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MERCER COUNTY WOMAN™

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January/February 2010

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Chef Cathy
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*Personal Chef Cooks
The Alphabet
page 35*



Donna Zimet
A Place For Mom

*Elder Care Options:
Zimet Talks With Mercer County Woman
page 15*



Cynthia Matossian, MD FACS
Matossian Eye Associates

*Premium Eye Implants:
Are They For You?
page 10*



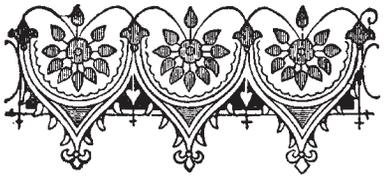
Karen Winterfield-Dodds, D.M.D.
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*A New Year!! Resolutions Are
Made...Brighten Your Smile!!
page 9*

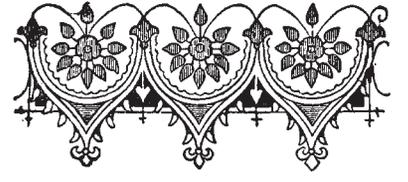
Save the Date!
**4th Annual Head to Toe
Women's EXPO**
**Saturday,
May 8, 2010**
... See pages 18-19



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Top Ten Fertility Myths



By: Patricia Mendell, L.C.S.W.,
Member AFA Mental Health
Advisory Council

There are many myths about fertility. Almost everyone knows someone who wasn't getting pregnant but then did and is convinced it was due to the actions that they took. So what should one believe?

Myth One: Just relax and you will get pregnant! Although most medical research points to the fact that stress in general is not good for your body, there is no clear cut evidence that stress prevents pregnancy. What most people do not know is that a healthy woman who is 30 years old and trying to conceive will have a 20% chance each month of conceiving while a healthy woman who is 40 years old will have only a 5-10% chance of conceiving each month. Age and health are the key factors in a woman's ability to conceive. As many of my patients experiencing fertility issues have said to me, "If I had a dime for every time I went on vacation to reduce my stress and relax to get pregnant, I would have money for fertility treatments and maybe even the down pay-

ment on my house." Although the rigors of long-distance running or military training are stressful enough to reduce fertility by preventing ovulation, infertile women with regular menses and normal ovulation should be reassured that stress is probably not what is causing their difficulty conceiving.

Myth Two: The majority of the fertility problems are related to women! The reality is that the causes are almost equally distributed across male and female lines. The facts are that 35-40% of all fertility issues are male and 35-40% of all fertility issues are female. Too often, when a man is told that his sperm is "good enough" for the couple to undergo in vitro fertilization, the man hears that his sperm is not the problem and assumes that if they do not get pregnant his partner is to blame. The woman will also assume that it is her fault even though the sperm may have needed help from a skilled embryologist to fertilize her eggs. Many times even if the problem is due to the sperm, the female partner must undergo fertility treat-

ments for the couple to become pregnant. If a man has low sperm count (total sperm count), poor motility (how the sperm move) or poor morphology (a large percentage of misshaped sperm), then this will affect the ability of the sperm to fertilize the egg. It is often important for a couple to realize that whatever the fertility issue is, they must work as a supportive team if they are going to create a child together.

Myth Three: Using birth control pills will preserve your fertility. Regardless of whether you use birth control or not, a woman's egg reserves will continue to decline each month of her life. Though birth control is considered 99% effective in preventing unwanted pregnancies, it will not protect a woman from STDs which can hurt her fertility. The most surprising piece of information, often not known by many women who use birth control pills, is that the use of antibiotics while taking the pill will lower the effectiveness of the birth control by as much as 30%.

Myth Four: All condoms are effective in preventing

unwanted pregnancies and the transmission of STDs. The truth is that all condoms are not created equal. While they all help prevent pregnancy when used correctly, they do not all prevent STDs. The most effective condom for that is made of latex, but there are a growing group of people who are allergic to latex and, in recent years, other materials have been used to make condoms that do not cause these problems. There is also a third type of condom, the oldest, known as natural or lamb skin. While these will work for unintended pregnancies, they cannot stop STDs from spreading.

Several studies clearly show that condom breakage rates in this country are less than 2 percent. Most of the breakage is likely due to incorrect usage rather than poor condom quality. Using oil based lubricants can weaken latex, causing the condom to break. In addition, condoms can be weakened by exposure to heat or sunlight or by age, or they can be torn by teeth or fingernails. Statistics are from the fact sheet "The Truth about

Latex Condoms," developed by the Sexuality Information and Education Council of the U.S. (SIECUS).

Myth Five: A previous pregnancy is an indication of a woman's or man's fertility. While producing a child does indicate that one was fertile at one point in their lives, it does not guarantee that they will be fertile in subsequent attempts to become pregnant. In fact, the largest group of infertile people is made up of those who are suffering from secondary infertility. Secondary infertility is the inability to conceive a child or carry a pregnancy to term after conceiving and delivering one or more children. This group is usually older and has a higher possibility of medical and/or sexually transmitted diseases, which causes a decline.

Myth Six: A woman who practices a healthy lifestyle through a good diet with moderate exercise will be able to conceive into her forties. Unfortunately, though a healthy lifestyle and genetics do play some role in a woman's ability

- Continued on page 12



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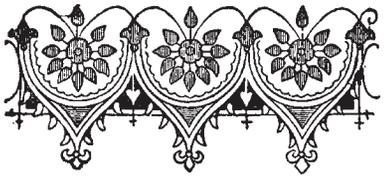
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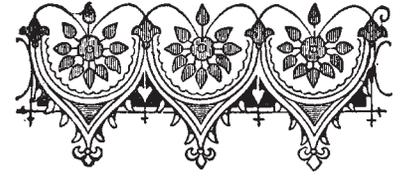
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Health & Medicine



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FIRESIDE CHATS

Capital Health in Hamilton, 1401 Whitehorse-Mercerville Road, Hamilton

Wednesday, February 10 • 6:30 – 7:30 p.m. "Heart to Heart"

Dr. Kristopher Young, cardiologist, Heartcare Specialists at Capital Health and

Dr. Jill Young, family medicine, Hamilton Physicians Group

Bring your spouse or significant other to this month's special event. Our husband-and-wife doctor team will discuss matters of the heart. Wear something red.

Wednesday, March 10 • 6:30 – 7:30 p.m.

"Weight and Your Thyroid"

Capital Endocrinology

Wednesday, April 14 • 6:30 – 7:30 p.m.

"No More Varicose Veins"

Dr. Biagio Manna, vascular surgeon, Vein Center at Hamilton

GENTLE YOGA

Thursdays, February 25, March 4, 11, 18, 25 & April 8 • 6:30 – 7:45 p.m.

Capital Health in Hamilton, 1445 Whitehorse-Mercerville Road, Hamilton

Fee: \$60 (six-week series); Marsha Rudolph, yoga instructor

Learn basic yoga postures and breathing techniques to enhance flexibility, release tension and just feel better.

CONSCIOUS EATING

Monday, March 15 • 6:30 – 7:30 p.m.

Family Health Center at Quakerbridge, 4056 Quakerbridge Road, Lawrenceville

Mindy Komosinsky, registered dietitian, certified diabetes educator, nutritionist

Having problems eating healthy? Skip the diet. Learn to be conscious of what you eat, when you eat and why you eat.

SPRING MORNING WORKOUT

Saturday, March 20 • 7:30 – 10:30 a.m.

Capital Health in Hamilton, 1445 Whitehorse-Mercerville Road, Hamilton

SCREENING: Blood Pressure, Bone Density, Body Mass Index; \$15 for Cholesterol, Triglycerides, HDL/LDL and Glucose (eight-hour fasting required)

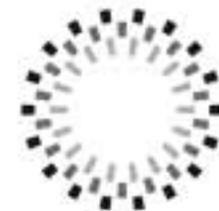
Dr. Neil Saxena, cardiologist, Clinical Cardiology Associates will do the cholesterol counseling.

EXERCISE: 8 - 8:45 a.m. Aerobics • 9 – 9:45 a.m. Body Sculpting

SYLENE'S FASHION: Exercise bras, Bra fitting and sizing

Start your day with screenings, have a healthy snack and then work out with a gym instructor. If you have a set of two five-pound weights, bring them along.

All programs are FREE, unless otherwise noted. Registration is required for all events. To register, call 609-394-4153 or visit www.events.capitalhealth.org.



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Minds Advancing Medicine

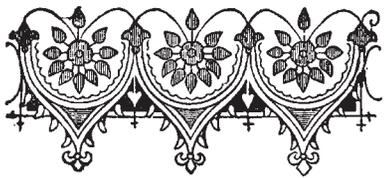
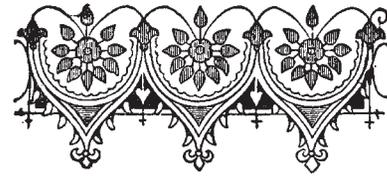


Table of Contents



Health & Medicine

Top Ten Fertility Myths2, 12
Patricia Mendell, L.C.S.W.

Creative Caregiving.....5
Nora de Cárdenas, J.D.

Sciatica and Back Pain7
Performance Spine and Sports Medicine

Princeton Community Works Volunteers Sow The Seeds In Preparation Of This Year's 13th Annual Conference.....7

Pregnant Women and The Effects of H1N18
Grace Fimbel, CNM MS

A New Year!! Resolutions are Made... Brighten Your Smile!!.....9
Karen Winterfield-Dodds, D.M.D.

Philadelphia Eagle Ellis Hobbs Makes More Than One Simple Wish Come True for NJ Kids.....9
One Simple Wish

Premium Eye Implants: Are They For You?.....10
Cynthia Matossian, MD FACS

Why We Look Older in Winter11
Dr. Sharon Gertzman

Dance Classes for Body and Soul.....12
Kim Leary

Dietary Fats And Your Health: Part 2 All About Omega 3 Essential Fatty Acids13
Dr. Kate Thomsen

Why Wambui Bahati.....14

Elder Care Options: Zimet Talks with Mercer County Woman.....15
Donna Zimet

February is Heart Disease Awareness Month.....16-17

Health & Medicine (cont.)

4th Annual Head to Toe Women's Expo18-19

Could Your Hair Salon Infect Your Family with the H1N1 Virus or MRSA?21
Denise Scheidell

Legal

Children and Divorce.....23
Lee Ann McCabe-Chiacchio, Esq.

Family Resource Guide

pages..... 24 & 25

Business & Finance

When Just Showing Up Isn't Enough.....26
Marilyn Kleinberg

Membership Has Its Benefits.....28
www.WinWomenNetwork.com

Make A Living By Sending Out Cards29
Dee Lewis

Home & Garden

A New Approach to Becoming Organized.....31
Ellen Tozzi

Women to Women Networking

Page.....32

Fabulous Foods

Personal Chef Cooks the Alphabet35
Chef Kathy

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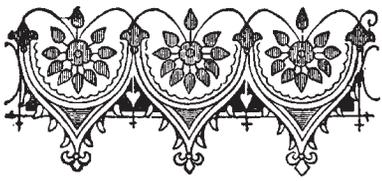
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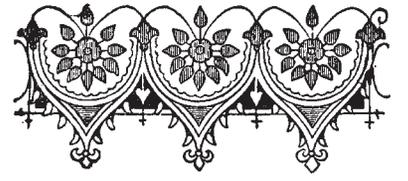
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Health & Medicine



Creative Caregiving

By: *Nora de Cárdenas, J.D. Co-Owner,
Director of Visiting Angels of Central Burlington & Mercer Counties*



Nora de Cárdenas, J.D.

We hear our parent express their desires to stay in their own home as they age. We hear it loud and clear. Their home holds memories, a feeling of independence and a comfort that just cannot be replaced in another living situation. Research has backed up what we see, hear and believe. An AARP survey¹ asked baby boomers whether they agreed with the statement "What I'd really like to do is stay in my current residence for as long as possible." In response, 80% of those age 55-64 agreed, and 88% believed that it is likely that they can.

However, we all know that aging brings its challenges. Simple things like maintaining social relationships or taking care of a pet can prove to be too much for an aging loved one. Many seniors recognize the struggles of aging in place, but aren't sure how to fix it. 53% of seniors in a study conducted by Clarity² were concerned about their ability, despite their desire, to remain in their own homes. They cited concerns about health, memory, ability to drive, etc. When asked about fears, seniors ranked loss of independence (26%) and moving into a nursing home (13%) much higher than their fear of death (3%).

