

Art & Music

Inspirational Brazilian Women...

Choro, Samba and a Trip...

From Brazil to the World...

CULTURE

Similarities of Carnaval
and Halloween...

EDUCATION

The Greatest Gift you Can
Give to your Children...



Free Issue

The smartest way to send money to Brazil.

"I can send money
even faster to Brazil
with the new APP."

LEKA VIEIRA

*First Female Black Belt World Champion 1999
First Female Black Belt in the U.S.
3x World Champion*

Powered by
Pontual
Smart Transfer



Enviouchegou



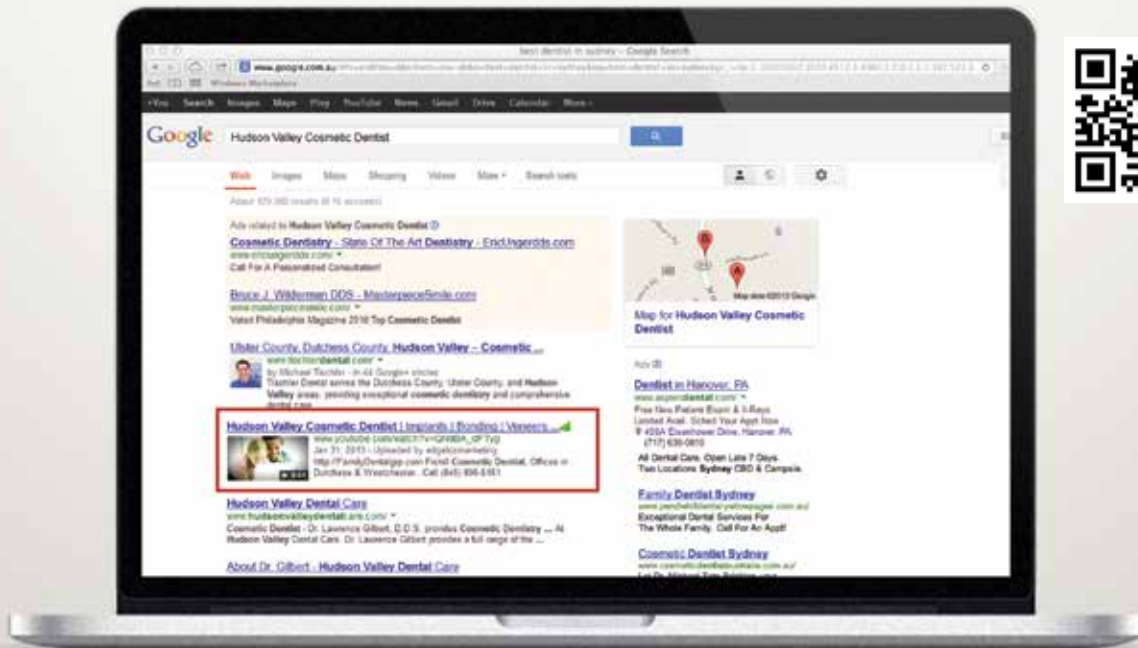
VIDEO PRODUCTION & MARKETING

Our Business is Promote Your Business

KiSuccess

* Marketing * Multimedia * PR * Printing * Publishing

CAN YOUR CUSTOMERS FIND YOU ONLINE?



ORGANIC SEO.

Get your videos to the top of the search engines so prospective customers can find your business.

BRAND DEVELOPMENT.

Increase your brand awareness and develop a community of active customers with video.

SOCIAL MEDIA.

Increase customer engagement with video and turn your fans into a totally loyal customer base.

VIDEO MARKETING.

Custom solutions for video development, video marketing campaigns and local video search.

FALAMOS PORTUGUÊS

CALL US TODAY (818)508-8753
WWW.KISUCCESS.COM

HABLAMOS ESPAÑOL

Editor's Note

Brazil has an ancient history, one that is complex and intricate. This has created a deep sense of culture and heritage as an array of traditions, customs, colors, languages and religious denominations have settled in this samba nation. But yes, the music of Brazil encompasses various regional music styles, and good part, influenced by African, European and even Amerindian. After decades (actually, centuries) of history, Brazilian music developed some unique and original styles such as samba, pagoda, choro, bossa nova, MPB, forró, tropicalia, mangue beat, frevo, axé, and funk carioca to mention a few.

Music, song and dance remain an integral part of the identity of a society. Even the most primitive of tribes tend to establish their own sort of musical culture. As different people set up home throughout Brazil, each brought with them and developed their own unique style of song and music. With time, these different styles have evolved somewhat. Some have remained distinct and unique, while others have influenced modern music and performance to a certain degree. This has created a characteristic sound for Brazil. But yes (again), Samba has become the best known form of Brazilian music worldwide, especially because of the country's carnival.

But Bossa Nova received much attention abroad since late 50s when the song "Desafinado" interpreted by Joao Gilberto was first released. And for sure when "master" Jobim and other composers helped further develop this fusion of jazz harmonies and a smoother, often slower, samba beat. The music theme is in various pages of this issue and we will talk about Brazilian musicians residents in U.S such as Catina Deluna that together with her Venezuelan husband was nominated for the 2015 Grammys with a new version for "The Girl of Ipanema", Eliana Elias that was also nominated and inclusive the winner in the category Latin Jazz with her album "Made in Brazil", a music project by Katia Moraes and the involvement of other Brazilian talented artists residents of Los Angeles, and much more.

Have fun and stay tuned...

Lindenberg Junior



TO CONTACT US

By Phone: (818)508-8753

By Email: info@soulbrasil.com

By Mail: 19350 Sherman Way #139,
Reseda, CA – 91335

ADVERTISING INFO / MEDIA KIT

www.soulbrasil.com/advertise-info

SOUL BRASIL TEAM / ISSUE CONTRIBUTORS

Editor in chief: Lindenberg Junior

Copy Editor(s): Ann Fain, Giovanni da Silva
and Jennifer Parker.

Writers: Lais Oliveira, Lindenberg Junior and Julia Melim.

Contributing Writers: Katia Moraes, Tom Dyson
and Rebecca Kleinmann.

Translators: Amanda Pepper, Julia Melim,
Alia Ponte and Valeria Barragan.

Photographers: Claudia Passos and Victor Gutierrez.

Contributing Photographer: Aryadne Woodbridge.

Art & Design: Rita Roperio.

Webmaster: Alexandre Loyola.

Administration Support: Magali da Silva.

Cover/Art: Yeda Pedreira

OUR MISSION

Inform and educate our readers; build relations and networking with Brazilians, Brazilian culture lovers and the conscious living community; and also, give exposure to the products and services of our advertisers and partners.

DISTRIBUTION/CIRCULATION

After 13 years printing thousands of magazines with each issue, we have moved in a new direction with focus in our digital issue, through different forms and formats. 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 ISSSU 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.

SUPPORT US

Use your purchase power with our advertisers. They support us and you will help us supporting them! Let them know you are a Soul Brasil reader or that you have seen their AD in our pages.

SOUL BRASIL MAGAZINE IS PUBLISHED BY KISUCCESS PUBLISHING

All rights reserved. Advanced written permission must be obtained from Soul Brasil magazine or Kisuccess Publishing for the contents. The opinions and recommendations expressed in articles are not necessarily those of the publisher. Copyright 2002-2016 Soul Brasil magazine/Kisuccess Publishing.





Só quem tem uma

FAMÍLIA

sabe o que é melhor para a sua.



Agende já uma visita sem compromisso ligando para: +1 (866) 266-8464

MUDANÇAS NACIONAIS, INTERNACIONAIS E CORPORATIVAS • ARMAZENAMENTO • WHITE GLOVE DELIVERY

Telephone: (310) 802-2050 • **Fax:** (310) 802-2051 • **Email:** california@confiancalogistics.com • confiancalogistics.com

Foreclosure & Short Sales Specialist

If you or someone you know is facing financial distress...
Understands that there are options available. I can help you!



Vladimir Bellemo, REALTOR®

"You'll be glad you chose Vlad!"

DRE Lic.#01200312

*Speak English

*Falo Português

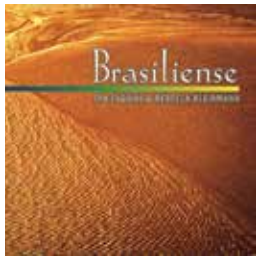
*Hablo Espanol



1021 W. Bastanchury Rd., Suite 140
Fullerton, CA 92833-2248

(714) 932-5335 - Cell
C21Vlad@aol.com - E-Mail
www.HomesByVlad.net - Web Site

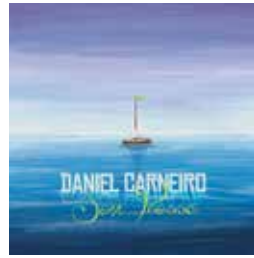




Brasiliense is the new album of Rebecca Kleinmann, and this time together with composer and guitarist Ian Faquini. The duo did a great job and Rebecca is masterful and selfless in her ability and inclination of melding her sound with her environment. This grace, humility and focused intention it is the perfect complement to the rich quiet fire and deep soul of Ian's music. As Benny Green said "Rebecca and Ian is a joy to hear at length, as the mutual respect evident in their artistic kinship and the balance of deep preparation with the unaffected abandon to go wherever the moment leads, to laugh and trust one another, is the very stuff which disarm and free a listener's mind to be transported and healed".



