ajudou a se interessar mais por outros gêneros e estilos e, em particular, por melodias e batidas do pop e do hip-hop urbano.

No começo de sua fase adulta, Gaby voltou ao Brasil junto com seus pais. E não demorou muito para que a talentosa mineira começasse

a demonstrar a sua versatilidade e aparecer no cenário artístico. Gabriela Nader foi modelo e apresentadora do programa Latin Sports aonde cobriu as séries de atletismo e também a famosa competição de triathlon IronMan Brasil; participou do programa FAMA da TV Globo, aonde teve oportunidade de aparecer como cantora; e foi a voz de vários jingles para comerciais de TV. Sua versatilidade foi tomando o devido rumo e ela se apaixonou por encenação em teatro e TV a partir de um curso ministrado por Miguel Rodrigues, um dos tops diretores do Brasil e nominado ao Emmy Internacional.

Mas uma fase em sua vida durante os anos no Brasil teve algo especial que marcaria a vida da 'Gabriela cantora'. Ela gravou seu primeiro CD solo como Gabriela Nader intitulado "Verdade" e teve como convidado especial nada mais que nada menos que Dudu Nobre e, logo em seguida, participou do grupo musical "Valkyrias" por quatro anos, no qual teve oportunidade de abrir concertos para estrelas como Nelly Furtado, Ivete Sangalo e Chris Brown & Black Eyed Peas.

De volta aos EUA desde 2013, e agora estabelecida em Los Angeles, Gabriela está em uma nova fase em sua vida, mais madura e mais versátil do que nunca. Sua participação no Miss Panamerica International 2015 foi sua primeira aparição em um concurso de beleza como concorrente ao título. O concurso de beleza foi ganho pela representante da Colômbia, mas Gaby deixou a sua marca registrada de uma brasileira com "Ginga" onde a beleza se combina com simpatia, humildade, talento e versatilidade.



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Short Guide for Dealing with Fears in Relationship

It can be overwhelming for some people and they avoid establishing a love relationship because they are afraid of the connection. There could be many reasons for this but the key is to know you can get over this fear of a relationship if you want to.

Starting any relationship brings with it an element of fear and the unknown. You may meet a co-worker who helps you get started in a new job and you want to become friends. Or perhaps your heart pumps faster whenever your friend's brother enters the room.

First, every relationship means a commitment of some degree. You have someone else counting on you now so you have to follow through on promises. It's true this is a bit of a loss of freedom. Some people simply don't want to risk being hurt. They protect their heart and keep their feelings hidden from others.

Studies have shown that in some cases fear takes over a person's destiny. These people are reclusive and can't handle even small relationships. Fear drives their every action and decision. In order to conquer your fear you first have to admit that you are afraid. Say it out loud, "I am afraid to fall in love!" Often this is the hardest step in the process of overcoming fear of a relationship.

Once you open up and talk to people, you are well on your way to creating a new you for a new relationship. After all, if you tell someone you are afraid that means you have

given away a bit of a secret about yourself to another. Hey, guess what, that's starting a trust and friendship. If you do not talk about your fear, there is no way for anyone to help you deal with it.

Maybe someone at your church or a family member is a good source of help for you. Talk with people and see what help they can offer you. You know you aren't the first person to experience problems getting into a relationship. Odds are that you are going to connect to someone who has been through the same thing. They can offer you expert advice.

If you do not get any answers from your support system, look for fear related discussion groups. You can do a search on the Internet to find groups in your area. This puts

you in touch with people that are suffering the same way that you are. But something important that you must avoid are not dating while you are new to overcoming your fears. You are not confident yet and this is going to set you up for failure.

Take baby steps in your new relationship before you begin dating. Ask your new friend to help you with something, go for a short walk somewhere not too private, like the shopping mall. Find out what your friend likes to do, hobbies and favorite foods. Spend a lot of time learning about your friend and try not to get all chatty about yourself. People are able to overcome insurmountable illnesses and situations. You can overcome and live a happy, fulfilled life. Soon you'll be ready to commit to love and give all your heart to another.



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Singing to your Child Can Help them Develop even Before they Learn to Speak

By Magali da Silva

Most parents start singing to their children before they can even speak, and this is a good thing! Research has shown that singing is an essential precursor to learning to speak. The way we sing might sound very different to the way we speak in sentences, but songs actually contain a lot of important characteristics of our native language. Researchers believe that singing is crucial as part of helping your child develop the language skills necessary for their nursery and school education.

Singing is well known to lower stress and boost mood, and many of us sing to our children in hopes of seeing that wonderful smile on their little face. Studies have shown that children respond differently to live music than they do to recorded music. Babies are more responsive to music that comes directly to the parent, so it's important not to rely on recordings or television shows.