These are really strong statistics and just shows how powerful staying in the home is for our aging loved ones. So how do you help them achieve this goal safely, securely and happily? Giving the gift of non-medical in-home care can help provide a bridge to keep seniors safe and active.

What is non-medical in-home care? It's really a fancy

term for companionship and personal care help provided by a professional caregiver who comes into the home and helps with your loved one's specific needs. From dressing to meal planning to shopping and card playing, a professional caregiver from Visiting Angels is a great solution to help you keep your parent safe and active in their own home. I encourage families to get creative with home care to make for a better experience for your loved one and you!

• **Is your loved one a writer?** One of the best ways to keep your parent mentally stimulated is to recall family or personal memories. Have your caregiver help them keep a journal either written by hand or on a computer.

• **Allow for a useful activity.** Seniors experience a role reversal, where suddenly someone is taking care of them when they have cared for others most of their adult life. Create an activity centered around something they can still do to help out the family with the assistance of their caregiver. For instance, if cooking is something your loved one has always enjoyed, have the caregiver help cook a family meal and allow the senior to host.

• **Have some time set aside for crafts.** In-home care isn't simply about the mundane day-to-day activities of living. There is more to it than dressing, bathing, medication monitoring, etc. Why not have your caregiver work on some enjoyable craft projects? This can go a long way to developing the caregiver relationship, especially if your loved one has appeared reluctant. For men, crafts such as woodworking often stimulate creativity and concentration. Whether Dad is whittling a toy horse or building a birdhouse, the benefits of achievement share with the benefits of continued concentration, thinking skills, and motor movements. For the ladies, many like to knit or crochet. Try to see if your caregiver is receptive to learning the craft from your parent! There is much enjoyment in teaching others the craft.

• **Exercise together.** Talk with your caregiver and see if there are any physical activities that they would be willing to do with your loved one. Sharing experiences together is another creative way to make use of your professional caregiver. Think walks around a park, water aerobics, Thai Chi, or other physical activities that your loved one is capable of.

• **Create a wish list.** Chances are your professional caregiver is spending several hours a week or a day with your loved one. During these hours of interaction, your caregiver will most likely see or learn intimate details of your loved one's life. Ask your caregiver to help your family by keeping a wish list. Document their wishes from home life to activities. Without the pressures of family, you might be surprised at what a caregiver will hear from your loved one. By writing it down for you, your family will have a unique opportunity to add joy to your loved one's life by helping

meet some of these wishes.

Take the time to sit down with your caregiver and ask about some of the creative activities/ideas they have implemented with other families they have worked with. See what works with your family situation and get creative! Professional caregivers from Visiting Angels are a great way to not only bring some respite care to your family but to add another layer of interaction and stimulation for your loved one as they age in their home environment.

We are what we eat, right? Unfortunately, one of the first things to go when seniors start to struggle in the home by themselves is nutrition. In our next article, we will talk about ways to monitor and have your caregiver help with nutrition and meal planning. If you have any immediate

VISITING ANGELS OF CENTRAL BURLINGTON & MERCER COUNTIES

Non-Medical Adult In-Home Services

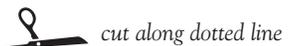
questions on this article or any other home care related topics, please visit <http://www.VisitingAngels.com/Burling-Mercer> or call 609-883-8188.

¹ AARP; *Baby Boomers and Housing Plans*. September 2008.

http://www.aarp.org/aarp/presscenter/pressrelease/articles/livable_community_awards.html#enhancedindex-MainHomeAARPY.85349

² Clarity Products. October 2007. *Aging In Place In America*. <http://tinyurl.com/ydpap5r>

Nora de Cárdenas, J.D., is the Co-Owner, Director of Visiting Angels of Central Burlington & Mercer Counties. Visiting Angels provides non-medical home care to seniors, the convalescing, the disabled and to those adults who are simply in need of occasional help. Their "Angels" help make it possible for seniors to "age in place"... safely and comfortably. Visiting Angels' services also allow families to spend more mutually rewarding and meaningful time with loved ones and provide peace of mind to those who face the challenges of long-distance caregiving. © 2009 Visiting Angels of Central Burlington & Mercer Counties.



Q&A Tips To Find Out What Creative Activities Your Loved One Likes

As you are trying to get creative with your caregiving, take a few minutes to sit down with the senior in your life with these questions to see what activities they would like to do. Once you find out, be sure to share with your professional caregivers and have them incorporate some of the activities into a daily routine. Many of these questions may seem redundant to you or I, but asking them like this will really give you a clear picture of what your loved one is passionate about and help you get some great insight into their mind.

1. What is your favorite thing to do by yourself?
2. If you wanted to do one thing every day, what would it be?
3. What is your favorite thing to do with your friends?
4. What is your favorite thing to do at home?
5. What is your favorite thing to do outside?
6. What activity would you miss the most if it was taken away from you?
7. What is your favorite game?
8. Who is your favorite person to spend time with?
9. Who is your favorite person to talk to?
10. Where is your favorite place to visit?



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PUBLISHER'S NOTE:



Terri Petry, Publisher, MCW & Frank Mancino of Gateway Funding at Rotary District Conference in Annapolis

The beginning of a New Year always seems like a new beginning for so many things. It's the beginning of a new quarter in business, new objectives & goals are set. A new start for getting into better, healthier shape which means the start of a new workout program. I'll let you know how that plays out. My daughter starts a new semester at college. (More bills & expenses but we won't get into that). I actually enjoy all the newness. It's an opportunity to wipe the slate clean and start anew. It's invigorating, challenging.

This year MCW has set some lofty goals. Along with enhancing the very popular 'Head to Toe Women's EXPO' scheduled for Sat., May 8th by incorporating a fundraiser to raise money for the March Of Dimes, we've expanded the 'BOOK NOOK' portion of the EXPO to include an Author's FORUM. Plus the Festival of Foods (previously called Restaurant Row) will feature various theme party tables sponsored by 'Accentuations - A division of Accent Designs.' See pages 18 & 19 for more details.

We'll look forward to seeing you there.

W.I.N. (Women Interested in Networking) is changing and growing also. In order to increase membership and offer the benefits to it's members helping them to grow their networks and businesses, W.I.N. has a new website and e-newsletter that features members. Find out more on page 28.

Embrace these new challenges. Reach for the stars. I'll sign off now leaving you with two of my favorite quotes.

"Nothing The most pathetic person in the world is someone who has sight but has no vision." Helen Keller, 1880-1968, American Blind/Deaf Author and Lecturer

"Don't judge each day by the harvest you reap, but by the seeds you plant." Robert Louis Stevenson (1850-1894) Scottish novelist and poet

Looking forward,

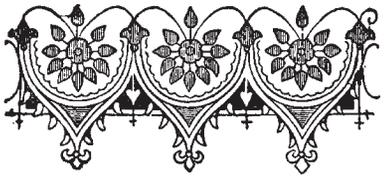
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Anyone Can Advertise Your Business; We Promote it! There is a Difference.

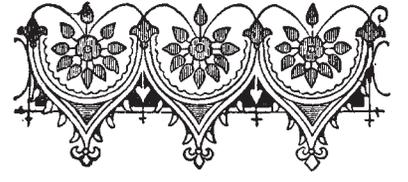
In addition to our Regular Distribution, the paper will be distributed at the following scheduled events:

- | | |
|--|---|
| Jan. 6th – N. Burl. Chamber Board Meeting, 7:30 am, Denny's | Feb. 3rd – N. Burl. Chamber Board Meeting, 7:30 am, Denny's |
| Jan. 12th – Simply Referrals, 11 am, Staube Center | Feb. 9th – Mercer Chamber Bordentown Chpt. Breakfast, 8:00 am, Town & Country |
| Jan. 13th – Mercer Connections , 8 am, Centra State Hospital | Feb. 10th – NJAWBO Procurement Fair, 8 am-3 pm, Pine Manor |
| Jan. 20th – NBRCC Networking Event, Scottish Rite, Dunns Mill Rd., Bordentown, 5:50-7:30 pm | Feb. 11th – W.I.N. 'Conversations' at Penn Cardiac Care, One Union Lane, Robbinsville, 5:30 -7:30 pm |
| Jan. 21st – W.I.N. (Women Interested in Networking), 12 noon - 1:30 pm, Villa Mannino | Feb. 18th – W.I.N. (Women Interested in Networking), 12 noon -1:30 pm, Villa Mannino |
| Jan. 30th – Girl's Night Out, 6 pm, Great Looks 4 Less | |

For representation in the only newspaper serving the Women of Mercer County for Over 8 years **Call 609-890-4054**



Health & Medicine



Sciatica and Back Pain



Sciatica is a condition that is characterized by irritation or inflammation of the sciatic nerve, a nerve that starts in the lower spine and travels into the leg and foot. Not all leg pain is sciatica, but most all sciatica involves leg pain. The pain is described as a "toothache" like pain, sometimes sharp, stabbing or "electric shocks" going down the leg or foot. Sometimes the leg can have cramps or weird sensations of something crawling with "pins and needles" up and down the leg. The sciatic nerve can be inflamed by a bulging or herniated disc. However, degeneration of the spine can also irritate the nerve.

If degeneration is severe enough, the sciatica can come from a condition called stenosis.

If you suspect you may be suffering from sciatica, the biggest mistake you can make is waiting until the pain becomes unbearable before you contact a qualified physician that specializes in

pain. Waiting can cause long-term damage to your sciatic nerve, so it's essential to see a specialist in pain management when you first experience any pain.

At Performance Spine & Sports Medicine, we specialize in and frequently perform integrated, multi-disciplinary, non-surgical treatments for sciatica, so you can rest assured that your care is in highly skilled and experienced hands. Learn how the unique combination of non-surgical medical procedures, nutrition, chiropractic manipulation and physical therapy are revolutionizing the treatment for sciatica. Other treatments include acupuncture as well.

If you had back surgery and still have back pain or sciatica we have treatments for failed back surgery as well.

After a thorough examination and medical history review, we will design a personalized treatment regimen tailored to your unique rehabilitation needs and create a set of realistic goals and expectations. With an arsenal of state-of-the-art technology and a

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With an arsenal of cutting edge technology and a team of multi-disciplinary medical professionals, we are uniquely positioned to set you on the path to pain relief and recovery. Our healthcare professionals are active leaders in spine and sports medicine that also include a fellowship-trained interventional pain physician, a doctor of chiropractic medicine, a doctor of physical therapy, a medical acupuncturist, as well as in nutritional science, Reiki massage, yoga and Pilates. Additionally, our team serves as consultants to professional athletes, the nutritional supplement industry, and is active in clinical research.

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- Free Acupuncture sampler (\$119.99 value)

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Princeton Community Works Volunteers Sow The Seeds In Preparation Of This Year's 13th Annual Conference



(Photo by Amy Rodgers): (Standing, left to right) Shaheen Hamid, Lawrenceville; Lucy Boyd, Princeton; Nancy Podeszwa, Ewing; Alison Wehringer, Delaware Township; Adrienne Rubin, Princeton; Marge Smith, Princeton; Heidi Joseph, Princeton; Dinah Jordan, Ewing; Penny Stone, Princeton; James Cordingley, Lawrenceville; Jeaninne Honstein, Princeton (Kneeling, left to right) Dave Saltzman, Princeton; and Amelia Wilson, Lawrenceville

Princeton Community Works (CW) volunteers are shown sowing the seeds in order in preparation of CW's 13th anniversary conference, Monday, January 25, 2010, at Frist Student Center at Princeton University, 5-9:15 p.m. Registration is \$29 per person, which includes a box supper, two workshops, all workshop-related materials and free parking. Community Works brings people face to face to build new bridges and strengthen the bonds that already exist between them.

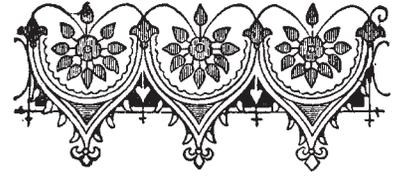
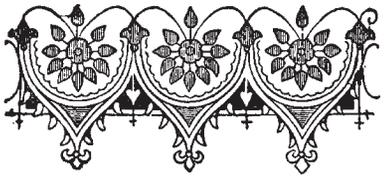
According to Founder Marge Smith, "Community

Works is a conference designed to enable boards, staff and volunteers in the non-profit community to work together more effectively by networking, developing skills and raising community awareness."

