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magazine

Dec 25 | Jan 2016 – Year 14 – Issue 82

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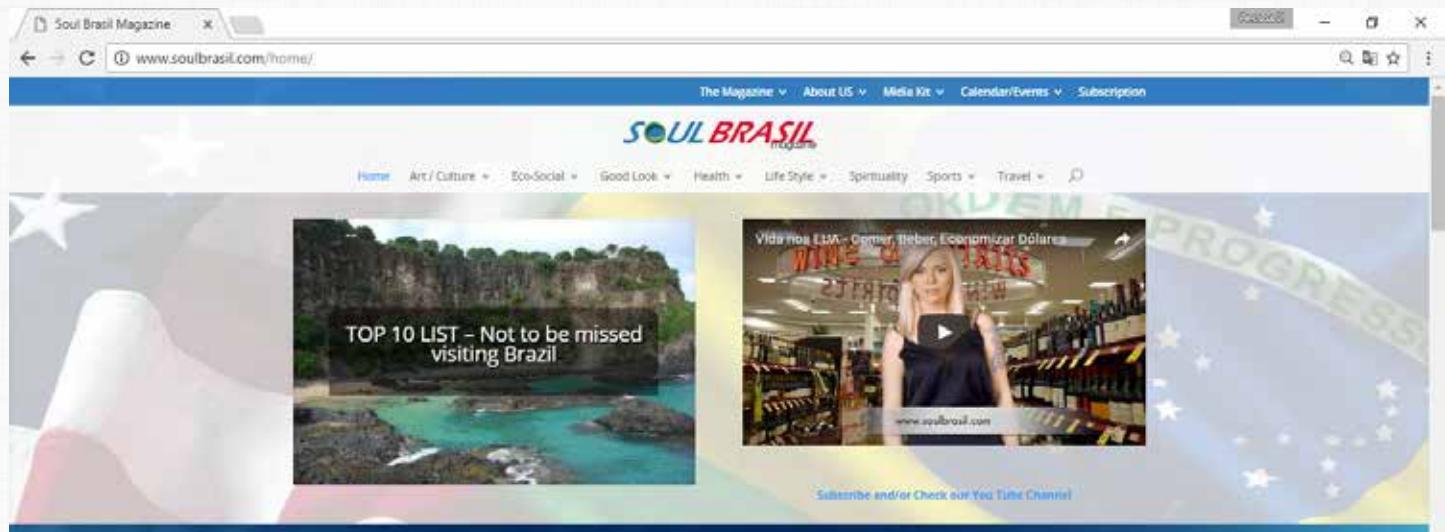
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**\* Na Califórnia, Polícia Monta Megaoperação Contra Motoristas Ébrios e Sob Efeito de Drogas** – Do dia 16/12 a 01/01, vários departamentos de polícia, xerifes e a Califórnia Highway Patrol (CHP), montam blitz em diversas cidades com o objetivo de detectar condutores de veículos que estiverem/estiveram dirigindo embriagados ou sob efeito de maconha. Lembrando que a maconha foi abolida para uso recreativo no estado nas eleições do mês de novembro. A multa mínima para quem for pego é de U\$468,00 dólares.

**\* Dilma Rousseff é Eleita uma das 10 Mulheres que Marcaram o Ano, Apontou o Financial Times** – A ex-presidente foi escolhida pela publicação da Inglaterra junto com atletas, empresárias, artistas e executivas que se destacaram na área em que atuam. Para o FT, ela foi à mulher que finalmente quebrou o teto de vidro na política brasileira, e que se colocou como campeã das minorias e dos pobres por meio de programas como "Sem Miséria".

**\* Em Hollywood, Diretor Bernardo Bertolucci Admitiu que "Último Tango em Paris" Teve Cena de Abuso Sexual Real** – A atriz Maria Schneider foi realmente abusada sexualmente na famosa cena de estupro do filme. O diretor do filme fez a revelação chocante e polêmica depois de vários anos e assumiu que a cena de estupro protagonizada por Marlon Brando e Maria Schneider foi feita sem consentimento da atriz para que ela sentisse "raiva e humilhação".

**\* Brasileiros Vão às Ruas em Protestos Contra a Corrupção** – No dia 04/12, milhares de brasileiros foram às ruas em vários estados do Brasil em protestos contra a corrupção e em defesa da Operação Lava Jato. Renan Calheiros, presidente do Senado, que é réu no STF por crime de peculato desde a última semana de novembro, foi o principal alvo das manifestações, que também pediram a saída do presidente da Câmara, Rodrigo Maia. Os protestos se espalharam por 82 cidades em todos os estados e no Distrito Federal.

**\* The Art of Giving** – When we give, for a minute we're released from thoughts on how we are, how we were, how we will be, how individuals view us, how we could be, how we should be, and so forth. The higher the stress, the more we become rolled up in our own life, and when we're rolled up in our own life, we get oblivious to the fact that there are others 'out there', and that they have troubles and needs too. That's where the miracle of giving comes out. When we give with an exposed heart, we abruptly wake up from the old tapes and feel linked to others.

**\* Angels & the Holidays** – The month of December is, generally, viewed as a great month of parties, dinners with friends and reunions with families. But it can be a highly stressful time when you're in charge of the dinner or you have to travel, or you and your family are worlds apart in lifestyles and/or beliefs. So in this article we provided tip and suggestions to make this time period much less stressful and a lot more pleasurable.

**\* The Brazilian Hour: Dec 4<sup>th</sup>, a Day that Changed the Nation** – On December 4<sup>th</sup>, 2016, the movement "Take Over the Streets" (Vem Pra Rua) united millions of Brazilians for one single cause, taking back our democracy and our rights. Our long time contributor, actress and reporter Julia Melim, joined the crowd in Copacabana Beach in Rio de Janeiro to support the protests and to measure different reactions. There were also crowds in São Paulo and all over Brazil.

**\* Jericoacoara: One of the Treasure of Brazil's Northeast** – We updated a cool article for what we consider, one of the top 10 beach of Brazil... because its Beauty, simplicity, romance, adventure and much sympathy, all together in one single place. Located on the west coast of Ceará state, Jericoacoara seems a friendly fishing village visited by tourists from all over the world since the 70's.

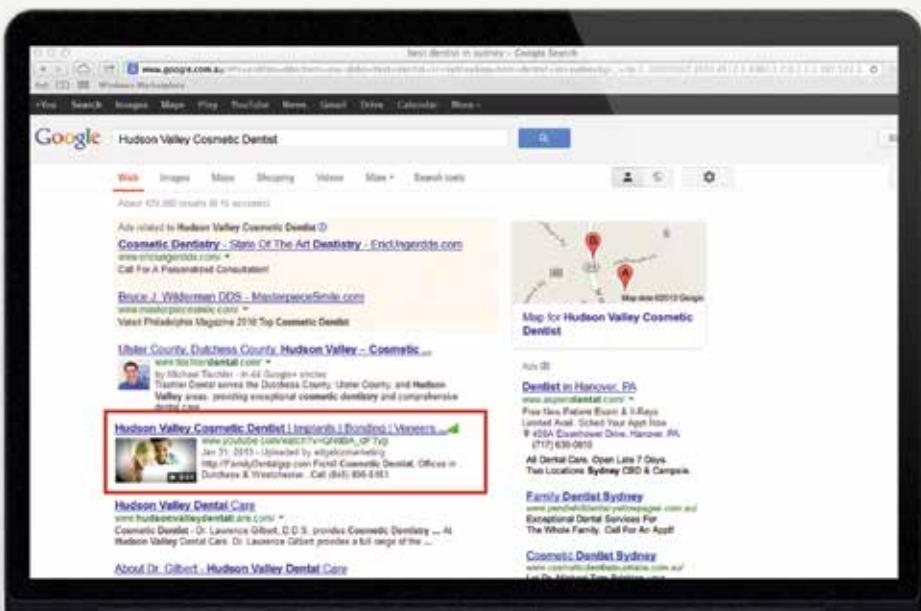


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# Editor's Note

Do you ever get the feeling that your life isn't panning out quite the way it was meant to? Do you ever feel as though you're perhaps not taking full advantage of your health, your youth or your freedom? For many of us, life can feel like a long gauntlet of different tasks and responsibilities, punctuated by long periods of sitting around bored.

We read stories and watch films facing challenges and generally living lives filled with excitement and exploration. Meanwhile, our own lives consist of sitting in an office to work all day than coming home to take care the kids, make/have a dinner, and pleasure the spouse – or not pleasure at all for some particular reason or because we are so tired.