If you do, make sure you sing along with them at the same time! Almost twenty years, and I remember clearly the days when I did sing for my son Giovanni during his first year

of life. When children are old enough to understand more, singing is an amazing way to help them absorb information. Attaching important information to a melody makes it easier to absorb. Whether this information is educational, or whether it's simply helping them to learn regular patterns of speech in our language.

The benefits are even greater when children are encouraged to sing along, which helps to develop their skills of reciprocal communication. And creating actions and dances to go along with the songs can help improve their motor development, coordination and sense of rhythm. And

children with a better sense of rhythm have been shown as more likely to read well.

I have only one boy and he is twenty years old now, and just start his Jr. year at Syracuse University where he is doing performance arts with specialization in musical theater. As a baby, there are a number of musical baby groups you can attend to get you started. Then, when your child starts school, encourage them to sign up for the school choir. Additionally, try to include singing as part of your daily routine, for example as they are going to bed, or get them to sing along when you're listening to the radio in the car. I hope you like the reading and the inspiration.





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O Clube de Regatas Flamengo é o time mais querido do Brasil e junto com o Corinthians de São Paulo divide – segundo algumas pesquisas feitas no passado, é o time que possui a maior torcida do Brasil. Pelo time do Flamengo já passaram inúmeras lendas do futebol brasileiro, entre os quais o “Galinho de Quintinho” Zico e a meu ver, o melhor lateral esquerdo que o Brasil já teve, Junior.

Depois de alguns anos no vermelho e somando atrasos em pagamentos a seus jogadores anos atrás, o Flamengo deu a volta por cima em 2014, e mesmo sem ter feito nenhuma venda significativa de jogadores, a “instituição” Flamengo conseguiu o maior lucro da história do futebol brasileiro. Segundo o balanço financeiro divulgado no começo de 2015, o clube teve um superávit de R\$ 64,311 milhões em 2014 e deixou para trás o Santos de Pelé que carregava a marca até então. O time da Vila Belmiro fechou 2005 com um faturamento de R\$ 63,167 milhões impulsionados por seus “meninos de ouro”, entre eles e um dos mais famosos, Robinho.

Esse é um detalhe que evidencia ainda mais a façanha rubro-negra. Com a transferência de Robinho para o Real Madrid e de Léo para o Benfica, dentre outros, o time do Santos na época faturou R\$93,577 milhões somente com a negociação de direitos federativos de seus jogadores. A cifra foi responsável por 69,1% de toda a sua arrecadação naquele ano. Mas voltando a falar no “Mengo”, lembro que essa façanha foi alcançada graças ao apoio em outras receitas como direitos televisivos, arrecadação



nas bilheterias e parcerias com patrocinadores. O “Mengo” em 2015 continua sua trajetória de recuperação já que no final de 2014 possuía uma dívida líquida de R\$ 698 milhões.

Mas o Flamengo não é um clube e tão pouco um time brasileiro. O Flamengo é uma instituição que representa o futebol carioca e o futebol do Brasil. Uma instituição que representa o amor do brasileiro pelo futebol e o suor desse brasileiro trabalhador. Representa a grande massa de brasileiros espalhados pelo Brasil afora, desde uma cidade minúscula e pobre no estado da Paraíba até uma cidade de porte médio e promissora no estado do Paraná.

Para se ter uma melhor ideia da “Instituição” Flamengo e o que ele representa, cito dois casos mais recentes e que envolvem celebridades de Hollywood. Esse ano, na divulgação da última série do filme “Rápido e Furioso”, as estrelas Vin Diesel e Dwayne Johnson pediram para vestir uma camisa do Flamengo para vestir em uma conferência de imprensa na ocasião da divulgação do filme no Brasil. E mais recentemente, um dia depois da sua vitória no UFC 190 no Rio, Ronda Rousey foi ao Maracanã assistir a um jogo do Mengo com uma camisa rubro-negra fazendo com mais brasileiros se apaixonassem por ela. Como diz o artista Pit Bull...“Dali Mengo!”.