Several of this year's 20 workshops include "From the Grant Maker's Perspective," presented by Nancy Kieling, President and Executive Director, Princeton Area Community Foundation; Micahel Bzdak, Director of Corporate Contributions, Johnson & Johnson; and Jamie Sapoch, Non-Profit

Consultant; "Maximizing Your Volunteer Experience," presented by Adrienne Rubin, Executive Director, Volunteer Connect; "Budgeting for the Rest of Us," presented by Jack Fein and Sherise Ritter of The Mercadien Group; and "Ten Ways to Improve Your Web Site," presented by Loan Nguyen Liu, Consultant, WSI Internet Consulting.

For additional information and workshop registration, please call (609) 924-8652 or visit www.princetoncommunityworks.org



Pregnant Women And The Effects of H1N1



By, Grace Fimbel, CNM MS

By now we have all heard of H1N1 virus or swine flu virus.

There have been numerous reports on television, radio and newspapers about its pandemic effect. What exactly does this mean to women who are pregnant or just had a baby?

Well, H1N1 is a relatively new virus. It was first identified in April 2009. Severe illness among pregnant women and infants has been reported.

Globally, teenagers and young adults continue to account for the majority of cases, with the rates of hospitalization highest among very young children. Between 1 and 10% of patients with clinical illness require hospitalization. Of hospitalized patients, from 10-25% require admission to an intensive care unit and from 2-9% have a fatal outcome.

Overall from 7-10% of all hospitalized patients are pregnant women in their second or third trimester of pregnancy. Pregnant women are ten times more likely to require care in an intensive care unit when compared to the general population.

H1N1 is easily transmissible among humans. Some common sense practices are important for everyone but especially for pregnant women and for families with young children. These steps include:

1. Frequent hand washing/use of antibacterial gel.
2. Minimizing contact with sick individuals
3. Stay home if you are sick
4. Person with cough should cover mouth and nose with arm not hand

5. Avoid crowds during H1N1 outbreak.

There is now an effective vaccine to prevent H1N1. Pregnant women have been put on a high priority list. All pregnant women who do not have a contraindication should be vaccinated. The injectable form of vaccine is preferred for pregnant women. There are single dose vials available that have no added thimerosal. This is the ideal vaccine for pregnant women. The CDC has assured us that pregnant women should be vaccinated with any of the forms of H1N1 vaccine that is available in their area. The risk of the disease far outweighs the risk of the vaccine in any of its forms. Non-pregnant women and men under 50, as well as children over 6 months old can be given the nasal H1N1 vaccine. It should be noted that people with egg allergy are not eligible for this vaccine.

If all the above preventive measures are taken, what else do pregnant women and their families need to watch out for? Symptoms of H1N1 include cough, sore throat, runny nose and fever. About 80% of people with H1N1 have an elevated temperature, and it is one way of distinguishing it from the common cold. Other symptoms include body aches, headache, fatigue, vomiting and diarrhea.

There have been cases of fetal distress in pregnant women with H1N1, as well as other bad pregnancy outcomes and deaths of pregnant women. Pregnant women with the symptoms listed above should be treated. The woman should contact her midwife or obstetrician if she develops any of the above symptoms. He or she will likely prescribe and antiviral medication such as tamiflu. This medicine is generally started as soon as possible after symptoms occur and continued twice a day for 5 days.

In the case of a pregnant woman who has likely been exposed but does not have

symptoms, the medication should be considered. The recommended treatment is for 10 days from the last known exposure. If a pregnant woman develops a fever she should take medication to bring the fever down. Fever in the first trimester has been shown to double the risk of neural tube defects. The woman's midwife or obstetrician will probably recommend Tylenol to control fever. It is also important for a woman in the first trimester to continue her prenatal vitamin containing folic acid to decrease risk of neural tube defects such as spina bifida. Fever in labor poses risk to mother and baby so the pregnant woman at term should be aggressively treated to avoid elevated temperature.

One of the most serious consequences of H1N1 in pregnant women is respiratory distress. If a pregnant woman is having difficulty breathing she should call her midwife or obstetrician, but should also seek treatment in the emergency department of the hospital. An infected woman in the waiting room of her midwife's office sitting with 10 uninfected women will wind up infecting 6 of those 10. Respiratory distress is serious and needs to be treated in an emergency room. We also want to contain the virus by asking people who are ill to stay home unless they need emergency treatment.

What about after the baby is born? Well, common sense practices still apply. Any one in contact with the baby should practice hand hygiene and cough etiquette at all times. The baby should be kept away from crowds and people that are ill. Toy sharing should be limited as babies tend to put things in their mouths. Toys should be washed frequently with soap and water.

What about the post partum mother? If the mom has not been vaccinated during her pregnancy she should get vaccinated as soon as possible.



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She is a candidate for nasal vaccine if she does not have a chronic medical condition like asthma. Babies can not be vaccinated until 6 months of age. Having the other family members vaccinated will help protect the baby.

If the mom is formula feeding and becomes ill someone else should feed the baby.

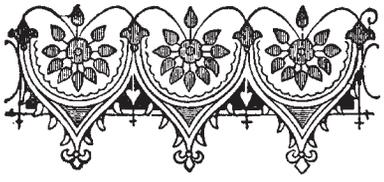
If mom is breastfeeding and becomes sick, breastfeeding should not stop. Breastfeeding protects the baby against infectious illness. Breastmilk provides many immune factors that line the gut and upper respiratory surface, and prevents microbes from entering the baby's body and making him sick. In other words, breastfeeding in effect is isolation without isolating the baby. Antiviral medications such as tamiflu can safely be taken while breastfeeding.

If a baby gets sick it is important to consult with your pediatrician about treatment. Dehydration needs to

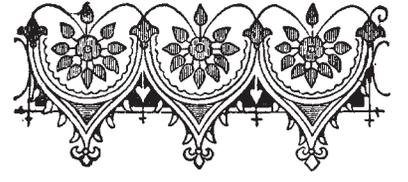
be avoided. If breastfeeding, do not stop if your baby becomes sick. Breastmilk is better than anything else to avoid dehydration and protect your baby's immune system. It is superior to water, pedialyte and formula at preventing dehydration. If a baby is too sick to breast or bottle feed, breastmilk can be given to the baby by cup or eyedropper.

In conclusion, many common sense practices will help protect your family from H1N1 virus. Get vaccinated, wash your hands, breastfeed, and call your midwife or doctor if you or your baby become ill. Delaware Valley Ob/Gyn and Princeton midwifery care have both nasal and injectable versions of the H1N1 vaccine.

You can make an appointment at our Lawrenceville office by calling (609) 896-0777 or our East Windsor office at (609) 336-3266.



Health & Medicine



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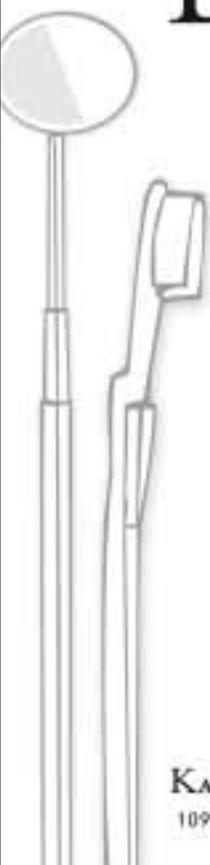
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Philadelphia Eagle Ellis Hobbs Makes More Than One Simple Wish Come True For NJ Kids



from left to right: Shaquille Johnson, Shawn Macklin, Ellis Hobbs and Koheam Hennigan

One Simple Wish ("OSW") got some unexpected help this holiday season. Because of the kindness and generosity of Ellis Hobbs, cornerback for the Philadelphia Eagles, 18 kids enjoyed an extra special holiday. Beginning the weekend of December 19, despite the

heavy snowfall, Hobbs, his wife, Monique and One Simple Wish Executive Director, Danielle Gletow took 18 kids from foster care and low income families holiday shopping. The sports star gave each child a loaded gift card and helped them as they picked out clothing for

school, new shoes, jewelry and games.

It all began with a phone call to OSW's Danielle Gletow. "I came into work one morning and had a voicemail saying 'Hi, this is Monique Hobbs, my husband is Ellis Hobbs who plays for the Eagles and we would like to take some kids shopping for gifts.' I couldn't call her back fast enough." Gletow says. "It's not every day that we get to offer an opportunity like this to the kids we serve - to meet a sports star and to go shopping for basically anything they want. It was very exciting. What made it even better was how sweet and down to earth the Hobbs' family is. The kids had a blast."

The children who attended the shopping trips were selected by One Simple Wish through their network of Community Partners from agencies such as UIH Family Partners, Boys & Girls Club of Trenton, PEI Kids and Big Brothers Big Sisters of Burlington, Camden and Gloucester. The children came from all over New Jersey and ranged in age from 6-17.

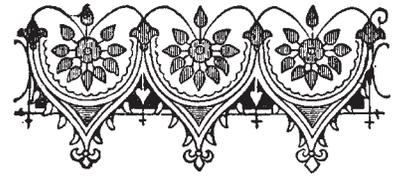
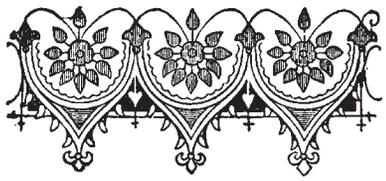
Since December 2008, One Simple Wish has granted over 640 wishes to foster children, at-risk youth and impoverished families through their website located at www.onesimplewish.org, One Simple Wish allows donors to select a specific wish to grant creating a one-

to-one connection between the donor and recipient. With most wishes ranging from \$5-\$100, wish granting is not only simple - it's affordable.

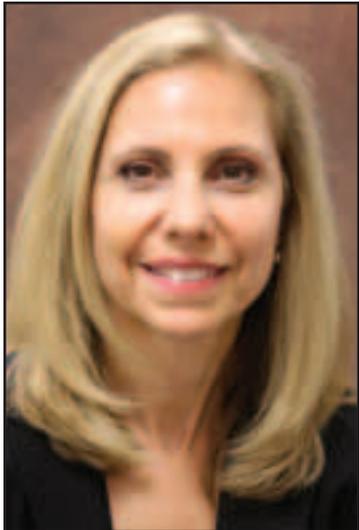
One Simple Wish is a 501 (c) (3) nonprofit organization dedicated to granting simple wishes to deserving families and children in need.

Through the website (www.onesimplewish.org) donors can browse through hundreds of wishes posted on behalf of impoverished families and foster children and select a specific wish to grant. Wishes range in value from \$5 - \$100, making wish granting simple and affordable.

For more information about One Simple Wish; to grant a wish; to volunteer; or to recommend an organization for possible inclusion in OSW's registry of participating nonprofits, please visit www.onesimplewish.org or call 609-883-8484.



Premium Eye Implants: Are They For You?



Cynthia Matossian, MD FACS

This means that when planning to undergo cataract surgery, patients now have a choice. The lens implant options need to be discussed in detail and mutually agreed to between the ophthalmologist and the patient. Not every patient is a candidate for every implant. This decision must be made before surgery, since once implanted, replacement of the lens implant can be risky and is not advisable.

Modern cataract surgery almost always involves implantation of a permanent vision-restoring artificial lens implant.

For many years the goal of cataract surgery was to simply restore blurred vision caused by the cataract. Having to wear glasses was inevitable following cataract surgery. Implant lens design has greatly advanced in recent times. Today, with new technology implants, also called presbyopia correcting implants, cataract treatment has moved beyond just restoring vision loss. Today's lens implants offer the ability to reduce dependency on glasses for everyday visual tasks such as reading, working on a computer or playing golf.

There are two types of presbyopia-correcting implants. The first is called an accommodating lens implant. This unique design uses the eye muscles to flex and shift the lens inside the eye and help focus on objects at distance, mid-range (computer distance) and up-close for reading. The second type, called multifocal implant, splits light to focus at near, intermediate, and far distances at the same time.

If you have astigmatism and cataracts, astigmatism must be corrected at the time of cataract surgery to decrease dependence on glasses and ensure the best possible quality of vision. The most accurate and effective way of correcting astigmatism is with astigmatism-correcting



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lens implants (referred to as toric implants), which are now available in several powers, depending on the amount of existing astigmatism.

Whatever type of implant you select, you can expect cataract surgery to greatly improve your quality of vision, and in some cases, even eliminate your need for glasses. Ask your cataract surgeon about the type of implant that is right for your eyes.