Dança dos Tempos is the debut album from thrilling, young Brazilian guitarist Fabiano do Nascimento, and it features legendary percussionist Airto Moreira in his first album project in over ten years. Dança dos Tempos follows folkloric Brazilian music as experienced through the mind and able fingers of an expansive musician, not yet thirty years old, and combines the heady '60s and '70s experimentalism of Hermeto Pascoal and Baden Powell with the childlike elegance of music played and passed down by native Brazilians for generations. It is the second Brazilian album released on Now-Again, following Seu Jorge and Almaz. The album is also available through www.rappcats.com and traditional digital.



Sem Pressa is the title of the singer, producer and guitarist Daniel Carneiro upcoming third album. The title track features the talented percussionist Luis Conte and the video of the song will be released on March 15th, 2016. Influenced by different kinds of Brazilian rhythms the album presents ten songs that will take you on a journey to Brazil. But much important: "sem pressa" (no rush). Available on iTunes, Amazon, CD Baby starting March 15th, 2016.



Farofa's EP was recorded in January of 2015; three months after the band came together. It brings five original songs, including "Volta" - the song that caught people's attention to the then newly formed band. The band's sound has already evolved since the recording but the group is very proud of their original work www.felipefraga.com



Preludes and Other Stories is the new CD of Rogério Peixoto. "The only thing I know for sure is when my heart smiles. And it did when I heard Preludes and Other Stories. Each song is a pearl that says so much about Rogério's taste and musicianship. A precious CD to soothe your soul" – Katia Moraes.

Brazilloops brings the option for loops high quality Samba, Samba-Reggae, Bossa-Nova, Capoeira, Afro-Brasil e Latin rhythms loops. Also available at Google Play (free download) and Apple store as apps, it was recorded from professional Brazilian percussionist Rodney de Assis on genuine handmade instruments. Get this Brazilian beat feeling with six different styles, three with independent instrument tracks each which enables you to play instrument tracks independently. It comes with a BPM* control, so change the speed as you want and match it with your music, Percussionists, Capoeiristas, Samba and Latin Dance classes, Dj performances, Composers, Producers and so on. Play it from your device or plug it into your stereo and enjoy the gold of this skillfully played - www.brazilloops.com



Come Join the Conversation!



Like us on Facebook –



Follow us on Twitter –



Watch us on You Tube

www.facebook.com/soulbrasilmagazine – www.twitter.com/soulbrasilmagazine – www.youtube.com/soulbrasilmagazine

FEB. 26
LOS ANGELES
EL REY
5515 WILSHIRE BLVD. 90036
8PM

NON-STOP FLOOR ENTERTAINMENT!
NON-STOP DANCING! SAMBA DANCERS!
DRUMMERS! BEADS! MASKS!

Official 16th Annual
Brazilian
CARNAVAL
of Axé & Samba

FEATURING
CARLA VISI
The Queen of Axé, directly from Salvador, Bahia!

SPECIAL GUEST:
Samba and More Carnaval show
Prakantar band
DJ Marlon
MC Giselle Claudino
MC Dr. Robert Rey (Dr.90210)

\$45 GENERAL ADMISSION
(\$55 AT THE DOOR)
ALL AGES

FEB. 28
SAN FRANCISCO
SOCIAL HALL SF
1270 SUTTER ST. 94109
7PM

SPECIAL GUEST:
Maisa Duke &
Energia do Samba Dancers
SambaDá
DJ Roberto Martins
MC Dr. Robert Rey (Dr.90210)

Brazilian Nites Productions
INFO & TIX: (310)568-1111 • WWW.BRAZILIANNITES.COM
FACEBOOK.COM/BRAZILIANNITES

tuka EVENTS **REMO** **KPFK 90.7FM** **LIVING OUT LOUD** **F**

Music Promotion

We can help you increase your buzz and awareness among the music buying community...

SOUL BRASIL
magazine

WE CAN HELP YOU BOOST YOUR MUSIC THROUGH:

- ✓ You Tube
- ✓ Soundcloud

WE CAN HELP YOU WITH MEDIA EXPOSURE:

- ✓ College Radio Stations
- ✓ Music Sites and Blogs
- ✓ PR / Production and Distribution

WE CAN HELP YOU WITH YOUR MUSIC PROJECT:

- ✓ In Brazil
- ✓ In United States

More info: www.soulbrasil.com/music-promotion



The Power of Brazilian Women

By Katia Moraes

English edition by Deborah Edler Brown

In 1989, Brazilian actress Marília Pêra (Central Station, Pixote) performed in a musical entitled *Elas Por Ela*, by Miguel Falabella. I was in São Paulo, performing at Espaço Off with Mário Costa and saw Marília play the greatest Brazilian female voices of all times, interweaving music and history.

When Marília passed way in December 2015, I thought about the power of Brazilian women. The proof is in Anna Muylaert's movie, *The Second Mother*, which tells the story of a Northeastern woman who moves to São Paulo to provide a better life for her daughter; and in *The Hour of the Star* by Suzana Amaral, based on a novel by Clarice Lispector. This film depicts a naïve young woman from the Northeast (again), who dreams of being a movie star in Rio de Janeiro. Marília, Ana, Suzana, and Clarice are just a few of the multitude of warrior female artists who portray the social conditions of Brazilian women.

It is so important for women to be out there, living our dreams and inspiring others through our actions. So let me introduce you to some of the resilient Brazilian female artists who live in Los Angeles and are doing just that.

ANA GAZZOLA started singing and playing the guitar as a child in Rio Grande do Sul, where she was born. She began her professional career in Porto Alegre with the blessings of her godfather, the famous bolero singer Lucho Gatica. After moving to Rio in 1983, she toured nationally with pianist Luis Carlos Vinhas. The soft voiced Gazzola released three albums with Sonia Santos before releasing an homage CD to The Bee Gees. This 2016 she will be releasing **URB**

ANA, an album of her latest compositions.

CARO PIEROTTO, also from Rio Grande do Sul, released her debut album in 2011 with Marbela Band. In 2013 she released **VOLTA AO MUNDO**. The album, a mix of Bossa Nova and Contemporary World Pop made it to the American Grammy's ballot and became a favorite at KCRW. Her voice has been compared to Bebel Gilberto and Sade.

MARIANA GOULART was born in São Paulo and studied Theatre Arts at UNICAMP. She has acted under several acclaimed directors and participated in various national theatrical tours. In 2010 Marianna relocated to Los Angeles to attend Entertainment Studies and Acting programs at UCLA. Since then, she has worked in commercial ads, feature films and short movies. In 2013 she starred in her first feature, depicting Rio's Bossa Nova era.



Ana Gazzola



Caro Pierotto



Mariana Goulart



Carla Hassett

Kana
ShimanukiAna Carla
Laidley

Catina DeLuna



Ana Barreiro

Mariana
Leite

Deborah Edler Brown



Sonia Santos

Singer/songwriter **CARLA HASSETT**

moved from São Paulo to Chicago as a child. She began music lessons at 6 and, at 19, started performing with local bands and recording jingles. Since moving to LA, she has toured with Billy Idol, Sergio Mendes, and Gary Sinise. In her 4th album **BLUE**, coming out this year, Carla draws from her childhood memories and the sounds of Brazil.

ANA CARLA LAIDLEY (AKA Aninha Malandro) was born and raised in Rio de Janeiro. She grew up in the cradle of Samba – Estação Primeira de Mangueira, where her father was a very well-respected musician and her mother one of the first “passistas. She is the founder and choreographer of the groups SambaMotion and Malandro N’ Motion. Ana has also taught samba in the U.S for 23 years, integrating her background in psychology and her own life experiences into a unique teaching method.

CATINA DELUNA was born in São Paulo and has a B.A. in Brazilian Popular Music. Together with Otmaro Ruiz, Catina was nominated for “Best Latin Jazz Album” in the 58th Grammy Awards. She also recorded two independent CDs: **NA ERA DO OURO** and Brazilian Accent. Since moving to LA, she has taught in several renowned schools, as well as privately. She is the co-leader of the Group “Lado B”. In this same issue of Soul Brasil, there is an article about Catina and the story behind her Grammy nomination together with his husband.

