

# SOUL BRASIL

magazine

Dec20 / Jan 2016 - Year 13 - Issue 76

*experience a positive journey!*

*Buh-Bye, 2015! Happy New Year!  
Be Inspired, Stay Active...*



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Rio 2016...Good News for Gringos

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# Editor's Note

Every year hundreds of thousands of kids are asked what they want to be when they grow up. Many don't know and that is ok, as they are children and should take their time deciding. As parents we really shouldn't be asking that question, and instead, we should be offering our kids experiences so they can make an informed decision.

Ironically many adults are still struggling to figure out what they want from life. Some fall into the trap of doing what's expected of them instead of what excites them. They end up bored, unsatisfied and make poor decisions based on the thoughtless life they are living now.

Many adults never followed the dreams they had as a kid. And as a result they wander aimlessly without any goals or direction and with a profound sadness in their hearts. That can be pretty terrifying and not to mention unnecessary. And yes, sometimes we follow our dreams and the things didn't go through in the direction we expect and wish.

Usually, December is a month where we are around family, good friends and celebrations, and January, a month where we restart to think about new plans and new resolutions. If you don't know what you want in life, don't worry. There is still time to figure it out. Just do it (and as soon as possible).

Why? Because people who know what they want function better in our society. Usually they are happier and make better decisions in life. In this issue we are trying to bring for you a bit of inspiration and motivation; not only one or two, but seven "Soul in Shapes" in the same issue; a really cool feature article about Brazil's contribution to the world and more valuable content.

**Health and Peace.  
Happy New Year!**  
Lindenberg Junior



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We still print 500 magazines with each issue but our power of outreach with no doubt is through different and innovative platforms such as the flip issue with ISSUU and the Soul Brasil App for Android and iOS. We expect by the end of 2016, reach out over 50,000 readers with each issue, in U.S and also in Brazil.

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# Thaila Ayala Viverá uma Cega em "When Red is White" em Hollywood

A atriz Thaila Ayala, anunciou a sua participação no curta "When Red is White" (A Nova Cor do Amor será o título em Português), uma produção em conjunto da Al. Studios, (PRE)FORMA-SE Artistic Productions, Foxter Studios, Martini Productions em associação com Mithraspect Productions. A atriz viajará para Los Angeles para interpretar Sara, uma mulher que nasceu cega e aprendeu a ver de uma maneira particular o mundo ao seu redor.

O curta esta baseado na história de um casal cego que decide fazer amor pela 1ª vez. Depois de terem se conhecido em uma associação para cegos e deficientes visuais, e terem saído por dois meses, Luís, um jogador de futebol aposentado, e Sara, uma professora voluntária, decidem fazer amor pela primeira vez. É a primeira vez que cada um vai para cama com alguém cego. Ela nasceu cega, e ele sofreu um acidente um ano anterior que o deixou nessas condições.

Thaila, recentemente trabalhou em filmes com James Franco, Josh Hutcherson, Mateus Solano e Harvey Keitel, além de várias novelas brasileiras como *Ti Ti Ti*, *Cheias de Charme*, e a vencedora do Emmy da TV, *Caminho das Índias*. Os brasileiros Alberto Danuzio e Lucas Paz além de Ricardo Diaz-Guillen e Giullianna Martinez são os produtores responsáveis por trazer essa intrigante experiência audiovisual para as salas de cinema.



Ricardo Diaz-Guillen e Giullianna Martinez, com os Brasileiros Lucas Paz, Thaila Ayala e Alberto Danuzio.

Este é o segundo projeto de PREFORMA-SE Artistic Productions explorando a temática e a distribuição de conteúdo audiovisual para um público de cegos. O primeiro projeto "Under Water" conta com áudio-descrição e roteiro em braile.

"When Red is White" ou "A Nova Cor do Amor" vai mais afundo e pretende desenvolver uma geografia sonora que realmente envolverá o público através de todos os sentidos num patamar nunca antes imaginado.

O projeto contará também com áudio-descrição, legendas em inglês e espanhol e roteiro em braile veiculado em instituições e bibliotecas. O projeto Americano-Brasileiro está aberto à ajuda e incentivo – [www.igg.me/whenrediswhite](http://www.igg.me/whenrediswhite), e o trailer pode ser visto na plataforma do Vimeo. ■

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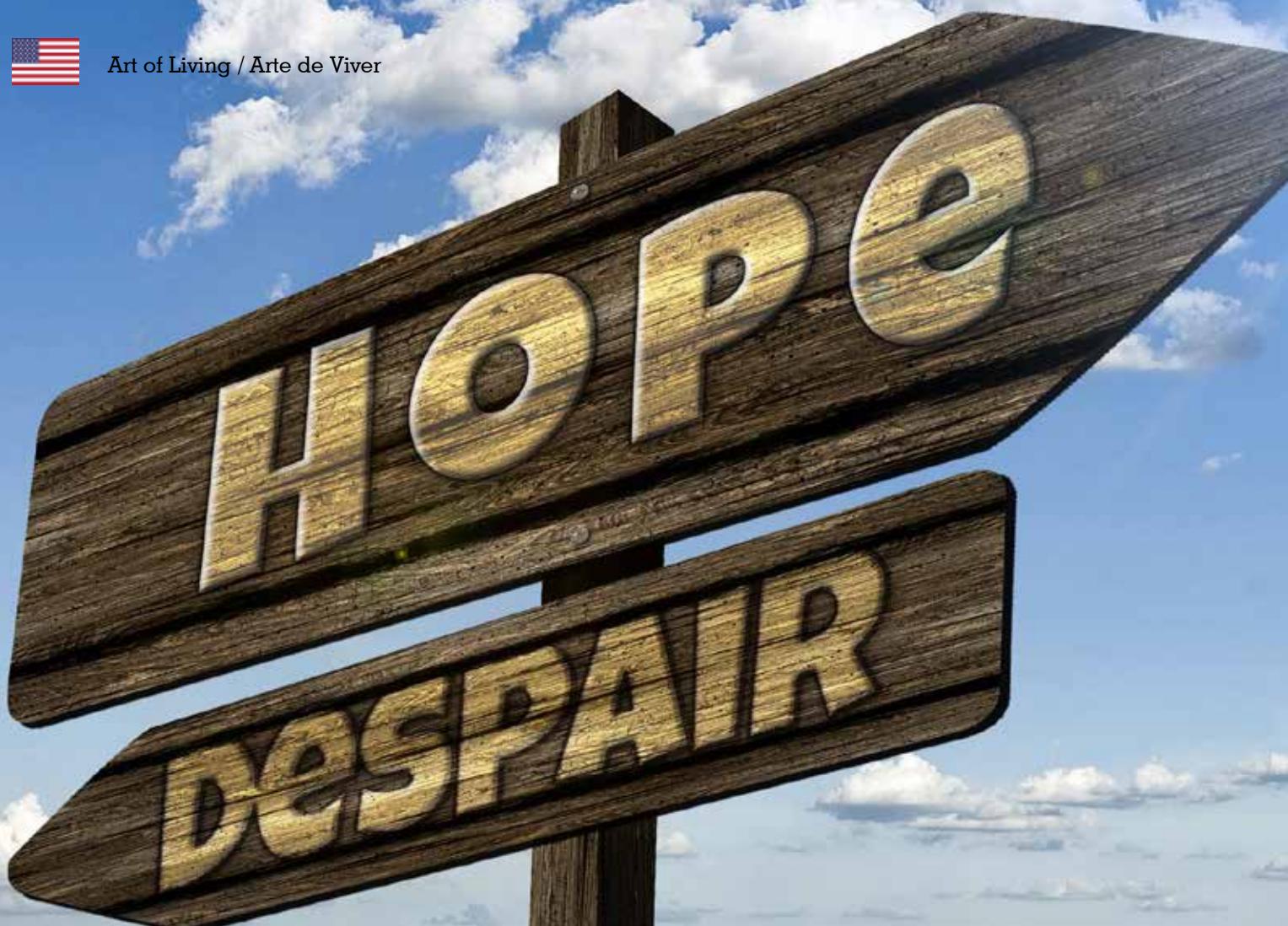