Mercer County Ophthalmologist Named "Top Doctor"!

If you are looking for the best eye care in the state, look no further than Mercer County. Castle Connolly, a national consumer research firm, recently named Dr. Cynthia Matossian one of New Jersey's Top Doctors. Dr. Matossian has been practicing ophthalmology for over 20 years in Mercer County. Her selection as a Top Doctor is based on an intensive process of peer nomination, research, and review by the physician-led team at Castle Connolly. Dr. Matossian's specialization in cataract with implant surgery and the positive feedback

received from her patients were considered in the review process. The Castle Connolly team also evaluated Dr. Matossian's education and training at Pennsylvania State University and George Washington University and medical staff affiliation at Capital Health and Doylestown Hospital.

For information about Matossian Eye Associates visit www.matossianeye.com



"Loving is not just looking at each other, it's looking in the same direction."

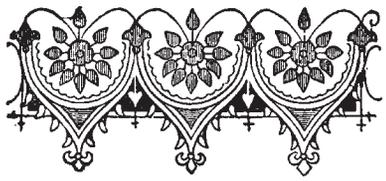
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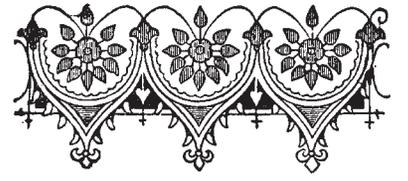
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Health & Medicine



◆ ◆ Why We Look Older In Winter ◆ ◆



Dr. Sharon Gertzman

Dry skin shows the lines of age more. Except for those with extremely oily skin, as the cold, dry days of Winter come, we must make modifications to our daily home skin care routine to accommodate for the moisture that the dry air pulls from our skin. We must not only contend with the cold, dry air outside, but being inside with forced hot air heating dehydrates skin even further. We lose moisture through our full body surface area. In the summer months, perspiration makes us more aware of how quickly we are losing moisture. In winter, moisture is actually

pulled from our skin without us realizing it.

It is a common misconception that we can hydrate our skin by drinking more water. While water is very important for our bodies' function, oral hydration does very little to moisturize skin. Skin must be moisturized topically. It is important that your moisturizer penetrate your skin appropriately, instead of sitting on the skin's surface. Products that sit on the surface not only prevent the moisture from penetrating to the depth of your skin where it can be utilized, but will also clog your pores, causing enlarged pores and breakouts.

Another problem that must be dealt with in winter is an increase in the number of dead skin cells left on the surface of our skin, giving it a dull, aged appearance. Just as dry skin shows fine lines more, a build up of dead skin cells actually increases the depth of fine lines. At Serenity Medical Spa, we have a full line

of products with strong hydrating ingredients such as hyaluronic acid, wine extracts, emu oil and shea butter to moisturize your skin. All of our products have carriers that cause these ingredients to penetrate to the level necessary. Additionally, we have medical grade exfoliation procedures that will rid your skin, of those dead cells while simultaneously infusing hydration into your skin leaving it bright, soft, dewy and more youthful in appearance. Visit us on the web at www.SerenityNJ.com to see our winter hydration and exfoliation specials for the face and body!



As always, at Serenity Medical Spa, we encourage you to come in for a free consultation so that Dr. Gertzman can listen to your concerns and recommend what procedures will help you best achieve your goals. Please contact us at www.SerenityNJ.com or (609) 737-7737.

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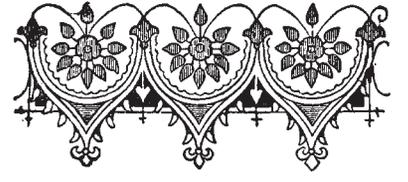
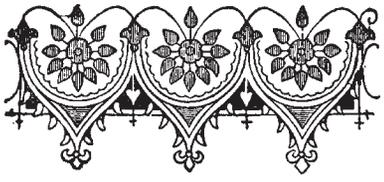
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-VICTOR HUGO



Dance Classes for Body and Soul



Kim Leary

Alexia's Belly Dance & Beyond formerly of Bordentown has recently relocated to Quakerbridge Road in Lawrence and offers dance and percussion classes from around the world. Weekly classes in Belly Dance, Zumba World Dance Workout, Flamenco and Bollywood Fusion are an alternative to your everyday workout. Conveniently located in the Princeton area, Alexia's Belly Dance & Beyond provides a fun and relaxed environment.

The beauty of these dance forms is that they are accessible to all women regardless of age, weight, body type or background. You don't have to "be" or know anything to

get started. Our classes start from the ground up so no experience is necessary and we also have more advanced classes and performance opportunities for students as they progress. Ethnic dance styles tend to celebrate the experience and maturity of women. It is pretty awesome to be able to move and create based on your life experiences. Both hobbyists and professional dancers can experience the joy of moving, developing their bodies and being creative. Our students have ranged from lawyers, teachers, financial specialists, PhD's, graduate students, moms, corrections officers, college students... you name it! All have come to dance with a variety of expectations about themselves or the dance form. Many have discovered a different perspective about their physical and creative capabilities and that these dance forms are maybe more than what they had originally thought. The discipline of dance offers a great opportunity to stay healthy through movement, learn about other cultures and explore your creative side. Just go for it and enjoy the journey!

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- YouTube: www.youtube.com/drumdancecenter
- World Dance Party - February 27, from 7:00 – 10:30pm
- Princeton YWCA, 59 Paul Robeson Place, Princeton

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The studio's owner and artistic director, Kim Leary (Alexia) is Co-Artistic Director of Groove Merchant Drum & Dance Ensemble and has performed at numerous venues such as Lincoln Center, DanceSpace (NYC), The Evolving Arts Theatre (NYC), as well as at many colleges, universities and festivals. Kim received a dance scholarship award from Dance New Jersey and

was voted New Jersey's Favorite Belly Dance Teacher in 2008. She and her performance group have performed in many programs supported in part by The New Jersey State Council of the Arts.

Alexia's Belly Dance & Beyond, 4110-4120 Quakerbridge Road (Next to Dunkin' Donuts), Lawrence Township, NJ. (609) 324-7383 www.drumdancecenter.com



Top Ten Fertility Myths

– Continued from page 2

to conceive, it is her age that plays the biggest factor in her life.

Yes, it is important that a woman does not drink alcohol excessively or smoke cigarettes, because that will also decrease her chances in becoming pregnant. Nevertheless, by the time a woman is age 45 she will have less than a 5% chance of conceiving and over a 70% chance of miscarrying even if she does conceive with her own eggs. The truth is that age cannot fool fertility.

Myth Seven: A man's age will not affect his partner's chances of becoming pregnant

and carrying a baby to term. Although men believe this to be true, the reality is that studies have begun to increasingly show that men over forty are at an increased risk for producing children with more chromosomal abnormalities which can cause a higher rate of miscarriage for their partner. While many of the studies are yet to be totally conclusive, it appears that autism and schizophrenia are also increased in children fathered by men over 40.

Myth Eight: A woman in good health who conceives at age 45 with a donated egg from a 25 year old will have the same chance of miscarrying as a woman at age 45 who conceives with her own eggs. The rate of miscarriage for a 45 year old woman using a donor egg is according to the age of the egg and not the age of

the woman carrying that egg. While a 45 year old woman will have a 60-70% chance of pregnancy loss with her own eggs, a 45 year old woman using a 25 year old donor egg will have a 15% chance of loss due to the age of the egg that she is carrying.

Myth Nine: All fertility related problems can be diagnosed. While there is treatment for many fertility problems faced by both men and women, 20% of these couples will be given a diagnosis of "unexplained infertility." Although this does not mean that a couple will not be able to conceive, it does make it frustrating for both the couple and the physician treating the couple. Often treatments may be suggested that the doctor hopes will help despite being unsure of what the real problem

is. Even when a treatment works for the couple with unexplained infertility, the problem will still remain a mystery. For a number of these couples it will never be clear as to why they were unable to conceive. If they have struggled over a number of years with this unexplained label they may find it hard to accept that now age is also part of the factor for them.

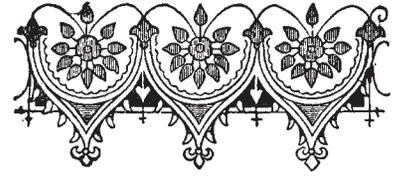
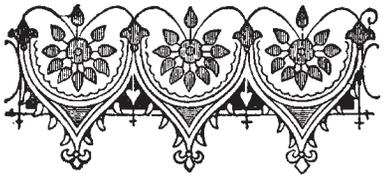
Myth Ten: If you try to adopt, or do adopt a child, you will then become pregnant. Everyone knows someone who has adopted and then subsequently gotten pregnant. The implication is that if you stop wanting it so badly you will then reduce your stress and it will "just happen." Although the exact number of mothers who become pregnant after adopting is not known, many studies indicate that it is

somewhere between 3-10%. Since 15-20% of infertile couples have "unexplained infertility" as their diagnosis, it seems likely that some of these couples will be the ones that become pregnant. A couple should not embark on the journey of adoption as the cure for their infertility. Adopting is the solution to being childless, but not to one's infertility.

For more information visit ivfnj.com or theafa.org.

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IVF New Jersey is one of the largest fertility centers in the state with convenient locations in Hamilton, Somerset, Freehold, and Annandale. Dr. Melissa Yih may be contacted 365 days a year at 800.IVFNJ44 or visit the IVF NJ web site at ivfnj.com.



Dietary Fats And Your Health: Part 2 All About Omega 3 Essential Fatty Acids



Dr. Kate Thomsen and Silky

In the last issue we ended by describing the polyunsaturated fats. These Omega 3 and 6 fats are considered essential because they cannot be made by the human body from other sources – they must be ingested as food. We also said that Americans get an abundance of Omega 6 fats in their diet as compared to Omega 3's and that imbalance has health consequences. Many people believe that consumption of certain Omega 6 essential fatty acids (e.g., flaxseed oil...) will convert to Omega 3's in the body and while that is true, it is a very inefficient process. The beneficial preventive and therapeutic effects of Omega 3 essential fatty acids are gained by direct consumption of dietary fish and/or fish oil supplements.

In the early 1970's researchers were curious as to why the Greenland Eskimos (whose extremely high fat diet consisted mainly of marine mammals) had fewer cardiovascular events than our modern Western population. They found 2 important molecules from fish fat (Omega 3s): EPA which was anti-inflammatory and DHA which was important for brain and nerve function. Since then, many studies have been done on health outcomes associated with these Omega 3 fats from fish. Studies compare people who

eat more fatty fish vs. people who eat less. Other studies look at the amount of Omega 3 fats in peoples' red blood cell membranes. Comparisons are made among people who take fish oil supplements and those that don't. A summary of what we know now includes that Omega 3 fats:

- Reduce the rate of heart attacks and strokes
- Prevent the cells from generating erratic electrical signals thus decreasing irregular heart beats and sudden death
- Slow the buildup of harmful plaque in the arteries
- Lower the levels of potentially harmful blood fats called triglycerides
- Cause a mild decrease in blood pressure
- Decrease arterial stiffness
- Decrease inflammation in rheumatoid arthritis and Crohn's disease
- Decrease the risk of depression and post partum depression

Newer research shows that Omega 3 fats also appear to:

- Decrease the risk of developing macular degeneration
- Decrease the risk of developing Alzheimer's disease
- Improve diabetic neuropathy (pain/numbness in extremities)
- Improve the ability of the brain to handle sensory overload

When women take fish oil in the third trimester of pregnancy and while breast feeding, it is associated with:

- Decreased premature delivery and pregnancy related high blood pressure
- Improved cognitive development/ increased IQ scores in the children
- Improved sleep patterns of infants
- Decreased risk of allergy

in allergy prone children

How does fish oil do all this? In summary, Omega 3 fats are anti-inflammatory and help cells communicate better – two functions that can have a wide range of beneficial effects as seen in the research studies.

In our office, we identify essential fatty acid deficiency in several ways. We can indirectly measure it through bioimpedance. This electrical test (like an EKG) measures the phase angle – a measure of cell membrane integrity. We regularly see that the phase angle increases when patients add high dose fish oil to their diets. A blood test can also measure the amounts and types of fats in the red blood cell membrane including: saturated, trans, Omega 3's, 6's, 7's and 9's and others. Not surprisingly, Omega 3's are deficient in people not taking fish oil or eating fish and in those who are getting their essential fats primarily through Omega 6's (corn. canola, flax).

