



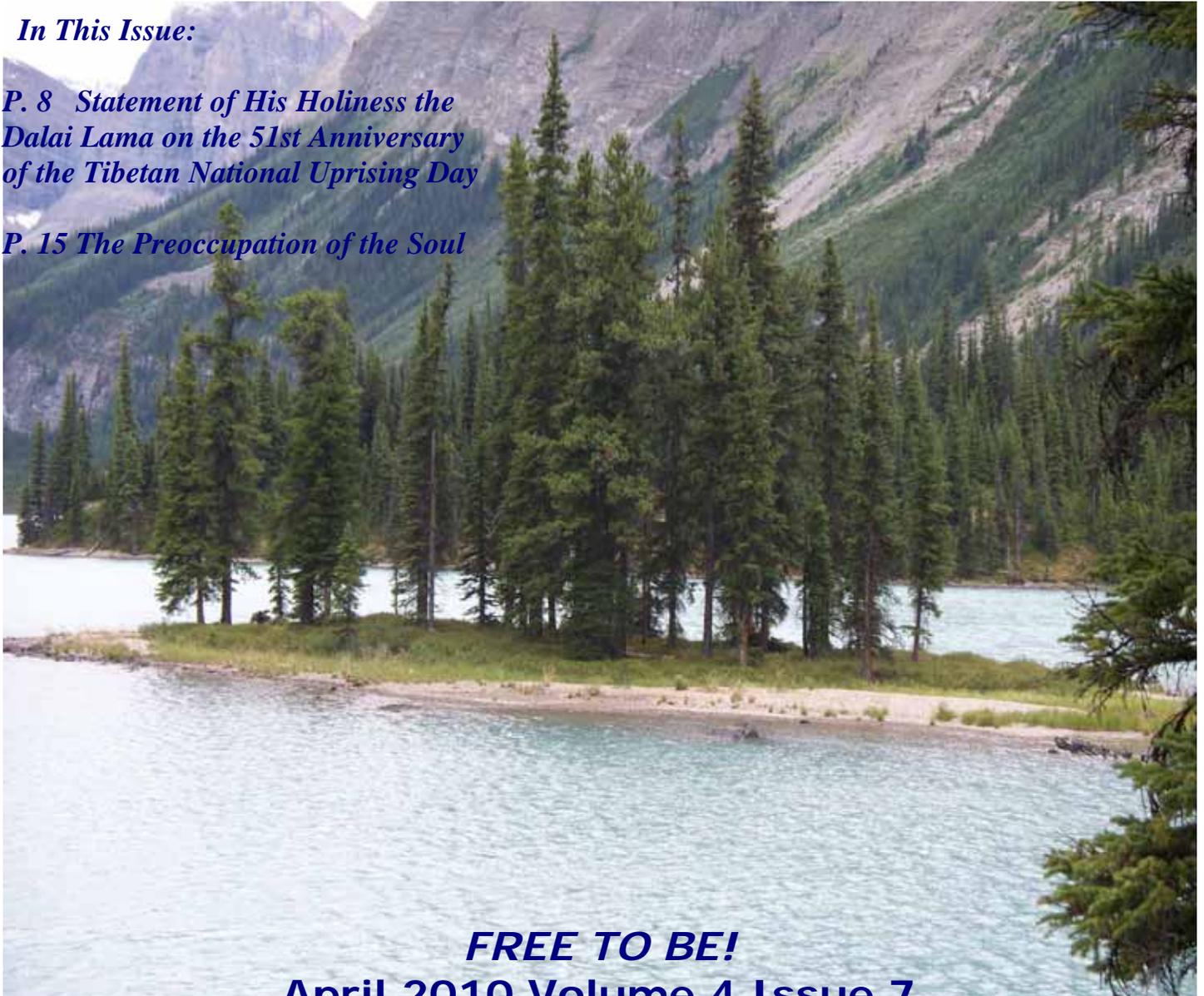
# ANGELS AND ANCESTORS MAGAZINE

SHARING THE NATURAL WISDOM OF THE EARTH AND ITS INHABITANTS

*In This Issue:*

*P. 8 Statement of His Holiness the  
Dalai Lama on the 51st Anniversary  
of the Tibetan National Uprising Day*

*P. 15 The Preoccupation of the Soul*



***FREE TO BE!***

**April 2010 Volume 4 Issue 7**  
**[www.angelsandancestors.com](http://www.angelsandancestors.com)**

# *Invitation*

*You are cordially invited  
to attend the book launch of*

## *The Story of Light Through Heaven's Gate*

*by S. Roger Joyeux*

*RSVP (403-225-2016)*

**The Story of  
Light**

**Through Heaven's Gate**



S. ROGER JOYEUX

**Where: Knox United  
Church in the  
Labyrinth room.**

**When: 2 pm, Sunday,  
April 25th**

**Address: 506 4th Street  
SW, corner of 6th Ave.  
and 4th St. (google  
address is incorrect)**

**Cost: no admission,  
Books at the Launch \$25,  
Regular \$30 + gst**

[www.thestoryoflight.com](http://www.thestoryoflight.com)

# ANGELS AND ANCESTORS

VOLUME 4 ISSUE 7 APRIL 2010

Since 2006

THIS MONTH

IN THIS ISSUE

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## FREE TO BE!

**“It's a simple truth we all need, just to hear and to see.**

**None of us are free, one of us is chained. None of us are free.**

**Now I swear your salvation isn't too hard to find, None of us can find it on our own.**

**We've got to join together in spirit, heart and mind.**

**So that every soul who's suffering will know they're not alone.**

**Chorus: None of us are free.**

**None of us are free.**

**None of us are free, one of us are chained.**

**None of us are free.”**

*~lyrics from the Solomon Burke song, “None of us are Free!”*

It is funny how something starts your thoughts flowing, and the information that comes from that continuous processing of information. When I was thinking about the title for this magazine, I clearly received a message about freedom – specifically - that we are not free when we are attached to someone, something, or some value. Simply, by being human, we form attachments. Many of these attachments last a lifetime, and cause us to feel deep pain. In fact, the three biggest issues we have from attachment (in no particular order), are: 1) anger; 2) judgement; and 3) grief.

I wondered if we have more attachment today than our ancestors did five thousand years ago. We do have so much more than they did in terms of material possessions. We also have bigger things, more expensive things, and different people have shown us that they can carry family and/or tribal feuds across millennia. All of us have seen people so attached to an idea that they will literally work themselves into a frenzy to change other peoples' minds.

Whole industries have been created on our “need” to have “stuff”. We did not even know we needed some of this stuff because it did not exist ten years ago. So, why are we attached to it?

*Cover Picture: Free to Be! © Judith Hirst, Aug 2009. Picture was taken by Judith Hirst of Spirit Island in Maligne Lake, in Jasper National Park, August 2009. This picture represents complete peace, and the freedom that comes from peace. The First Nations People have used this site for vision quests because they believed that here they were free from earthly restrictions. Now, the site is under protection and no one is allowed to walk on it.*

\*\*\*\*\*

*Anyone who wishes to think about human decision-making must presuppose that it really exists – that is, that man is free. Not without his limitations, of course, but still free enough to be able to make decisions. But saying man is free doesn't get us very far: what, we must ask, does that great freedom of*

The best answer is “we are seeking”, and the “stuff” fills a void for each of us. For some, the learning comes that the stuff really is not the answer, and the person turns to something else. The person lets the stuff go – gives it away and keeps only the life essentials. The person starts down a spiritual path, and, having let the weight of the stuff (the chain) go, becomes freer. It is like the song says, “one of us is chained, none of us free!”

My wish for you is that you find a way to release all the attachments and become freer this spring.

Judy and Roger

# EVENTS LISTING

## APRIL 2010

### TEACHINGS OF ARCHANGEL MICHAEL TELE-CLASS Monday, April 5 7:00-8:00pm

Study Class – Scripting Your Destiny, \$10.00 Call Judy 403-225-2016 to register and get dial-in info. [www.legionsofmichael.com](http://www.legionsofmichael.com)

### NEW MOON MEDITATION TELECLASS Wednesday, April 14, 7:30-9:00pm

Tele-class only! Join us as we work with “Washabe or Black Bear” who is the Sioux guardian of long life, strength, and courage, to remove fear from our lives. Contact Judy 403-225-2016 or [judy@angelsandancestors.com](mailto:judy@angelsandancestors.com) for dial-in info.