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# Say Goodbye to Pessimism

By Fabienne Lopez

Are you one of those people that believe that Murphy's Law was created especially for him or her and always sees a glass of water as half empty? Your pessimism might be running overtime. As an astrologist, I can tell you that Saturn represents restrictions and limitations of reality, practical life with its responsibilities and commitments. Neptune embodies creative inspiration and all things subtle, faith, ideals and spiritual enlightenment.

And when these two planets clash, we believe that life is limited, our efforts and resources are used up in a daily fight for survival. And that dreams are not allowed, only routine serves to bind and limit us. How can we deal with this hopeless way of facing life? The answer is obvious: By changing our perspective. In other words, by cultivating optimism! Being able to see

a positive aspect in any experience is a learnable skill, says Dr. Martin Seligman, author of "Learned Optimism."

First, it is important to understand the difference between optimism and gushing positivism, disconnected from reality, as the famous "Pollyanna Syndrome." To adopt a positive and trusting attitude does not mean being naïve, delusional or wear rose colored glasses, as did the character created by Eleanor Hodgman Porter. On the contrary, the optimist recognizes that life is neither a bowl of cherries nor a hill of beans. In other words, optimism requires that you understand that every setback is circumstantial and can be transformed into an opportunity. The optimist faces each experience, each problem from the point of view that it can be solved. He believes that difficulties can be resolved and acts



promptly to find a solution that will allow him to achieve his goals.

On the other hand, the pessimist hopes that everything will go according to his plan, since he does not trust his own ability to take charge of the situation. When something goes wrong, he becomes paralyzed, frustrated, depressed and does not know how to respond to it. The pessimist lacks, what in physics is called, resilience – the propensity of a material to regain its original shape after being bent, stretched or compressed.

There is a story that illustrates this distinction between the optimist and the pessimist. A shoemaker sends two of his assistants abroad to check the potential of a foreign market. One of them says "No chance. Nobody wears shoes here". The other one says "big opportunity. Nobody wears shoes here". However, if the second assistant thinks that just by coming with a few pair of shoes he will make a fortune, he is not

being optimistic, he is being naive. The optimist is the person who sees the potential of the market, but also knows that the market will need to be educated in how to use shoes, understand the product, recognize its advantages, etc.

It is easy to see that the difference between optimism and pessimism lies basically in how we explain our failures and disappointments to ourselves. For example, when there is a setback, the optimistic takes into consideration the external factors and believes that every difficult situation is temporary. Optimists think in terms of "sometimes" or "for the moment". Meanwhile, the pessimist always blames himself and explains failures and disappointments in terms of permanent and universal, that can be observed in the use of phrases like "It's me", or words like "always" and "never".

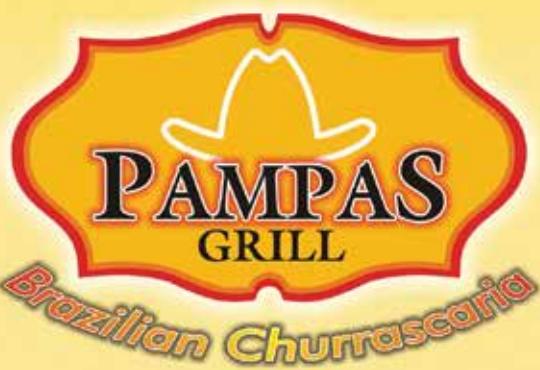
\* Fabienne Lopez is a Brazilian astrologist with many years of experience and lives in San Francisco, California.

\*\*English edition by Jennifer Parker.

#### BELOW, SOME SUGGESTIONS TO INCORPORATE MORE OPTIMISM IN YOUR DAILY LIFE:

- ✓ Check on how you react to adversity and understand that reacting negatively will only delay the solution to the problem;
- ✓ Take care of yourself. Rediscover the joy of simple things;
- ✓ Visualize your tasks and obligation as opportunities to be creative;
- ✓ Treat every day as a chance to learn something about yourself and accept its challenges;
- ✓ When feeling insecure, anxious, sad or angered, take a deep breath, as it has the power to cheer you up;
- ✓ Try to unwind before going to bed and to be thankful for the good things that happened during the day.

Of course, all this is very easy to say, but difficult to practice, but for sure it is a foolproof recipe for a better and longer life: up to 12 years longer, according to a research published. ■



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## Inspiration, Motivation...

By Lindenberg Junior  
Photos by Claudia Passos

# Soul in Shape Series is Celebrating 10 Years!

In the edition of Dec/Jan 2005 we started a series that in the beginning was called Soul Fitness and from 2008 was renamed Soul in Shape. Since then, we have by tradition, shown in every edition, a Brazilian (or "gringa" lover of our culture) that is at peace with life, happy and in shape. But this edition celebrating 10 years of the series, we show not just one or two, but seven! They are six Brazilians and an American with Brazilian soul.

In this edition we present the capoeirista and professional DJ Renata "Potira", accounting assistant and dancer Sonaria Curtis, model and actress Mariana Alencar, model and event planning

Ellen Alves, a student and aspirant to interior designer Luana Pochmann, American educator Jenna Noelle, and fitness model Sinara Brito.

This series was created to incentive and motivate the readers for moving up, which may be practicing some sports or any physical activity in their daily routine. The easiest of all activities is to simple get out and go for a walk! At least, three times during the week, take some time and walk for 30, 45 or 60 minutes. The first thing is to be patient. When you start anything new or just restart, there is an adaptation period, when you get used to the new activity. Fitness programs are this way.