I highly recommend taking fish oils. Since inflammation is the common denominator in most, if not all, chronic disease, why not decrease inflammation with fish oil as part of a preventive or therapeutic strategy? To my mind, balancing the essential fatty acids to gain better cell communication and an anti-inflammatory advantage is good medicine!!!

Dr. Kate Thomsen has a holistic health practice in Pennington, NJ. She is board certified in Family Medicine and in Integrative/Holistic Medicine. For more information visit online at www.drkatethomsen.com.

For information about appointments or our upcoming group programs, call the office at 609-818-9700.

To get adequate and safe EPA and DHA from fish:

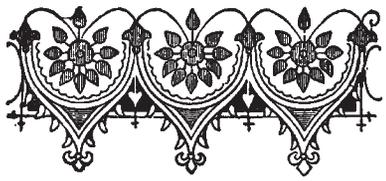
- ✿ Highest sources: salmon, anchovies, mackerel, tuna, halibut. These fish supply approximately 1 gram Omega 3s per serving
- ✿ The largest fatty fish may bioaccumulate higher levels of toxins like mercury, DDT, DDE, PCBs and should be avoided or eaten minimally (www.ewg.org). Includes king mackerel, marlin, shark, swordfish, tilefish, orange roughy, tuna
- ✿ Farmed fish have minimal Omega 3s because they don't eat plankton. They also may have high toxins (farmed salmon, catfish – PCBs)
- ✿ Pregnant women, nursing mothers, infants and young children need to limit their fish intake per FDA and chose those lowest in mercury. Mercury is a neurotoxin and even small amounts can be harmful to developing brains.

To get adequate and safe EPA and DHA from supplements:

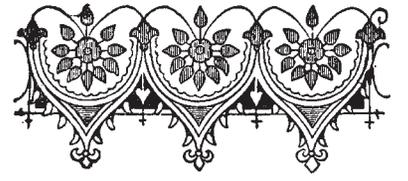
- ✿ Fish oil supplements (gelcaps or liquids) are manufactured from a multi-species fish meal. The raw oil is purified as the toxins and various oil types are separated out. They are concentrated (each product will have different amounts of EPA and DHA per serving), stabilized and packaged.
- ✿ The re-esterified triglyceride form (rTG) may be more available in the body than the ethyl ester forms (EE).
- ✿ Levels of toxins are extremely low in higher quality products.
- ✿ Keep them in a dark, cool place (refrigerator) as these oils are extremely sensitive to oxidation. Take an extra antioxidant (Vitamin E) if consuming more than 3 grams per day or if you live in a sunny climate.
- ✿ Look for the amount of EPA and DHA on the label – not the total Omega 3s. Aim for 1 – 4 grams of EPA/DHA per day for increased health benefits
- ✿ Burping and allergy are usually from fish proteins. If burping or fishy aftertaste is a problem: try another brand, freeze the gelcaps, take with meals, and avoid taking with carbonated beverages.

Location: Office of Dr Kate Thomsen
252 West Delaware Ave. Pennington, NJ 08534

PHONE: 609-818-9700



Health & Medicine



◆ ◆ Why Wambui Bahati ◆ ◆

"Domestic violence and abuse can happen to anyone, yet the problem is often overlooked, excused, or denied. This is especially true when the abuse is psychological, rather than physical. Emotional abuse is often minimized, yet it can leave deep and lasting scars. Domestic abuse, also known as spousal abuse, occurs when one person in an intimate relationship or marriage tries to dominate and control the other person. Domestic abuse that includes physical violence is called domestic violence.

Domestic violence and abuse are used for one purpose and one purpose only: to gain and maintain total control over you.

Noticing and acknowledging the warning signs and symptoms of domestic violence and abuse is the first step to ending it. No one should live in fear of the person they love.

http://helpguide.org/mental/domestic_violence_abuse_types_signs_causes_effects.htm

The Electrifying One-Woman Performance, *I Am Domestic Violence* was created by Wambui Bahati at the request of a YWCA for "a week without vio-

lence" campaign program in 1998. Wambui Bahati takes Domestic Violence out of the closet with entertaining dialogue and even some humor, her presentation eases in statistics and facts. The audience feels the impact of Domestic Violence. In this important and compelling show Domestic Violence is walking and talking amongst the audience!

The Mercer County Commission on the Status of Women and Jewish Family & Children's Service along with the following cosponsors brings *I Am Domestic Violence* to McCosh Hall at Princeton University Sunday February 21, 2010 from 3:30 - 5:00pm. The United Way of Greater Mercer County, Congregation Beth Chaim, The Jewish Center, The Board of Rabbis of Princeton Mercer Bucks, The Center for Jewish Life at Princeton University, SHARE Princeton University, Beth El Synagogue, Womanspace, The Gender and Sexuality Studies at Rider University, Hightstown-West Windsor Ministerium, Anonymous and Leanore Levine. This event is free and open to the public.



"Nobody can go back and start a new beginning, but anyone can start today and make a new ending."

—MARIA ROBINSON QUOTES



JEWISH FAMILY & CHILDREN'S SERVICE
OF GREATER MERCER COUNTY

&



Mercer County Commission on the Status of Women

Present



I AM DOMESTIC VIOLENCE

Performed by Wambui Bahati

www.wambui-bahati.com

+

Even if you aren't involved with or don't know someone who is touched by domestic abuse, come to this program so that those individuals who need to learn about domestic abuse and gain support can do so under your cover.

+

End Men's Violence Against Women!

+

Sunday, February 21, 2010
3:30 to 5:00
Princeton University
McCosh Hall*, Room 50
Princeton, NJ 08540
*McCosh Hall is wheelchair accessible

Free to the entire community!
Suitable for ages 12 and up

Questions, answers and resources after the performance

Directions can be found on our website at
www.jfcsonline.org/wambuibahati.html

Pre-registration is requested, not mandatory.
Contact Debra Levenstein at (609) 987-8100 or debrat@jfcsonline.org

Co-sponsors to date:
The United Way of Greater Mercer County, Congregation Beth Chaim, The Jewish Center, The Board of Rabbis of Princeton Mercer Bucks, The Center for Jewish Life at Princeton University, SHARE Princeton University, Beth El Synagogue, Womanspace, The Gender and Sexuality Studies at Rider University, Hightstown-West Windsor Ministerium, Leanore Levine



Work From Home!

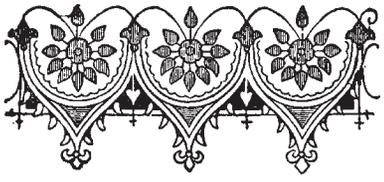
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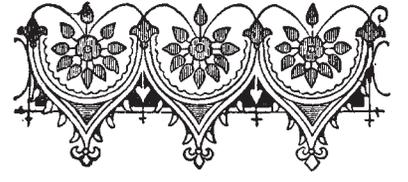
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Health & Medicine



Elder Care Options: Zimet Talks with Mercer County Woman



Donna Zimet

MCW: Elder Care - not our favorite topic - but important to discuss because it touches so many. As wives, daughters, mothers and working professionals, we "wear so many hats." So when our loved one is in need of help, maybe a couple of hours per week help around the house or they are coming out of surgery and will need regular assistance or maybe they are no longer safe at home because of dementia/Alzheimer's... we do not know where to begin our search. Donna Zimet, the Regional NJ/ PA Elder Care Advisor, can share her expertise in helping families

with this consuming task.

Zimet: Well, I am an Elder Care Advisor with A Place for Mom, the nation's largest elder care referral company. I provide a free elder care service, helping families find senior housing, assisted living, home health or skilled nursing. We are free to families because we work with tens of thousands of senior care companies and communities who, after educating me about their services and amenities, pay for our service so that we can help families find a good match.

MCW: Donna, how can you help families who need some kind of senior care?

Zimet: I save families time and effort by assessing their current situation: care requirements, financial position, family logistics and preferences to get "the big picture." I then help to narrow their choices and provide them with a list of the best area options. When needed, I can also refer local experts: Elder Law Attorneys, Medicaid / Estate Planners, Long Term Care Insurance,

Moving & Logistics to help with specific questions.

MCW: How does a family know when to make a move?

Zimet: Personally, I went through this process and it's such an emotional time. That's why, even though there may not be an immediate need, it is recommended that you understand your options and have a plan in place if extra care is ever needed. I would be available any time to discuss options with a family and help put that plan into place – for tomorrow or years from today.

MCW: What about seniors who want to keep their independence as long as possible?

Zimet: Many families and seniors believe there will be a "loss of independence" if they need home help or move to a community – many times it is the opposite. A senior that needs care is "dependent" on family a great deal. When they are in a community or receiving home care, this can free them to do things at their own pace and enjoy the time they have with family.

Donna Zimet
Elder Care Advisor



601 North Main Street
Hightstown, NJ 08520
Toll Free Phone (877) 606-0370
donnaz@aplaceformom.com

a place for mom

MCW: What is the best way to finance elder care?

Zimet: Considering assets, current costs and future estimated costs is the first consideration. There are assistance programs offered by the Veteran Administration, federal/ local government and religious groups. Depending on your financial situation, I would be able to help a family understand eligibility requirements and direct to starting the application process.



Donna Zimet
Elder Care Advisor
601 North Main Street
Hightstown, NJ 08520
Toll Free (877) 606-0370
donnaz@aplaceformom.com
www.aplaceformom.com





*Resources
for women in crisis*



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State of New Jersey
Domestic Violence
800-572-SAFE

Sexual Assault
800-601-7200

Mercer County
609-394-9000

Emergency Services

- 24-hour hotline, Spanish, TTY
- Response to hospitals & police departments
- Information and referrals
- Safe, temporary shelter for victims of domestic violence and their children
- Transitional Housing Program
609-394-9000

www.womanspace.org

Counseling & Support

- Individual, group and family counseling for victims of domestic violence and sexual assault
- Advocacy with court, welfare and social services
- Legal clinic, information and referrals,
TTY 609-394-2532

Education & Training

- Community education
- Prevention and intervention services
- Training and technical assistance for professionals
609-394-0136

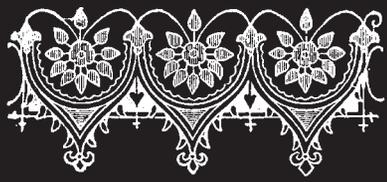
What does this woman with hair loss know that you don't?

Find out for yourself by coming into one of our offices for a free, no obligation consultation. You will learn about "Women and Hair Loss" along with the myths and misconceptions by providing you with the facts that you can use to your best advantage.

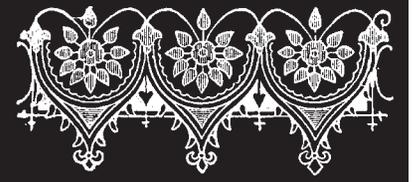
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February is Heart Disease Awareness Month



◆ ◆ Heart Disease Facts ◆ ◆

Heart Disease Facts

- Heart disease is not just a disease of older women. It is the leading cause of death for women aged 35 and older.
- Heart disease kills 6 times as many women as breast cancer.
- Heart disease has killed more women than men every year since... and the death rate is rising.
- 27% of women smoke. Cigarette smoking is the #1 controllable risk factor for heart disease and is contributing to women's rising death rate from cardiovascular disease.
- Women often experience milder symptoms of heart disease. About one-third of women have atypical symptoms of heart disease with no chest pain at all.
- Heart disease symptoms often go unrecognized and untreated in women. This results in more advanced vessel disease with a poorer outcome.
- Women who have heart attacks are twice as likely as men to die within the first few weeks after the event.

Are you at risk for Heart Disease?

Add up the risk factors that apply to you:

- Smoking or daily exposure to second-hand smoke
- Past heart attack or known coronary artery disease
- Family History
- Elevated lipids (high cholesterol)

- Abnormal heartbeat
- High blood pressure
- Birth control pills (in combination with smoking)
- Overweight (by 20 or more pounds)
- Post-menopausal (and without estrogen replacement therapy)
- Sedentary lifestyle

The Warning Signs

A Heart Attack may cause some or all of these symptoms:

- Pain, pressure, fullness, discomfort or squeezing in the center of the chest
- Stabbing chest pain
- Radiating pain to shoulder(s), neck, back, arm(s) or jaw
- Shortness of breath or difficulty breathing
- Pounding heartbeats (palpitations) or feeling extra heartbeats
- Upper abdominal pain
- Nausea, vomiting or severe indigestion
- Sweating for no apparent reason
- Dizziness with weakness
- Sudden, extreme fatigue
- Panic with feeling of impending doom

Note milder symptoms. About a third of women experience no chest pain at all when having a heart attack. Many report flu-like symptoms. If you suspect a heart attack, call 9-1-1. Every minute counts!