Sometimes we complain about our job/work, our body, our day by day... year after year, and we do nothing to move forward. We often have dreams and plans to start living a lifestyle that we'd actually find engaging and rewarding. But too often those plans seem just out of reach. In this issue, in part, we will try to inspire you for some moves, emotional, spiritual or physical. And, for sure, we have something special for those able to read in Portuguese.

*Happy New Year!  
Lindenberg Junior.*



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## 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

We are in our route to complete 15 years on the road few months ahead and since our last issue of 2015 we stop to printing large quantities as we have done for the first 14 years.

We have moved in a new direction with focus in digital issue, through different formats and forms/ways.

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, the eBook format in PDF 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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# Build Awareness and Encouraging Trial

# (Why and How to Use “Content” Marketing)

Small Business are evolving as the realization sets in that the value and timeliness of the information and content provided is equally important to their products and services itself. To attract customers online or to impress potential customers offline in these days is necessary one important simple thing: educate them.

I mean, provide valuable information for the potential customer and consequently, build credibility for your business. Rich content related to your business niche “linked” with your brand is a smart way to do “communication

marketing". An editorial about your product or service imparts credibility. It can educate your potential customer as well as give them a better overview about your business in the long run, and consequently, generate leads and revenue.

The primary goal of communication marketing is to reach a defined audience to affect its behavior by informing, persuading, and reminding. It is proved acquires new customers for brands by building awareness and encouraging trial. It is what we offer for you, and in different ways and through different platforms. We can make

it in an interview or article format, we can make it using video or text, we can make it using our magazine or through a press-release campaign .

We are experts in journalism as well as in marketing and we can give your business the “overview” impact you need. Marketing communication or “content” marketing can help you offline and online. It is an important factor in SEO (search engine optimization) and credibility. Need more information? Call us at (805)245-5615 – Kisuccess Marketing/Soul Brasil magazine. We speak English as well as Portuguese and Spanish. ■



# Jonia's Route to Rio:

## L.A Resident will Represent the U.S in the International Samba Queen 2017

*Jonia McClenney has performed in every major Samba group in Los Angeles area, had the pleasure to be in important stages across the U.S such as in the Hollywood Bowl, Fox Theater in Detroit and Ceasar 'd Palace in Las Vegas. This native from Recife, state of Pernambuco, Brazil, has performed in U.S with superstars like the international legend Aretha Franklin in her concerts as well as Brazilian music stars Sergio Mendes, Seu Jorge and Bebel Gilberto among others.*

*Besides Samba, she has trained in Jazz, Ballet, Contemporary and Hip Hop, in Brazil as well in Los Angeles (at the EDGE, Millennium and Athletic Garage Dance Center). In the past 4 years, Jonia has been studying also the Brazilian ballroom dance "Samba de Gafieira" which she is performing for the past 2 years. "I fell in love with this Brazilian partnering style" said Jonia. Her love for Dance and Performing Arts was transferred to her love for Samba and other Brazilian Dances/Art Form, what led her to start her own dance company.*

*In February of 2008 she had the debut of Raiz Brazil Dance Company in the Sambala Carnival Ball in Long Beach. Raiz Brazil under Jonia's direction has done shows all over the U.S, and last summer (2016) the dance company performing for Sérgio Mendes at the Hollywood Bowl with a team of 24 dancers (Jonia directed, choreographed and danced). Raiz Brazil has also performed in Mexico, China, Thailand and Russia.*

*Jonia also has won important titles and samba competitions in California such as "Queen of the Drums" ("Rainha da Bateria") of Sambala Samba School of Long Beach, "Samba Queen" of San Diego Brazil Carnival and "Santa Barbara Carnival Queen". In 2015 Jonia was honored for being chosen to be the Hollywood Carnival Queen 2015 by the Los Angeles Culture Festival Organization.*

*In October 2016, Jonia won the national competition in U.S for the "International Samba Queen" to be held in Rio de Janeiro in February 2017, and where she will be competing against Samba Dancers from all over the world.*

*"I want to thank my sponsors and supporters; Athletic Garage Dance Center, BrazilCarnivalShop, Kravings Fusion Brazilian Steakhouse, Rio Grill Brazilian Steakhouse Clovis, The Conga Room Nightclub, the Hollywood Carnival, Brazilian Nites, Latinos Media Group, Mother Plucker Feather Company, Gigi's Dance Closet, Brazilian Dance Company, Riobela Productions, No SandTan tanning salon, and Soul Brasil, said Jonia. We wish her good luck in Rio. Keep doing the great job and the professionalism you have!"*



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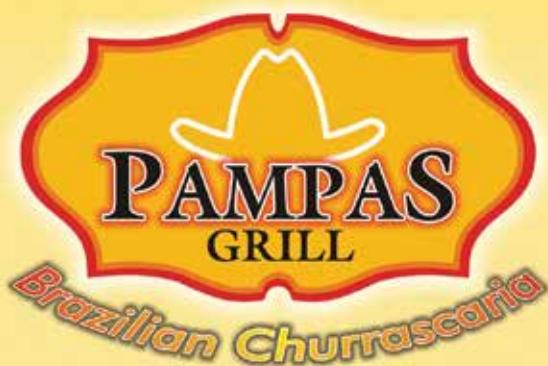
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# How Water Intake Helps you Regulate What and How Much You Eat

There're so many different elements that go into losing weight it can be like learning a whole new set of information. Weight loss can be a hard task for many of us, but there is one simple thing that you can do to help regulate how much and what you eat. Drinking water is not a magical cure-all, but it may seem like it after you learn what it can do to help you regulate your eating.

## 1) WATER AIDS DIGESTION THROUGH SALIVA

Digestion starts with saliva and it is made mostly of water. According to "Everyday Health", the enzymes in saliva are the beginning of the digestive tract. These enzymes help break down food so that they can be properly digested in the stomach. Without these enzymes food would never be able to be processed in the stomach.

Water also helps break down the fiber. Water-soluble fiber is one of the biggest factors of filling full after you eat. If you have not had enough water, or are dehydrated digesting water-soluble fiber becomes almost impossible. Make sure that you are able to digest this food element properly by drinking lots of water.

## 2) WATER SOLUBLE VITAMINES

One of the reasons that we eat food is to get access to vitamins and minerals, and deficits in these components can cause cravings in the body. "San Francisco Gate/Healthy Eating" tells how the body cannot digest certain water-soluble vitamins without enough water in the body.

"Water-soluble vitamins are vitamins that can only be absorbed with the aid of water.

Absorption of these essential vitamins stops when dehydration occurs or when there is not enough water in the body. When even slight deficiencies are present, you may begin craving additional foods even though you're not hungry. These cravings are due to vitamin deficiencies and not hunger".

## 3) EAT FEWER CALORIES

Water can help you eat fewer calories than you would if you didn't drink water before meals. "LiveStrong" notes a study where participants consumed 75-90 fewer calories with 2 8-oz glasses before dinner per meal. Now consuming 90 fewer calories per meal may not seem like a whole lot. However, if you did this every meal you could lose up to 28 pounds a year. How?

"If you save 90 calories a meal three times a day, that's 270 calories every day that you're not eating. If you do this every day for a week you've not consumed 1890 calories. Continue saving that 90 calories a meal every week for a year, and you've saved 98,280 calories. 3500 calories make up a pound. In weight loss, the theory is that a deficit of 3500 cal means 1 pound of weight loss. By saving 98,280 cal you've created a pretty big gap".

## 4) HUNGER AND THIRST CUES ARE THE SAME

You may be reaching for a snack when what you should be reaching for is a tall glass of water. "Spark People" recently did an article describing how the body sends out the exact same signal for hunger that it does for thirst.

"Many people don't know how to tell the difference between hunger and thirst, and because we so rarely think about dehydration we assume that we are hungry. Next time you're getting hungry signals from your brain try reaching for a glass of water instead. You may find out that you were just thirsty".

**CONCLUSION:** Now you know four surprising ways that water can help you control how much and what you eat. Helping you stop cravings and eat less is a fantastic one stop shop for your diet solutions. What are some ways that you have noticed water help you with your diet? ■



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# Let's Talk About Grief and When "Normal" Becomes more than That

No one grieves in exactly the same manner with each death as the intensity and duration of grief can vary from one person to the next due to a combination of genetics, personality, previous coping patterns, previous history of depression, the presence or lack of support networks.

Grief is experienced by all people at some point in their lives and over the years, controversy has existed as to when grief becomes something more that may require medical input. As a result, research studies and professional discussions have taken place with the hope of identifying when "normal" grief becomes something more than just "normal" grief.