ANA BARREIRO is originally from Minas Gerais and attended Berklee College of Music on a Latin American scholarship. She recently moved to Los Angeles, where she earned a Masters Degree in Jazz Studies at USC.

The petit singer/songwriter **KANA SHIMANUKI** was born in Canada to a Brazilian mother and Japanese father. After years of piano recitals, musical theater, and choral concerts, she moved her focus to jazz, and graduated from USC in 2011. Kana is currently signed with an independent label and has released her first album in Europe.

Actress **MARIANA LEITE** founded the IVO 60 Theater Company, where she worked for over 10 years, presenting popular comedies throughout Brazil. As an art educator, she trained young apprentices on the outskirts of São Paulo. She currently resides in Los Angeles where she founded the storytelling group “As Marianas”. She also does voice over projects and stage plays.

DEBORAH EDLER BROWN is a poet, fiction writer, journalist, author, and teacher, with two poetry chapbooks, several writing awards, a non-fiction

book, and a variety of journals and anthologies to her name. She was born in Rio de Janeiro and raised in Pittsburgh. Her mother, Ana Edler Brown, was part of the group of actors who created the first theater school in Bahia in the 1950’s.

SONIA SANTOS is also from Rio, where she started her career in the 1970s, recorded her first three albums, and was featured in soap opera theme songs for TV Globo. In the late 80s, Sonia embarked on an international tour and ended up moving to Los Angeles. Here, she released two solo albums: “Sorte and Bossa”, “Ballads and Boleros”. She also recorded three albums and a DVD with Ana Gazzola. Watching Sonia sing live at Jazz Club La Ve Lee in Studio City in the 1990s was unforgettable. Her new solo CD, entitled “Criola”, comes out in 2016. ■

* **Kátia Moraes** is a singer, composer and writer. Her four previous “Brazilian Music Celebrations” were dedicated to Elis Regina (2012), Clara Nunes (2013), Maria Bethânia (2014), and Noel Rosa (2015). The project continues in 2016 with the “Brazilian Woman: A Celebration” to be held on Feb 26th in Los Angeles at Beyond Baroque in Venice Beach – More info at www.soulbrasil.com (click in “Featured Event” in our homepage).



Acontece em L.A

Por Claudia Passos

Assim como os festejos Carnavalescos aconteceram no princípio do mês de fevereiro no Brasil, aqui em Los Angeles aconteceram vários eventos em pura demonstração de alegria e interação entre membros da nossa comunidade e amigos multiculturais. Os dois eventos que mostramos nessa pagina, mais um – o do “Venice Brazilian Carnival Parade” em outra pagina distinta, e outro que acontece dias depois de fecharmos essa edição – o carnaval/show produzindo pela Brazilian Nites/Patrícia Leão com a estrela baiana Carla Vizi no dia 26 de Fevereiro, apenas reforça dizermos que o ritmo de carnaval brasileiro se faz bem presente em L.A. Como diz a musica “Lambada de Delícia” do compositor baiano Gerônimo, aqui na cidade dos anjos também podemos cantar “Já é carnaval cidade acorda pra ver (bis)”.



O 32nd Annual Hollywood Brazilian Carnival, produzido por Ariel Del Mundo esse ano aconteceu em downtown L.A no novo “Fuego Club”, e podemos desfrutar de uma “viagem” pela Bahia com a musica e o axé de “Namorados da Lua” e “Unidos da Bahia”!

O Brazilian Carnival Party em South Bay, produzido pelo casal Vanessa e Sean Scott no Ocean Bar & Lounge em Hermosa Beach atraiu muita gente bonita. “O Grupo Brasilidade realmente sabe como animar a galera, tocando músicas que a gente cresceu cantando e alegrando pessoas de todas as idades e culturas. E as dançarinas foram fantásticas. Os americanos ficaram encantados com a festa e se divertiram muito. Foi um sonho realizado!” disse Vanessa Scott.



* Para checar fotos adicionais além de fotos de vários eventos que passou e que ainda irão acontecer e estaremos presente, visite a página oficial da Soul Brasil Magazine no Facebook: www.facebook.com/soulbrasil - e clique em “Photos>>>Album>>>”



Doing Great Business Keeping your Eyes Open with Reputation Management

Managing your online reputation is an important component of online public relations. In this day and age your potential customers will probably decide to 'Google' your name or company when deciding whether to buy from you or use your services or not. While this is great news for consumers who can now make informed decisions about who they may or may not choose to do business with, it can be a nightmare for some businesses.

It is a well-known fact that in order to have a strong reputation, high customer satisfaction, and a steady flow of new customers, you must always put your customer first. In most industries, customer service is the key to finding success. Today, we are living in a fast paced environment with high demands and an abundance of technology, which is why it is important to focus on reaching out to your customers and clients through social media. The main benefit of this is that it allows you to interact directly

and immediately with anyone you choose. It is very helpful to establish branding, besides gain recognition and credibility.

In order to take full advantage of these benefits, one should recognize that the most crucial element of this equation is trust. A company must show its customers that they have "thought leadership", which means that you are recognized by others as having advanced and innovative ideas. Additionally, being transparent and honest is extremely important. Social media is naturally very open, and therefore your company should be as well; this even includes any negatives that might arise within your entity. If there is a public problem within your company, you should accept accountability for it. This shows potential customers or clients that you are responsible problem-solvers.

Aligned with society's fast-paced lifestyle, we expect rapid and attentive communication. This

can mean that if a customer asks a question or needs to resolve an issue, it must be attended to within twenty four hours. Lastly, if you are running a social media account – or even a website – it is extremely important to keep your followers, viewers, etc. engaged. Finding a balance between both the amount and the frequency of information and campaigns is key to retaining followers. If those following you are bored, annoyed, or uninterested, you will likely lose that prospect for good.

Do not have the time? It's ok, and busy entrepreneurs generally, do not have much free time for social media business. The important here is to be conscious about it, so get help and hire someone or some company to help you out. ■

*** If you need professional support or just a hand to help you out with important things for you keep growing your business such as online reputation management, video marketing or communication marketing, contact us with no obligation – Kisuccess Publishing and Marketing (818)508-8753.**





The Greatest Financial Gift you Can Give to your Children

By Tom Dyson

You've probably heard about America's huge debt load. The U.S. government's financial obligations now exceed \$663,000 per family. This burden will fall on the youngest Americans. With this giant financial obligation bearing down on them, it's critical that now, your children learn about money and finance. They need to know the basic principles, like how to be independent, why debt is dangerous, and how to grow money.

They don't teach finance in schools. If you don't teach them this knowledge, no one will. They call this financial illiteracy. If our children are financially illiterate, they have as much chance of survival as a swordsman in a gunfight. It's likely these people will live as indentured servants to the government and its creditors. But if our kids have a grasp of finance and its basics, and they obey its laws, they will have a good chance to grow up rich.



Below, you'll find the three vital financial concepts all children need to understand. Please pass them on to your children as soon as you can. These three concepts are the starting point for any financial education, and in this case, for any children.

First of all, our kids must know that they are not entitled to money or wealth or anything for that matter. They

must earn money. I want my children to learn that they shouldn't expect anything to be handed to them. I don't want them to rely on the government for their livelihood, like many people do right now in U.S.

So many people treat money and prosperity

as an entitlement. The government even calls its welfare programs "entitlements". This word – and what it represents, gets stamped into young people's brains. Kids act as if they are somehow entitled to toys, video games, and cars. But why should they be? Just because they have parents, it doesn't mean they should get everything they want or anything at all, for that matter.

I plan to regularly remind my children of this when they are old enough to understand it. And I'm not going to pay my kids an allowance. An allowance would reinforce the sense of entitlement. They can make money by earning it: doing the dishes, making their beds, mowing the lawn.

The second concept our children need to understand is debt. Debt is expensive. If you abuse it, it will destroy you. Like the entitlement mentality, debt is an enslaver. It robs you of your independence. I avoid debt in my personal life and when I'm choosing investments. The best way to illustrate the



cost of debt is to calculate the total amount of interest the debt generates in dollars over the lifetime of the loan, instead of looking at the interest rate – like most people do.

Once you look at it like that, you can see how expensive borrowing money really is. For example, say you borrow \$100,000 with a 30-year mortgage at 7% per year. Over 30 years, you'll end up paying \$140,000 in interest to the bank. In the end, you're out \$240,000 for a house that cost less than half that. Not a good deal.

The third thing our kids need to learn is the power of compound interest and the best way to harness it. Compound interest is the most powerful force in finance. It is the force behind almost every fortune.

Let's say, for example, you have \$100 earning 10% annual interest. At the end of the first year, you'll have \$110. During the second year, you'll earn interest on \$110 instead of \$100. In the third year, you'll earn interest on \$121 and so on. This is the power of compound interest.