There is a time when you first start your program that you may not feel great doing it. You must be patient with yourself and know if you stick with it you will feel good. The next thing you need to do is be consistent. Set a routine of exercise that you can stick to each week. The final thing that is needed to increase success in your program is to set weekly goals. After being patient and being consistent and setting weekly goals, pick an activity that you enjoy doing (or simple walk). Just do it! ■

**\*Ellen Alves is not in the picture.  
She resides in Las Vegas and was not be able to participate in the photo shooting in Venice Beach/Los Angeles.**





**BORN:** Rio de Janeiro, Brazil; **LIVING:** Now: Los Angeles, USA; **WEIGHT:** 115; **HEIGHT:** 5'3"; **SIGN:** Aquarius; **COLOR(S):** Gold; **FOOD:** Sushi; **HOBBY:** Stand Up Board Yoga; **SPORT/FITNESS:** Capoeira; **MUSIC STYLE:** Hip Hop, Samba, Bossa Nova, Classic Rock, Deep House, Oldies...; **CAREER:** DJ and Capoeira Instructor; **A DREAM:** Keep growing as DJ, Capoeirista, and most importantly, as a person; **MOTTO:** You can do whatever you want if you put your heart and mind into it. Dedication, practice and patient are key to become good at anything.

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

## Renata Belem "DJ Potira"





**BORN:** Porto Seguro, Bahia-Brazil; **LIVING NOW:** Northridge, CA; **WEIGHT:** 116 Lb; **HEIGHT:** 5'6"; **SIGN:** Gemini; **COLOR(S):** White, Black and Red; **FOOD:** Bobó de Camarão (Brazilian Food), Italian Food and Crabs; **HOBBY:** Go to the Movies. Love it! **SPORT/FITNESS:** Swimming and Dance; **MUSIC:** Bossa Nova, Pagode/Samba and World Pop; **CAREER:** Accounting and Modeling; **A DREAM:** To see my children always confident and reaching their university degree; **MOTTO:** I don't need to win. I need to live and be happy. I don't need to diet. I need to be healthy. [www.soulbrasil.com/soul-in-shape](http://www.soulbrasil.com/soul-in-shape)

## Sonaria Curtis



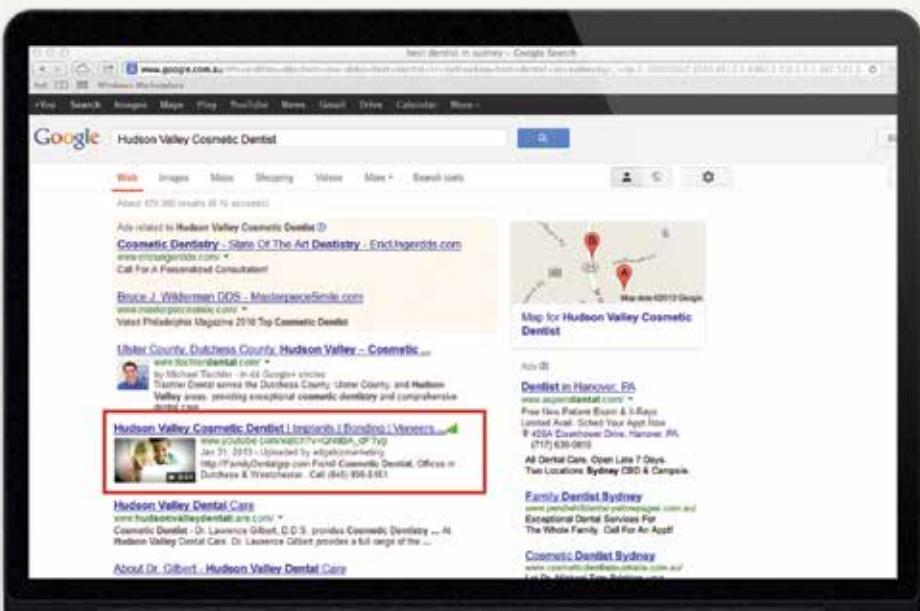


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Soul in Shape (4)

# Mariana Alencar

**BORN:** Curitiba, Brazil; **LIVING NOW:** Los Angeles, CA; **WEIGHT:** 130lbs; **HEIGHT:** 5'8"; **SIGN:** Libra; **COLOR(S):** Blue; **FOOD:** Brazilian BBQ; **HOBBY:** Reading; **SPORT/FITNESS:** Cardio Workout; **MUSIC:** Rock/EDM; **CAREER:** Acting and Modeling; **A DREAM:** To make this world a better place; **MOTTO:** Trust yourself and work hard. What's meant to be will be there for you.  
[www.soulbrasil.com/soul-in-shape](http://www.soulbrasil.com/soul-in-shape)

**SOULBRASIL**  
magazine





# Do you Get Sick a Lot?

We would like to remind you that it is not simple luck that someone is very healthy, while you seem to catch something every other month.

There are some well-researched reasons as to why some people get ill much more often than others do. For those who get sick a lot the impact on overall quality of life can be devastating, including lack of energy that comes with not feeling well can affect how well you perform at work and at home. Check below five good reasons and then try to fix it up.

## 1) SLEEP DEPRIVATION

A lot of people don't pay attention on it, but quite simply, if you don't get enough sleep, you will become ill. Sleep enables the body to rest and recover, and without this, it will be unable to function properly. During sleep, the immune system produces proteins that fight inflammation and disease. And very important, sleep deprivation has been shown to have much more harmful and long lasting effects.

## 2) STRESS

Stress is normal in this new world, yes, but you need to control it. When we become too stressed for too long, our health is significantly affected. Research has repeatedly shown that chronic stress directly affects our immune system, weakening it and making us much more susceptible to illnesses. Too much stress is also linked to sleep deprivation. Take your time... sleep eight hours per day, take at least one day off and disconnect at all.

## 3) DIET

Your body needs a well-balanced, healthy diet that provides all the essential food groups and vitamins. Without this, your body cannot function effectively and fight any infections

away. Different people, and those of different ages, require a slightly different diet. It is important to know what diet suits your body best, and try to stick to it. Best fast bet: avoid much sugar, salt, caloric and not healthy food as much as you can.

## 4) NUTRIENTS AND VITAMINS

While all vitamins and nutrients are important, some are especially good at fighting off infection and illnesses. Magnesium in particular, helps us to manage stress, and react to situations. Vitamin D is essential for many basic functions, and it is much harder to get sufficient levels in the winter. Vitamin C is an essential component to the immune system, and without it, you will be much more likely to get ill. Consider taking a supplement to ensure you are always topped up and able to fight any illness that comes your way.