The most recent consensus is that clinicians need to be careful that they do not "medicalize" normal grief, while also ensuring that they do not exclude those who may be suffering a clinical depression as a result of the recent loss of a loved one.

Grief is a process, not an event and in the early stages symptoms can include intense sadness, trouble with concentration, reduced interest in activities and people, crying, sleep issues, changes in appetite, and constant thoughts about the deceased individual. Interestingly, these are many of the same symptoms as seen in depression, yet they are considered two distinct entities.

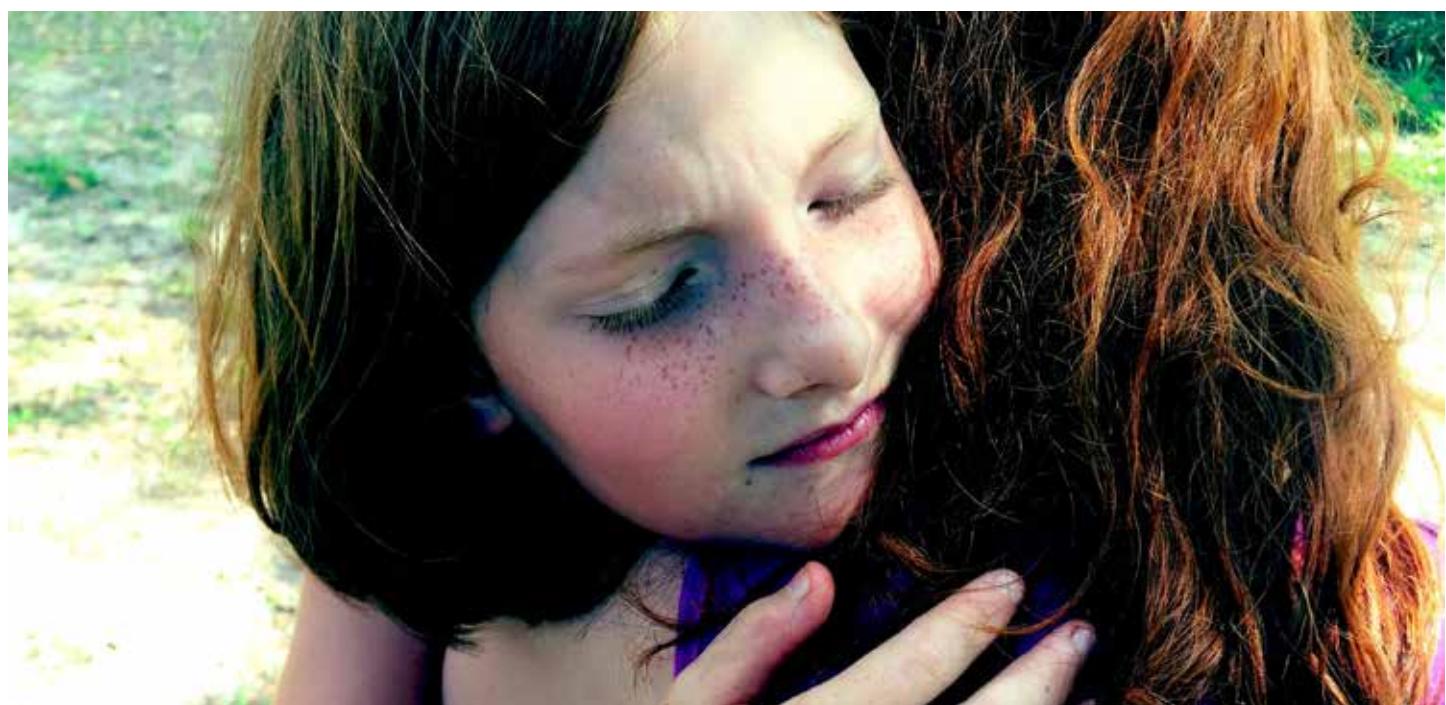
However, the experience of grief does not necessarily mean that the individual is depressed. Eventually, grief can become less disabling and intrusive in one's life, and the raw wounds begin to heal as pleasure is increasingly found in life again.

Furthermore, grief does not proceed in a perfect pattern. It can last from weeks to years. There can still be periods where the acute grief returns for short periods during events such as the birthday of the deceased, holidays, and other

reminders that the person is no longer present. However, the acute feelings of grief eventually wane again.

Sadly, some people have a very hard time finding pleasure in their lives again after the loss of a loved one. Again, there is no specific length of time, and this varies depending on the person and the circumstances. In any case, it is important to recognize that depression can accompany grief.

It is very important to consult a physician if, at any point, the grief does not seem to be subsiding or if there are any thoughts of self-harm. Your physician can help in determining whether the loss of a loved one has triggered depression. In summary, individuals experience the process of grief differently. Recognizing that depression can sometimes accompany grief should not be ignored. It is better to seek the opinion of your physician sooner than later. ■





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# **Sonho Americano: Por que Muitas Pessoas Abandonam os Negócios nos Estados Unidos**

É notável que tanto em períodos de crise econômica e recessão no Brasil ou mesmo em tempos de lucro fácil, a quantidade de pessoas procurando estender seus negócios ou estabelecer-se nos Estados Unidos aumenta a cada ano. E são vários tipos de pessoas buscando o mesmo sonho: do micro ao grande empresário, do visionário ou detentor de ideias originais em busca de apoio e possibilidades melhores para se desenvolver, e ainda aqueles que anunciam nas redes sociais a disponibilidade para quaisquer serviços, até os que se acham em condições de vir implantar o mesmo modelo de negócio que possuem ou possuíram no Brasil.

Porém, nada é tão simples quanto possa parecer em nossa ideia inicial. Sem estar preparado para enfrentar um mercado altamente competitivo e aberto, as opções de negócios não aparecem como no Brasil, assim como a inibição e a dificuldade em se comunicar através de uma nova língua limita esses novos investidores a um pequeno nicho de mercado.

São inúmeros os fatores que levam estas pessoas ao insucesso, no entanto, é difícil estabelecer a ordem dos que mais afetam a decisão de recuar e desistir. Não existe um ranking que mostre qual causa é mais afeta e causa a desistência do "sonho americano", porém isso pouco acrescenta – ou diminui – a pressão para o fracasso e a tristeza de ver que os planos não deram certo.

Aqui estão alguns fatores que influenciam na desistência de um alto número de pessoas que tentam fazer negócios nos Estados Unidos:

## **COMUNICAÇÃO ATRAVÉS DE UM NOVA LÍNGUA**

Boa parte dos brasileiros, até os que se dizem preparados, lá do Brasil, após anos de estudos de inglês, ainda é inibida para se comunicar ao sair de seu país de origem e enfrentar a realidade de uma nova língua e cultura. O medo de trocar palavras e evitar erros de fonética implicam pouca oportunidade de fazer negócios em um mercado que entende a diversidade e respeita a etnia. Para superar isso, é importante estudar sempre e não

ter medo de errar nunca. O conselho aqui é antigo: estudar e praticar para se aperfeiçoar.

## **DESCONHECIMENTO DAS LEIS AMERICANAS**

É muito comum de se ouvir os brasileiros nos Estados Unidos falarem: "no Brasil é assim.." ou, ainda, "em qualquer lugar do mundo é assim.." porém não é. Os EUA tem leis muito claras e feitas para serem cumpridas de fato. Achar que as leis daqui podem ser interpretadas como se faz no Brasil é ter certeza que terá problemas sérios a enfrentar. Quando se trata de contrato, o brasileiro precisa ler, pois o contrato está acima de qualquer lei. O conselho é procurar cercar-se de profissionais quando for fazer negócios que envolvam contrato e saber, muito bem, se há leis que o protejam dos seus argumentos do que é certo ou errado.

## **FALTA DE UMA BOA PESQUISA DE MERCADO**

Muitos brasileiros já vem com a intenção formada do que fazer e no que se "meter" quando chegar à América. Sem orientação profissional e boa

quantidade de opções para se estabelecer, vão direto naquilo que sonha ser a sua forma para ganhar o sustento no solo do Tio Sam achando que tudo fluirá após esse único passo. Porém, uma pesquisa, seja ela profissional ou pelo próprio interessado, pode "abrir os olhos" para não entrar em negócios ou empregos frustrantes. Um conselho interessante é verificar negócios à venda naquilo que espera ser seu sustento. Por exemplo, se pensa em abrir ou comprar um dry-cleaning, vá conhecer quatro ou cinco deles que estão sendo vendidos e verifique os motivos disso. De quebra ainda conhecerá um pouco de seus concorrentes e aprenderá o que fazer ou não fazer em sua empresa.