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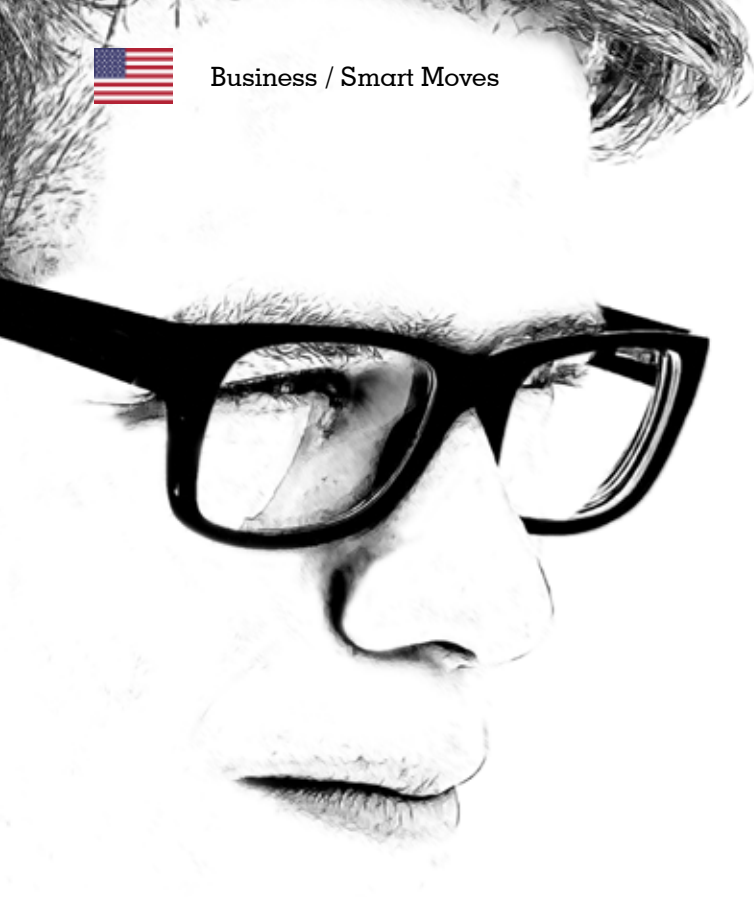
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WHAT DOES GREAT MARKETING LOOK LIKE?

When it comes to “marketing” there is considerable confusion about what to do and how to make. “Place an AD into a magazine that cover your industry or niche” may says some “expert”, “Blast your Ad to millions through Facebook says another, “Get clicks using Pay Per Click (PPC)” screams another. But it’s not that simple, is it?

I suspect that you know by now that succeeding online or offline is more than just placing an Ad in “this or that” platform or using “this or that” system. You probably know too that to generate leads, make a sale and succeeding need hard work and perseverance. Yes, it’s hard but you can do it. Many people may question “If these things don’t work what does work?”

In other words ... what does great marketing look like? My best short answer is that good marketing does the following:

- ❶ Great marketing teaches
- ❷ Great marketing sells
- ❸ Great marketing follows up
- ❹ Great marketing creates value
- ❺ Great marketing gets shared

If you have a bit more interest about it, continues reading and let’s look at each briefly.

❶ GREAT MARKETING TEACHES

Many years ago there was a school of selling that believed prospects should not be educated, that they should be “teased” and

“tricked” into making the purchase. Those days are over. Today’s consumer, and in special this new internet-age consumer, wants and needs more information than ever before.

- ✓ They want to know what your product or service does.
- ✓ They want to know what’s in it for them – how they will benefit.
- ✓ They want reviews.
- ✓ They want to ask questions.
- ✓ They want testimonials.
- ✓ They want to be reassured you are for real.

❷ GREAT MARKETING SELLS

Far more than just teaching for the sake of teaching, great marketing builds sales



momentum from the teaching that is shared. The entire point of writing articles, add content in your blog or facebook page, and more, is to make a sale. Keep giving out great content is great marketing. The new era consumer wants to be informed. But I am not saying piece of marketing must “close the deal”. No. Not at all. I am saying that all information shared should lead the reader to one of a few conclusions bellow

- ✓ You (the person doing the marketing) know what you are doing.
- ✓ What you are teaching about works in your life.
- ✓ What you are teaching about can work in the reader's life too.
- ✓ Getting started is easy.

If you focus on those messages in your marketing you will do well indeed.

③ GREAT MARKETING FOLLOWS UP

We live in a distracted time. We are so distracted that we have to pass laws to stop people from texting while they drive a car! Never before have there been so many distractions, so many choices. In the case of marketing online, in part, it is why websites no longer convert visitors into buyers very well.

But there is a way to dramatically increase sales online or even offline, if you stop trying to make the sale now and start building your list instead. Then let email follow up do the selling. And how you can build your list? A

strong word: free. And here two ideas: doing it offline, in an event or trader show for example, offer something for free in exchange for the potential customer give you his/her email; or doing online, offer a discount or something digital for free driving traffic for a specific “squeeze page”.

④ GREAT MARKETING CREATES VALUE

Without value, without over-delivering on your promise, you will make the first sale but no more. And again, it works online as well as offline. What is better...making \$10 profit one time or making \$7 profit three or five times? Get the idea? Create value and making the customer feeling that he got a great deal is key for your continue sales and success. And think about this: It costs six times more to make a customer the first time than to sell a second item to your existing customer. Six times! That's huge.