The numbers get enormous over time, simply because you're earning interest on your interest. Because time is the most important element in compounding, it's an incredibly powerful idea for children to understand. *They have the ultimate edge in the market: the time to compound over decades.* The stock market is a good example or maybe, the best place to earn compound interest. You buy companies that have 50 years or more of rising dividend payments ahead of them. Then you let the mathematics work.

Another very safe place to save and compound your money is our income for life strategy. It involves using a uniquely designed dividend-paying whole life insurance policy from a mutual life insurance company. This type of policy is one of America's best kept and most misunderstood secrets.

After that, assuming they have the discipline to follow through, they *will be on the right road to become rich*. There's no doubt about it. In sum, you have the responsibility to educate your kid about finance. If you don't, no one else will, and they will suffer for it. Encourage them to work hard and avoid the entitlement mentality. Teach them the power of compound interest and explain the dangers of debt. ■

** Tom Dyson is a professional investor, writer and editor for the Palm Beach Newsletter in Florida.*

100 Powerful Tips for *Legally*
Improving your Credit and
your Financial Life



Lindenberg Junior

Free eBook – During the Month of March (2016)

100 Powerful Tips for *Legally* Improving your Credit and your Financial Life

By the end of the ebook you will be able to:

- Define a credit score, a credit report, and other key financial terms
- Develop a personalized credit repair plan that addresses your unique financial situation
- Find the resources and people who can help you repair your credit score
- Repair your credit effectively using the very techniques used by credit repair experts

Plus, unlike many other books on the subject, this ebook will show you how to deal with your everyday life while repairing your credit. Your credit repair does not happen in a vacuum.

DOWNLOAD THE 56 PAGES EBOOK FOR FREE

GO HERE: WWW.SOULBRASIL.COM/FREE-EBOOK



CATINA DELUNA

Do Brasil para os EUA... de Los Angeles para o Mundo

Por Laís Oliveira | Fotos: Aryadne Woodbridge

Há meio século, mais precisamente em 1965, na 7ª edição do Grammy Awards, a maior premiação do mercado fonográfico, o mundo viu a famosa canção "Garota de Ipanema", de Tom Jobim e Vinícius de Moraes, vencer na categoria gravação do ano, deixando para trás nomes como Barbra Streisand e nada mais nada menos que Beatles. Esta façanha surpreendeu tanto quanto a indicação de uma brasileira ao Grammy deste ano com a mesma canção, só que com novos arranjos e estilo.

A responsável pela indicação é a pianista Catina DeLuna, em parceria com seu marido, o Venezuelano e arranjador Otmaro Ruiz. A regravação do clássico da Bossa Nova está concorrendo na categoria Melhor Arranjo, Vocal e Instrumental. Catina comemora a conquista, mas revela "o que me levou a indicação ao Grammy foi essa parceria. Otamaro é um dos grandes pianistas do mundo e possui um estilo singular. Ele é o grande vencedor e merecedor dos créditos".

Residente nos Estados Unidos há mais de dez anos, ela deu início à sua formação musical no Brasil, em Campinas, interior de São Paulo. Formada em Piano no curso de Música Popular da Unicamp, ela fez parte de alguns grupos que tocavam com orquestras e concertos pelo país. No final de 2004 Catina chegou a Illinois para aprender Inglês, mas, na universidade, fez contato com o departamento de música e se apaixonou pela estrutura e possibilidade de crescimento na música.

Ela conseguiu uma bolsa de mestrado na Northern Illinois University, na cidade de DeKalb e, em 2009, no fim do curso, conheceu Otmaro Ruiz e mudou-se para Los Angeles, onde está até hoje, fazendo shows e dando aula na Silverlake Conservatory

of Music. A parceria deu tão certo que durante os shows lotados, o público sempre exigia que os músicos gravassem um disco.

Mas enquanto músicos independentes e sem gravadora, tampouco distribuidora, enfrentaram algumas dificuldades para produzir o álbum, apesar da vontade de registrar os arranjos únicos e bastante originais. Para fazer seu primeiro trabalho, intitulado 'Lado B', disco com regravações de clássicos brasileiros e uma música inédita ('Estrela Azul'), Catina e Otmaro foram à plataforma de crowdfunding PledgeMusic arrecadar verba e, mesmo assim, precisaram entrar com uma boa quantia para financiar parte do trabalho.

A gravação do disco foi feita em seu "Home Studio" e o processo foi bastante caseiro, porém com músicos de alto escalão. A produção musical, artística e estética do álbum e a distribuição foram feitas

por eles de forma independente, por isso mesmo a surpresa da indicação de sua versão de "Garota de Ipanema" num prêmio de tamanho porte. O reconhecimento, afirma a musicista, se deu pela originalidade e a qualidade dos arranjos, bem como pela coragem de se fazer música com liberdade, sem tentar agradar a gravadoras ou ao mercado.

"Há tantas regravações desta música de sucesso que, ser escolhida entre elas, se destacar e ser indicada é uma honra. Após 50 anos que a música fez sucesso aqui nos EUA é maravilhoso termos nós a trazer Tom Jobim de volta aos ouvidos do mundo. É um grande reconhecimento do nosso trabalho", afirma orgulhosa. A versão rearranjada concorre com David Bowie e outros músicos norte americanos na categoria Melhor Arranjo, Vocal e Instrumental. O 58º Grammy Awards acontece no dia 15 de fevereiro, em Los Angeles. Todos na torcida! ■





Grammy 2015 Winner: Singer-Pianist Eliana Elias

Living in the East Coast for many years, Brazilian pianist and singer Eliane Elias has delivered a steady stream of sophisticated, smartly conceived albums showcasing her adroit piano skills and delicate vocal style.

Eliane 2015 album *Made in Brasil* finds her celebrating her Brazilian heritage with a handful of adeptly produced Bossa Nova and jazz songs. Once again working with longtime collaborators, producer Steve Rodby and husband/producer/bassist Marc Johnson, Elias continues to forge her own niche on this winner album combining jazz, both contemporary and straight-ahead, with her longstanding love of traditional and modern Brazilian styles of music.

In *Made in Brazil* she flows easily between classic Bossa Nova songs by such legends as Jobim and Ary Barroso, as well as her own original compositions. Along with acoustic bassist Johnson, her husband and talented musicians such as guitarist/vocalist Roberto Menescal, drummers Edu Barata and Rafael Barata, and percussionist Marivaldo dos Santos, among others. Also showcased on this vocal-heavy album are singers Mark Kibble, Brazilian soul music star Ed Motta, vocal ensemble Take 6, and her daughter Amanda Brecker.

Released on March 31, 2015, the album is the 24th by the artist, but the first recorded in Brazil. At the 58th Grammy Awards, in the Staples Center in L.A,

the Brazilian Eliane Elias won a Grammy for the best in the Latin jazz category with the album "*Made in Brazil*". She moved to the United States in 1981. ■



Dumonde Travel 

Best Deal to Brazil

Los Angeles

San Diego

Las Vegas

Starting at
\$899

Call: 800.399.6186



Brazilian Companies Participated in this Year's Namm Show, the Largest U.S Trade Show for the Musical Instruments Industry

The world's largest trade-only event for the music products industry, the Namm SHOW, was held again at the Anaheim Convention Center, nearby Los Angeles, California. The annual event happened from 21st January to the 24th January and this year was a great success showing the best, newest and most innovative from Musical Instruments industry.

This year was a special occasion for Brazilians as the Brazilian government through the APEX - the governmental organization that provide support to Brazilian entrepreneurs and business with interest in outreach the international market, had a pretty good space inside the Expo and had invited twenty Brazilian companies such as Contemporanea Musical, the most traditional and biggest Brazilian percussion manufacturer; Meteoro, Tagima. iBox, Music Kolor and Eros among others.

The Namm SHOW European counterpart is the Musik Messe in Frankfurt, and in both cases, the event attracts numerous famous musicians, many of whom are endorsed by exhibitors and come to promote their own signature models and equipment. NAMM is a trade-only business show catering to domestic and international dealers and distributors. The product exhibits are an integral part of the show, allowing the dealers and distributors to see what's new, negotiate deals and plan their purchasing for the next 6 to 12 months.