These facts were obtained on the Deborah website at: www.deborah.org

You've taken care of everyone else,
now it is time to take care of yourself!

Are you ready to take back your life?

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- Early detection and treatment options
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Call 215.860.3344 for your free screening appointment today!

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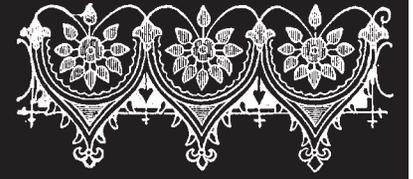
Penn Medicine
800.789.PENN PennMedicine.org



"Too many people overvalue what they are not and undervalue what they are."
—MALCOLM FORBES



February is Heart Disease Awareness Month



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Aliya F. Browne, D.O. FACC

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Know Your Numbers

The first step to heart health?
Know and understand the numbers that matter most.



Knowing your numbers is an important part of keeping your heart healthy. These numbers can help you and your doctor determine your risks and

mark the progress you're making toward a healthier heart.

Use this handy chart for a quick overview of numbers you need to know and the goals you need to achieve to reduce your risk for heart disease. Once you review the optimum numbers for heart health, learn how you can achieve and maintain them. (Note: < means "less than.")

Factor	Goal
Total Cholesterol	Less than 200 mg/dL
LDL ("Bad") Cholesterol.	LDL cholesterol goals vary Less than 100 mg/dL Optimal 100 to 129 mg/dL Near Optimal/Above Optimal 130 to 159 mg/dL Borderline High 160 to 189 mg/dL High 190 mg/dL and above Very High
HDL ("Good") Cholesterol	50 mg/dL or higher
Triglycerides	<150 mg/dL
Blood Pressure	<120/80 mmHg
Fasting Glucose	<100 mg/dL
Body Mass Index (BMI)	<25 Kg/m ²
Waist Circumference	<35 inches
Exercise	Minimum of 30 minutes most days, if not all days of the week

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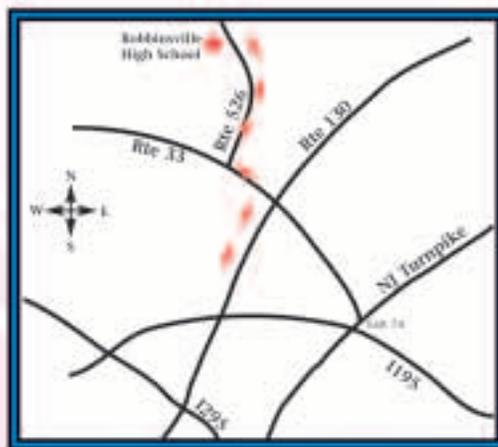
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High School

155 Edinburg-Robbinsville Rd.
(Rt.526). Robbinsville, NJ
08691.

From Route 130 (North or
South)- once in Robbinsville
turn onto Route 33 West
towards Trenton. Approx. 1/2
mile at stop light Turn Right
onto Rte. 526 (Edinburg-
Robbinsville Rd.) The
Robbinsville High School is on
the left about 2 miles.

From South Jersey- Take
I295N to 130N follow
directions above.

From North Jersey- Take NJ Turnpike to Exit 7A
to I195West to Route 130N (New Brunswick Exit) Follow directions above.



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- Cartridge Renewal Systems
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- David Lerner Associates
- Delaware Valley Ob/Gyn & Princeton Infertility Group
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- Dr. Kate Thomsen
- Easter Seals NJ
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- Tastefully Simple
- The Country & Flower Store
- The Harmony School of Foxmoor
- University Medical Center at Princeton Breast Health Center
- Visiting Angels of Central Burlington & Mercer Counties
- W.I.N. (Women Interested in Networking)

* List of exhibitors at time of printing

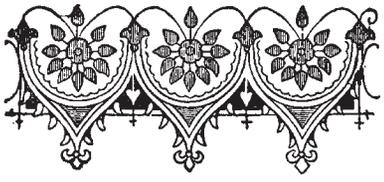


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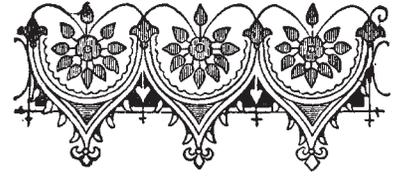
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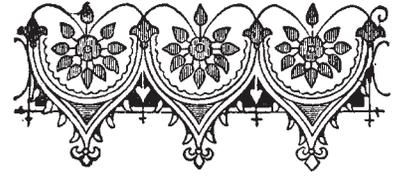
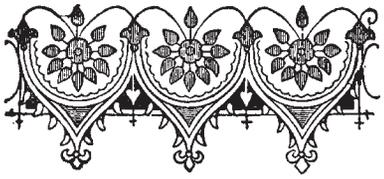
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Could Your Hair Salon Infect Your Family With The H1N1 Virus Or MRSA?



Denise Scheidell, Artistic Director & Co-owner and Chase Taylor, Co-owner

Before you sit down for your next hair appointment you might want to take a few minutes and have a closer look around the establishment and consider a few things. How long has that hair on the floor that you just stepped in been there? Are the stations dirty with dust and unseen bacteria? Do the combs, brushes and scissors still have hair in them from the last person that they were used on—or even scarier, is that hair from the day before? Does your stylist have a ‘few’ small nicks and cuts on their hands which aren’t covered?

Could the hair salon that you have been going to for years be a breeding ground for many viruses like H1N1, aka Swine Flu, or bacterial diseases like MRSA? Yes, it is a scary thought, but the likelihood of your salon giving you one of these illnesses is much more realistic than you could imagine. How much do you really know about the sanitation practices of your salon, and do their unhealthy practices happen right in front of you? As the number of cases of the H1N1 influenza virus continues to increase in the United States, many government agencies have started to increase their focus on salons and spas throughout many regions of the country. While the initial wave of the H1N1 flu this past spring was relatively moderate - President Obama recently declared a national emergency to deal with the “rapid increase in illness” from the H1N1 influenza virus. Federal and state authorities have been urging small businesses to be

proactive in flu prevention and preparedness.

Besides schools, offices and public transportation—hair salons are an unfortunately easy locale to spread the virus. How is ‘your’ current salon practicing safe standards of health on an on-going basis?

Let’s see if the salon that you frequent could pass this quick test:

1. How often is the salon professionally cleaned from top to bottom?
2. When was the last time that the brushes, combs and utensils were sanitized and disinfected?
3. How is the staff protected from contracting viruses and illnesses from the clients that come to the salon?
4. Does the staff still come to work when they are ill because their appoint book is full?
5. Do the products that the staff uses to clean have protection against bacteria, germs and salon borne infections? What types of products do they use?

If your stylist cannot answer any of these questions nor has any idea of what you are talking about then it could be time for you to consider a new place to have your hair done. Why? Because you and your family’s health could be at risk, and is it really worth going to an unknowledgeable establishment just because they ‘know’ how to style your hair?

The Center for Disease Control provides statistics that 1 in 6 Americans have been infected with the H1N1 virus, and though 2 waves of the virus have occurred, they expect 1-2 more within the next 6-16 months. H1N1 is now a widespread virus, such as measles, chicken pox, HIV and the common cold. It has the ability to survive on hard dry surfaces such as reception desks, styling stations, washing sinks.

MRSA is a bacterial ‘superbug’ that can also live for long periods on solid surfaces. It can occur from a bacterial infection and can be contracted from categories such as contact sports,

sharing of towels or communal living. It is important to you as a consumer to know whether or not your salon has a relatively new washing machine which heats water to temperatures that can kill bacteria which can be found on the towels that they use, as these can be breeding grounds for long living germs.

Great Looks 4 Less (GL4L) is a salon which holds a core belief that they must continuously practice ‘universal precautions’ which are intended to protect not only their clients, but their staff as well, from the spreading of illnesses and diseases. The owners of Great Looks 4 Less are members of the Professional Beauty Association (PBA), and as such they receive numerous updates and notices on techniques and products that the organization recommends in its daily fight against bacterial contamination in the nation’s salons.

Some of the measures that Great Looks 4 Less follows on a daily basis is observance of the ‘3 Levels of Clean’ as promoted by the PBA and the Barbicide company. Those levels of ‘clean’ are focused on: Sanitizing, Disinfecting and Sterilization – which are difference makers in ensuring that each customer is protected. One unique aspect many clients state they have only seen at GL4L is that the salon sanitizes and disinfects every comb/brush after each and every client that they use it on. They also hot seal in its own container as to prevent contamination from other utensils. The benefit is that every client watches a GL4L stylist retrieve a sealed utensil that will be used with them, and can observe the stylist open the sealed container in front of them, thus taking away the worry of when it was last disinfected and cleaned. The salon also uses a variety of Barbicide brand products, (Yes, the same company that makes the blue liquid in the clear containers) because they are the market leaders in the development of disinfected solutions that kill bacteria.

Beauty and Quality come to Mercer County!
Just what you have been waiting for...

GREAT LOOKS
4 LESS

HAIR SALON



Come visit the area's most exciting, elegant and affordable multi-cultural salon in the area! Great Looks 4 Less hair salon will be the last salon that you will ever need. Affordable prices, professional staff, competent stylists and personal attention. Located in Mercer Mall between Red Moon Pizza & JoAnni Fabrics.

(609) 378-5360

GL4L also employs a professional cleaning organization which uses Barbicide towel wipes to clean each hard surface within the salon. As a 25 year veteran of the beauty industry, Great Looks 4 Less owner Denise Scheidell can attest to the occurrences that she has witnessed as she has worked in both privately owned salons and national hair franchises. “I have been a little surprised and very disappointed in the manner that various well known ‘fast-service’ hair shops go about their duty of keeping the public safe from possible germ contamination. Many of these shops are so focused on how quickly they can do a ‘cut-rate’ haircut and get to the next person; that they sacrifice the health and welfare of their clients, many of which are children, who are the most likely to get sick and spread an illness. As a brief example, on many occasions I have noticed that these shops don’t think about changing the Barbicide fluid until after it has started to evaporate beyond the tops of the combs, and at that point the fluid isn’t protecting anyone.” Because of these incidents, I’m dedicated to keeping my salon not only clean at all times, but I feel an obligation to enforce a strict policy of sanitation on the behalf of my clients; many of whom I have been servicing for 10 plus years and I view them as part of my family.”

One more distinctive practice of Great Looks 4 Less is that they don’t charge their clients for missing an appointment due to illness. “We rather a client stays home and recover than feel obligated to come to our salon and possibly infect not only our staff but other clients as well” states Denise.

Co-owner, Chase Taylor adds; “we like to consider ourselves as a ‘customer-wise salon,’ and I really think that makes a difference in why so many consumers continue to choose our salon as a unique alternative to many of the others in Mercer County these days.” He mentions that the salon’s revised health focused slogan for 2010 might be:

‘Great Looks 4 Less—Protecting your health, while creating your beauty!’

We invite you to visit the salon in order to experience an alternative environment that takes your health into consideration, while providing you a wonderful hair service.

For more information on this topic please reference Barbicide.com, Probeauty.org or CDC.gov

(Great Looks 4 Less Hair salon is a multi-cultural salon with expertise in providing service for all types of hair styles. Located in Mercer Mall next to JoAnne’s Fabrics and Red Moon Pizza. Please come in an experience a unique hair service in a health conscientious environment.)