### TEACHINGS OF ARCHANGEL MICHAEL MEDITATION AND TEACHING \*Free\* Monday, April 19, 2010 7:00pm-8:00pm

See details at <http://www.legionsofmichael.com> or call Judy at 403-225-2016

### MUNAY-KI RITES 1&2: BANDS OF POWER AND HEALERS RITES – Saturday April 24th, 2010 1-4pm

in SE Calgary; \$55 per class. Contact Samantha to register at 403 – 668 –9361 or [www.walkinbeauty.ca](http://www.walkinbeauty.ca) Read more about the Rites at [www.munay-ki.org](http://www.munay-ki.org) Empower yourself through Shamanic interaction with the Divine!

### CALGARY AUTHORS BOOK SIGNINGS Saturday, April 24, 9-5:00 pm

(Including Roger Joyeux) at the Calgary Market at the Thorncliffe-Greenview Community Center at 5600 Centre Street North, Calgary. 30 tables of varied wares!

### BOOK LAUNCH - *THE STORY OF LIGHT VOLUME 2!* SUNDAY, APRIL 25TH

*The Story of Light: Volume 2, Through Heaven's Gate* by S. Roger Joyeux is almost here. There is a lot in this volume. Stay tuned for more details on launch location, and see more of what is in store at <http://www.thestoryoflight.com>.

## MAY 2010

### TEACHINGS OF ARCHANGEL MICHAEL TELE-CLASS Monday, May 3 7:00-8:00pm

Study Class – Scripting Your Destiny, \$10.00 Call Judy 403-225-2016 to register and get dial-in info. [www.legionsofmichael.com](http://www.legionsofmichael.com)

### QUESTERS CONFERENCE AT OLDS, AB Friday to Saturday, May 14-16, 2010

Theme: Ascension and Beyond; Canadian Society of Questers. For information call - in B.C. Merlin, 250-545-5946, in AB/SK – Rosemarie, 403-266- 5355 See program line up at <http://www.questers.ca>. Look for the Angels And Ancestors table.

### TEACHINGS OF ARCHANGEL MICHAEL TELE-CLASS Monday, May 17 7:00-8:00pm

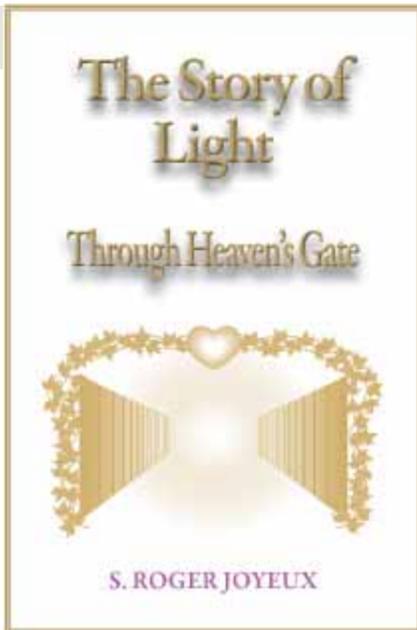
Study Class – Scripting Your Destiny, \$10.00 Call Judy 403-225-2016 to register and get dial-in info. [www.legionsofmichael.com](http://www.legionsofmichael.com)

## JUNE 2010

**Planetary Healing Mandala June 4, 2010** at MacEwan Hall, University of Calgary. Join Angels And Ancestors at our table. We are happy to be a sponsor of this event. Learn more at: [www.planetaryhealingmandala.org](http://www.planetaryhealingmandala.org)



Judy at the Planetary Healing Mandala on October 1 2009, held at SAIT.



# The Next Top Spiritual Author Contest

I have entered my latest book, *The Story of Light, Through Heaven's Gate*, in the Next Top Spiritual Author contest and I need your help to win! The contest was the brain-child of James Twyman and Robert Evans. The top prize is a book publishing contract with Hampton Roads Publishing Company. The first element of any successful book is not the writing, but the marketing. What James, Robert, and Hampton Roads are looking for is the support and enthusiasm that an author generates from the people who might read the book. Here is where you can help. The Next Top Spiritual Author contest is set

up like the TV Idol contests. That is, the audience, or the readership in this case, votes for its favourite author.

## I need your help!

I am asking for your vote to help promote *The Story of Light, Through Heaven's Gate*.

Voting is really easy!

1. Go to <http://www.nexttopauthor.com/register.cfm> and register.
2. Follow the instructions in the email they send to confirm registration.
3. Then go to my profile page at <http://www.nexttopauthor.com/profile.cfm?aid=715> or when you get to the search area for authors, enter my name (S. Roger Joyeux), book title, or my id #, which is 715.
4. Login and cast your vote using the tiny vote button on my profile page, located under the book's write up.
5. Click to vote, then tell all your friends.
6. After you cast your vote for me, blessing will abound and you will find a \$10 bill on the ground later in the day.

Yes, vote for fun and because *The Story of Light, Through Heaven's Gate* is the next top spiritual book!

**Vote for Roger for next top spiritual author at  
<http://www.nexttopauthor.com/register.cfm>.  
His ID # 715!**

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## FROM JUDY'S KITCHEN

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### FRUIT AND VEGGIE CRACKER



*Picture of fruits and vegetables from [webpages.scu.edu](http://webpages.scu.edu)*

*This is a great versatile cracker/thin bread that just goes with everything!*

#### Ingredients:

1 1/2 C walnuts  
1 1/2 C almonds  
1/4 C ground flax seeds soaked in 3/4 C water for 1 hour  
3/4 C ground sesame seeds  
2 LG carrots  
1/4 C red bell pepper (optional)  
2 ribs of celery  
1 pear, cored but not peeled  
1 small beet, peeled and chopped  
1 C fresh cranberries  
1/2 orange (peeling included), seeds removed  
1 1/2 C water  
1/2 C olive oil  
2 tsp. sea salt  
1 tsp. lemon pepper

#### Preparation:

Grind nuts in food processor and place in a large bowl. Continue processing and adding ingredients until all are added. Mix well. Your mixture will be a kind of "rose" pink. Pour out to about 1/4" thickness onto dehydrator sheets and dehydrate for about 3 hours @ 115 degrees. Flip and continue drying for another 6 hours. If you

want a crispier cracker, spread thin and dry for additional time.

If you do not have a dehydrator, pour on to cookie sheets covered with parchment paper, and use a setting of 190 degrees. Flip after 3 hours, depending on how crispy you like your crackers.

\*\*\*\*\*

### CRANBERRY ALMOND SLAW

Serves 4

#### Ingredients:

1/4 of a green cabbage, chopped  
1 cup cilantro (I am allergic to cilantro so I use extra celery and carrots)  
1/2 red bell pepper, chopped  
1 large carrot, chopped  
1/4 C almonds  
1/3 C dried cranberries  
Juice of 1 lime  
2 Tablespoons flax oil (I use olive oil)  
2 Tablespoons agave nectar  
2 Tablespoons red onion, minced  
1 large avocado, cut into bite-sized pieces

#### Preparation:

Place all ingredients, except for the avocado, into a large food processor and pulse-chop until everything is cut up to desired size. Pour out into serving bowl and garnish with avocados. (I dip the avocados in lime juice to slow the browning of the avocado.)

#### The Soldier and The Dog

This soldier, I realized, must have had friends at home and in his regiment; yet he lay there deserted by all except his dog. I looked on, unmoved, at battles which decided the future of nations. Tearless, I had given orders which brought death to thousands. Yet here I was stirred, profoundly stirred, stirred to tears. And, by what? By the grief of one dog!

Napoleon Bonaparte, on finding a dog beside the body of his dead master, licking his face and howling, on a moonlit field after a battle. Napoleon was haunted by this scene until his own death.

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## STATEMENT OF HIS HOLINESS THE DALAI LAMA ON THE 51ST ANNIVERSARY OF THE TIBETAN NATIONAL UPRISING DAY

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**March 10th 2010**

Today marks the 51st anniversary of the Tibetan people's peaceful uprising in 1959 against Communist China's repression in Tibet, as well as the second anniversary of the peaceful protests that erupted across Tibet in March 2008. On this occasion, I pay homage to those heroic Tibetan men and women, who sacrificed their lives for the cause of Tibet, and pray for an early end to the sufferings of those still oppressed in Tibet.