Only employees and guests of the exhibiting manufacturers and/or NAMM member retailers and distributors were allowed to attend, along with credentialed members of the press. The Brazil Stand set up by the APEX Brazil with twenty Brazilian companies had the honor of the visit of Bruno Bath, General Consul of Brazil in Los Angeles, and the support of the staff of Brazilian General Consulate Trade Department. ■





**HIGH
PERFORMANCE**



**GOOD
RETAIL PRICE**



COST BENEFIT



**LIGHT SPECIAL
FOR KIDS**



A C SOM INDUSTRIA LTDA. - CONTEMPORÂNEA PERCUSSION
RUA ANA NERY, 1221 - SÃO PAULO - ZIP CODE: 01522-000 - BRAZIL
WWW.CONTEMPORANEAMUSICAL.COM.BR

Samba



WOOD WHISLE



AGOGO DOUBLE



AGOGO QUADRUPLE



CUICA



CHOCALHO/SHAKER



SMALL SNARE



GANZA DE PRATENELA ALUMINUM



GANZA DE PRATENELA WOOD



SNARE MALACACHETA



TAMBORIM SPECIAL



TAMBORIM ALUMINUM



REPINIQUE ALUMINUM



SURDO WOOD



SURDO ALUMINUM

Pagode



REBOLO WOOD CONICAL



REBOLO ALUMINUM STRAIGHT



REPINIQUE DE MÃO



REBOLO ALUMINUM CONICAL



RECO RECO



PANDEIRO CHORO



PANDEIRO FÓRMICA GOLD LUGS



PANDEIRO FÓRMICA CHROME LUGS



PANDEIRO ACRYLIC



PANDEIRO FÓRMICA HYDRAULICS



PANDEIRO BLACK GOLD LUGS



PANDEIRO MPB WOOD

Porró



ZABUMBA WOOD



TRIANGLE

Maracatu



ALFAIA KIDS



ALFAIA WOOD

Axé Bahia



BACURINHA



TIMBAL ALUMINUM



TIMBAL WOOD



SET BOLACHÃO



SET COMPACT

Heads



GOAT



NYLON WHITE



REPIQUE DE MÃO



SUPERNYLON



NAPA



DOUBLE BLACK



DOUBLE WHITE



CUSTOM



TIMBAL



PRACTICE

Capoeira



XEQUERÊ



PANDEIRO WOOD CÔCO



ATABAQUE WOOD



BERIMBAU



CAXIXI

Accessories



BELT LUXE



STICK NYLON FOR TAMBORIM



STICK WOOD FOR SURDO



BAG



SOUND FILTER

World Music



CAJON



GUIRO / TORPEDO



TAMBORICA WITH HOLDER



DARABUKA



CONTEMPORÂNEA



THE MOST TRADITIONAL AND THE BIGGEST BRAZILIAN PERCUSSION COMPANY

HANDMADE PRODUCTS

MADE 100% WITH THE BRAZILIAN ENERGY

Scary Results from Eating Too Much Protein



There is a boom in the U.S and in many countries around the world, including Brazil, regarding the consumption of protein to help athletes and the people in general to gain muscles, specially with the “new wave” of protein powders in the market.

An ideal protein intake is about 0.5 grams (500 mg) of protein per pound of lean body mass. This calculates to about 40-70 grams of protein per day. While high protein diets are extremely popular, eating excessive amounts of protein can be damaging to your health. According to statistics, most individuals in the U.S take in 3-5 times more protein than they need.

If you eat more protein than your body really can use, it can cause problems with your overall health and fitness in several ways. Too much protein can lead to these health issues:

- Increased blood sugar
- Weight gain
- Too much body fat
- Stress on your kidneys, which must get rid of excess protein
- Loss of minerals from your bones

- Dehydration
- Cancer cell stimulation

Your body processes protein less efficiently as you age so that eating enough high quality protein becomes more important. There is an upper limit as to how much protein your body has the ability to make use of. We eat, on average, much more protein than our bodies need as well as too much carbohydrate-containing foods and not enough foods high in healthy fat.

Part of the problem is that the consumption of meat has risen to a great degree in the last century. Most of this meat is not high quality meat and comes from animal farms where animals are fed grains that have been genetically altered instead of grass in a pasture. You should eat meat that has been pasture-fed but even this can lead to protein excesses in the body.

When you eat protein, your body takes what it needs and converts all of the rest of it into sugar and finally into fat. When your blood sugar levels are increased from eating too much protein, you put yourself at risk of getting infections by yeast

(called Candidiasis) and pathogenic bacteria. The growth of cancer cells is stimulated by the excesses of sugar and fat in your body.

Eating too much protein also causes stress on the kidneys. The kidneys are responsible for removing the nitrogenous waste products in the bloodstream and when there is too much protein, both the excess protein and water is lost through the kidneys, resulting in dehydration.

You need to know exactly how much protein you need to consume in order to be healthy. It can be calculated as taking in 500 mg of protein per pound of lean body mass or about 40-60 grams of protein daily. If you are excessively exercising or are pregnant, you need to take in about 25 percent more than that. You also need to remember that a serving of protein is about the size of one deck of cards. Then you need to estimate the amount of protein you need. Your lean body mass is your percent body fat subtracted from a hundred. Make that into a percentage and multiply that by your total weight in pounds. Multiply that number into 0.5 grams per pound to get your protein requirement for the day. ■



Inspirational Music

Comes from its Power to Open our Hearts

It does not matter what sort of music inspires you, it's what it does to you that counts. Music may open your eyes and make you think more profoundly. Music may energize you, fill otherwise void moments, and keep you company. Perhaps your life has you tied up in tangles. Music may help you come through your day, loosen up, solve your troubles, and just take that load off your brain. It may inspire you to face yet some other day...

Music may mend. The right music may fill you with reverence and wonder, lift you out of your daily life and send you gliding with the angels. It may give you hope, perk up your imagination, and help you alter your life and then alter the world. Wrapping up, the mending might of inspirational music comes from its power to open our hearts. There are songs and tunes that open our hearts to feelings that we didn't even recognize we were closed to! We may listen to something that brings us to tears when we weren't feeling sad. This may be through a connection to universal sorrow or to our own personal grief.

The same is true of delight. A song may make us recognize, "that's what I needed!" while we had no idea. We don't recognize what we suppress inside, till it's been set free and we feel the sense of alleviation, purifying, and refilling. Music joins us to the indefinable, the sublime, and the matchless that we long to reconnect with.

With or without words, so search your

music world. Shut your eyes and truly hear it. And then open yourself up and let the music urge you on. We from Soul Brasil magazine world like to hear from you! In our official **FACEBOOK PAGE** – www.facebook.com/soulbrasil, we would like to hear what music makes you feel strong or exciting or connected or just happy. You can tell us and our followers each music what this respective music makes you feel. Here we give you an example of inspirational music:

"We Are the Champions" is a power ballad authored by Freddie Mercury, recorded and performed by Queen for their 1977 record album News of the World. Among their most celebrated and popular songs, it's since become an anthem for sporting triumphs and has been frequently used or

referenced in pop culture. This song brings inspiration as it speaks of perseverance:

*"We are the champions – my friends
And we'll keep on fighting – till the end –
We are the champions -
We are the champions
No time for losers
'Cause we are the champions – of the world"*

Perseverance is a big word, and one that may be quite ambitious in the daily routines of life. Discovering to manage when it appears there's no way may be disheartening and seemingly out of the question. All the same, all things are possible to those whom dare to trust – it calls for perseverance!

The heavier the trial you're facing, the higher the reward will be for it. This is the





time when you must dig your heels into the ground and stay firm - unmovable. If you feel yourself falling down or starting to slip, it's all right, as we all do. Pick yourself up and stand to persist.

Settle in your mind and arrive at the firm choice to do what you need to do and are going to accomplish whatever it is you're deciding in yourself to do. Enlighten yourself by becoming your own mentor and inspiration. There are going to be a lot of times when only you will understand what you're supposed to do and are trying to accomplish. So, you must discover to exclude and silence the many damaging voices you'll hear that state, "You recognize you can't do that, it's unimaginable ... You don't have You'll never ..." Rather, utilize

the damaging voices and comments to make you even more driven to do what you're told will never occur - you are able to do it!

Don't overburden yourself, though, or you'll find yourself becoming easily disheartened from the weight of the overburden. You're only able to do particular amounts of things at one time, and you must take the steps essential to prevent this from happening but to let you do what you are able to in order to bring the goals to fruition. Don't be disheartened and don't be afraid! Continue doing what you're doing. It's in those moments when you feel like surrendering and are about to quit when your breakthrough comes. So, grasp for it and hold on.

Give yourself a special treat, as you've worked hard and merit it. Remember, even if there's no one around who sees the vision you have, put favorable things in your sight at all times to remind you of the achievements you've made up to now? ■



Brazilian Fine Sweets

by Ana Rognerud

- Absolutely delicious Cakes, Sweet & Smooth Treats: Cherry Blossom, Walnut Heart, Chocolate Balls aka "Brigadeiro", Grape Bombon and more. Great for All occasions!!!
- Party Decorations

Rentals: Tabletop accessories & Portable Table folding.