Why Should You Advertise Your Business in the



Reaching over 50,000 Readers in Mercer County



“I am writing to extend warmest appreciation on behalf of the Christina S. Walsh Breast Cancer Foundation in recognition of Mercer County Woman newspapers’ support of our Links for Pink Golf Tournament. Your sponsorship is a generous contribution to this fundraising event.” **3/7/2008, Susan I. Wund, Executive Director, CSWBCF**

“I just wanted to send a note to thank you for all your support since we met last year. Business is booming in large part as the results of referrals I am receiving on a weekly basis from my articles and ads in the Mercer County Woman paper. I feel so fortunate to have met you and look forward to our continued association.” **Lee Ann McCabe-Chiacchio, Esq.**

“I have been meaning to call you to thank you for a wonderful WIN luncheon. It is so well organized, wonderful people and loads of fun. I’m very happy that I was finally able to make this event. I look forward to upcoming events and getting to know you and your staff.” **Phyllis Cianfrano, Marketing Director**

“I just wanted to take this opportunity to congratulate you on your paper. It is a pleasure to be associated with you. I have had phone calls and patients who have read the articles and have found them to be interesting. It has allowed me a forum to disseminate information about foot problems and care. In addition, it has been helpful in building my practice. Best wished for continued success with your outstanding publication.” **Phillip Tutnauer, DPM, DABPOM**

“I am happy to say I have already gotten two new clients from the ad in the Mercer County Woman newspaper.” **Ralph Gerstein, Esq.**

“The Mercer County Woman has played a significant role in the growth, image, and visibility of our business. It is said that people don’t believe it till they see it in print. Your newspaper provides that vehicle to increase the creditability of our telephone marketing expertise. The benefit of being able to put a value-added article with an ad sets your paper apart from the rest. Readers get to know and understand all the benefits of my business, and hopefully get a good sense about my company based on the article. I have received many leads and a couple pieces of closed business due to my placement in the Mercer County Woman newspaper! And believe it or not, men read the paper too and make purchasing decisions because of it! Thanks for the opportunity!” **Amanda Puppo, President, MarketReach, Inc.**

“I just picked up your newspaper for the first time at my Doctor’s office in Princeton yesterday and really love it. It fills a gap in the area and doesn’t talk down to women.” **Mia Cahill, J.D., Ph.D.**

“Terri--- Congratulations to you on your award (2007 Women Advocate of the Year from NAWBO) and recognition. There is no one more deserving of such an honor because you, single-handedly, have made women’s networking a professional and successful happening! It has been and continues to be my pleasure to know you and I take great pride in you and your accomplishments.” **Penny Oram, Owner, Penny the Printer**

“The Women’s newspaper has provided us with the perfect vehicle to reach our audience year round.” **Cathy Rendfrey, Director, Women Opportunity Center**

“Thanks for a very enlightening program today. Your presentation was very interesting and informative. I will recommend your publication to my clients who are seeking resources and information relating to the needs of women.” **Vicki Lynne Morgan, President, RUSSMOR Marketing Group**

“A valuable educational resource that enables consumers to make educated healthcare decisions.” **Arnold M. Baskies, Rancocas Valley Surgical Associates, P.A.**

“Terri, I think your vision and resulting work is impressive. You’ve improved the way women network and do business in our area and I’m happy to be involved. I look forward to working with you in 2010.” **Ellen Tozzi, Professional Organizer, Natural Order**

“Great job on the Expo!!!” **Roberta Sallee, Photographer**

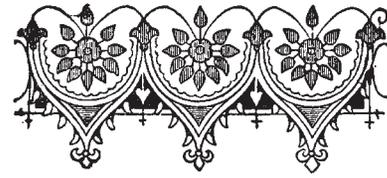
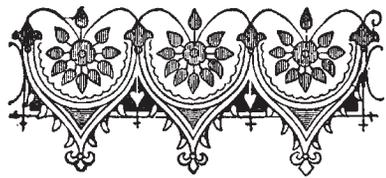
“Hi Terri... Thanks so much for having me at the 2nd Annual Women’s Expo. I had a ball! It was such a pleasure meeting you and your family. Again, I had a wonderful day and had the opportunity to meet a lot of wonderful people.” **Janet Davis, Scotch Bonnets Restaurant & Catering**

“I have to admit the paper really helped to build up the practice. Thanks!” **Manhong Ma, MD**

I am also happy to report that as of today I have received my 3rd call from someone who saw my ad in your paper. Everyone who has called has booked with me, so the monthly fee to run my ad just keeps giving back! I am so glad that I found you. Your paper has been a wonderful asset to my marketing strategy!” **Betty Pivovarnick, Owner, The Crooked Tail**

www.MercerCountyWoman.com 609-890-4054

We Can Help Make 2010 Your Best Year Yet!



◆ ◆ Children and Divorce ◆ ◆



Lee Ann McCabe-Chiacchio, Esq.



Michael P. Chiacchio, Esq.

There are various statutes and Court Rules that address custody and related issues in New Jersey. It is important for divorcing parents to understand that the state Legislature has found that it is in the best interests of children to have frequent and continuing contact with both parents after separation and divorce and that it is in the public interest to encourage both parents to share the rights and responsibilities of rearing their children. The law in New Jersey also provides that the rights of both parents are equal. The Court may accept any custody arrangement

which is agreed to by both parents provided that it is not contrary to the children's best interests.

If the parents are unable to agree upon custody, the case must be referred to mediation. If mediation is unsuccessful, the Court may then order an investigation or psychological *best interests* evaluation before the trial.

In making a custody determination, the court must consider factors enumerated in the statute including, but not limited to, the parents' ability to communicate and cooperate; any history of unjustified interference with the non-custodial parent's

DIVORCE BRINGS UNCERTAINTY

Going through a divorce or custody litigation can be stressful and fraught with uncertainty. My 16 years of exclusive Family Law experience can help you protect yourself, your children and your family's future. Call today to make an appointment to discuss your legal options and the best solutions for your family.



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- ◆ Child Support
- ◆ Equitable Distribution
- ◆ Post Divorce Litigation
- ◆ Domestic Violence
- ◆ Adoption
- ◆ Municipal Court

parenting time; the preference of the child when of sufficient age and capacity to reason so as to form an intelligent decision; the needs of the child; the stability of the home; the fitness of the parents; and the parents' employment responsibilities.

Following the trial, the Court will enter an Order addressing both legal and physical custody, whether joint or sole; provisions for

parenting time, provisions for major decision making, involving the children's health, education and general welfare and may, under certain circumstances, restrict parents from permanently leaving the State of New Jersey with the children absent the consent of the other parent.

Regardless of the issues between the parties, it is in their children's best interests to set those issues aside and work together to make a custody and parenting agreement that works for the entire family. The alternative is to allow a stranger, the Judge, to decide what is best for your children.

Lee Ann McCabe-Chiacchio, Esq. has more than 16 years experience as a Family Law attorney. Ms. Chiacchio is an active member of the New Jersey Bar Association, volunteers her time with various organizations and advocates for the rights of children. Ms. Chiacchio received the Martin S. Goldin Family Law Award for Excellence in Family Law. Michael P. Chiacchio joined the Law Firm of Lee Ann McCabe-Chiacchio in April. The firm is now known as Chiacchio & Chiacchio, LLC. Although we will continue to focus primarily on family law issues, Mr. Chiacchio also handles municipal court matters.

Michael P. Chiacchio served as a Deputy Attorney General from 2003 until 2007. Mr. Chiacchio worked for Zazzali, Fagella, Nowak, Kleinbaum & Friedman practicing in the areas of Employment and Labor Law. Mr. Chiacchio remains affiliated with Zazzali and is now a partner at Chiacchio & Chiacchio, LLC.

Earn Extra Money

Work Part-Time + MERCER COUNTY WOMAN.

If you love reading **Mercer County Woman (MCW)**, you'd probably enjoy telling local businesses & professionals about the wonderful exposure of advertising to our loyal readers.

As an **Account Executive** with MCW the opportunity is limitless. You decide when you work and how much money you make. (commission position).

As an established publication, our distribution is dense throughout Mercer County. We have a loyal readership and are an extremely affordable advertising medium.

Full Training & materials provided. If you'd like to discuss this sales opportunity, please call Terri Petry, Publisher, 609-890-4054.

Promotional Products • Silkscreening • Embroidery, Etc.

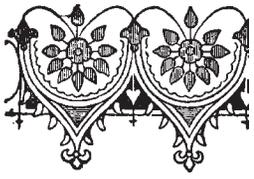
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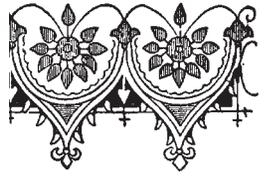
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www.advisionpromo.com • advision@verizon.net

ANDREA ANEPETE
President

NJ Certified Small Business & Women Owned Business Enterprise



Mercer County Family Resource Guide



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Easy Access To Resources For Seniors & Caregivers
www.SeniorsA2Z.com

ABUSE (Substance, Domestic, Animal)

- A Voice For Healingwww.avoiceforhealing.com
- CONTACT of Mercer County 24 Hour Crisis Hotline
..... 609-896-2120
Or 609-585-2244
- Domestic Violence Hotline 609-394-9000
- Family Service 877-367-8379
- Interfaith Hospitality Network 609-396-8849
- McGuire AFB Domestic Abuse Victim Advocate . 609-754-9672
- National Child Abuse Hotline 800-422-4453
TDD 800-222-4453
- Pet Friends (Pet Loss Support)800-404-PETS (7387)
- Woman Space 609-394-9000

CHILDREN/YOUTH/FAMILY

- Big Brothers/Big Sisters..... 609-656-1000
- Boys & Girls Club of Mercer County..... 609-392-3191
- Camp Fire USA New Jersey Council..... 609-695-8410
- Catastrophic Illness In Children Relief Fund Commission
..... 609-292-0600
Or 800-335-3863
- Catholic Charities Emergency Services..... 609-394-8847
- Child Care Connection..... 609-989-7770
- Child Support..... 609-571-4330
- Division of Youth & Family Services, The 800-792-8610
- Family Health Line..... 800-328-3838
- Family Service 877-367-8379
- Farm Safety 4 Just Kids 800-423-5437
- Mercer County CYO..... 609-396-8383
- Newborns In Need, Inc 417-967-9441
- Parents Anonymous/Family Helpline..... 800-843-5437
- Thursday's Child National Call Center For At-Risk Youth
..... 800-872-5437
- ToughLove® America (local group) 609-883-1989
- Union Industrial Home for Children..... 609-695-1492
Or 609-695-3663

COMMUNITY/SOCIAL/HUMAN SERVICES

- Catholic Charities Maternity & Adoption Services
..... 609-386-6221
- Consumer Product
Hotline 800-638-2772
TTY 800-638-8270
- Crisis Ministry of Princeton and Trenton 609-396-9355
Or 609-921-2135
- Equal Opportunity/Affirmative Action..... 609-989-6418
- Family Guidance Center 609-586-0668
- Habitat for Humanity 609-393-8009
- Interfaith Hospitality Network of Mercer County.... 609-396-8849
- Lawrence Neighborhood Service Center 609-883-3379
Or 609-883-6755
- Literacy Volunteers in Mercer County 609-587-6027
- March of Dimes, The..... 609-655-7400
Or 800-244-9255

COMMUNITY/SOCIAL/HUMAN SERVICES (cont.)

- March of Dimes Resource Center 888-663-4637
- Mercer County Board of Social Services 609-989-4320
- Mercer County Department of Human Services
..... 609-989-6526
- Mercer Street Friends 609-396-1506
- National Fraud Information Center..... 800-876-7060
TDD/TTY 202-835-0778
- Union Industrial Home For Children 609-695-1492
Or 609-695-3663
- United Progress Inc 609-392-2161
- Volunteers of America
Delaware Valley-Amani House 609-393-3168
Or 609-393-3003
- YWCA Homeless Hotline..... 609-396-8291 ext 146
- YWCA of Trenton. 609-396-8291
- YWCA of Trenton/Rape Crisis Program 609-989-9332
- YWCA of Princeton..... 609-497-2100

ADOPTION SERVICES

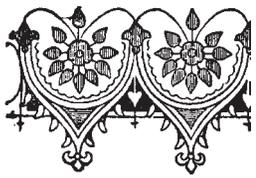
- The Children's Home Society 1-800-CHSOFNJ
of New Jersey

CRISIS INTERVENTION/COUNSELING SERVICES

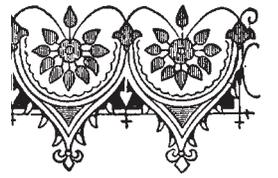
- Addiction Hotline of New Jersey 800-238-2333
- Alcohol/Seabrook House 800-582-5968
- Bureau of Alcohol, Tobacco & Firearms (ATF)
..... 609-989-2155
- CDC National AIDS
Hotline 800-342-2437
TTY/TDD 800-243-7889
- Child Find of America
To Locate Missing Children 800-426-5678
Parental Abduction Mediation 800-292-9688
- Crisis Intervention/Suicide Hotline..... 609-896-2120
- Eating Disorder Association of New Jersey 800-522-2230
- Family Service 877-367-8379
- Girls and Boys Town National Hot Line 800-448-3000
- Homeless Hotline 609-278-1481
- National Center for Missing & Exploited Children
..... 800-843-5678
- National Center for Victims of Crime Abuse & Domestic
Violence, Rape, Information & Referral 800-394-2255
- National Runaway Switchboard..... 800-621-4000

Every effort has been made to ensure that these resources are current and accurate at the time of printing. Please note that inclusion in this guide does not imply endorsement by County Woman Newspapers. Reproduction of Guide by permission only.