#### ACHAR UMA "PERDA DE TEMPO" ATUALIZAR-SE COM CURSOS OU FACULDADES

A autoconfiança muitas vezes pode ser um problema. Ao se achar "bem-sucedido" no Brasil, não entende como necessária a importância de se atualizar academicamente e voltar aos

bancos escolares para um mestrado ou um curso complementar, estando no mercado sem ter nada a oferecer, além da vontade de mudar para um lugar melhor e mais seguro. Dessa forma, muitos acabam se frustrando ou sem entender porque mesmo "com bagagem" o negócio não deu certo.

#### AGIR COMO SE AINDA ESTIVESSE NO SEU PAÍS DE ORIGEM

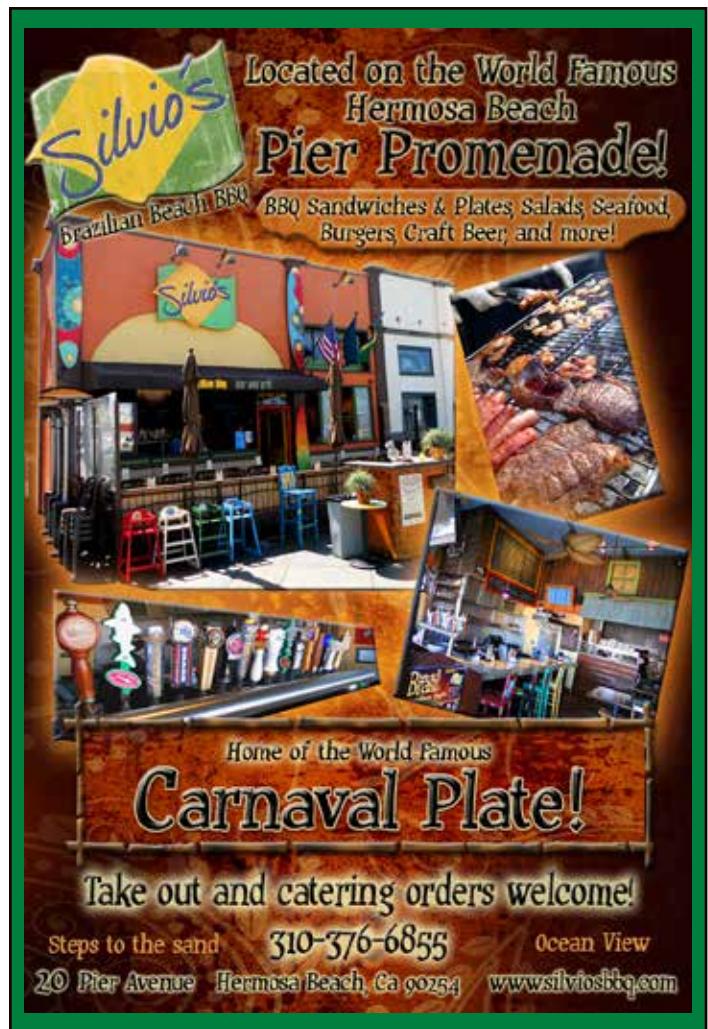
Agir como se estivesse no seu país, quando se é facilmente entendido por seu aspecto empresarial ou empregatício, sem levar em conta a forma como as pessoas vivem socialmente e culturalmente nos Estados Unidos, frustra o imigrante, pois ele sempre "agiu assim e deu certo". É preciso se desapegar do passado e entender que ao atravessara fronteira, uma nova cultura está te esperando e com ela novos tipos de pessoas, visões, empregos. Não é por acaso que vemos casos de pessoas deportadas por pequenos furtos, presas por beberem álcool acima do permitido ou envolverem-se em casos de "soliciting for prostitution" (quando uma policial disfarçada convence-os a tirarem dinheiro do bolso).

Essas decisões frequentes e frustrantes levam-nos a serem banidos do convívio social da América.

#### INSISTIR EM NEGÓCIOS NÃO LUCRATIVOS

A forma de analisar negócios como conhecemos no Brasil, em que o capital é o elemento mais importante para o sucesso de um empreendimento, esbarra na habilidade do negócio gerar resultados, no lugar de simplesmente capitalizá-lo e ter lucro. Há muito o que se falar sobre este tema, vai da frustração do brasileiro em não se satisfazer com um lucro de 10%, considerado alto para os moldes americanos, até o fato de esperar chegar à terra do Tio Sam e inventar um produto no qual ninguém "pensou antes". Mais uma vez: muita leitura, informação e pesquisa é necessário aqui.

Alguns fatores ainda poderiam ser citados, mas o mais importante ao pensar em mudar de país e fazer negócios nos Estados Unidos é entender que é uma decisão difícil que precisa ser avaliada de forma séria e profissional, e nunca por impulso. ■





# Never Give Up!

Whether your goal is to further your career, succeed in love and romance, become a sports champion, gain fame and notoriety, lose weight, quit smoking or drinking or any other personal ambition, staying motivated and keeping your attention focused on your ultimate aspiration is critical. Becoming distracted or letting failure derail your plans will never let you get what you want.

The only way to win is to keep on trying. As basketball superstar Michael Jordan put it, "I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."

In this special report you will find 40 tips to keep you on track so that you can continue to strive to achieve your dream despite any setback, any failure, any distraction, and any mistake:





**1. WORST CASE SCENARIO** – At the start of the day, think about the absolute worst thing that could happen. How likely is it that things would get so bad? Probably not very. Remind our self that even if they worst occurs, you have what it takes to overcome any situation, no matter how terrible.

**2. IT'S THE JOURNEY, NOT THE DESTINATION** – Living in the moment is the best source of motivation you will ever find. Enjoy the day to day experience of living your life, both when things are going well and when you are dealing with problems. It will give you a better appreciation of who you are and what you can contribute to the world around you.

**3. POWER UP!** – Success requires a lot of energy. To get what you want, you'll need the physical strength to achieve it. Take care of your body, exercise regularly, eat right and eliminate processed foods, fast foods and other toxins from your environment. This will strengthen your body, your mind and also your will, and give you the endurance you need to do whatever you want to accomplish. When you feel better, you'll be better!

**4. TODAY IS ALL YOU CAN INFLUENCE** – Accomplishing long term goals is a moment by moment activity. You can't change what has happened in the past, but you can influence what will happen in the future by focusing on achieving the goals you set for yourself each day. Do the very best you can with what you have to work with right now. If you do, the future will take care of itself.

**5. BE INSPIRED PASSION** – People who don't care, don't succeed. Passion is one part emotion and one part commitment. If you have commitment but no passion, your work will be dull. If you have passion,

but no commitment, your work will be undirected. But when the two come together and you bring real passion to what you do each day, there can be no stopping you.

**6. CREATE A MOTIVATIONAL ENVIRONMENT** – Your workplace needs to inspire you, whether it's an office, a playing field, or wherever you are going to spend the biggest part of your day. Make it a place that you will want to look forward to going. Make sure it's always neat, organized and trash- and clutter-free. Personalize your space with family photos that make you smile or a small plant. Include motivational triggers that will remind you of your goals and dreams and inspire you to keep striving to achieve them.

**7. YOUR WORD IS YOUR BOND** – Living up to the promises you make, both big and small, is what defines you in the eyes of other people. Always stand by your words and take what you promise other with the utmost seriousness. This will improve your personal and professional reputation and also motivate you to get things done. By locking yourself into living up to your verbal commitments, you can create the inspiration you need to live up to the biggest promises you make to yourself: Achieving your ultimate goals.

**8. SHARE YOUR KNOWLEDGE WITH OTHERS** – When you share what you know with others, you will create a new confidence in yourself, especially when you see other people achieve their goals with your help. When we help other people, it also can create a clarity in your own mind about where your true talents lie and what you are capable of achieving.

**9. NURTURE POSITIVE HABITS** – About 80% of the things we do each day are habitual, meaning we do them without thinking about them. Developing

good habits and breaking bad habits will allow you to spend more than half your time working toward your goals on auto-pilot. Make a list of the successful habits that you need to develop, then train yourself to start performing them daily until they become second nature.

**10. JUMP OUT OF BED** – Begin your day with a flourish and that intensity can follow you the rest of your day. Give yourself a great reason to get out of bed every morning, then attack the day with a high level of passion and intensity. Every day holds at least one exciting thing. Ask yourself: "What will today's be?"