Please contact Ana Rognerud @ (310) 600-5187



An Experience at the 7th Annual Choro Jazz Festival

Rebecca Kleinmann

"Psiu, psiu, psiu." I have a playful conversation with a tropical bird as I'm warming up my flute for today's roda de choro. Out the window of my Pousada, are banana and palm trees, bright flowers, and a wide blue sky with wispy clouds beginning to turn a soft orange. I pack my instrument and head into the streets of Jericoacoara, a small town in the state of Ceará set in the middle of a national park protecting huge dunes. One sandy block past the main square where they are dialing sound for tonight's concert, I hit the gorgeous beach. To my left, locals form an energetic capoeira circle and people are climbing the "Duna do Por do Sol" to see the sunset from above. I turn right where dozens of windsurfers are catching the last waves of the day and follow the sound of pandeiros, clarinets, flutes, guitars, mandolins and cavaquinhos further down shore.

I walk slowly, reflecting on the past days in Fortalaeza where I swam in the ocean, studied choro with great musicians and heard spectacular concerts in an open-air pavilion at the Dragão do Mar Center. Concerts included Grupo Murmurando, Charles da Flauta, Badi Assad, and the mesmerizing piano of Egberto Gismonti.

The highlight for me was the Alexandre Ribeiro Quartet performing creative arrangements with precision and enthusiasm, capturing listeners' attention from beginning to end. The set began with Leo Rodrigues walking out playing solo pandeiro, soon joined by Henrique Araújo playing

cavaco (later also 10-string mandolin), followed by Gian Correa on 7-string guitar, then Alexandre's virtuosic clarinet. They performed entirely without sheet music or chairs. Using wireless microphones, the musicians danced about the stage as they played, constantly changing formation and interacting with one another with obvious personal camaraderie and playful improvisation.

As I approach the large beachside roda, I see the members of the quartet along with great pandeiro player Roberta Valente and musicians from all over Brazil and the world who have come here to study, jam, and enjoy the festival. For the rest of my ten-city travel in Brazil I would run into musicians that I met at that long, cerveja-filled table, making my journey rich and exciting.

Choro, like Jazz is about community, honoring diverse roots and national musical languages. The Choro Jazz Festival, created by visionary producer, Capucho, allows musicians a platform to collaborate and perform for appreciate audiences. Here you will find lifetime investments in mastery and the evolution of music, and an emphasis on learning. Capucho's impressive Bandão Choro Jazz is formed of local talented youth who work on new music year round to perform at the festival.

The Jericoacoara festival also featured virtuoso guitarist Alessandro Pennezzzi, clarinetist Proveta, vocalist Lia Veras, Arismar and Thiago do Espírito Santo and a delightful quartet performance

of California's own saxophonist and clarinetist Harvey Wainapel. Lates nights were exciting with Forró dances and Jazz jams until sunrise. I was in heaven.

To top it off, I attended another week of the festival in nearby calm Sambaíba, where members of the Ribeiro Quartet, Amoy Ribas, Arismar and Cacá Malaquias taught, jammed and ate delicious food every day. I will never forget this music, beauty and joy filled experience and the further understanding it gave me into the depth of Brazilian spirit and culture. For more information visit www.chorojazz.com. ■

* Rebecca Kleinmann is a professional flutist, vocalist and musical chameleon based in Oakland, California where she leads her own quartet, plays choro, forró and collaborates with guitarist Ian Faquini – www.rebeccakleinmann.com





Elassar Insurance Services

Os Espertos em Seguros de Carros!

**Desde
Apenas**

\$1 *por Dia*



Sem Carteira ou com Acidentes ou Multas?

Entre em Contato. Nós Podemos ti Ajudar!

Carteira de Motorista Internacional

SR-22 Imediato

Oferecemos Seguros Para: Carros e também Motos,

Casas e Negócios. E em breve, Seguro de Vida.

AGORA EM DOIS ENDEREÇOS PARA MELHOR SERVIR:

* 10568 Kewen Ave. Pacoima, CA 91331 – **(818)896-1025**

* 10826 Venice Blvd # 108A - Culver City, CA 90232 – **(310)237-1107**

**RC Business
Services**

**The Income
Tax Specialist**

CONSULAR SERVICES

- Emissão e Renovação de Passaporte;
- Issue and Renewal of Passport;
- Legalização de Documentos;
- Document Legalization;
- Vistos;
- Visa;
- Procurações;
- Power of Attorney;
- Qualquer outro Serviço Consular;
- Any other Consulate Service.

FINANCEIRO

- Imposto de Renda (USA e Brazil);
- Income Tax (USA and Brazil);
- Abertura de Empresa;
- Opening a Business;
- Bookkeeping e Payroll.



OUTROS SERVIÇOS

- Traduções Certificadas;
- Certified Translations;
- Transferência de Dinheiro para e do Brasil;
- Money Transfer to and from Brazil;
- Homologação de Divórcio no Brasil;
- Divorce Recording in Brazil;
- Reconhecimento de Firma;
- Notary Public Services.

8484 Wilshire Blvd. #745

Beverly Hills - CA 90211

***Phone (323) 651-2185 - *Fax (323) 651-2730**

***E-mail: rcbusiness@sbcglobal.net**

***Site: www.rcbusiness-services.com**

(323)428-1963

If Travel Is Your Passion... Brazil Is Your Destiny!

If Business Is Your Priority for Now... Brazil Should Be In Your Planning!



Special packages to Amazon, Rio, Salvador and Fernando de Noronha

Save \$ with your stay. Rent a Condo or House!

Personal Travel & Tour Services by Magali DaSilva.

20 years of Experience in the Travel Industry.

www.soulbrasil.com/travel



Fun, Revelry and Costumes: the Similarities Between Carnival and Halloween

By Laís Oliveira
English Edits by Ann Fain

Although the origins and stories behind the celebrations are different, Carnival and Halloween have some remarkable features in common: fun, revelry and costumes. Held annually in different countries, both celebrations attract millions of people who love to party, dance, play, and pretend to be someone else behind the often irreverent masks and costumes - that is the joy of holiday!

Despite the fact that Halloween did not originate in the United States, the country celebrates Halloween more than any other country in the world. The holiday's origin is actually derived from an ancient ritual of the Celts, a people who inhabited Britain and France before the Christian era. The date symbolized the end of the harvest and the arrival of the Celtic New Year, an essentially launched winter, "the dark and cold season."

On that day, the Celts celebrated the "Festival of the Sun". Legend said that during that night ghosts, fairies, and demons were on the loose. This tale originated the tradition of frightening fantasies: the Celts wore heads and skins of animals slaughtered for the winter. They offered milk and food (now replaced by sweets) to calm the spirits and lit bonfires to scare them.

The macabre spirit eventually gave way to joy and the fun of dressing up to become any character you want during the party. What really counts is the creativity and enthusiasm. Different than Halloween, Carnival is a popular festival with its own regional characteristics, but it almost always includes entertainment, dancing, music and, like Halloween, costumes.

Despite being called Brazilian, Carnival actually has European roots. The tradition of celebrating in the streets comes from Ancient Rome: the Saturnalia was celebrated by slaves, calling to the god Saturn for warmer weather. Revelers have always been the



strong point of the festival, marked by excesses from its origins, they escaped the punishments using disguises.

Even the elite entered the climate: in fifteenth-century Italy the nobility wore masks to hide their identity and they joined with the people of the poorer classes in the merriment of court dances. Previously, the use of masks and wigs was one of the party's strengths and attracted many people. Today, the main attractions of Carnival are the street partying that joins different audiences and the color of the creative and curious costumes that entertain all generations.

The style of the costumes also changed over the years, after all the carnival is contextualized with time. Freedom, globalization, and the mixture of cultures brought global issues for the carnival scene, such as masks or costumes like Obama, Bin Laden, soccer players, or successful film characters, among others. Creativity and improvisation also became more common and eventually replaced the ancient, ritualistic and detailed preparation fantasies.

Carnival rituals are more common among those who are part of the samba schools famous for creating elaborate, well-crafted parades, very

common in some states of Brazil. To celebrate or partake in Halloween or Carnival, then and now, is to get carried away by the music, the colors, the feast of rhythm and joy. It is to put the normal routine aside and play in the merriment. It is to dress up in a cheerful, different, creative or bizarre fashion. It is to masquerade, surprise, provoke laughter, and to join with loved ones to dance and enjoy the feast days without shame of being happy. ■



WE ARE YOUR #1 SPOT FOR BRAZILIAN STYLE STREET FOOD.

THE TASTE OF **Brazil** *in Los Angeles*

ASK ABOUT OUR COTTAGE MENU AND SELECTION
OF FROZEN GOODIES ON THE GO.