## 5) DEHYDRATION

Without enough water, vital organs and muscles will struggle. Each day we lose a large quantity of water through our bowels, sweating, and urinating. Dehydration happens when you are not replacing lost fluids adequately, and your body starts to struggle. It may not seem like a big problem at first, as the symptoms are similar to that of a mild cold or headache. However, dehydration can become life threatening if left

long enough. Drink at least one gallon of water per day. And believe it or not, you will look better too!

## BOTTOM LINE...

There is no magic to wellness; it really is all about self-care. It takes effort to maintain a high level of good health, but you are well worth it! Like a famous "saying"... just do it! ■





# Acontece em L.A

Por Claudia Passos



Celebrando a VIDA entre amigos com sorrisos, "pink noses", dando suporte e reenforcando a consciencia do CANCER de MAMA na nossa comunidade. Comemoramos no Samba Steak House de Redondo Beach mais um aniversario dessa fotografa, cheinho de samba no pe e ao som contagiente do Grupo Brasilidade, e com uma belissima mesa gourmet oferecida por Ana Rognerud (Brazilian Fine Sweets)!!!! Conhecam a historia de Juliana Figueiredo e como surgiu a PINKNOSEWAY: <http://cbsloc.al/1IYK9kG>. "A year ago today I walked in my doctor's office and came out with the pink badge for Breast Cancer. I fought hard and have many battle scars to remind me. Life has completely changed so have I. I will continue to see and appreciate life as an unique moment that does not repeat itself. I survived and intent to keep surviving no matter what. Thank you for your love, kindness and support through it all" – Juliana.





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# News About Visa to Brazil and How to Get Rio Olympic Games Event Tickets

Last October 1<sup>st</sup> Brazil's lower house voted to grant a 90-day waiver to foreigners who normally need a visa so they can come to the country next year for the Olympic and Paralympics Games. The bill is expected to be approved by the Senate and signed by President Dilma Rousseff. The move benefits Americans as well as Canadians, Japanese and others who need visas to enter Brazil. The bill does not require visitors to have Olympic tickets to enter.

A group of ministers will decide when the waiver period begins, but the final day for arrival without a visa will be Sept. 18, 2016. "This is for Brazil, not only for the Rio Olympics, and our exchange rate is now favorable to tourism" Congressman Alex Manente told The Associated Press. The value of Brazil's currency, the real, against the dollar has plunged about 70 percent in the last year. This reduces prices in Brazil for those carrying dollars.

Research into the impact of the Olympics or World Cup on tourism suggests a modest to neutral effect on tourism, or in many instances a decrease. Predictions by organizers of host

countries in general are typically inflated and inaccurate. Some travelers avoid the mega-events, preferring to miss soaring hotel rates and price gouging.

The 2016 Olympic Games in Rio starts in August 2016, but anyone hoping to attend the event in person should start planning their trip maximum by January 2016. It is highly recommended to have advance preparation in purchasing airfare, hotel or other alternative places to stay, and most of all, event tickets. As a reminder, a lot of people complain that the organizers of some World Cup and Olympic Games do not have easy access in purchasing their tickets.

How to buy tickets to Rio 2016 Olympic Games? Every country has its own official ticket source for the Olympics. In the U.S., that source is CoSport

- [www.cosport.com](http://www.cosport.com) and Individual tickets went on sale back in May 2015. In order to initiate the purchasing process, you'll need to create an account through this official website. Keep in mind that each account can purchase no more than 48 tickets, and because ticket inventory is constantly being updated on the site, it's a good idea to check back often to see if tickets for the events you want to attend have become available.

If you have specific requests pertaining to group purchasing, accessibility needs, and so on, then contact this source before purchasing tickets. If you're still not seeing the tickets you want, you can try eBay, Craigslist and other sources, but, of course, purchasing through these platforms should be your plan "B" as it can be riskier than going through the official reseller.

We recommend scheduling at least two or three hours between events that take place on the same day within the same city. Soccer games for example, will be played in Rio, and in five other cities: São Paulo, Salvador, Manaus, Brasília and Belo Horizonte. ■

**\*If you need any assistance with your trip to Brazil or stay in the country, call (323)428-1963 to talk to Magali DaSilva, our tour organizer and travel agent. She has over 20 years experience in the travel business.**





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# Como Sobreviver a um Terremoto?

Por Laís Oliveira

A Califórnia está situada na borda entre duas grandes placas tectônicas – a Pacífica, que se move para o noroeste, e a Norte-americana, que desliza para o sudeste. As duas não se encontram apenas em uma linha, mas sim com dezenas de falhas sísmicas. A San Andreas é a mais perigosa, pois gera os terremotos mais danosos para os californianos. Esta falha geológica, que corta de norte a sul o Estado americano da Califórnia, é uma das mais estudadas do planeta e também a mais temida dos Estados Unidos.

Em 1906, a parte norte de San Andreas atingiu San Francisco, porém já faz um bom tempo que a falha ao sul não rompe. O que tem preocupado, não só a população local, como todo o país, é que, em geral, o Sul da Califórnia costuma passar por abalos a cada 110 a 140 anos. O último grande tremor ocorrido perto de Los Angeles atingiu magnitude de 7.9 e aconteceu em Fort Tejon, em 1857. Mais ao sul, próximo de Palm Springs, o lapso não ocorre há mais de 300 anos. Portanto, em algum momento próximo, "eventualmente ele tem que acontecer", revelam especialistas.