Despite the great hardships they have faced for many decades, Tibetans have been able to keep up their courage and determination, preserve their compassionate culture and maintain their unique identity. It is inspiring that today a new generation of Tibetans continues to keep Tibet's just cause alive. I salute the courage of those Tibetans still enduring fear and oppression.

Whatever circumstances we find ourselves in, it is the responsibility of all Tibetans to maintain equality, harmony and unity among the various nationalities, while continuing to protect our unique identity and culture. Many Tibetans in Tibetan areas are working in various responsible posts in the party, government and military, helping Tibetans in whatever way they can. We recognise the positive contribution that many of them have made up to now, and obviously when Tibet achieves meaningful autonomy in the future, they will have to continue to fulfil such responsibilities.

Let me reiterate that once the issue of Tibet is resolved, I will not take any political position nor will members of the Tibetan Administration in exile hold any positions in the government in Tibet. I have repeatedly made this clear in the past. To understand the situation of the Tibetans in exile and their aspirations, I invite Tibetan officials serving in various Tibetan autonomous areas to visit Tibetan communities living in the free world, either officially or in a private capacity, to observe the situation for themselves.

Wherever Tibetans in exile have settled, we have been able to preserve and promote our distinct cultural and spiritual traditions, while generating awareness of the Tibetan cause. Unlike other refugees, we have been relatively successful because we have also been able to give our children a sound modern education, while bringing them up according to our traditional values. And because the heads of all four major schools of Tibetan Buddhism and the Bon religion are in exile we have been able to re-establish various institutions for religious training and practice. In these institutions over ten thousand monks and nuns are free to pursue their vocations. We have been readily able to provide educational opportunities for those monks, nuns and students who have continued to come from Tibet. At the same time the unprecedented spread of Tibetan Buddhism in both East and West and the prospect of continuing to flourish in the future gives us hope that it may yet survive. This is some solace to us during this most critical period in Tibet's history.

Today, the Chinese authorities are conducting various political campaigns, including a campaign of patriotic re-education, in many monasteries in Tibet. They are putting the monks and nuns in prison-like conditions, depriving them the opportunity to study and practise in peace. These conditions make the monasteries function more like museums and are intended to deliberately annihilate Buddhism.

Tibetan culture based on Buddhist values of compassion and non-violence benefits not only Tibetans, but also people in the world at large, including the Chinese. Therefore, we Tibetans should not place our hopes in material progress alone, which is why it is essential that all Tibetans, both inside and outside Tibet, should broaden their modern education hand in hand with our traditional values. Above all, as many young Tibetans as possible should strive to become experts and skilled professionals.

It is important that Tibetans maintain friendly relations not only with people of all nationalities, but also amongst themselves. Tibetans should not engage in petty disputes with each other. I earnestly appeal to them instead to resolve any differences with patience and understanding.

Whether the Chinese Government acknowledges it or not, there is a serious problem in Tibet. As the world knows, this is evidenced by the fact that there is a huge military presence and restriction on travel in Tibet. It is good for neither party. We have to take every opportunity to solve it. For more than 30 years, I have tried my best to enter into talks with the People's Republic of China to resolve the issue of Tibet through the Middle-Way

Approach that is of benefit to us both. Although I have clearly articulated Tibetan aspirations, which are in accordance with the constitution of the People's Republic of China and the laws on national regional autonomy, we have not obtained any concrete result. Judging by the attitude of the present Chinese leadership, there is little hope that a result will be achieved soon. Nevertheless, our stand to continue with the dialogue remains unchanged.

It is a matter of pride and satisfaction that our mutually beneficial Middle-Way Approach and the justice of the Tibetan struggle have gained growing understanding and support year by year from many political and spiritual leaders, including the President of the United States of America, reputed non-governmental organisations, the international community, and in particular from Chinese intellectuals. It is evident that the Tibetan issue is not a dispute between the Chinese and Tibetan peoples, but has come about because of the ultra-leftist policies of the Chinese Communist authorities.

Since the demonstrations in Tibet in 2008, Chinese intellectuals inside and outside China have written more than 800 unbiased articles on the Tibetan issue. During my visits abroad, wherever I go, when I meet Chinese in general, particularly the intellectuals and students, they offer their genuine sympathy and support. Since the Sino-Tibetan problem ultimately has to be resolved by the two peoples themselves, I try to reach out to the Chinese people whenever I can to create a mutual understanding between us. Therefore, it is important for Tibetans everywhere to build closer relations with the Chinese people and try to make them aware of the truth of the Tibetan cause and the present situation in Tibet.

Let us also remember the people of East Turkestan who have experienced great difficulties and increased oppression and the Chinese intellectuals campaigning for greater freedom who have received severe sentences. I would like to express my solidarity and stand firmly with them.

It is also essential that the 1.3 billion Chinese people have free access to information about their own country and elsewhere, as well as freedom of expression and the rule of law. If there were greater transparency inside China, there would be greater trust, which would be the proper basis for promoting harmony, stability and progress. This is why everyone concerned must exert their efforts in this direction.

As a free spokesperson of the Tibetan people I have repeatedly spelled out their fundamental aspirations to the leaders of the People's Republic of China. Their

lack of a positive response is disappointing. Although the present authorities may cling to their hard-line stand, judging by the political changes taking place on the international stage as well as changes in the perspective of the Chinese people, there will be a time when truth will prevail. Therefore, it is important that everyone be patient and not give up.

We acknowledge the Central Government's new decision taken at the Fifth Tibet Work Forum to implement their policies uniformly in all Tibetan areas to ensure future progress and development, which Premier Wen Jiabao also reiterated at the recent annual session of the National People's Congress. This accords with our repeatedly expressed wish for a single administration for all those Tibetan areas. Similarly, we appreciate the development work that has taken place in Tibetan areas, particularly in the nomadic and farming regions. However, we must be vigilant that such progress does not damage our precious culture and language and the natural environment of the Tibetan plateau, which is linked to the well-being of the whole of Asia.

On this occasion, I wish to take the opportunity to offer my sincere thanks to the leaders of various nations, their intellectuals, the general public, Tibet Support Groups and others who cherish truth and justice for continuing to support the Tibetan cause despite the Chinese government's pressure and harassment. Above all I wish to pay my heartfelt gratitude to the Government of India, the various State Governments, and the people of India for their continued generous support.

Finally, I offer prayers for the happiness and well-being of all sentient beings.

The Dalai Lama

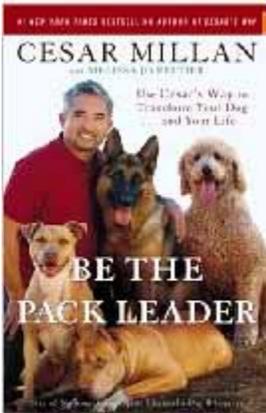
*© The Office Of The Dalai Lama, March 2010. In 1950 His Holiness was called upon to assume full political power after China's invasion of Tibet in 1949. In 1954, he went to Beijing for peace talks with Mao Zedong and other Chinese leaders, including Deng Xiaoping and Chou Enlai. But finally, in 1959, with the brutal suppression of the Tibetan national uprising in Lhasa by Chinese troops, His Holiness was forced to escape into exile. Since then he has been living in Dharamsala, northern India, the seat of the Tibetan political administration in exile.*

**Editor's Note: We are grateful to "The Office Of The Dalai Lama" for granting us permission to use this article in our magazine.**

# Look At That Book

## BE THE PACK LEADER: USE CESAR'S WAY TO TRANSFORM YOUR DOG . . . AND YOUR LIFE

### Book Review by Diana Briceno



Book Authors: Cesar Millan, Melissa Jo Peltier

**Paperback:** 336 pages

**Publisher:** Three Rivers Press; Reprint edition (Sep 23 2008)

**Language:** English

**ISBN-10:** 0307381676

**ISBN-13:** 978-0307381675

One of my coworkers gave me a book by Cesar Millan, the Dog Whisperer, called "*Be The Pack Leader*". I had already come across this book the other day while I was looking for some puppy books at Chapters; it caught my attention but I didn't buy it. I didn't buy any books that day and instead decided I would browse the library, try some books and decide later which one I would buy. Then in that mysterious way the Universe has of providing, Heather (my coworker) spontaneously brought the book to me.