You can add value also after the sale in one of many ways. I'll give you here, two just two to get your thinking: Offer an exclusive bonus and/or offer a free consulting.

⑤ GREAT MARKETING GETS SHARED

Here I start with a simple question? What is the most powerful form of advertising on the planet and all times? What is the one form of advertising that no money can buy? If you answered “word of mouth” you are correct. Word of mouth advertising, also known as friends telling friends, is the most powerful

form of advertising known to mankind — and you can't buy it no matter how much you spend.

When a friend tells you about a product they love you are “pre-sold”, meaning you will buy that product (in most cases) if you need what it does. This can't be bought, it can only be earned. It's also the reason why so many “review” sites exist online. Most of them fail because the “reviews” are not reviews at all but rather thinly-veiled sales pitches for the product being reviewed. If all of these sounds a bit daunting to you – like more than you will ever be able to do – don't be worried. What is important here is that you figure out that if you make your customer happy, he or she should be your best bet for great reviews and “word of mouth” marketing.

CONCLUSION

No matter where you stand now, knowing where you want to go is the first step in achieving your goals. Now that you know what great marketing looks like evaluate where you are now, where you want to be and set your goals to reach your destination. If you need any help with your marketing, feel free to contact us. We know how to make our customers happy.

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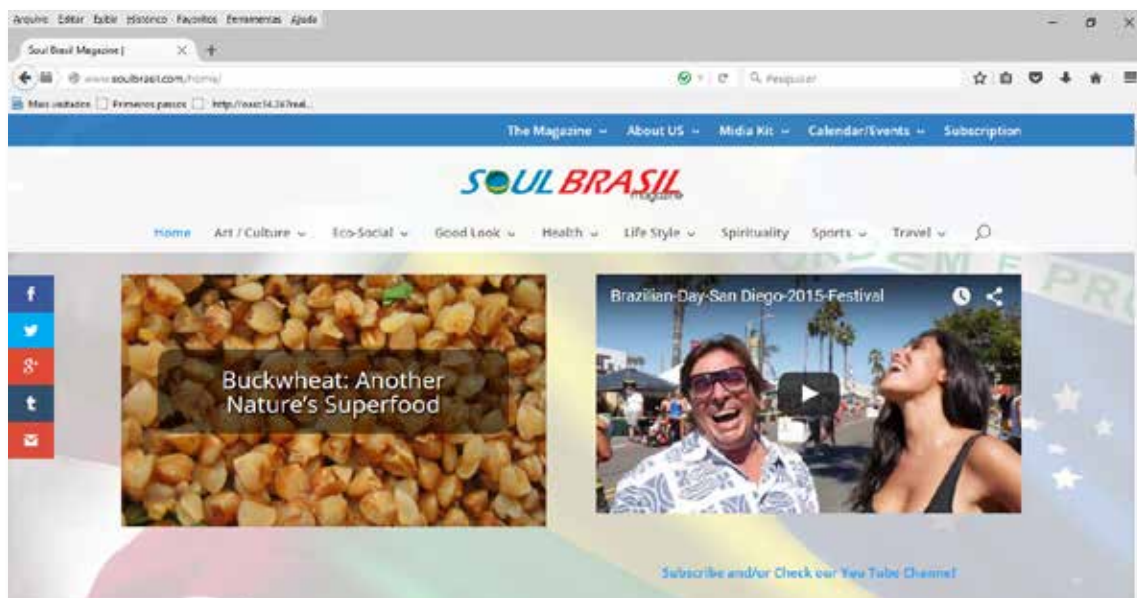
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Gabriela Nader

BORN: Uberaba, Minas Gerais/Brazil.

LIVING NOW: Los Angeles, CA – USA.

WEIGHT: 125

HEIGHT: 5'7"

SIGN: Pieces

COLOR: Depends of the mood...Gold, black and white. And all other colors like green, blue, pink and orange.

FOOD: Brazilian (Coxinha, Acarajé, Bobo de Camarão...) and Japanese (I love Sushi!).

HOBBY: Using my imagination and creativity; philosophizing...meditating.

SPORT/FITNESS: Thai Chi, Running, Hiking and Yoga.

MUSIC: Everything from pop, Hip-Hop and EDM to jazz, classical and medieval renaissance music.

CAREER: Singer, Model, Actress and Voice Over Artist.

A DREAM: To be a pop culture icon.

MOTTO: Know what you want. Believe in your dreams and in yourself completely!! Trust that the universe is on your side and know that with that said... everything happens for a reason! Look at all things as stepping stones and building blocks to get you in alignment with your goals.

PHOTOS: Andrei Litinov/
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