818 861-5370

Mikamora
SWEET AND SAVORY

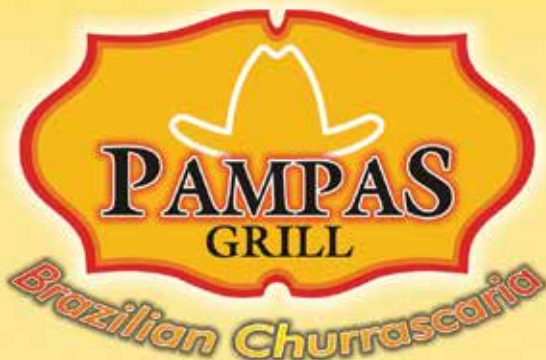
@MIKAMORA_SALGADOS /MIKAMORASALGADOS @MIKAMORAPASTRY

Silvio's
Brazilian Beach BBQ

Located on the World Famous
Hermosa Beach
Pier Promenade!
BBQ Sandwiches & Plates, Salads, Seafood,
Burgers, Craft Beer, and more!

Home of the World Famous
Carnaval Plate!
Take out and catering orders welcome!

Steps to the sand 310-376-6855 Ocean View
20 Pier Avenue Hermosa Beach, Ca 90254 www.silviosbbq.com



Traditional Brazilian Cuisine

Homemade Food and Churrasco By The Pound

At Farmers Market

6333 W 3rd Street #618
Los Angeles, CA 90036

Phone: (323) 931-1928

At Culver Center

3857 Overland Ave
Culver City, CA 90232

Phone: (310) 836-0080

Visit our website: www.pampas-grill.com

"Pampas Grill
is one small step away
to experience
the best of Brazilian
style homemade food"
Soul Brasil Magazine





Yes, Pride for Being Brazilian!

By Lindenberg Junior
Edits by Jennifer Parker



Yes...Brazil's 11,000 km of coastline with its array of dazzling beaches, year-round sunshine, excellent options for the ecotourism and radical sports, impressive cultural diversity, contagious music, and first level tourist infrastructure, attract over 5 million tourists to this blessed country every year. Besides...yes Brazil attracts thousands of foreigner tourists for the Carnival, the Sao Paulo Pride Gay Parade and other events. But here we will talk about the other side of the coin.

Brazil is among the top generators of electric energy in the world, and has enormous hydroelectric potential thanks to the huge river basins covering vast swathes of the territory in major regions. The country is the only major industrial nation to possess an energy supply that about 87% is renewable. It may become a model if it can chart a map for the transition to hydrogen on the lines of what is being developed in Europe. It may well be the first major economy to make this transition.

Computer technology is increasingly an integral part of Brazilian's daily lives. The country ranks 7th among those with the largest number of internet users in the world, just behind USA, Japan, Germany, UK, China, Canada and South Korea. The 25 million internet users respond with 40% of all internet users in Latino America.

Brazil has the world's tenth largest industrial park and over the past 25 years it has diversified and expanded output of manufacturers and consumers durables. It has attracted leading edge technology companies, particularly in sectors like telecommunications, electronics, biotechnology, space and data processing among others.

Brazil's mobile phone market ranks 2nd in the world, and over 700,000 new phones coming into operation every month. The country is 1st as producer of coffee, orange and sugar-cane. It is 2nd in market for executive jets and helicopter as well as producer of cassava and soybeans. It is 3rd in market for franchising, soft drinks and motorcycles. And it is 4th for grain, cocoa, television networking and beer maker.

Brazil is among the top 30 traders in the world, selling a wide range of products to a variety of markets across the globe. Actually, the country is

one of the most dynamic emerging markets in the world and the most important in Latin America.

And yes...no other art form, perhaps, is so deeply rooted at the core of Brazil's national identity as music. Brazilian music is a fusion of Iberian, African and Amerindian influences endowed with a "facial Fatality", in the informed opinion of writer and musicologist Mario de Andrade. Despite regional imbalances and the great concentration of wealth still visible in Brazil, the country has built up a sizeable consumer market.

Yes, pride for being Brazilian! Why not be proud of being folks who make jokes of their own disasters and face the displeasure "sambando." We are a blessed people, who have the joined magic from all races from all faiths. We are blessed people, who can understand all accents...people who offer all kinds of atmospheres to make everybody happy... blessed is this nation called Brazil! ■



Portuguese Lessons

Having fun learning the language
and culture of Brazil

COASTAL SAGE

School of Botanical & cultural studies.

3685 Voltaire St. | San Diego
(619) 223-5229

Falamos Português.

Brazilian Lady!!!

American Guy, 63 years old, in the Bay Area,
would like to meet Brazilian Lady.

"I like dancing, dining, tennis, and travel".

Ages open. English speaking only.

Call Grant (415)517-5977

SOUL BRASIL

MARCH 15/APRIL 2016 - YEAR 13 - ISSUE 78 *experience a positive journey!* magazine

NEXT ISSUE

INFLUENCERS & BUSINESS

FEB 15 / MARCH 2016

PLANNING AHEAD... CALL (818)508-8753
WWW.SOULBRASIL.COM/ADVERTISE-INFO



Latin Chef



Brazilian & Peruvian Cuisine



The Best of Brazilian & Peruvian...
Homemade style food...
Offering affordable prices...
in the hearth of Pacific Beach.

1142 Garnet Ave. San Diego, CA 92109
(858) 270-8810

Visit Our New Website
New Articles and Updates Daily!



www.soulbrasil.com



Gamble, Real Estate, and the Sin City

On our website we have a session with the title "Living in America" where we try to show some interesting facts of what is happening here or what we think, in general, may be of relevance to those who live in the United States or intend to live here. This article fits well in this session, but we decided to first publish here in the magazine's edition. If you're thinking of gambling on the real estate market in Las Vegas, then you might want to put your money in an unlikely sector: the new-home market.

When the national housing market went belly-up, many of the sprawling developments around the strip went belly-up right along with it. Empty homes cluttered the landscape and entire neighborhoods remained unfinished and unsold. With such a surplus of relatively new housing available, you might think that new homes are superfluous in the Vegas market. However, said Steve Hill, director of the

Governor's Office of Economic Development, at a recent home-builders' meeting, the truth is that a wave of new and diverse jobs is likely to bring in new buyers earning good money and looking for new, custom homes.

The director cited a large master-planned community called Coyote Springs as a good example of a development that would benefit from the surge in jobs and the new buying population. The community was put on hold during the "Great Recession" and endured a prolonged legal battle with its building partner, Pardee Homes, during the wait.

However, work is expected to resume next year thanks to incoming jobs with higher-than-national-average wages (\$22 an hour plus benefits to start) and a potential mini-tech-boom in the area. With Tesla Motors and several

other electric car companies bringing research facilities into the area as well as production, "The future of transportation is happening in Nevada," Hill said gleefully.

The news is not 100-percent positive, however, warned Dennis Smith, director of Home Builders Research. He warned that although new-home permits are certainly on the rise (14 %) builders may have difficulty obtaining financing for buyers who lost everything during the recession and finding land upon which to build while still making a profit and producing an affordable house. "Someone show me where the land is," the director of Home Builders Research said skeptically. Do you think Vegas is a good bet for new homes? How would you handle this new information about "Sin City?" We would like to hear your comments in our Facebook Page – www.facebook.com/soulbrasil ■





HUE DENTAL
LUIZ DOS SANTOS, DMD

Luis dos Santos, DMD
"O seu Dentista Brasileiro em Vegas"

\$40 Cupom
Exame – Digital Raio-X – Limpeza
*Primeira Visita / Sem Doença "Periondotal"

1350 S. Jones Blvd. #140, Las Vegas, NV 89102
(702)870-6161



BOCA
do Brasil
BRAZILIAN CUISINE

bocadobrasilv@gmail.com 

Dinner in – Take Out – Delivery



Visit us... for the Best of Brazilian
"Homemade" food
and Brazilian "Style" Pizzas.

(702) **655-9999**
4825 S. Fort Apache Rd. Suite H
Las Vegas, NV 89147
Northwest Corner of Tropicana & Fort Apache



www.bocadobrasil-lv.com

Your Company Name Here

For Only \$75
**Outreach Thousands of Brazilians
and Lovers of Brazilian Culture !**

**Call (818)508-8753
Los Angeles**



• Media • Fusion Marketing • Printing

**NOSSO NEGÓCIO
É PROMOVER O SEU NEGÓCIO!**

PRODUÇÃO DE VÍDEO
TRADUÇÕES
PRODUÇÃO EDITORIAL
MARKETING ONLINE
ASSESSORIA DE IMPRENSA
GOOGLE
GUERRILLA MARKETING
FACEBOOK
MARKETING DE EVENTO
SOCIAL NETWORK
TWITTER

(818) 508-8753
Ligue sem compromisso para mais informações

ou visite nosso website
www.kisuccess.com



Morre Juiz Conservador do Supremo dos EUA e Fato Pode Ser Relevante Para Brasileiros e Outros Imigrantes

No dia 13 de Fevereiro, morreu no Texas, o juiz Antonin Scalia, do Supremo Tribunal dos EUA. A morte do juiz de 79 anos abre caminho para o presidente Barack Obama indicar, em seu último ano do cargo, mais um juiz no Supremo, o que pode pender a corte em favor das políticas de imigração de Obama e do partido democrata, acarretando preocupações entre os conservadores republicanos.