I started reading it this morning. This guy, whom I find extremely interesting, is talking about how dogs bring balance to our lives, how these days the people have forgotten about their basic instincts, that is, those that connect us to Mother Nature. He talks about how people these days are completely centered in their intellectual side, mastering reason, logic and technology. He discusses that many others manage to also take care of their emotional side and spiritual side. Millan points out, however, that very few really connect with their instinctual side, which makes us dangerously imbalanced. Dogs, like many pack animals will only follow instinctual leaders while humans will follow intellectual, emotional and spiritual leaders often, oh so often, leading us to doom.

I will share with you a portion of this chapter that I find beautiful.

*"The good news is that our instinctual selves are lying deep within us, just waiting to be rediscovered. And our best friends and companions -our dogs- can be our guides to reawakening our instinctual nature. I invite you to learn about true life balance from those who have already learned these lessons. Our dogs are our mirrors - but do we dare to look into their eyes and truly see our reflections?" ~ Cesar Millan~*

And about the pack:

*"Now this is the Law of the Jungle - as old and as true as the sky;*

*And the Wolf that shall keep it may prosper, but the Wolf that shall break it must die.*

*As the creeper that girdles the tree trunk, the Law runneth forward and back*

*For the strength of the Pack is the Wolf, and the strength of the Wolf is the Pack."* ~ Rudyard Kipling, from "*The Law of the Jungle*".

© Diana Briceno March 2010. Diana lives with her husband and two children, and their puppy, Luna, in Calgary.

\*\*\*\*\*

*Editor's Note: Diana and I had been discussing the fact that many people that I know have been getting puppies (through January and February). In fact, Diana and her family recently acquired a beautiful little puppy called "Luna". Here is a picture of Luna that Diana has provided. Shortly after our conversation, Diana had the encounter with the book. Could it be a coincidence? I think not!*



"Luna"

---

## FREEDOM FROM AND FREEDOM FOR

---

**BY OSHO**

*If I were to condense your approach to emotional ecology, would I be correct in saying it is freedom from suppression?*

You would be absolutely right. But only negatively! To be freed from suppressions is the negative part, and to express the hidden, the potential, that which you are meant to be, is the positive part. But you are right, because the negative comes first. Unless you are free from suppression, you will not be able to express yourself; you will not be able to achieve your potential.

Society exists at the cost of the individual. It has existed that way up until now. The individual is not allowed total freedom to express himself. Through this suppression, society creates an image by which you can be exploited.

For example, if individuals become totally expressive, there will not be any war in the world. It is impossible. But if you suppress the individual, then the suppressed energy is there and it can be used for violence. The whole of politics, and the whole history of man, depends on war. The whole society has been based on war, but war is possible only if the individual is not allowed to express himself.

This suppressed energy has been used for many reasons, for many causes, for many purposes: for war, for politics, for exploitation. I am against all suppression. I am for natural growth.

I am not against discipline; I am against suppression. Discipline is a creative thing. It is never against something; it is always for something. For example, I am for the discipline of sexual energy, not for the suppression of it. The energy must be allowed to move in a creative direction. It should not be suppressed. If it is suppressed, it becomes perverted. You become less than natural.

Expression means that you must become more than natural. If you cannot become more than natural, then it is better to be natural than to be perverted. The whole culture that has existed all over the world is a perverted culture.

That's why it rarely happens that a Buddha or a Jesus is born. Otherwise, Buddha and Jesus would be the

normal case. They would not be so exceptional. If the whole society was creative rather than suppressive, then not to be a Buddha would be the exception. To be a Buddha would be a natural, normal thing.

\*\*\*\*\*

Editor: This excerpt is from *Osho: The Eternal Quest*

**"Do what you should do, when you should do it, whether you feel like it or not." -Thomas Huxley**

ooooo

### *The Bee and Jupiter*

*A BEE from Mount Hymettus, the queen of the hive, ascended to Olympus to present Jupiter with some honey fresh from her combs.*

*Jupiter, delighted with the offering of honey, promised to give whatever she should ask.*

*She therefore besought him, saying, "Give me, I pray thee, a sting, that if any mortal shall approach to take my honey, I may kill him."*

*Jupiter was much displeased, for he loved the race of man, but could not refuse the request because of his promise. He thus answered the Bee: "You shall have your request, but it will be at the peril of your own life. For if you use your sting, it shall remain in the wound you make, and then you will die from the loss of it."*

*Evil wishes, like chickens, come home to roost.*

# Tips & Tricks for Small Businesses

Helping Practitioners and Small Business Owners Navigate The Business World!

## HOW TO WRITE A BROCHURE: ADVICE FROM AN ADVERTISING COPYWRITER

By John Kuraoka

The biggest and most-common mistake made when writing a brochure, is focusing on *information* instead of *persuasion*.

The job of persuasion doesn't end with your advertising. In fact, brochures typically offer a larger canvas on which to make your case persuasively and support it credibly. Use it!

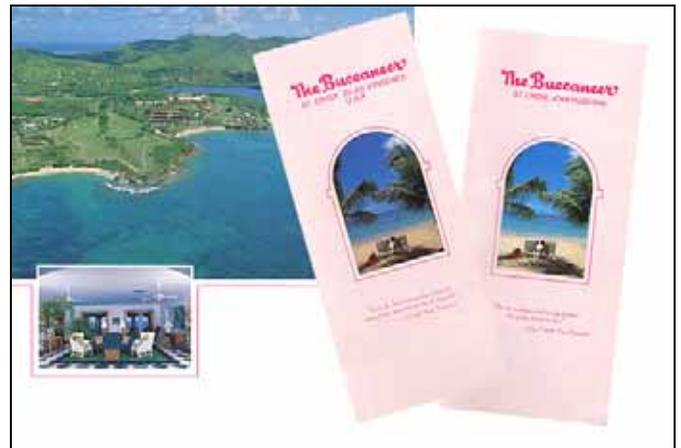
Depending on your sales cycle, the marketing message you deliver in your brochure may outlive your current advertising campaign. That long shelf life means even your smallest product or service brochures can have a powerful cumulative effect on your corporate branding. Yet, brochures are fundamentally sales pieces. Whether aimed at a trade or consumer audience, whether intended as a lead-generator or leave-behind, your brochure copy must help sweep your prospect toward a profitable sale. It must present information both clearly and convincingly, following a strategically sound persuasive structure.

This persuasive structure often reinforces or connects steps within the sales process itself. So, before starting to write, it's important to understand how the brochure will be used, including where the brochure fits in your sales process, how it will be distributed, who will read it, and what action you want the reader to take next. Knowing the desired outcome helps define the content and structure for your brochure. The copy written for an effective lead-generating piece, for instance, is different from the copy written for an effective sales-closing piece. (Indeed, even the art direction, design, and production will likely differ because of differences in run quantities and distribution methods.)

Persuasive brochure copy starts on the cover. Many brochure writers miss a big opportunity here, by featuring most-prominently the company or product

name instead of an intriguing *idea* that positions the company or product.

That positioning, by the way, could be internal or external. For instance, with a series of individual product brochures, it may be just as important to position each product within your own product line as to position it against competitive products.



Sample brochure from [www.thebuccaneer.com](http://www.thebuccaneer.com)

Brochure copy should begin with your customer, not your product. That is, it should make the person reading your brochure feel that his or her key problems are understood before moving on to discuss the solution. Build rapport first, then sell. That's true on a sales call, and it's probably doubly true in print, where you don't have the advantage of meeting face-to-face.

There are pain points that your products or services relieve, if they are worthwhile products or services. These pain points need to be touched upon before they can be addressed persuasively.

Keep earning readership. Every page of your brochure presents the reader with an opportunity to stop going on to the next page. That's why each spread should contain elements that attract, intrigue, persuade ... then intrigue further. Make your brochure a real page-turner. Entice the reader. Enchant the reader. Occasionally, surprise the reader. That's the only way you earn the chance to *sell* the reader.

Sell benefits, not features. Although brochures often exist to explain features, in copy it's best to sell those features

through the benefits, citing real-world examples, cases, and applications.

Remember your customer. To potential buyers, the most-important thing about your product or service, is how it relates to themselves. So, your brochure copy must answer their questions and overcome their objections. You can integrate these in copy or pull them out as separate sections, but, either way, face up to common questions and objections in your brochure copy. This can dramatically shorten your sales cycle, especially with complex products and services or highly competitive marketplaces.