**11. USE MEASURABLE OBJECTIVES** – You can accomplish any goal by breaking it down into a series of smaller steps. Set a long-term goal for yourself, then create milestones to measure how close you are getting to achieving it each day, week and month. Mark your milestones down on a calendar and hang it somewhere that you will see it each day. Celebrate victories and course-correct when you fall behind your objectives.

**12. THE POWER OF IN-TEN-SITY** – You can do anything for 10 minutes, right?





Whenever you are feeling tired, beaten or worn out, or are facing an unpleasant task, commit to working intensely for just another ten minutes. Usually, by the time the ten minutes are up, you will have found a new solution or something else to inspire you to keep going. Pushing yourself to get started can give you the momentum to push past obstacles.

### 13. A MIGHTY OAK COMES FROM A TINY ACORN

**TINY ACORN** – Remind yourself that the small tasks you perform each day are leading toward your ultimate objective. Focus not just on what you are doing, but why you are doing it. What will be the long-term result of the thousands of tiny short-term tasks you perform each day? You can motivate yourself during the “small stuff” by thinking about how they will shape you as a person.

### 14. BE GRATEFUL

Say “thank you” more often than you do now. People appreciate it when you appreciate them. Being grateful creates humility, and humility leads to grace, which is a fullness of the heart. By practicing gratitude until it become second nature, the list of things in your life that you are grateful for will grow larger each day. Gratitude is also



the opposite of complaining. So being positively grateful, you can avoid the negativity of complaining.

### 15. PREPARE FOR SUCCESS

– Whenever there’s a big job ahead of you, get ready by doing all the advance work you can ahead of time. Gather the tools and resources you will need and set them into place so they are ready when you need them. The very act of preparing can reduce the anxiety of being unprepared. Plus, you will be able to dive right in and get started without stalling when it’s time to get the job done.

### 16. MAKE IT EASY TO SEE YOUR

**GOALS** – If your goals are hidden under a pile of papers or stuffed into a drawer, it will be harder for you to stay focused on them. Make your targets highly visible: Print up colorful signs or write them on Post-Its and leave them around your workplace, car and home. Set up your Outlook to send you daily reminders to keep you focused. Do whatever you can to keep your goals in the forefront of your attention.

### 17. DON'T FORGET TO RELAX

Nobody can succeed if they are stressed out and anxious all the time. Take an occasional “breather” by using deep breathing techniques to relax your mind and body. Inhale deeply and slowly through your nose, then exhale slowly through your mouth, pushing all the air out of your lungs. Repeat this three times and the additional oxygen it pushes into your bloodstream will help you relax and achieve mental clarity.

### 18. KEEP YOUR GAS TANK FULL

What happens if you drive around all day without ever stopping for gas? In the same way, you eventually will run out of fuel if you don’t give yourself the revitalization you need to keep going. Schedule breaks at regular intervals to

have a leisurely cup of tea or coffee, take a brisk walk outside, or call or text a friend to check in on how they are doing. You will return to your work refreshed and reenergized.

### 19. FAKE IT UNTIL YOU MAKE IT

– If you don’t always feel motivated, act as if you are motivated and you can create the desired feeling. Once you’ve gotten the ball rolling, you will find yourself genuinely engaged in your work.

### 20. BE A DOER NOT A THINKER

– It’s easy to overthink a problem and lose your momentum or inertia. This process, sometimes referred to as “paralysis by analysis”, can be dangerous because it can sidetrack you from your objectives. Be a person of action and don’t be afraid to make decisions. Mistakes are going to be made, but you can learn from these mistakes so that you can do a better job next time.

### 21. ENTER INTO A CONTRACT WITH YOURSELF

– Enter into a contract with yourself that requires you to achieve your objectives within a set period of time. Write an actual contract, sign it, date it and put it somewhere safe. The knowledge that such a binding contract exists can help keep you motivated toward achieving your goals.

### 22. WHEN YOU GET STUCK, AIM FOR SMALL VICTORIES

– You can keep your forward momentum going even when you get stuck on a problem by targeting tiny triumphs. Accomplishing quick, easy goals generates positive feelings that you can use to keep you moving past obstacles and toward your ultimate objective. You will be inspired to keep repeating that satisfying experience of crossing yet another task off your list.

### 23. REWARDS MATTER

– Psychology tells us that humans respond most





productively when there is the promise of a reward at the end of a given task. Create rewards for yourself for achieving your short-term objectives. They don't have to be grand, expensive prizes. Find affordable, healthy rewards that you will appreciate. When you know there is a tangible reward at the end of your day, it's often enough to keep you going even when you don't want to.

**24. DE-COMPLICATE COMPLICATED TASKS** – If there is a particularly complicated task lying ahead of you, it can seem overwhelming and unachievable. But if you break that task into a series of simple, uncomplicated steps, you can remove the stress and focus on achieving only the next simple task in front of you. As you move through each simple task, it will motivate you to keep going.

**25. ACKNOWLEDGE NEGATIVE FEELINGS, BUT DON'T HOLD ON**

**TO THEM** – It's not healthy to suppress negative thoughts or let bad feelings bottle up inside you. When you are having negative thoughts or feelings, it's okay to acknowledge them. But it's also necessary to release them. You will accept a negative feeling if you ignore it or let it keep eating away at you. Recognize them for what they are, give yourself a few minutes to let the yourself experience them, then move on.

**26. PAY ATTENTION TO OPPORTUNITIES** – There are always two ways of looking at things: Something can be either an obligation or an opportunity. Problems can be either setbacks or learning experiences. Instead of thinking, "It's my job to do ...," approach tasks with the mindset of "This is an opportunity for me to ..." That way you will do things because you want to, not because you feel you have to.

**27. CLARIFY YOUR TRUE DESIRES**

– What is it you truly want? Clarifying your real objectives makes it easier for you to achieve them because you don't waste time chasing secondary or tertiary objectives. If you aren't sure what you want, answer this question: "If you never had to worry about earning money for the rest of your life, what would you do with your life?" The answer is your true desire.

**28. PROCRASTINATION IS YOUR ENEMY** – In the groundbreaking motivational guide "Success through a Positive Mental Attitude", American writer Napoleon Hill famously interjected "Do it now!" as a rallying cry for successful people. Never delay or procrastinate or your opportunities may be lost. Your time is the one thing you can never get back. Treat your time like it's a valuable commodity.

**29. DON'T KEEP YOUR GOALS TO YOURSELF** – Open up to other people about what it is you want to accomplish. This creates a support system that you can rely upon for encouragement when you need it. It's also harder to go back on the promises you make to yourself when you know other people are expecting you to keep them.

**30. CONTINUALLY CHALLENGE YOURSELF** – When you reach plateaus, bust through them by continually challenging yourself to do more and to work harder. Don't rest on earlier successes. Discover what you can do to take it to the next level so you can reach your ultimate objective more quickly.

**31. DON'T LET NEGATIVE PEOPLE AFFECT YOU** – Not everybody is going to be as motivated as you. Every day, you will encounter people who have a negative attitude toward life. Don't let them get to you. You may not be able to change the way they think, but you can



change the way you think about them. Share your dreams and ambitions with people who will appreciate them. Don't waste your time with those who aren't going to support you.

## 32. VIEW MISTAKES AS "TEACHING MOMENTS"

Everybody makes mistakes. But not everybody learns from them. When you mess up, think about what you did wrong and promise yourself that you will do better next time. Set a time limit for analyzing your mistake – a few minutes or so – then move on and never dwell on it again.

## 33. IMMUNE YOURSELF AGAINST "DESTINATION DISEASE"

Destination disease is another term for complacency. For some people, when they achieve their goal they become comfortable. This prevents them from growing and achieving more. But not you. Never be satisfied, even after you achieve your ultimate objectives. There's always more that life offers. It's up to you to go out and get it.

## 34. VIEW YOUR LIFE AS A MOVIE

Hollywood movies have happy endings because somebody sat down and wrote them that way. Script your own life, giving it the happy ending that you want. Then stick to the script. You may have to rewrite some parts as you go along, but if you follow your life's screenplay, you can arrive at where you want to be when the credits roll.

## 35. SMILE

Psychological studies have shown that people who make an effort to smile are happier than people who let situations dictate their emotions. Keep a smile on your face as much as possible and other people will be more comfortable with you, will like you more, and will want to help you achieve your goals. Your smile may even be infectious!

## 36. PRACTICE SELF-DISCIPLINE

Discipline is the ability to do what needs to be done even when you don't feel like doing it. Train yourself to separate your feelings and emotions from the job and just do what needs to be done. Soon, it will become second nature and you will always have the self-discipline to keep moving forward toward your goals.