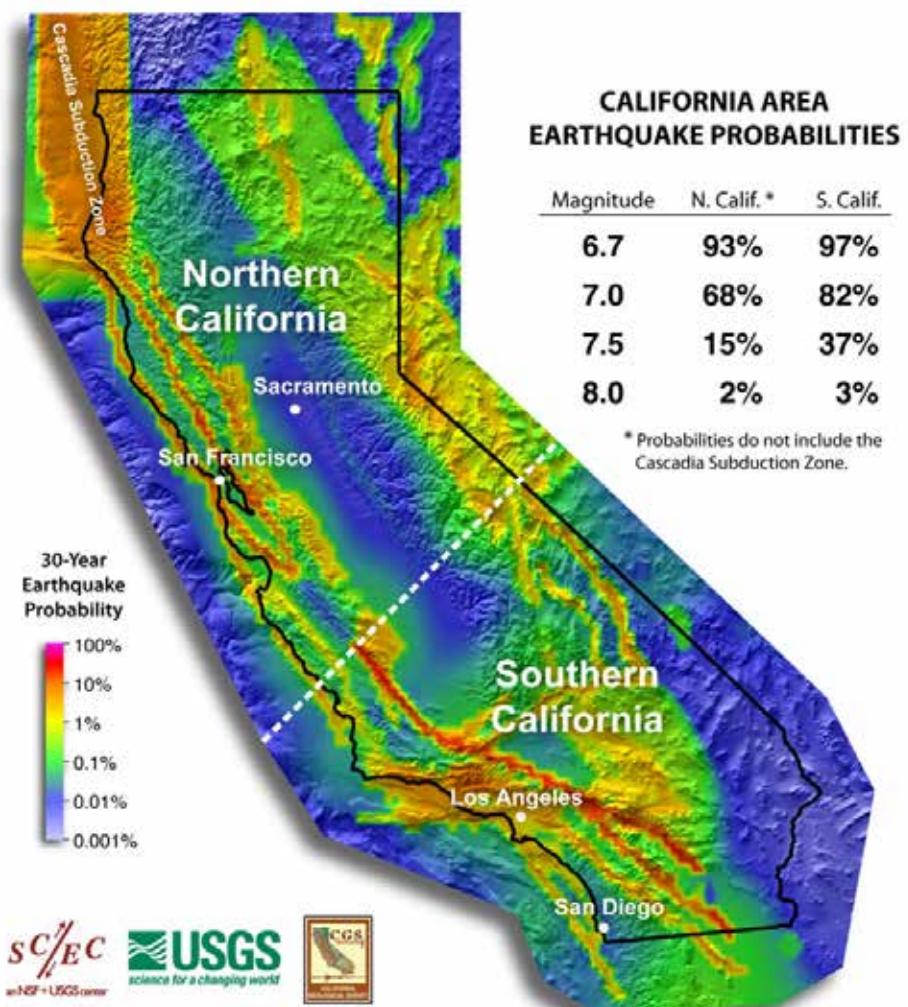
Segundo o geólogo Mark Legg, existem diversas falhas com potencial para criar terremotos de magnitude 8.0 na escala Richter, os quais podem formar tsunamis a 144 quilômetros da costa californiana. Há décadas que surgem evidências dos perigos causados pelas fissuras de mais de 20 milhões de anos, localizadas na área conhecida pelos cientistas como Califórnia Continental Borderland. "Acreditamos que o sul da Califórnia está sobrecarregado e que a pressão do local está muito grande. Quando os tremores começarem, eles podem durar vários anos", explica o sismologista americano Ned Field.

Você saberia como reagir diante de um terremoto? Especialistas do corpo de bombeiros dão algumas dicas valiosas do que fazer durante e após a ocorrência de um terremoto, e que podem salvar muitas vidas:

- Ao sentir qualquer tremor no chão, fuja de edifícios, casas, qualquer coisa que tenha teto! Afinal, ele pode vir a cair e você será no mínimo machucado por ele;
- Ao chegar à rua, procure por um ponto onde nada que caia possa te atingir (ou o menor risco possível);
- Encontrado o local seguro, sente-se no chão! (para evitar tonturas e tombos devido ao tremor do chão);

- Levante-se assim que o tremor passar. Mas se a situação piorar, ao sinal de rachaduras no chão, levante-se e escolha um dos lados, para não correr riscos, afinal você não sabe a profundidade do que está por vir;
- Agora se não puder sair por algum motivo, esconda-se junto ao móvel mais pesado que encontrar, embaixo da cama, por exemplo. E fique longe das janelas e vitrines, vidros explodem com facilidade!

Muitas pessoas pensam que a destruição causada por terremotos é inevitável e a única opção é limpar os destroços após





o terremoto. Porém, não é bem assim. As perdas e danos causados por terremotos podem ser limitados por medidas que todos podem tomar antes, durante e depois. Como por exemplo, traçar um plano de como reagir após um terremoto e montar um kit de sobrevivência e primeiros socorros com itens essenciais para uma situação de desastre.

#### **DICAS IMPORTANTES E QUE DEVEM SER SEGUIDAS POR TODOS OS MEMBROS DA FAMÍLIA:**

- Manter os calçados e uma lanterna ao lado de cada cama e com os integrantes da casa para casos de emergência;
- Comprar apitos de emergência e ensine todos da casa a usá-los e/ou bater três vezes repetidamente caso esteja preso debaixo de algum escombros. As equipes de resgate, quando procuram sobreviventes em casas e edifícios desmoronados, buscam sons que indiquem que as vítimas ainda estejam com vida;
- Identificar as necessidades dos membros da família e vizinhos com necessidades especiais ou situações, como usar uma cadeira de rodas, andadores, dietas especiais ou medicamentos;
- Conhecer a localização dos registros de água e do gás, caixas disjuntoras da rede elétrica e mantenha ferramentas necessárias sempre à mão. Certifique-se de saber como desligar a água, o gás e a

eletricidade em sua casa. Desligue o gás caso sinta um cheiro forte ou caso ouça vazamento;

- Obter informações com o corpo de bombeiros local, sobre como usar um extintor de incêndio de forma adequada;

#### **COMO MONTAR UM KIT DE SOBREVIVÊNCIA A DESASTRES**

Todos deveriam ter um kit em casa para sobrevivência em desastres como o de um terremoto. O ideal é mantê-lo num lugar aonde você gastará o menor tempo para alcançá-lo, mesmo se o seu apartamento, ou casa estiver danificada. No kit você deve colocar:

- Remédios controlados (caso de pessoas com doenças tipo Hipertensão, Diabetes, Asma);
- Lista de prescrições, cópias de cartões de seguro, nome, número de telefone e endereço do seu médico;
- Formulários Médicos com autorizações especiais para dependentes químicos controlados;
- Kit de primeiros socorros e instruções de uso, para curativos, ataduras e torniquetes;
- Luvas de plástico (látex ou não);
- Máscara de poeira;
- Óculos reservas ou lentes de contato e solução de substituição limpa;
- Água engarrafada (garrafa de plástico);

- Apito (para alertar os socorristas para o local);
- Calçados reserva (podem ser calçados esportivos, confortáveis);
- Dinheiro para emergências;
- Mapas de Estradas;
- Lista dos números de telefone de emergência de contatos;
- Chocolates e alimentos não perecíveis com alto teor de água e de calorias;
- Lanterna com pilhas e lâmpadas extra ou bastões de luz química;
- Itens de higiene pessoal;
- Higiene e disposições especiais que você precisa para si e para os outros em sua família, incluindo idosos, deficientes, crianças pequenas e animais de estimação;
- Cópias de identificação pessoal (carteira de motorista, o trabalho de identificação, etc.);
- Celular reserva com bateria carregada;
- Rádio portátil com pilhas extras;
- lanternas ou bastões de luz adicional.

O consulado Geral do Brasil de Los Angeles, em parceria com a Cruz Vermelha americana, disponibilizará, a partir de Janeiro de 2016, uma cartilha oficial sobre o tema. Ela estará disponível no Consulado de Los Angeles e também em diversos estabelecimentos brasileiros de Las Vegas, San Diego, Santa Barbara e Los Angeles, com o apoio, também, do Conselho de Cidadãos do Sul da Califórnia. ■



# Controversy about Brazil's Biggest Contributions to the World

Along with the others South American countries, Brazil indeed has had some interesting lessons to teach the world due to its controversial nature. I will mention, according to my own point of view, some important facts and contrasts.