Don't lose readers on technical points. Many brochures overwhelm their readers with technical weight. Yes, the complete story must be told. But, technical information is often better presented in technical form, as a table, chart, or diagram, than injected ham-handedly into otherwise flowing brochure copy.

If technical information can be gracefully woven into a compelling story – and it can, just read the classic Rolls-Royce ads written by David Ogilvy as examples – that's one thing. Otherwise, technical information may be most effective (and persuasive) placed in its own section, where it can be appreciated in depth by technically oriented customers and referred to as-needed by the rest.

Maintain a consistent voice. Companies often adopt a dry-as-dust corporate voice in their brochures. Why? The same person who responded to the ads is reading the brochure. The audience hasn't changed. The purpose hasn't changed. Why write a product brochure like it's an internal report?

Okay, one reason so much brochure copy is dull, is that brochures are often viewed as poor relations of advertising. So, the job of writing them gets foisted off on administrative assistants, junior writers, or, worse, committees. That's like using your best salesperson to generate leads, and an intern to close the deal. Your brochure is a key marketing piece, and it must be written to take full advantage of that hard-won one-on-one time with your potential customer.

Establish credibility. This can be done through tone and content, providing expert answers in engaging language. Or, though visual proof, such as photographs or charts. Action item: research shows that *captions* are some of the most-read and remembered bits of copy, so use them and use them well. Drive home in words the competitive points illustrated by the pictures.

Credibility can also be established through third-party verification, whether it's customer testimonials, case studies, excerpts, or independent test results.

The key with this piece of the process, is to substantiate the idea that your brochure copy is not mere advertising puffery; it's truthful, useful information.

Should pricing information be included in your brochure? The answer depends on many factors, the first of which is your brochure's *purpose*. If it's to *generate leads*, then it probably would be premature to include prices, rates, or fees. If it's to *close sales*, then providing prices may be essential to moving your sales process forward.

If your prices are substantially lower than your competition, they may belong in your brochure, especially if your brochure's concept highlights value or savings. But, your brochure copy should strongly establish the value of your product or service beyond the cheaper price.

An important *strategic* factor is the length and complexity of your average sales cycle. If it tends to be shorter and simpler, that points to providing more-complete information including pricing. If it tends to be longer and more consultative, that points to pricing being put off until you've gathered enough information about the potential customer and customer needs to provide a realistic estimate at the appropriate time.

Finally, if you include prices in your brochures, they may have a shorter shelf life than you'd like. If you decide to include a price list in your brochure, I recommend that you have it quick-printed or laser-printed on a separate insert sheet. That way, it's easier to update, customize, and even test. Price lists often get separated from brochures, so make sure the copy on your pricing insert contains a summary of your competitive differentiators, the date and any expiration date, and *all* your company contact information.

Brochure copy should end by directing the customer's next step. Too many brochures end with a table of specifications, options, or a corporate overview. Talk about ending on a whimper!

This goes back to understanding where the brochure fits in your sales process, and knowing the next step in that process. The desired outcome must be clearly asked-for. It sounds obvious, but if the next step is to order, then your brochure should end by asking for the order. A great brochure is a powerful sales tool. More than that, it is a durable corporate asset. Strategically oriented

brochure copywriting, based on a sound persuasive structure, helps you make the most of your investment in advertising and marketing. And that's what *all* your marketing communication should do.

© John Kuraoka. John Kuraoka is a freelance advertising copywriter and creative director who serves ad agencies and companies worldwide from his home in San Diego. He has written brochures, websites, and advertising campaigns for organizations ranging from small businesses to Fortune 100 companies, and his work has been featured in CA, Graphis, and the Clios. You can see his work online, at <http://www.kuraoka.com>, or contact him directly, at (619) 465-6100.

**Dale Carnegie:**

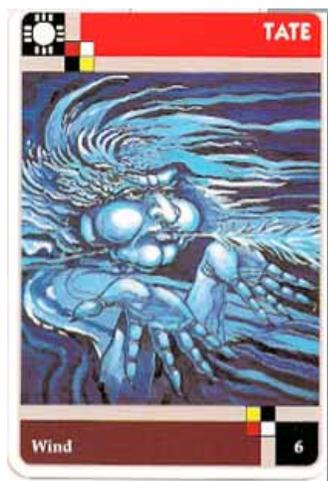
There is only one way... to get anybody to do anything. And that is by making the other person want to do it.

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## ANCESTORS SPEAK – THE WINDS OF CHANGE

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By Judith Hirst



Picture of Card 6 – Wind from The Lakota Sweat Lodge Cards (Teachings of the Sioux) – written by Chief Archie Fire Lame Deer and Helene Sarkis, published by Destiny Books. Thank you for creating such a wonderful resource!

Yesterday (March 21 2010), I pulled a card to see what we all needed to know about this week (March 22 to 26).

The meaning of this card is “Change”. I love the affirmation/meditation that travels with this card –

“I trust the deep promptings of self that guide me through change.”

How hard it is for us, human that we are, to trust! We feel the pull to make changes in our lives because what we are doing is not working like it once was. Because things are not going so smoothly, people are getting angry or angrier, and agitated, and they are taking this out on the people around them as well as carrying that energy into the products or services that they build or provide. However, the message of the card says it better than my words.

*I am born of the imminent motion of creation. I am all that was, is, and will be. I am the blessed breath of the one who loves you. I am the necessity of motion manifest in your world. I give you the experience of time -of past, present, and future. I share my breath with all Earth's children. I can be gentle and caressing; I can bring destruction. Im he who sees to it that no creation begotten of man lives forever, for this is against the Law of my Father, Skan, who says that these children must learn from experience, from change, internal and external, until the knowledge of his origin is all that is left to know. But I need not be harsh with you, dear one. Here the message of my soft voice then I need not become so loud but for my own exuberance. I have much to tell you, for I travel far and wide, high and low. I swirl in eddies over the seas and rise high onto our Father and return again to the surface of the earth with messages for you.*

Be still, and listen to the wind, and then take action.

\*\*\*\*\*

© Judith Hirst March 2010. Judith Hirst-Joyeux partners with her husband, Roger Joyeux in their business, *Angels And Ancestors*. Since 2006, she has been working with clients; coaching them and helping them learn tools to heal their own issues.

We live in a moment of history where change is so speeded up that we begin to see the present only when it is already disappearing. ~ R. D. Laing

## Copper Energy Bed

The *Copper Energy Bed* is the ultimate spiritual transformation tool. It works to balance and heal your body's natural energy currents by accelerating the flow of the etheric magnetic field. Add crystals and your vibration will never be the same again.



**82" x 36" copper surface  
copper foil edging  
seamless  
mounted on 1/2" plywood  
\$477**



### **Accessories: \$125**

- 1. head piece**
- 2. cuffs**
- 3. plates and wires**

Available exclusively from:  
**Angels and Ancestors**  
**403-225-2016**  
**info@angelsandancestors.com**

## THE PREOCCUPATION OF THE SOUL

An excerpt from the book, "The Story Of Light V II: Through Heaven's Gate, by S. Roger Joyeux. This is section 13.3.

At the beginning of human life on Earth, the soul's Oneness, its soulseed, lies encased and dormant deep within the base chakra. The base chakra stores and protects the soulseed and keeps it isolated. The soulseed cannot immediately align with its soul, nor can it contribute to the enlightenment of the individual or the planet. Soul and soulseed are separate. Because a person's life begins disconnected from its soul, the soul's first order of business, and its preoccupation, is to reconnect. The soul wants to return home to the light of the Godhead, but cannot do so until it achieves full consciousness of the physical plane through the experiences of its many incarnations on Earth. Reconnection with its incarnate extension, therefore, is essential for the soul.

Returning home to the light is the one singular cause that gives the soul its *raison d'être*. The soul is bound by its contract with the Universe to serve on Earth. The bound soul eventually finds liberation from its bonds, but only after it unites with its incarnation on the third dimension and fully empowers it with light. Upon Earthly enlightenment, the soul earns the choice to ascend and leave the Earth. Enlightenment, defined by the invocation of the light body, is the union of the physical self with the fullness of the higher self. Thereafter, the soul sheds its bonds with Earth and either chooses to ascend or chooses to remain on Earth in service.