## 37. FIND INSPIRATION IN OTHER PEOPLE

**PEOPLE** – Turn to inspirational books, movies, speeches, courses and other resources to keep yourself motivated. There are many successful people who have made it their goal to help other people improve their lives. Take advantage of this generosity by seeking out inspiring personal stories about other people's accomplishments

## 38. LOOK AT PROBLEMS FROM DIFFERENT PERSPECTIVES

When facing challenges, call upon the knowledge and experience you already have accumulated in your life. Ask yourself, "What do I know about this problem that already works?" "What do I know won't work?" and "What don't I already know and still need to learn to resolve this issue?" This helps you approach problems from different angles and use your life history to work through them.

## 39. BE AN EXPLAINER, NOT A COMPLAINER

**COMPLAINER** – Avoid the temptation to blame others for mistakes or shirk responsibility. Instead, when you make an error, have the maturity to admit it, figure out what went wrong and move on.

## 40. DON'T GET HUNG UP ON MONEY

– Most people think of money as the way we keep score of success, but this is a flawed viewpoint. There are lots of rich people who aren't happy and lots of people without money who are successful. Money won't buy you true happiness or even success. So don't think that you are going to find contentment once you achieve a certain income level or bank account.

### REMEMBER: It's not always all about you!

Everybody's life has its ups and downs. Going it alone won't make it any easier. Let other people into your life so you can celebrate your successes and make your failures more endurable. Nobody is an island. Your life touches many other people. Be aware of this and let it help make your journey easier. ■



# Do It Yourself

Tutorial: Faça Você Mesmo(a)

## DIY: Porta Velas Flor de Lótus

No oriente, a flor de lótus significa pureza espiritual. No simbolismo budista, o significado mais importante da flor de lótus é pureza do corpo e da mente. Então que tal um "Do It Yourself" super fácil para trazer boas energias para o novo ano que se inicia?

**Você vai precisar de:**

- \* Colheres descartáveis (10 colheres)
- \* Vela
- \* Cola Quente
- \* Spray de tinta na cor Dourada
- \* Papelão

1



Faça um círculo no Papelão, eu usei o fundo do spray como molde

2



Corte o cabo das colheres

3



Cole com a cola quente 6 colheres no papelão.

\*Alerta: Cuidado para não se queimar

4



Faça mais uma camada com as 4 colheres restantes, colando cada uma nos espaços entre as colheres já coladas.

5



Pinte com o Spray. Espere secar e Pronto! Seu porta velas está prontinho para trazer muita energia boa na decoração da sua casa.

\*Dica: Sempre use o spray em lugares arejados, de preferência fora de casa, o cheiro do spray é bastante tóxico. Se possível use máscaras.

Desejo a todos um Ano Novo repleto de Amor, Paz e Alegria. Feliz 2017!  
Beijo no coração.  
Sheylla Gonçalves



\*Para mais dicas de DIY visite o @15s1deas no Instagram

# 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

# Music Promotion

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# The coup inside the coup and Brazil's unstable economy

By Gabriel Shiozawa Coelho Translation: Julia Melim

The political mood in Brazil is full of uncertainty, whirlwind and sketchy tactics – followed by impeachment, crisis, and a declining economy. Since the current president (not elected) Michel Temer (PMDB) took over in the first part of 2016, after the coup against then president Dilma Rousseff (PT), there have been movements across the country, mobilizing the public and private sectors. Brazil's economy is still very fragile, a brand of a capitalist dependent country severely affected by the international scenario – and it doesn't show signs of improvement any time soon. The three main powers: Executive, Legislative and Judiciary are constantly in strong disagreement, hitting the headlines and fighting against each other, inviting the Brazilian elite as the backdrop, and the Brazilian people once more get burnt by their neoliberal political agenda. The new unofficial government is marked by austerity, taking away basic rights in the constitution and cutting back in investments in the public sector. Everything that showed to be a long shot for the previous government, has now become the day to day operations in Brasilia.

The plan which would be applied in a slowly and gradual manner by the Worker's Party (PT), who's responsible for coopting part of the social left wing movements – even though it adopted a much more right wing approach in recent times – now the same plan is being put into practice in a faster way, rushing into very unpopular and extreme measures while the people literally sleep. Temer commands a government in complete shock against moral and constitutional values with the provision "PEC 55" (former "PEC 241," considered by a United Nations special rapporteur as the most violent project in modern times, attacking directly the lower classes). The provision "PL 257," or "MP 746" (High School reform), and the Retirement Plan taken away from Brazilians who have to

increase from 35 to 49 years of contribution in an unprecedented measure, causing protests all over the country. Protests, which are being violently repressed, focusing on the steadfast approvals of such absurd nature. Current president Temer is losing popularity each day, but does not back down from the measures he's applying, that could negatively affect the country for the next 20 years. Temer's popularity does not concern him, since he knows he is not eligible to run for president (in case there were direct democratic elections) because he doesn't have a clean record – he knows this project is for the riches, from millionaires to billionaires. This national project will benefit foreign investment, the White House, the oil moguls, and it had already been applied, but it was too slow for the greedy investors, which led to the impeachment of PT and the fall of Dilma.

Temer is replaceable – he's only a part of

the puzzle for those who put him in charge in the government. In this unstable scenario, the country is already preparing for the coup inside the coup, that would impeach Michel Temer from PMDB, and put the next party in charge: PSDB, who aims to have a direct representant in the presidency. It's not news that anything goes in this circus, many are taking advantage of the moment to show off their conservative platform – meaning all that support sexism, racism, homophobia and fascism – such as Bolsonaro, that openly boasts apology to a dictatorship, is one of the extremists that's gaining popularity. Legislative and Judiciary powers fight against each other, don't follow the law or legal mandates, and fight for power and influence peddling in the Executive sector.





Traditional media paints through smoking mirrors a scene of great threat to the nation, even though corruption is seven times lower than tax evasion, and many times lower than public debt – which throws down the drain public money and spends almost 40% of the federal budget. While some of the Brazilian people take over the streets and fight against corruption, their basic rights are taken away. The Supreme Court finds itself in a dog eat dog world, in which some accuse judges for allegedly abusing their power, and others try to change laws overnight so they won't be charged, as a complete disrespect to our democracy.

Sérgio Moro – that seems to be one of the hopes for the country and also gains popularity among the masses – is found in a picture talking to the opposition

Aécio Neves, while the judge Moro ignores charges against his party PSDB and PMDB – the same that elected Temer in this completely illegitimate government. Ironically, Temer's alleged excuse behind taking over the government was ending corruption, after replacing a president that wasn't found guilty

of any corruption schemes, and was replaced by people far more corrupt than Dilma and actually found guilty of multiple federal crimes. The biggest anti-corruption plan known as "Lava-Jato" ("Jet Wash") put in action by president Dilma has since come to an almost complete stop, in an attempt to shut down investigations.

Virtually without much representation in the Congress, the Worker's Party (PT) has lost strength over the years and doesn't have any real power, leaving the left wing supporters ashore disappointed. Taken down the rabbit hole along with the Worker's Party (PT), the left is incapable of bringing any real change for the country.

Unfortunately, Brazil is condemned to playing small, until it completely shifts its politics and drastically turns around the economy, standing up from its submissive role on the margins of national decision makers – something the Brazilian elite has no interest in exploring, only following along the international interests.

In summary, the Brazilian tragedy in 2016 is the unstable economy that continues to show no improvement, the public money into the pockets of bankers (white male businessmen over 50), that hold over R\$1 million reals each working in the Congress and decide the future of the nation

made mostly of non-white women from the working class.

For 2017 the scenery doesn't seem to get better, and at least for the next 10 years it's a somber prediction that plagues the country. The only way to hope for any improvement will be through conscientious movement, mobilizing the people of Brazil to fight back for their rights, claim sovereignty and gain once and for all true national independence. ■



## Cheque Fotos e Notas, Assista Nossos Vídeos... Participe!



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# Cirurgia Robótica: Tecnologia da Ponta Como Aliada na Cura do Câncer Urológico

By Laís Oliveira

O câncer de próstata é o mais comum entre os homens em todo o mundo. No Brasil, o Instituto Nacional do Câncer (Inca) estima em 61 mil novos casos em uma população de 99 milhões de homens só em 2016. Nos Estados Unidos, a estimativa é de 233 mil novos casos para uma população masculina de 159 milhões. Antes uma doença predominante em idosos, hoje esse tumor atinge homens cada vez mais jovens. A prevenção ainda é a melhor forma de evitar o câncer e uma simples ida ao consultório pode ser determinante.