On one side, Brazil is rich and prosperous but really it isn't. As it offers universal healthcare and free education, also it offers famine and ignorance in equal measures, it is an industrial powerhouse, but at the same time, it uses primary exports as a lifeline. Furthermore, Brazil can't grow for three years in a row without reaching a financial collapse. It is a tropical paradise with a desert the size of France; Brazil is the largest Catholic country in the world; and the country that displays the largest gay pride parade; and, crucially, by almost any measure, it's the world's 8<sup>th</sup> largest economy, and the most unequal.

Most of the lessons to be learned from Brazil has to do with loss, ambiguity and contradiction. Brazil is, in fact, one of the darkest sides of European history; a large, diverse and strange society formed under the shadows of an emergent world economic system {which, so, shows how far that system can go until its fail.

Brazil is truly an example for the world. As a model, it could lead the way for democratic third-world development or it could be the

By Eduardo Coltre Ferraciolli



eternal tale of the pitfalls of modernization. Brazil, so submissive to external forces, and so conservative led Brazilians to never challenge to make a new system in order to find a way out of our contradiction. We've been playing a distorted imitation of either Europe or North America. {We've been trapped for centuries. We brought to and adjusted in Brazil examples from places with very different structures. In the end, we became a society strange to our own self.

With all that tension, however, comes a pretty unique perspective. Take music as an example. Built by the haunting tunes of Portuguese Fado, under the poetic resonances of Fernando Pessoa and of the many imported cultures of uprooted slaves and migrant workers, impoverished peasants and renegade multi racial singers, the Brazilian musical scenario from the 50's and 60's watched the development of a new style



that, despite all the biased accomplishments, isn't one of the greatest accomplishments of the human race.

Between Bossa Nova and Chorinho, Brazilian music has managed to harness the power of utter sadness and make it into a faint, shimmering sparkle of beauty meaning to be the last thing you hang on to before you fall. It supposed to be cheerful and life-affirming, but at its best, for

me, it's only as happy as it's made of a sort of decisive, life-affirming desperation.

From Joaquim Maria Machado to Joao Guimarães Rosa structures realism in Brazilian literature. This is a powerful stance that allows you not to cave in until you're finally overwhelmed. But it's also a prison - the cost of wrestling sincere smiles out of despair is never being really free to risk total happiness, to become you.

Brazilian music is a decades-long lament; a soft but wounded wail, finally followed by silence. Through the dictatorship, and against the flexibility showed by our early music, the simple truth of violence prevailed over the endless openness of contradiction; institutionalized violence won that round, and in the chaos that followed political opening and four hundred years of untreated inequality it keeps winning to this day.

For my generation, born in the 80's, fresh out of the dictatorship and fresh into globalization, the game had lost and we never quite found it again. Never having accomplished the final leap towards development, and caught between the opposing pressures of the international economy and the well-being of our people, we sacrificed half of our society for a place in the world system.

In that musical/literary sense, the globalization of a third-world country is as welcoming of ambiguity and freedom as the dictatorship was - but with none of the dangerous sense of the nation that pushed us forward a certain way for a certain time. Happiness, ill-defined as it is, becomes normative, and together with a resentful distrust of whoever was left behind, it turns into a new kind of violence that pervades everything we do.

Every day I have to fight my inner fascist, and from the desperate beauty of the past, we finally end up with nothing but "futebol," environmental faux-sustainability and a conduct of international non-interference - all bits of 'national identity' that at best just disguises our mild irrelevance.

Brazil is a nation of betrayed promise, too ashamed to remember what it is, and constantly hungry for no one quite knows what. Assuming a progressively interconnected, progressively unequal, progressively contradictory world future, Brazilian history becomes an invaluable reference for what to do, and what to avoid, and perhaps no less marginal for that. ■



# Ellen Alves

**BORN:** Rio de Janeiro, Brazil; **LIVING NOW:** Las Vegas, NV; **WEIGHT:** 105 Lb; **HEIGHT:** 5'5"; **SIGN:** Capricorn; **COLOR(S):** Blue, Black and White; **FOOD:** Grilled Salmon, Vegetables, and Brazilian Feijoada; **HOBBY:** Reading, Cooking and Dancing; **SPORT/FITNESS:** Golfing, Running, Hiking and Yoga; **MUSIC:** Bossa Nova and Classic Rock; **CAREER:** Modeling and Event Planning; **A DREAM:** Become a Successful Model and Mother; **MOTTO:** To be a positive and better person in every little way; taking care of my health, happiness, and soul.

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# Luana Pochmann

Soul in Shape (6)



**BORN:** Porto Alegre, Brazil; **LIVING NOW:** Mission Viejo, CA; **WEIGHT:** 104lbs; **HEIGHT:** 5'5"; **SIGN:** Leo; **COLOR(S):** Red and Gold; **FOOD:** All kinds of food, specially when I am hungry! **HOBBY:** Dancing, Listing to Music, Wakeboarding; **SPORT/FITNESS:** Judo (past), weight Lifting (now); **MUSIC:** Tech, Samba, Salsa, World Pop; **CAREER:** Veterinarian Medicine; **A DREAM:** Becoming a veterinarian doctor; **MOTTO:** Love, Laugh, Lift! [www.soulcrazil.com/soul\\_in\\_shape](http://www.soulcrazil.com/soul_in_shape)

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# Strategies: Publicity at Events

Publicity is key factor for you get your business noted and your outreach, maximum exposure. In the particular case of publicity at an event, it is challenging. But with a bit of creativity and planning, you can earn some press of your own. Guerilla marketing tactics are a great way to get your name out there and distinguish your company from the rest. Leave attendees buzzing with these three top tips:

## 1) USE YOUR IMAGINATION

Guerilla marketing is about the unconventional. Construct a 10-story billboard. Break into a flash mob. Create a piece of interactive artwork that passersby can't resist. Whatever you do, have fun with it and be creative.

## 2) GO BIG OR GO HOME

People attend big events to be wowed, so the same should go for your guerilla marketing campaign. Big doesn't have to mean expensive – be memorable to get people talking. No one's going to remember a product or service that's touted with timid, run-of-the-mill marketing.

Surprise people with an unexpected approach! The Homeless Hotspot from BBH Labs at the event of SXSW 2012 was hotly contested, but in the end, embraced by the homeless community as means to modernize the old Street Newspaper model.