When the soul attempted to send light into its human form, its frequencies did not always penetrate the Earth's etheric magnetic field readily. The ability of the soul to send light across the third dimensional barrier fluctuated. In the beginning, the soul normally experienced great difficulty connecting with its incarnation. The soul's ability to connect with its incarnate extension began in earnest once the angelic hosts fitted the physical body with chakras. However, even when soul light crossed the etherics and entered the body, the light lay dormant in the chakras through many life experiences and lifetimes.

Over time, the soul's ability to send its light strengthened. The physical body was not yet capable of using the soul's light, but did receive it. Even then, the soul's light did not necessarily move directly into the physical body. Nonetheless, some of the in-coming light did enter the

incarnation's space. With what light was available, the enlightenment of the body's physical form began.



Movement of light in a spiral from Microsoft Clip Art

Getting light to move out from the soul and into the physical body to become Oneness required innovation. For example, in the initial stages, the soul sent light to create a force field around its incarnation. The field was an enhanced protective barrier to unwanted frequencies. When it was working, the field resonated with the bodily form and the chakras. Some of the soul's light found its way inside. This light frequency field of protection was difficult for the soul to maintain, however.

The insertion of the soulseed into the base chakra provided a means by which the soul's light could be stored for its awakening from dormancy sometime during the individual's lifetime. As an intermediate step in the quest to establish the soul's presence on Earth, the insertion into the protective base chakra allowed the soul's frequencies the time needed to adjust to the physical plane, and allowed the physical body time to adjust to the higher frequencies of the soul. The soul's preoccupation, then, focused initially on setting-up the conditions that facilitated the movement of light to its incarnation. When the physical body assimilated enough light, the soul focused on the opening of the base chakra and the raising of the Kundalini. As the Kundalini energy is the Oneness of the soul, its release begins the empowerment (but not enlightenment) of the physical body.

As another example of innovation, the person on Earth could choose the hermit's life. The quiet solitude of the hermitage establishes the serenity needed to open the way to connect with the high and subtle soul frequencies. The resulting calm creates a peaceful state within the etherics. Peace and serenity allow the soul's

light to surround the physical body. The light stabilizes and resonates within the etherics. Some light assimilates into the bodily form. Some may even penetrate the protective coating of the base chakra. As well, in the undisturbed environment of the hermitage, the individual uses whatever amount of Oneness she possesses to exercise the power of creation. She creates her own light frequencies. The base chakra opens and the Kundalini rises once the Oneness within creates enough form, light, and love. The soul's participation, in conjunction with the wilful participation of its incarnation, enhances the flow of light significantly.

The innovations are numerous, but more importantly, necessary. Each frequency, assimilated into the physical body, contributes to the individual's overall enlightenment. As the essence brightens, the connection to the soul strengthens.

© Roger Joyeux February 2010. Roger is the other half of [angelsandancestors.com](http://angelsandancestors.com). Check Roger's website, [www.thestoryoflight.com](http://www.thestoryoflight.com) for more info about his newest book. Roger also looks after the website and is available to help you with your website. Call 403-225-2016 or email to [info@webdesign11.com](mailto:info@webdesign11.com)

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## JOKE OF THE MONTH

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"Bodhidharma" Woodcut print by Yoshitoshi, 1887

**Q:** What is the name of the best Zen teacher?

**A:** M.T. Ness

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## TAROT DISCUSSION - THE HANGED MAN

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By Judy Hirst

"Hanged Man card from the Waite Deck"

It is very difficult to tell someone what the card is trying to tell them without seeing the rest of the reading. So, let us simply work on the various meanings of the card. First, the meaning of the card varies somewhat with the deck design and purpose of the deck. In the traditional Waite deck which is a benchmark deck for describing the cards, the Hanged Man is usually an optimistic card; at least that is my view. The card is significant because it is about letting go - let your emotions go; accept what is and that all you can do is "hang" on for the ride; surrender and experience this period of time; end the struggle and accept; be open and trusting to whatever new is coming your way; give up control and be at peace with that (look at the expression on the hanged man's face. It is quite serene.) And accept the will of Great Spirit, God, the Universe or Buddha.

The Hanged Man is suspended. This has parallels in mythology when Odin, Norse God was suspended from the Tree of Life for three days and nights. In that time, one is reflecting, feeling outside of time, just being and giving up moving forward. For sure, when you are hanging, you are living in the moment and waiting for the opportunity to get off the tree. Depending on the cards surrounding this card, it is about being in such a period of change that your world turns upside down and you gain a new perspective and a new direction in your life. "As above, so below." Sometimes you need to turn things around to see the truth.

The concept of death is about the "death" of an old way of being and the welcoming of a new life. It may be the death of selfishness, and the arrival of a kinder gentler person. Additionally, it may be the surrendering of old character traits and "hanging around" to pick up new ones. It takes quite a bit of fortitude to hang upside



down. When Odin came off the tree, he had acquired all world knowledge and understood that Thought and Memory were external to one's needs and to one's understanding of life. If you are getting the Hanged Man in your readings, life will be changing over the next year. Enjoy the scenery!

© Judith Hirst, July 31, 2008. This article first appeared on [angelsandancestors.blogspot.com](http://angelsandancestors.blogspot.com) at the end of July, 2008. It has now appeared in several newsletters around the world. Judith is a Non-traditional Shaman. She works with Great Spirit, the Ancestors, the Goddesses and Gods, and angelic realms. She writes, teaches workshops, coaches, and assists clients help themselves on healing their body. See her blog at [angelsandancestors.blogspot.com](http://angelsandancestors.blogspot.com).



### Einstein is Right!

A survey of the stars using the Hubble Space Telescope has confirmed the accelerating expansion of the universe and Einstein's ideas about gravity, a team of astronomers said. ....

The survey, published this week in the journal *Astronomy & Astrophysics*, confirmed that the universe is expanding at an accelerating rate, propelled by a mysterious force called dark energy.

"Our results confirmed that there is an unknown source of energy in the universe which is causing the cosmic expansion to speed up, stretching the dark matter further apart exactly as predicted by Einstein's theory," said Van Waerbeke in a statement.

The astronomers were able to find where the dark matter is using a technique called weak gravitational lensing, where light from distant galaxies is observed to bend as it travels through space.

The General Theory of Relativity, a manuscript published by Albert Einstein in 1915, holds that gravity arises because matter warps space and time, meaning that light bends near massive objects, such as the core of a galaxy.

Read more:

<http://www.cbc.ca/technology/story/2010/03/25/tech-space-einstein-dark-matter.html#ixzz0jXVQTfyO>



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# HOW TO LIVE A MAGICAL LIFE: STOP BEING A CONTROL FREAK

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By Alan Joel

I bet you are a control freak, at least in some areas of your life, even if you don't admit it to yourself. That's all right. I think we're all control freaks. My wife calls me a "just so guy," because there are certain areas of my life (like my cigars) where things have to be "just so" or I pout.

So we are all control freaks in some way or other, and that's fine because it helps us feel in control of something, especially when other factors in our lives (like the economy) seem to be spinning out of control.



Picture of Control from Microsoft Clip Art

## Too Much Control Leads to Too Little Magic

But, being too much of a control freak can really get in the way of living a magical life. Trying to control events all the time keeps the magic from happening because magic mostly happens when you're not looking.

Personally, I feel that phrases like "a watched pot never boils" were created to help us control freaks who so badly want to live magical lives, but just can't seem to get there. That's 'cause we are trying to control the process.

So how do you live a magical life if you are a control freak? Give it up already!

## Three Magical Rituals to Help Control Freaks Let Go

Control freaks have such a hard time letting go of stuff that they literally leave claw marks all over their lives. I ask you, how can magic operate in a space filled with claw marks? It can't. So ... to help control freaks unclench a bit, here are some great magic rituals that will help anyone let go so the magic can happen.

### Magic Ritual #1: The Coin Toss

People have been flipping coins since the dawn of, well, coins to determine the outcome of certain events. For control freaks, using a coin toss to make a decision is like walking out in front of a beer truck--a guaranteed disaster. Only the coin toss isn't a disaster, it's a great way to let go of control and let magic take you for a little ride.