Como em todos os tipos de câncer, é necessário ficar alerta sobre o histórico familiar como fator mais importante num possível desenvolvimento da doença. Mas não é apenas isso, questões como a obesidade ou hábitos alimentares, como a ingestão de embutidos, estão sendo estudadas como possíveis fatores de risco.

A campanha do Novembro Azul, por exemplo, busca anualmente conscientizar os homens em diversos lugares do mundo sobre a importância da prevenção com exames anuais. Porém isto ainda é um tabu em alguns países ou motivo de vergonha que impede milhares de homens de ir a um consultório para realizar um simples e rápido exame de toque. Este "temido" exame retal pode detectar o tumor no estágio inicial e facilitar o tratamento, aumentando as chances de cura do paciente.

Muitos homens ainda têm dúvida sobre qual é o exame mais eficiente para detectar a doença, se o de sangue - conhecido como PSA - ou o de toque. Apesar de válido, o exame de PSA (Antígeno Prostático Específico) não basta para detectar de forma mais precisa o tumor,

pois em 18% dos casos os níveis aparecem como normais. Desta forma, ainda que contra a vontade de muitos homens, devido a um preconceito sem fundamento ou resistência cultural, o exame de toque retal ainda é o mais eficiente para diagnosticar o câncer.

O médico André Berger é urologista e especialista neste tipo de câncer e um dos pioneiros com especialização em cirurgia robótica para o tumor urológico. De Porto Alegre, no Rio Grande do Sul, mas residente nos Estados Unidos desde 2007, ele trabalha no departamento mais famoso do mundo em cirurgia robótica que fica na USC (University of Southern California), o mesmo local em que se formou como cirurgião robótico e atualmente leciona.

Sua história de sucesso na área médica

começou na faculdade de Medicina na UFRGS - Universidade Federal do Rio Grande do Sul. Ainda no estado do sul brasileiro, André fez residência de Cirurgia geral e Urologia no Hospital de Clínicas de Porto Alegre. Seu próximo passo determinou o sucesso de sua carreira: na Cleveland Clinic, em Ohio, um dos melhores hospitais do mundo, no final de 2007, ele participou de uma pesquisa em cirurgia robótica e laparoscópica urológica. Sua participação em vários projetos de pesquisa inovadores e publicação de trabalhos em revistas científicas de grande impacto lhe renderam conhecimento como um dos pioneiros na área da cirurgia robótica para o tumor urológico.

Pesquisar, inovar e fazer a diferença em sua especialidade sempre foram prioridades em sua vida. Sua constante pesquisa e estudos





na área robótica visam o sonho de todos os pacientes do mundo que travam uma luta contra o câncer: a cura da doença. E ela parece estar mais próxima a cada dia, "estamos trabalhando para que um dia o câncer tenha cura. Até lá, temos que usar as armas de que dispomos, e acredito que a cirurgia robótica é uma excelente arma. É um procedimento complexo, porém com cortes pequenos", revela o médico.

#### A CIRURGIA ROBÓTICA, SEUS CUSTOS E VANTAGENS

Com tecnologia de ponta a favor da medicina, o tratamento contra o câncer ganhou, há poucos anos, uma nova aliada que facilita a remoção e cura do tumor urológico, a cirurgia robótica. Este tipo de cirurgia é feito com pequenos cortes no qual o cirurgião não está segurando os instrumentos necessários com suas próprias mãos para realizar os procedimentos.

Desta forma, os instrumentos cirúrgicos estão conectados a braços robóticos que, por sua vez, estão conectados a um console dentro da sala da cirurgia. Nesse console, o cirurgião permanece sentado com visão em 3D e joysticks que controlam os braços robóticos e instrumentos utilizados na cirurgia.

O uso da técnica robótica visa realizar cirurgias, mesmo de grande porte, por meio de cortes pequenos. Isso beneficia os pacientes com a diminuição de sangramento durante o procedimento, a necessidade de transfusões sanguíneas, a dor pós-operatória, entre outros. Dessa forma, os pacientes retornam às suas atividades normais mais precocemente, com menos comprometimento em sua qualidade de vida.

Porém, para ter acesso a meios tecnológicos de ponta no tratamento contra o câncer, é necessário investimento financeiro. Por exemplo, no Brasil, inicialmente, para se ter a tecnologia do robô, é preciso um investimento alto, em torno de US\$ 3,5

milhões para uma plataforma. Atualmente, no país, há 25 sistemas na área, em contrapartida, nos Estados Unidos, há cerca de 2.500.

Em dois anos estima-se que seja possível dobrar a quantidade de robôs no Brasil, o que já é um avanço significativo, dadas as divergências financeiras entre os dois países e o investimento em pesquisa nesta área tão importante da medicina. A boa notícia é que André afirma que está trabalhando com médicos brasileiros de várias regiões como Rio de Janeiro, São Paulo, Porto Alegre, Recife e Belo Horizonte para desenvolver a cirurgia robótica no país, um futuro promissor para novos pacientes com a doença.

No que diz respeito a parcerias de grandes empresas com investimentos em pesquisas na área da saúde, ele é categórico: "Acho que os melhores cérebros devem trabalhar em conjunto para resolver os maiores problemas da humanidade, e o câncer é um deles. A colaboração multidisciplinar é fundamental". ■

## Smart Tip: Help for Women in their 40's and 50's

Bicycling and brisk walking can help control your weight, but slow walking doesn't help, according to researchers at the Harvard School of Public Health. 30min increase in daily activity had health benefits for thin, overweight, and obese women, while women who cut back on from more than 15min daily to less than 15min gained about 4.5 pounds over the 16-year study period.

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# Cashing Out with the Help of New Technologies and Different Platforms

By Lindenberg Junior

It's has been reported that there are now (2016) an estimated 23 million people in the U.S who earn their income from the comfort of their home and not subject themselves to the aches and pains associated with working the standard 9 to 5 job. Rather they have chosen a different path that allows them to take charge of their own well being and/or their own time schedule and/or receiving the income they are truly worth and not have to endure the politics, hassles and unfairness often found in today's work.

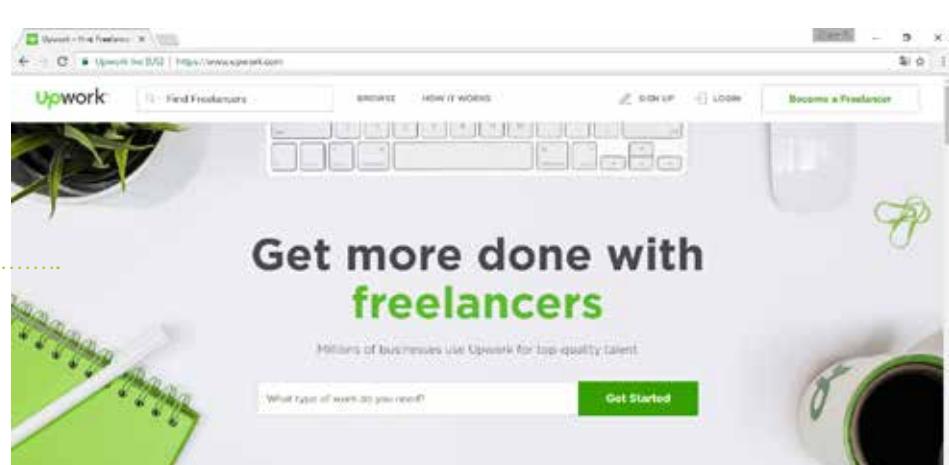
With the new technologies and the use of new tools such as your smart phones, it's now easier than ever to find a job that not require the 9 to 5 time frame and/or to be in a specific location. There are many job offers that you can do from your home or using your car. Even if you have a "regular job", some companies allow the worker done this job in home using online 'time clock' software. I personally known three friends that had a "regular job" that now do the same job and for the same companies, in their home.

Speak with your current manager or boss about the possibility of working from home to begin with, and trial it if they say yes. In a lot of cases, they realize that you are more productive doing this same job in your home (even if still is the "regular time frame). A true reality in these days is that you can really earn money as a freelancer completing work for some clients at a time that suits you. But I am not talking about Craigslist or similar websites. There is an awesome platform called **UpWork** that can give you the most stable income. People advertise for work and advertise for services. Try finding a few big clients; make you best and sticking with them.