A maioria dos americanos espera que ele tente indicar um nome de tendência liberal que ajude na aprovação de programas que o presidente quer deixar como legado de seu governo, como por exemplo, políticas ligadas à imigração. Mas o Senado, de maioria republicana, é quem ratifica a indicação e a relação difícil entre os legisladores e o executivo pode causar uma difícil batalha pela Suprema Corte americana.

Antes da morte de Scalia a Suprema Corte tinha uma maioria conservadora – 5 conservadores X 4 mais liberais. A indicação de Obama pode “virar o jogo”.

Agora os líderes conservadores e pré-candidatos que tentarão ser nomeados para representar o Partido Republicano na corrida presidencial pediram que a indicação de um novo juiz da Suprema Corte seja adiada para depois das eleições.

A morte de Antonin Scalia ocorre a apenas 11 meses antes da despedida de Obama do poder. Os republicanos do Senado sofrerão muita pressão de alguns conservadores para fazer tudo o que puderem para atrasar a confirmação do substituto do juiz até que um novo presidente assuma o cargo em 20 de janeiro de 2017. Scalia era mais do que um simples voto entre os nove magistrados. Ele era um dos defensores mais ferozes do conservadorismo.

Ele foi o autor de uma decisão que revogou as restrições ao porte de armas e manteve que a Segunda Emenda consagrava o porte de armas como um direito constitucional nos Estados Unidos. Como a morte do juiz conservador, a política dos EUA

fica afetada e os candidatos a corrida presidencial de “orelha em pé”. Entre as decisões polêmicas que os juizes terão de analisar está a tentativa dos Estados de aumentar a regulamentação das clínicas de aborto, a questão racial nas admissões em universidades e a ação executiva tomada por Obama a respeito da imigração.

A escolha do próximo juiz poderá se transformar no grande jogo de estratégia em Washington nas próximas semanas ou meses. Entre os nomes que Obama poderá indicar está o de Sri Srinivasan, um juiz de descendência indiana, Jane Kelly ou Paul Watford. Os três são jovens, algo muito importante quando se busca longevidade na Suprema Corte. Obama já avisou que vai nomear o novo magistrado “no prazo devido” e acrescentou que espera que o Senado respeite sua escolha para a corte e “cumpra sua responsabilidade de dar à pessoa uma audiência justa e uma votação adequada”. O bicho vai pegar até o fim do ano de 2016. ■



Ovos e Cestas de Páscoa!

Opções para todos os gostos.



Nestle Garoto LACTA

Hi-Brazil
Brazilian Market and Boutique

Phone: **(310)318-2108**
2418 Artesia Blvd - Redondo Beach, CA

Pertinho de você!

Acesse nosso QR Code pelo seu Smartphone e tenha nossos dados em seus contatos.



 [facebook/HiBrazilMarket](https://facebook.com/HiBrazilMarket)

Our Customers Knows What We Offer... And Recommend Us!



ALEX MEAT MARKET
CARNICERIA ARGENTINA

Diversos Productos Brasileiros e Latino Americanos

Frigorifico, Padaria e Mercado

Preços Super Competitivos!!!

 **11740 Victory Blvd. N.Hollywood, CA**
(818)762-9977 - (818)506-9772 

El Mambi Super Market

"Visítenos y Vera lo que Ahorra"

- *Productos Españoles y Latinos en General
- *Produtos Brasileiros * Vinos Finos y Licores
- *Moderna Carniceria con Cortes al Gusto

Lunes a Sábado: 8am-8pm / Dom: 9am-6pm

328 E. Chevy Chase Dr. Glendale, CA 91205

(818)246-6016



Ampla Variedade de Produtos Brasileiros!

- . Preços Imbatíveis e Ambiente Acolhedor
- . Frigorífico
- . Padaria
- . Cerveja e Vinho
- . Produtos Sul-Americanos

11742 Central Ave. Chino - CA 91710
(909) 628-8215



Latin American Gourmet Grocery Store

Specialty Food & Catering
Two (2) Locations
For Better Server You!

- * The Famous Empanada
- * Variety of Products
- * Fresh "Pao Frances"/French Rolls (Until 10am)
- * Meats including "Picanha" and "Carne Seca"
- * Full Deli and Star Sandwiches Like the Milanese, Prosciutto Ham, Matambre and the Churrasco Steak.
- * All Favorites Desserts Like the Dulce de Leche Flan
- * Wine from South of the Border / Star Selection



www.continentalgourmetmarket.com

12921 South Prairie Ave.
Hawthorne, CA 90250
310-676-5444

25600 Narbonne Ave.
Lomita, CA 90717
310-530-3213



SAMBA WAVE

By Lindenberg Junior

Despite some similarities, Samba and Jazz have distinctively different origins and line of development. One of the factors that add to this is that Brazilian slave owners allowed their slaves to continue their heritage of playing drums, unlike some U.S. slave owners, who feared the use of the drum for communication. "Pelo Telefone," a song written by Donga and Mauro Almeida in 1917, is generally considered the first samba recording and its great success carried the new genre outside the "favelas" in Rio.

As many of our readers should know, Samba is a musical genre derived from African and European roots, created and developed in Brazil in the beginning of 20th century in Rio. The Samba has achieved worldwide recognition as a symbol of Brazil and the Brazilian Carnival. Modern Samba was developed from an earlier Brazilian

musical style called Choro and that has taken many different formats over the years; from the vivacious call and response of samba de enredo – the music of Carnaval Parade & Samba Schools, to a more relaxed guitar and rhythm variant.

Bossa Nova, which translates to new wave, hit America big time in the sixties with "The Girl from Ipanema" by legendary composer Antonio Carlos Jobim, which became a jazz classic and elevator music.

In the early 1980s, after having been eclipsed by the popularity of "Disco" and the new "Brazilian Rock", Samba reappeared in the media with a musical movement created in the suburbs of Rio de Janeiro called "Pagode" – a renewed samba, with new instruments like the Banjo and the Tam-Tam.

Samba, as a result, morphed during this period, embracing types of music that were growing popular in the Caribbean such as Reggae and other rhythms already famous around the globe such as rap. Examples of Samba fusions with other popular music are the samba-rap and samba-reggae, all of which were efforts of music to not only entertain but to unify all Blacks throughout the Americas, culturally and politically, through song.

Samba continued to act as a unifying factor during the 90's and 2000's not only in Brazil, but in many countries around the globe, as in U.S., Japan, Australia, Canada, Europe, and even in Russia and China. During the last two decades, "sambistas" of all ethnicities have spread fast and have become real ambassadors for the samba dissemination. ■



Gisella
Ferreira:
American-
Brazilian



Yuu
Goda:
Japanese



Dominique
Oneil:
American



The "Soul in Shape" Section, usually on this page in every issue, comes back in our next edition SB78 of April 15/May 2016. Below check photos from the **"2nd Annual Carnavalesco Parade"** in **Venice Beach**, California, by our official photographer and "baiana" friend Claudia Passos. *Thanks Katia Moraes for one nice photo.

"I am so proud of everyone who came out and gave their talents and time to bring some sunshine to the Board Walk in Venice" said **Vida Vierra** – Founder of SwingBrazil Troupe and one of the organizers of this great initiative. If you live in Southern California...planning ahead...and be part of this "cultural wave" next year!



To check more photos visit our Facebook Official Page:
WWW.FACEBOOK.COM/SOULBRASIL
and go to >Photos>Albums.

We Can Help You...

Website Owners and Entrepreneurs...

The Mobile App Industry is currently the fastest growing industry in the world. It has grown way bigger than Hollywood's turnover in just seven short years...and stats show that mobile users spend 81% of their time on mobile Apps and just 19% on websites. Smart entrepreneurs are capitalizing on this dominant trend. If you want more traffic and exposure for your business you need to get into this door

Introducing...

Mobile Marketing

**GET YOUR MOBILE
APP UP AND RUNNING**

Or

**TURN YOUR WEBSITE
MOBILE FRIENDLY**

FALAMOS PORTUGUÊS

HABLAMOS ESPAÑOL



(818)508-8753

Visit our Website and Check Out our Services and Products

www.kisuccess.com