## 3) LET YOUR AUDIENCE DO THE TALKING

We all know that authentic word-of-mouth is the best form of publicity. Devise your plan, carry it out and then step back and let your audience do the rest of the work. A successful guerilla marketing campaign will inspire people to share what they see, hear or

experience with their professional and social circles.

Above all else, have fun! Events are the perfect place to let your company culture and personality shine. Get a little crazy and let your brand's voice be heard.

\*If you need help with your marketing plan, we will love to hear from you. The Kisuccess Publishing & Marketing best strategy is the fusion of traditional marketing with PR and communication tools. Marketing is a proved specialist activity that can influences the success of any organization while the "New Media" essence is to produce effective and interesting ways to increase consumer exposure for your brand – [www.kisuccess.com](http://www.kisuccess.com)



**BORN:** Hacienda Heights, CA;  
**LIVING NOW:** Los Angeles, CA;  
**WEIGHT:** 135 lbs;  
Height: 5'6";  
**SIGN:** Leo;  
**COLOR(S):** Purple;  
**FOOD:** Brazilian Feijoada, Tacos and Cheesy Pizza;  
**HOBBY:** Hiking;  
**SPORT/FITNESS:** Distance running and soccer;  
**MUSIC STYLE:** Country Music;  
**CAREER:** Education;  
**A DREAM:** To move and live in Rio de Janeiro (soon!);  
**MOTTO:** Live simple, Live easy, Live happy!  
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**Jenna Noelle Hulion**



# Mato Grosso's paradise

By Lindenberg Junior  
Translation by: Amanda Pepper

The swamp in Mato Grosso is the ideal place for anyone looking for a tranquil and peaceful place to live. Brazil is very famous for its natural beauty and its "beach culture", where bikinis and being in shape is the norm. However, if you're looking for a wonderful sanctuary of flowers and nature, Mato Grosso's swamp is for sure one of your best options. There you'll find a rich variety of species living in their natural environment, as well as some amazing inspiring places. The swamp is simply fantastic and is always exhaling colors in its endless horizon. The sunset in the swamp is an unforgettable spectacle and allows the visitors to be in extreme harmony with nature.

Tourists appreciate the spectacular scenery as soon as they get to the wetland. It is not

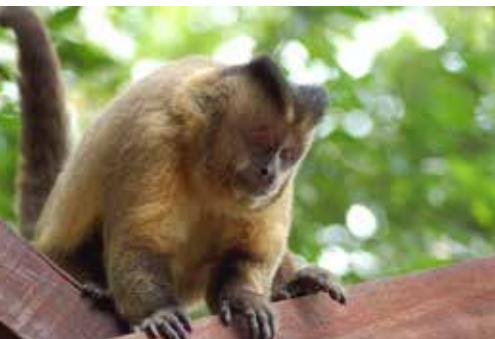
uncommon to find cattle on your way to the comfortable hotels and inns. Besides its natural beauty, the swamp becomes even prettier if you notice good work the countrymen do by taking care of the cattle. All these signs show that Mato Grosso's swamp is one of the most unique places in the country.

Another attraction in the swamp is the safaris. The tours are usually offered in cars or boats, depending on their location and on how close they are to rivers. The safaris are a great way to get to know a good portion of the animals that live in the swamp, due to its plane wetland and low vegetation. Some animals like the giant anteaters, capuchin monkeys, tapirs and capybaras love to appear for the cameras. Jaguars don't show up very often, but when

they do, they amaze the audience with their beauty and strength.

The swamp is very calm and relaxing. It is perfect for families who want to spend some time together while discovering natural sites and the beauty of the wild. This trip is also highly recommended to couples who want peace and constant contact with a naturally enchanted environment which has the power to strengthen any relationship bond.

Visiting the swamp and exploring the beauty of its fauna and flora is one of the most interesting options for tourists. No matter if you are alone, or with family and friends, this is definitely a great place to meditate and get to know yourself better. ■





# Brazil Star Soccer Club Faz História

Muitos jogadores de futebol, ao terminarem a carreira profissional, decidem continuar em campo, mas como técnicos. Seja de times profissionais, amadores, infantis ou adultos, o amor pelo campo e o esporte é tão grande que eles decidem dar continuidade e ensinar o que aprenderam ao longo da carreira a iniciantes. Este é o caso do ex-jogador brasileiro Paulo Luz. Ele treina a equipe infantil da Coast Soccer League, em Los Angeles.

Campeão invicto em 2015 e batendo um recorde histórico de 40 anos da Coast Soccer League, a equipe "Under 8", dirigida por Paulo Luz, faz história e ganha destaque entre as demais equipes. A turminha boa de bola sofreu apenas 3 gols durante a competição, teve o goleiro menos vazado (Irvin), o atleta revelação do ano (o armador Luca), e também o atleta mais valioso do torneio - ou MVP - (o zagueiro Sergio Soto).

O clube, fundado pelo ex-jogador em 2008, passou a fazer parte das competições da American Soccer

Federation a partir de 2010 e compete em todas as categorias infantis e juvenis. Dentre seus jogadores, a equipe infantil masculina de 8 anos de idade deixou muita gente de boca aberta em 2015 com talentos que, com dedicação, provavelmente terão uma carreira de sucesso pela frente.

A "Under 8" tem apenas um jogador brasileiro na equipe desse ano (Marcos Nobre), mas o Brazil Stars Soccer do treinador brasileiro conta ainda

com a ajuda de duas preparadoras físicas brasileiras - Nathalia Pedra e Karen Callado. O Club ainda conta com um "assistant couch", o auxiliar imediato do treinador Paulo, o latino Nico Martinez. O campeão da Coast Soccer League agora vai se preparar para disputar o "State Cup" e o Campeonato Nacional da divisão nos EUA - os 8 melhores de cada liga disputam o campeonato a nível nacional. ■

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# Crise Política: a Decepção Com os Três Poderes da República

No Brasil, a democracia tem sua base em três poderes: Executivo, Legislativo e Judiciário. Porem o país tem passado por uma crise política tamanha, com seu ápice de pessimismo em 2015, que a decepção com este tripé de poderes é completa. Desonestade, impunidade, roubos, inflação, desemprego... São tantos problemas atingindo diretamente a população brasileira que não é difícil explicar esta falta de credibilidade.

No poder Executivo sobra incompetência, falta de credibilidade total e corrupção desenfreada. Não houve planejamento. Com uma política desastrada, quebrou a economia fazendo com que o PIB ficasse a (-) 3%, a inflação atingisse 10%, o desemprego alcançasse 9% da população e a dívida aumentasse de forma alarmante.

O Brasil fecha o ano com um déficit primário de 120 bilhões. E, ainda pior, o governo encaminhou projeto reduzindo o superávit primário para 2016 em 0,5% e ainda existindo a possibilidade de zerar o superávit na hipótese da economia não corresponder às expectativas e assim ampliar os investimentos do PAC (sic). A expectativa não é boa para 2016, talvez pior que este ano, e isto se refletirá em toda a sociedade.