But yes, these days of sharing economy, there are money making platforms that make its dream coming true such as Uber, Postmates and Task Rabbits among others. The only thing left for you to do is to create a profile on these platforms and take daily action. These platforms have been developed, tested, and monetized, and they are ready for you to leverage to make money now. Of course, you have a lifestyle and a budget to living, so it's important an action plan to pick and choose the best platforms for you or even, as a plan c, looking for a different kind of platform for make money.

I am talking about websites such as **AirBnB**, a marketplace where homeowners and travelers can listing and book private residences around the world. Whether booking a room in a house or an entire condo or entire home, users can rent on Airbnb by the day, week, month, or longer, and the homeowners or even "rentowners" make money. You can list your room or apartment or house on the site for free and Airbnb takes a 20% commission fee. Similar to AirBnB I can mention **HomeAway** and **VRBO**.

[Continue on page 30 >>](#)



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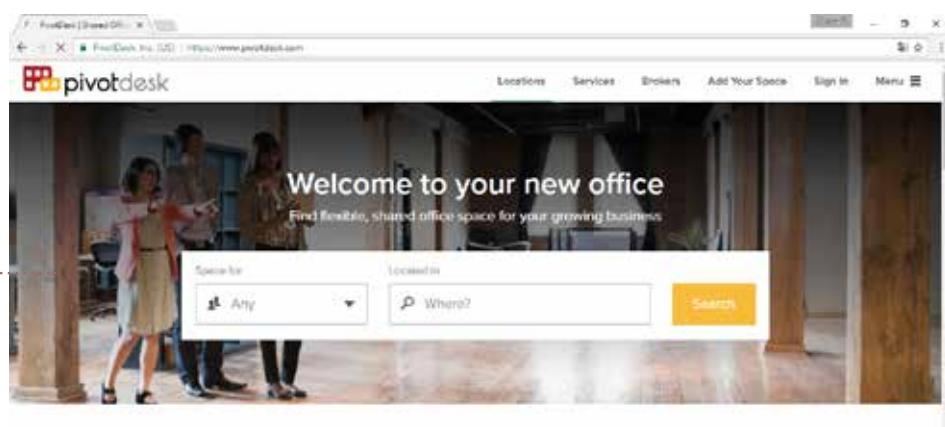
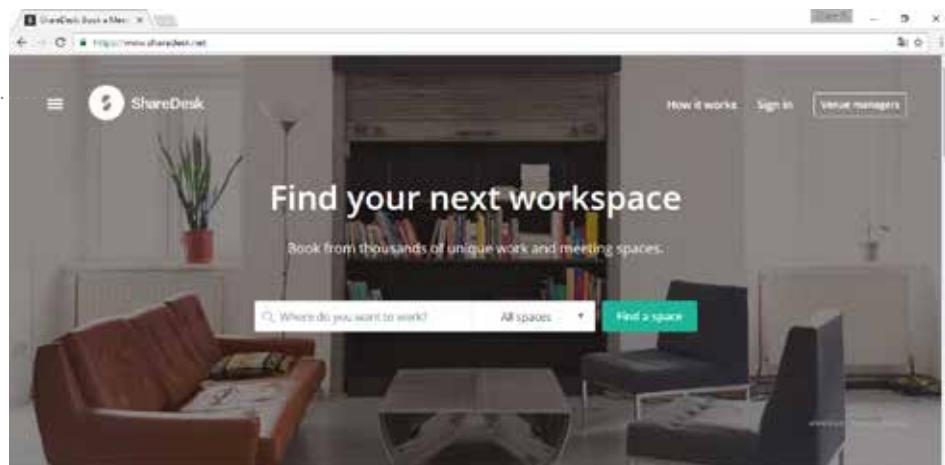
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There are platforms to rent out various types of workspaces, in this case you can use **ShareDesk** that works similar as Airbnb taking commission for each successful booking. For workspaces I also mention **PivotDesk** and **LiquidSpace**. There is even a platform for those who have a unique outdoors experience to share with others. For campers or those looking for a wilderness escape, HipCamp can be your ticket to profit from unused land. This service is currently only available in the U.S.

**SpareChair** allows you to rent as little as a seat at your dining room table. You can turn your basement into a studio to rent out to musicians or artists or you can turn your garage into a boardroom for corporate meetings of small companies or startups. Roost helps you monetize unused storage space. You can list one space or multiple spaces. You can have different listings for different spaces in your house. Why waste an unused garage, closet, backyard, basement, or attic? As you can see, there are dozens of ways to profit from unused or underutilized assets in your home.

You can make \$50 to \$100 in just a few hours simple by giving your opinion. Companies are willing to pay to participate in focus groups to find out what you think about all sorts of things. Here's how to sign up and cash in: find focus groups looking for websites such as **FindFocusGroups.com** or **FocusForCash.com** or **FocusGroup.com** or **FGFinder.com** for a list of some near you. Some of these sites also let you sign up and give your details so that researchers looking for your demographics can find you. Well, I think you get the idea. The conclusion is that with the new technologies and this kind of new platforms we can get out of the 9 to 5 old fashion jobs or at least, easily find out a new source of income. ■



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Mineirinho, Campeão Mundial de 2015



# Brasil Terá 9 Surfistas na Elite Mundial do Surf em 2017

O ano de 2017 promete novas grandes emoções para os amantes do surf brasileiro. Desde alguns anos atrás o Brasil vem se destacando entre os melhores do mundo e em 2014 veio à recompensa quando Gabriel Medina se tornou o primeiro brasileiro campeão do mundo. A consagração e o reconhecimento internacional do surf brasileiro vieram de vez, no ano seguinte quando Adriano Souza, o "Mineirinho", voltou a dar o título ao Brasil.

No começo de 2016 umas das mais reconhecidas publicações de surf no mundo, a "Surfing Magazine" publicou em sua edição de Março, uma matéria de capa sobre o "Boom" do surf brasileiro e fez referência a outras promessas como a de Filipe Toledo. Nessa edição a publicação insinua "How to Beat Filipe Toledo?" fazendo referência a nova promessa brasileira e que em certas disputas no mar parecia ser impossível "bater" o jovem surfista com seu estilo agressivo e de muito talento.

Depois de dois anos consecutivos de glória e enchendo de orgulho o país do samba e do futebol, 2016 não teve um campeão brasileiro na Liga Mundial de Surf, mas Gabriel Medina voltou a estar na disputa pelo título ate a penúltima competição. E foi por muito pouco! Já Mineirinho, chegou a apenas uma semifinal em 2016 e não conseguiu brigar pelo título. Mas é experiente e em 2017 será sua 12ª vez na elite do surf mundial.

Filipe Toledo, ainda muito jovem, voltou a se destacar e junto com Ítalo Ferreira, Caio Ibelli, Wiggolly Dantas e Miguel Pupo terminaram o ano entre os 22 primeiros do ranking mundial e asseguraram um lugar na elite para representar o Brasil. Jadson André e Ian Gouveia conseguiram ótimos resultados no WQS, uma segunda divisão do surf, e, assim, conseguiram uma das dez vagas do WQS que garante vaga para o WSL (Mundial) do ano seguinte. No total, o país garantiu a presença de nove surfistas na divisão principal de 2017.

O Brasil ainda pode contar com mais dois atletas na próxima temporada. Bino Lopes e Jessé Mendes, 11º e 12º no WQS, estão na lista de espera e podem aparecer na elite do surfe em 2017 se algo acontecer com algum dos dez primeiros colocados. Para Medina, um dos maiores astros do esporte no

Brasil atualmente, a temporada de 2017 será sua sexta participação na elite do surf mundial. Ele foi 12º em 2011, sétimo em 2012 e 14º em 2013.

## O CALENDÁRIO DA TEMPORADA 2017

A temporada inicia no dia 14 de março, em Gold Coast (AUS) e terá 11 etapas no masculino e dez no feminino. A etapa do Rio de Janeiro, a RIOPRO será entre os dias 9 e 20 de maio e a de Huntington Beach na Califórnia, o U.S Open, entre os dias 31 de Julho e 6 de agosto. O calendário passa a respeitar o acordo firmado com o International Surfing Association (ISA), fazendo com que os surfistas da elite possam participar do Mundial da entidade e assim somem pontos para a corrida olímpica visando Tóquio 2020, que ainda terá seus detalhes divulgados. ■



Gabriel Medina, Campeão Mundial de 2014

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**SPORT/FITNESS:** Swimming and Cycling;  
**MUSIC:** Classic (I Love Mozart!);  
**CAREER:** Fashion / Entertainment;  
**A DREAM:** I will tell you guys two.... to be a mother of three (I love kids) and to perform/dance at "Sambodromo" in Carnival in Rio wearing an amazing samba costume!  
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