The next time you have a big decision come up, instead of weighing all the pros and cons and trying to make the decision based on logic or control or whatever other mental stuff is running around your brain, whip out a coin and make the decision based on the coin toss. Decide ahead of time the meaning of both "heads" and "tails." Then flip it!

Picture of coin toss from Microsoft Clip Art



Whatever the coin tells you, follow that decision ... immediately. Do not pause for consideration, do not pass "Go," and do not collect \$200. Just do it.

It may sound crazy, but the universe will reward you with some pretty big magic if you can manage to follow through on this. Why? Because by letting go you allow the Universe to do for you what you cannot do for yourself. You open up space for the magic to appear. You are allowing the magic to lead you where you have always wanted to go ... only you couldn't figure out how to get there. It's one darn simple magical ritual that will help you lead a magical life and teach you to let go.

## Magic Ritual #2: The Three Day Test

This ritual is another oldie-but-goodie. Actually, most of these rituals are quite old and date back to tribal times. In any case, this one's simple, too. When faced with a decision that you can't make, use the three day test.

To start the ritual, ask the question aloud to the Universe. Then, for the next three days, don't even think about the question. Don't let your mind touch the topic. Don't talk about the question to a single person. Leave it alone. This is the hardest part of the ritual.

At the end of the third day, ask your question aloud to the Universe again. Then, wait for the answer. Go with the first answer that comes to you. As with the coin toss, do not stop to think it over, ponder it, or otherwise mess with the process. Follow the guidance from the Universe and see what magic unfolds for you. Beyond that, actively look for signs of magic! They will be there ... you just have to be on the lookout for them. They will amaze you.

## Magic Ritual #3: Decide That All Decisions are Right

This magic ritual is more of a meditation. It can be done as a silent sitting meditation, or as a more active writing meditation. It is very simple. Before you make a final decision about something, stop and do this meditation. Use this mantra:

"All decisions are right. All decisions will lead me to where I want to be. There are no wrong decisions."

You can either repeat this mantra silently during a quiet sitting meditation, or write it forty times in a row during a more active meditation. I personally find that the act of writing does something magic to me. It shifts my place of being from mundane to magical, so I often tend to write mantras rather than repeating them silently to myself.

Once you have completed the meditation, go ahead and make your decision ... and then run with it. You can use either of the two magic rituals above if you have difficulty making your decision. If you encounter doubt after you have made your decision, or at any point along the journey, then repeat the meditation.

## Magic Rituals Are Simple

See how simple all of these rituals are? I like simple magic because it's fast, immediate, and is an act of power.

**I like simple magic  
because it's fast,  
immediate, and is  
an act of power.**

Any act of power restores personal power. When you are operating from a space of personal power, you can't make a wrong decision. You really can't. Plus, you will feel so positive that any decision is bound to be successful.

Now it's up to you. Try these magic rituals and let the magic guide you.

Trust the process. Trust the magic.

*Copyright (c) Alan Joel 2010. All rights reserved. This article appeared in the digest "REAL MAGICK", written by Alan Joel. "REAL MAGICK" is available on his site, <http://www.shamanschool.com>.*

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### RELAXING BY STRESSING

A very effective method to relax the body by stressing all the muscles, holding that 5 to 10 seconds, and then releasing the tension.

1. Sit or lie in a relaxed way.
2. Put an extremely tense expression on the face, straining as many face muscles as possible. (If you practise Yoga, then you might use the Lion's Pose here.)
3. Take a deep breath and forcefully hold it. (Use a count of three to start with, and then, as you practice, increase the count for holding the breath to ten.)
4. Now slowly release the breath and the tension of all the face muscles, feel as if you breathe out all stress.
5. Inhale deeply again and stress all neck and shoulder muscles, and then let go. (If you feel slightly dizzy, simply keep breathing until the feeling passes.)
6. Inhale, make fists and stress the arms, and then let go.
7. Inhale, stress chest, belly and back and then let go.
8. Inhale, stress buttocks, legs and feet and then let go.
9. If you still feel tension at some places, just stay relaxed. Don't hold the breath now and slowly breathe out, and release all the tension while breathing out.

Now, sit in this moment of relaxation, and ask your body to enjoy the feeling, and to remember the feeling, so that your body can recall it at will. Note that this will take some practice.

*Adapted from Buddha Speaks – Relax by Stressing from Angels And Ancestors.blogspot.com*

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## REPLACE CHEMICALS WITH LEMONS, NATURALLY!

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By Judith Hirst

There are plenty of uses for this naturally antibacterial and refreshing fruit around your home. Lemons are not just for lemonade, tea, and glasses of water!

**Countertops** Squeeze a few drops of juice directly onto stains and scrub with baking soda. Wipe away the mixture with a damp sponge. Don't do this if you have really delicate, porous marble countertops though—lemon juice is powerful stuff and could cause discoloration.

**Copper Pots and Fixtures** When it's time to give your copper pots or hardware a little love, slice a lemon in half and dip it in some salt before rubbing it on spots.

**Faucets** To fight lime scaling, apply some lemon juice, and a bit of baking soda, and let it sit overnight. Wipe away with a wet rag, or use an old toothbrush to slough off any stubborn bits.

**Dishes** Adding a little bit of lemon juice (about a teaspoon) to your dishwashing detergent can help boost its grease-cutting power.

**Cutting Boards** If you've got lingering stains on wood or plastic cutting boards, slice a lemon in half and squeeze juice onto the spots, rub, and let it hang out for 20 minutes before rinsing.

*Adapted from an article by Emily Hsieh in Lifestyles Magazine, March 2010*

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## PROBLEM NAILS?

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**Vertical Ridges** are characteristic of aging, although are not limited to the aged or elderly. The nail plate grows forward on the nail bed in a 'rail and groove' effect, much like a train rides on its' tracks. As we age, the natural oil and moisture levels decline in the nail plate, and this rail and groove effect becomes apparent.

**Solution to ridged nails**

Ridged nails will improve through re-hydration of the nail plate with twice daily applications of a good quality nail and cuticle oil containing Jojoba and Vitamin E.

**Brittle Nails** are characterized by a vertical splitting or separation of the nail plate layers at the distal (free) edge of the nail plate. In most cases, nail splitting and vertical ridges are characteristic of the natural aging process. This nail problem is also the result of overexposure to water and chemical solvents such as household cleaning solutions. As we age, the nail bed's natural flow of oils and moisture is greatly reduced. This oil and moisture is the cement that holds the nail plate layers together and gives the plate its inherent flexibility.

**Solution to brittle nails...**

At the first signs of splitting or peeling, re-hydrate the nail plate layers with a good quality cuticle and nail oil that contains Jojoba and Vitamin E as two of the botanical oils. Jojoba oil has a very tiny molecule which can penetrate the nail plate surface, open up the layers and draw the Vitamin E in after it. The molecular structure of Vitamin E is too large to penetrate the nail plate layers or the surface layer of the skin without the benefits of Jojoba oil. Oil the nail plate and surrounding cuticle at least twice daily; more if you have your hands in water a lot. Wear gloves whenever working with household cleaning solutions, and remember: water is considered the 'universal solvent', and is indeed a 'chemical'.

### ***Nutritional Problems That Cause Problem Nails***

The following are some of the changes that nutritional deficiencies can produce in the nails:

- ~A lack of protein, folic acid, and vitamin C causes hang nails. White bands across the nails are also an indication of protein deficiency.
- ~A lack of vitamin A and calcium causes dryness and brittleness.
- ~A deficiency of the B vitamins causes fragility, with horizontal and vertical ridges.
- ~Insufficient intake of vitamin B12 leads to excessive dryness, very rounded and curved nail ends, and darkened nails.
- ~Iron deficiency may result in 'spoon' nails (nails that develop a concave shape) and/or vertical ridges.