No Legislativo o que se vê é uma política egoísta e a maioria dos representantes esteve voltado para interesses pessoais e de partidos. O mais grave é que não houve interesse para aprovar medidas

que pudessem reequilibrar a economia, com uma irresponsabilidade impressionante (Algumas medidas surgiram agora com muito atraso, talvez seja tarde). O que se viu foram muitos preocupados com suas emendas impositivas ao invés do debate sério e honesto.

No decorrer do ano, uma tristeza: até a Comissão de Ética e decoro parlamentar conseguiu envergonhar a casa justamente com a falta de ética e de decoro. No grande debate sobre os cortes do orçamento, eles não foram capazes de apresentar uma simples redução que fosse, ao menos, dos valores altíssimos que recebem além dos salários (dois milhões por deputado/ano). Hoje, estão sendo investigados casos de venda de medidas provisórias.

Finalmente no Judiciário, o poder que todos esperavam fosse a última trincheira para combater as barbaridades do Executivo e Legislativo, também na sua maioria, deu mostras de atuação voltadas às vinculações, salvo exceções como o trabalho sério do juiz Sergio Moro e do Ministério Público).

Recentemente, um dos casos mais gritantes, em que houve uma decisão meramente política: a decisão na Repercussão Geral sobre Irredutibilidade de Salário dos Servidores Públicos, que na constituição brasileira de 88 deixa claro que redução de salários é inconstitucional. O

fato é que foi decidido por nove votos contra um que a redução de salários realizada pelo ex-presidente Lula, por meio da Emenda Constitucional 41, foi legal.

Não adiantou as ponderações do ministro Marco Aurélio, quando lembrou que em todas as decisões anteriores o STF votou contrariamente e, que os grandes juristas como Celso Antonio Bandeira de Melo e José Afonso da Silva, que merecem todo o nosso respeito, haviam elaborado pareceres não incluindo no teto as vantagens pessoais, em nome da Segurança Jurídica, Direito Adquirido e Irredutibilidade.

Vale notar que na época, há doze anos, o Tribunal de Justiça de São Paulo analisou a matéria e os desembargadores decidiram contrários a posição do STF, por 15 x 0. Como citou o eminentíssimo advogado Dr. Márcio Cammarosano "foi uma página a ser esquecida".

A crise política pegou o país de jeito. Apesar de tudo, a luta continua em favor dos servidores públicos e da população em geral tendo esperança em um Brasil melhor. 2016 é ano de eleições e está em suas mãos o poder da mudança. ■

\* O artigo é de Antonio Tuccilio, presidente da CNSP, e foi editado por Lais Oliveira - Soul Brasil Magazine.

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by Ana Rognerud

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# Focus Your Attention and Take Massive Consistent Action

By Simone Arrojo

You can have the greatest mastermind group ever devised but if you don't take massive consistent action your dreams become futile. Focus is one of the most powerful yet overlooked wealth creation tips and to succeed in this competitive world you need massive constant action.

Think of any area of your life and ask where could you be today if you just stayed focused. Where could you be today if you set aside just 200 dollars per month in a mutual fund since you were 19? Where could you be today if instead of just trying to maintain your business you grew at just 10% per year.

Humans are beings that generate reality, and for this reason, we need to pay attention to where

we focus our objectives, dreams, etc. Since childhood, we focus less on our own truths and more on others people's frames of reality and opinions. This process steals our motivation and generates routines without meaning and pleasure. We end up doing certain things and don't even know why.

When you look at the success of the Olympic athletes do you think they got to where they are by just focusing once in a while? No, day in and day out they made huge sacrifices – willing to do what most people aren't willing to do.

They apply what Tony Robbins calls can-constant and never ending improvement. We

can't change the past but we have the power "right now" or "today" to regain our focus or if you were already focused take your focus to new heights.

It's always easy to look at someone that is really successful in life in what ever they do and think "well they were luckier than me or had more resources than me or knew the right people", when luck actually had very little to do with it. Luck is preparation meeting opportunity. Don't wait for life to dictate the way, the paddles are in your hands. Learn how to keep things in balance to make your life worth living. ■





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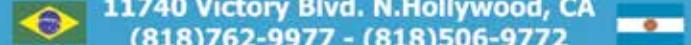
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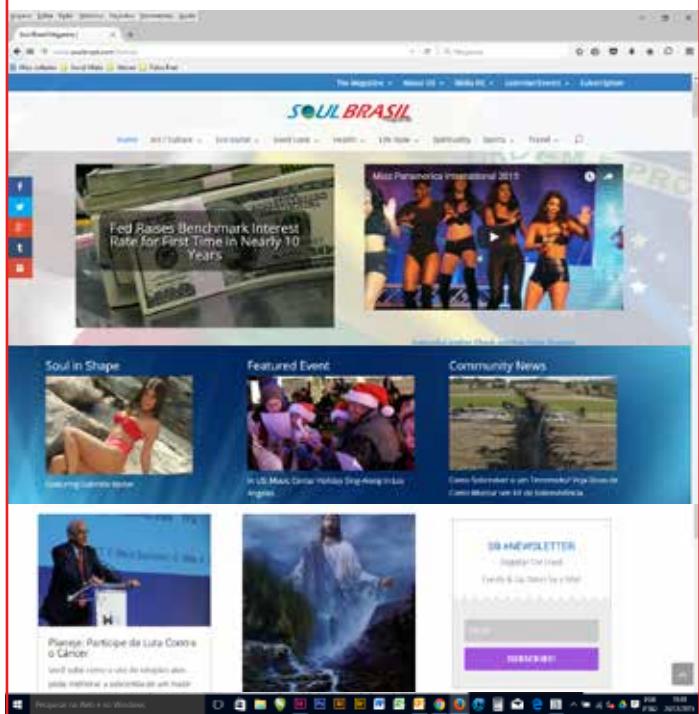
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# Sinara Brito

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magazine

Soul in Shape (8)



**BORN:** Teófilo Otoni (MG), Brazil; **LIVING NOW:** Dana Point, California; **WEIGHT:** 115lbs; **HEIGHT:** 5'2"; **SIGN:** Libra; **COLOR(S):** Red; **FOOD:** Moqueca Capixaba (Brazilian Food); **HOBBY:** Paddle Boarding, Hiking and Cooking; **SPORT/FITNESS:** Biking, Bodypump, Zumba and Yoga; **MUSIC:** I am very eclectic. Depend of the moment; **CAREER:** Food/Restaurant; **A DREAM:** See the aurora borealis; **MOTTO:** Work hard and play hard. [www.soulbrasil.com/soul-in-shape](http://www.soulbrasil.com/soul-in-shape)

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