*Adapted from the articles "Prescription for Nutritional Healing by Balch & Balch" and "Nail Disorders" from [www.hooked-on-nails.com](http://www.hooked-on-nails.com).*

## CLASSIFIED ADVERTISING

### Animals – Cats, Dogs, Horses, Etc.

**Walk for Wildlife - Saturday, April 10, 2010 at 12:30 PM-3:30 PM at the Calgary Zoo** with Heather Robison, Canadian Wildlife Federation . Celebrate National Wildlife Week and the International Year of Biodiversity by joining the Canadian Wildlife Federation in a Walk for Wildlife at the Calgary Zoo. As you explore the Aspen Woodlands, Northern Forest and Rocky Mountain enclosures of the Canadian Wilds with us you will learn about many North American species such as Grizzly bears, moose, Wood bison and wolves. Stop at Cequel Energy Lodge to see the river otters, then head back to the Esso Auditorium for snacks and refreshments courtesy CWF. Zoo admission is included with registration, just e-mail <mailto:heather@cwfcf.org> to sign up. Registration begins at 12:30 pm at the North Entrance. Zoo passes will be distributed to participants at CWF's registration table. Welcome remarks will begin at 1:30 pm at Esso Auditorium, followed by the guided tour through the Canadian Wilds.

### Angels

**One-on-one Angel Reading class – approximately 3.5 hours** with Judy Hirst Class covers tips about protection, alternate card meanings, layout strategies, incorporating mediumship and some personal tailoring to your style. Energy exchange \$140.00. Call Judy at 403-225-2016 if this feels right to you!

### Astrology

**EVOLUTIONARY ASTROLOGY** with Christina Rai. Connect to your Soul Purpose. Develop strategies for successful self-integration with the help of the magical tool of astrology. Check out my website for more! [www.christinarai.com](http://www.christinarai.com). To make an appointment, email [christinaraiw@gmail.com](mailto:christinaraiw@gmail.com) or call 204-990-4970.

### Books

**CBC / Calgary Reads 8th Annual Book Sale on April 30 (4-9pm) and May 1 - 2 (9am-4pm)** at Triwood Arena - 2244 Chicoutimi Dr. NW Call Colleen Ferguson 403-777-8254 or [cdferguson@cbe.ab.ca](mailto:cdferguson@cbe.ab.ca)  
VOLUNTEER: Get involved by helping out at the 8th Annual CBC/Calgary Reads book sale. **DONATE:** Drop off your quality used books at the CBC lobby (1724 Westmount Drive NW) April 12-26. **SHOP:** You never know what treasures you may unearth while helping to raise the funds needed to assist a child in learning to read. [www.calgaryreads.com](http://www.calgaryreads.com)

### Children

**Calgary International Children's Festival Tuesday, May 25, 2010 to Sunday, May 30, 2010** 9am-9pm at EPCOR CENTRE for the Performing Arts and on Olympic Plaza  
Calgary's biggest playdate of the year, the Calgary International Children's Festival, presented by Qualico Communities. Contact is Carolyn Luhnig [luhnig@calgarychildfest.org](mailto:luhnig@calgarychildfest.org) [www.calgarychildfest.org](http://www.calgarychildfest.org)

### Healing

**Are your business sales low?** Are your relationships turbulent? Are you simply tired and unhappy? Do you hate your job? Call Angels And Ancestors. Judith, a non-traditional shaman, who combines BodyTalk, EFT, Quantum Touch, Mindscape, Dream Reading, Intuitive Healing and Interpretation, Sound, Crystals, Karma Clearing and Tarot or Angel Cards will help you to shift your life, so you feel better. Distance treatments offered. Appointments only 10:30am – 9:00pm Tues – Wed and 10:30am- 3:30pm Sat [www.angelsandancestors.com](http://www.angelsandancestors.com) 403-225-2016

### Laugh

**Debra Digiovanni Live at The Laugh Shop At the Blackfoot Inn** 5940 Blackfoot Trail SE on Thursday, April 08, 2010 to Saturday, April 10, 2010 Thursday: 8:00pm - \$15 and Friday & Saturday: 8:00pm & 10:30pm - \$20 Available Online [www.thelaughshopcalgary.com](http://www.thelaughshopcalgary.com) By Phone: 403-255-6900

### Music

**Thursday, April 15 at 8:00pm – Blues** concert with Buddy Guy and his guest, Johnny Lang, at the Jack Singer Concert Hall. Tickets are \$63.00.

### Trains

**SUPERTRAIN 2010 Saturday, April 17, 2010 to Monday, April 19, 2010 at 9:00 am - 5:00 pm** at Subway Soccer Centre, 7000 - 48 Street SE Calgary Model Railway Society presents Canada's Biggest and Best annual Model Train Show. Over 60,000 sq ft of operating model railroad layouts, displays, hobby shops, model manufacturers, railroad art, photos, clinics and live demos for beginners, ride-on trains, Garden railroads, Lionel, Lego and Thomas Play Area, and much more. FREE PARKING adult - \$10youth (6-12) - \$5under 6 – free Bring a non-perishable food donation for the Calgary Food Bank and receive a dollar off admission.Details at [info@supertrain.ca](mailto:info@supertrain.ca) <http://www.supertrain.ca>

### Web Design

**Webdesign11.com** – websites, graphics including book publishing, logos, brochure design, banners, posters, Flash work, JavaScript, and custom designs. Websites starting at \$222.00

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# THE LAST WORD!

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## *How Will You Warm Your Heart With Joy?*

By Eric Maisel

You can create the life you want by focusing on three simple ideas: joy, mindfulness, and connection. Your heart is warmed by joy, your mind is quieted by mindfulness, and your arms outstretched to connect.

How will you warm your heart with joy today? Here are 30 suggestions:

*Grow joyful through obstinacy (I will be joyful!).*  
*Grow joyful by embracing joy.*  
*Grow joyful by dreaming again.*  
*Grow joyful by opening to wonder.*  
*Grow joyful through laughter.*  
*Grow joyful by opening to mystery.*  
*Grow joyful through surrender.*  
*Grow joyful through accomplishment.*  
*Grow joyful through intimacy.*  
*Grow joyful by breaking free.*  
*Grow joyful by exploring.*  
*Grow joyful by playing.*  
*Grow joyful in conversation.*  
*Grow joyful with the new day.*  
*Grow joyful with friends.*  
*Grow joyful through forgetfulness.*  
*Grow joyful among children.*  
*Grow joyful by relaxing.*  
*Grow joyful by singing.*  
*Grow joyful by indulging in small pleasures.*  
*Grow joyful by opening to fascination.*  
*Grow joyful by giving thanks.*  
*Grow joyful by creating.*  
*Grow joyful by living your principles.*  
*Grow joyful through renewed hope.*  
*Grow joyful by manifesting your loving nature.*  
*Grow joyful in nature.*  
*Grow joyful by embracing life.*  
*Grow joyful this very day.*

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Adapted from “*Everyday You*”, by Eric Maisel; (Conari Press, 2007).



Picture of Forget-me-not from Wikipedia

## Forget Me Not

Let no riches make me ever forget myself,  
No poverty ever make me to forget thee.  
Let no hope or fear, no pleasure or pain,  
No accident without, no weakness within,  
Hinder or discompose my duty,  
Or turn me from the  
Ways of thy commandments.

O, let thy Spirit dwell with me forever,  
And make my soul just and charitable, full of honesty,  
full of religion,  
Resolute and constant in holy purposes,  
But inflexible to evil.  
Make me humble and obedient,  
Peaceable and pious.  
Let me never envy any man's goods,  
Nor deserve to be despised myself,  
And if I be, teach me  
To bear it with meekness and charity.

~ Author Unknown~

Reprinted from the book “*Powerful Prayers for Everyday Living*”, by Mark O’Meara; (Soul Care Publishing, 2009).

Are You  
where you want to be. . .  
Discover  
what is blocking you!

In your CAREER?  
In your RELATIONSHIPS?  
In your FINANCES?  
In your HEALTH?



About Roger . . .  
It's wonderful to discover  
that a leader of this calibre is  
part of the Calgary community.  
Roger's strengths as a teacher are  
that he is truly passionate about his  
work, and that he is ready to make a  
difference in the world. What makes  
his class so enjoyable is his down to Earth,  
practical, humble, and humorous approach,  
which makes him fun to listen to.  
(Andrew, Calgary)

About Judy . . .  
One client says, " I have seen Judy twice  
now, and my life has completely shifted!  
I am pursuing healthy relationships that  
I had forgotten that existed. I received  
a Karma cleanse for my business, and  
WoW! My business has boomed in  
the last week since I had my session  
with Judy. I refer my friends  
and family to Judy."  
(Angie, Calgary, Aug/09)

Book your Spring  
Body, Mind, Spirit CHECK UP  
with Judy or Roger at  
Angels and Ancestors

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