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Mercer County Family Resource Guide



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Easy Access To Resources For Seniors & Caregivers
www.SeniorsA2Z.com

CRISIS INTERVENTION/COUNSELING SERVICES (cont.)

- National Suicide Crisis Hotline..... 800-SUICIDE(784-2433)
- National Youth Crisis Hotline..... 800-HIT-HOME(448-4663)
TTY/TDD 800-211-7996
- National Domestic Violence Hotline 800-799-7233
TDD 800-787-3224
- National Herpes Hotline 919-361-8488
- National Immunization Information Hotline
..... 800-232-2522
- National Runaway Switchboard..... 800-621-4000
- National STD Hotline 800-227-8922
- New Jersey Aids/STD 800-624-2377
- Parental Stress Help Line 800-367-2543
- Rape Crisis Counseling Program 609-989-9332

HEALTH/MENTAL HEALTH/DISABILITIES

- Alzheimer's Disease Hotline 800-272-3900
- American Kidney Foundation 800-622-9010
- American Kidney Fund 800-638-8299
- Breast Cancer Resource Center of the
YWCA Princeton-"Helpline" 609-497-2126
- CancerCare of New Jersey 1-800-813-HOPE (4673)
- Cancer Information Services 800-422-6237
- Epilepsy Foundation of NJ, The 609-392-4900
Or 800-336-5843
- Jewish Family & Children's Services of Greater Mercer
County 609-987-8100
- Medallion Care..... 609-439-0240
- Mental Health 609-989-6574
- Montgomery Behavioral Healthcare, P.C. 609-430-1600
- NAMI (National Alliance on Mental Illness) ... 609-799-8994
- National Arthritis Foundation Hotline 800-283-7800
- New Jersey Library for the Blind and Handicapped
..... 800-792-8322
TTY 877-882-5593
Spanish 800-582-5945
- NJ AIDS/STD Hotline 800-624-2377
- NJ Organ & Tissue Sharing Network 800-742-7365
- Parkinson Alliance, The..... 609-688-0870
Or 800-579-8440
- Planned Parenthood Association of the Mercer Area
..... 609-599-4881
Or 800-230-7526
- Psychiatric Crisis Intervention Unit: Mercer County
Helene Fuld Mental Health..... 609-396-4357
- American Social Health Association
(Health, Education, STD Prevention) 800-230-6039

HOT LINES/HELP LINES

- Hearing Aid Helpline 800-521-5247
- Nj Poison Center 800-222-1222
TTY/TDD 973-926-8008
- Parental Stress Helpline 800-367-2543

REFERRAL/INFORMATION SERVICES

- American Cancer Society..... 800-227-2345
- American Council for the Blind..... 800-424-8666
- Art Pride NJ 609-443-3582
Or 609-324-2734
- Medicare Information..... 800-392-3070
- National Pesticide Information Center 800-858-7378
- Social Security Administration 800-772-1213
TTY 800-325-0778
- Veterans Affairs..... 800-827-1000
- Women's Referral Central 800-322-8092

SELF HELP/SUPPORT GROUPS

- The Compassionate Friends (Mercer County) 609-516-8047
- Survivors of Suicide Loss Support Group 609-516-8047
- TOPS Club, Inc..... 609-306-6403

SENIOR CITIZENS

- AARP 800-424-3410
- Aging 609-989-6661
- Eldercare Locator..... 800-677-1116
- Luther Towers (Senior Housing) 609-695-7755
- Mercer Street Friends Senior Day Care 609-394-3232
- Nj Ease Senior Services Helpline 877-222-3737
- Princeton Senior Resource Center..... 609-924-7108
Or 609-252-2362
- Respite Care Program..... 609-599-5246
- Solutions for Better Aging 888-405-4242
- Visiting Angels of Central 609-883-8188
Burlington & Mercer Counties

VETERANS

- King David Lodge #15 F & AM 609-695-9577

CONSUMER AFFAIRS

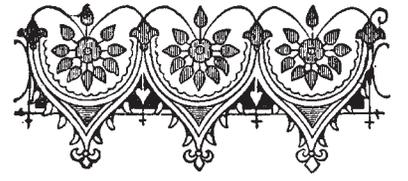
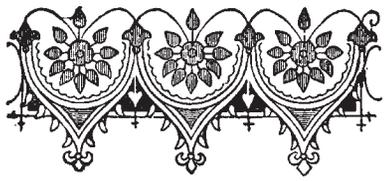
- Consumer Affairs..... 609-989-6671

MERCER COUNTY HOSPITALS

- Capital Health System 800-255-3440
- Robert Wood Johnson University Hospital Hamilton
..... 609-586-7900
- St. Francis Medical Center..... 609-599-5000
- University Medical Center at Princeton..... 609-497-4000

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When Just Showing up Isn't Enough



Marilyn Kleinberg

Okay, so maybe I'm still a little upset about the Eagles' loss to Dallas on the first Sunday in January....

But it did get me thinking, "How often do people just show up places expecting good things to happen with little or no personal effort?" Even seasoned networkers, like me, often lose sight of the game plan.

Complaints about networking include "I went to one event and nothing happened. I didn't get any new business." Or, "I send out tons of e-mail,

but no one responds." And my personal nemesis: the follow up call, "I hate making follow up calls."

Well, HELLO! The game plan for networking is fairly simple. But the execution of the game plan...that's where personal effort is required.

The Game Plan:

1. **Scout the players:** Decide what organizations would be a good fit for your business and personal growth.
2. **Interview the prospects:** Attend a couple of events to understand the culture and mission.
3. **Make an offer:** Join and commit to 2-3 groups that fit the various areas of growth you are targeting.
4. **Chart your plays:** Create a monthly calendar of events you want to attend and create a list of business people with whom you want to connect.
5. **Find your "Go To" Person:** Seek out the "People Magnets" in the room--the key people in the group that can help you make the plays.

6. **Practice, Practice, Practice:** Attend events regularly to build trust, share resources, and create alliances....build your team!

7. **Review the plays:** Follow up with the people you meet. Personal calls go a long way to establish trust and develop relationships.

8. **Be a leader:** Actively participate in committees; volunteer at events; become the "go to" person.

9. **Remember there is no "I" in team.** Build your resources by learning how you can help others first. As we say in eWomenNetwork, "Give First, Share Always."

Following the game plan and executing the plays will lead to success in networking, and ultimately help you grow personally and professionally.

I look forward to helping you be successful. For a list of upcoming events visit www.ewomennetwork.com/chapter/snj.



"Accelerated Networking" Luncheon

Southern New Jersey

Get Innovative: Expand Your Possibilities & Power Your Success

Feb. 3 with Dr. JoAnne White, International author



"Innovation really means finding new ways to add value to your business. To do so you have to keep creativity alive and hopping." Every new and existing company needs high doses of creativity to succeed and to stay on top. In today's competitive market and fluctuating economy, how do you set yourself apart from others to be an entrepreneur with an unmistakable edge?

This seminar gives you the tools you need to strategize as never before and stay on top of your game. Revitalize you and your business and have fun while doing it!

- Create an innovative-friendly environment
- Apply new methods of problem solving
- Use lateral and vertical thinking to grow your business; Develop new perspectives and new markets
- Maximize creativity for you and your team
- Boost your business-confidence

11:30 AM - 1:30 PM

(Doors open and informal networking begins at 11:00 AM)

Location: The Mansion on Main Street, Plaza 3000, Voorhees, NJ 08043

Cost: \$45.00 non-members, \$35.00 for eWN Member, \$55.00 for all late registrations beginning 01/30/2010.

Display Table: \$95.00 non members, \$50.00 for eWN Member

Register at www.ewomennetwork.com/chapter/snj

or call 609 601-1333

marilynkleinberg@eWomenNetwork.com



Economic Growth

Stimulus + Strategy = Success

Who should Attend:

- Women, minority business owners, disabled veterans etc., looking to get more contracts with corporations and government agencies.
- Corporations & government agencies that are looking to outsource their purchasing needs to more women, minority business owners, disabled veterans, etc.
- Business owners who want to learn how to become certified to participate in these contract opportunities.
- Small Business Enterprises (SBEs) looking to sell their products and services to other small business owners.
- SBEs who want to learn how others build their business or how to partner with a prime contractor through our workshops and speakers.

You do not need to be certified to attend this business building event!

Make Contacts. Get Contracts. Business For Everyone!

The 12th Annual Procurement Event & Expo

Wednesday, February 10th, 2010

8:00 am - 3:00 pm Pines Manor, Edison, NJ

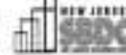
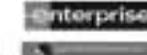
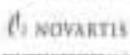
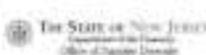
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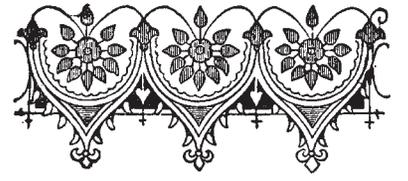
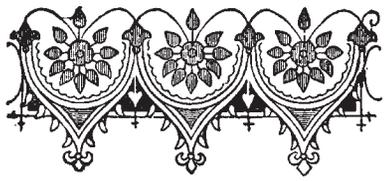
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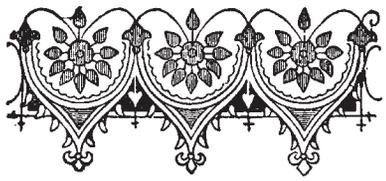
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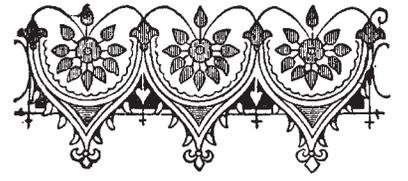
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◆ ◆ Membership Has Its Benefits! ◆ ◆

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W.I.N. (Women Interested in Networking) is the single most effective networking opportunity for professional women in Central NJ. Over the past three and 1/2 years more than 1,000 women have attended one or more W.I.N. events. W.I.N. originated as an informal networking lunch for business women to shamelessly network on the Third Thursday of every month at noon.

Today W.I.N. is so much more.

W.I.N. has grown to incorporate a monthly after-hours networking event, appropriately named 'Conversations' because after a hard day at work the evening networking event is an opportunity to actually have more relaxed, in depth conversations. The attendees have given us such great feedback on the contacts they've made and the opportunities that they gained through attending various W.I.N. events.

Although W.I.N. has not been a membership-only organization, and by membership meaning paying dues, in order to continue to provide the outstanding services and events W.I.N. will begin

requiring dues starting October 2009. The dues will be relatively nominal (\$10.00/month) but necessary as cost and time to administer and promote the organization continue to rise. There will also be a one-time \$25 administration fee.

However, because it will be a membership-only organization, there are benefits to membership.

Membership has its Benefits!

- Online Member Directory
- Discounts on electronic advertising
- Web links
- Calendar to Post events
- Ability to publish articles on monthly e-newsletter
- Referrals/Connections
- Opportunity to 'host' events
- Resources
- Training
- Opportunity to teach seminars

Visit the W.I.N. website at www.WinWomenNetwork.com to learn more or call 609-890-4054 ask for Terri Petry, Founder of W.I.N.



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Join Us for an Extraordinary Event that is sure to ignite Your Business and Professional Life!

Our Mission is to shamelessly network, exchange ideas & referrals and support a sisterhood of fabulous women. Ladies, this is a great opportunity to meet, mix and mingle with women in business, who mean business!

Please Join us:

Date: Jan. 21st, Feb. 18th & Mar. 18th 2010
(Always the third Thursday of Every Month)

Time: 12:00 Noon to 1:30 PM officially; unofficially till 2:00 PM

Place: Villa Mannino Restaurant, 73 Route 130 N, Hamilton, NJ
(1/2 mile North of Mastoris Diner & next to Sportsman Center)

Lunch: Italian Buffet and beverage

Cost: \$15 members, \$20 non-members (Pay at the door Cash only)

Bring: Lots of business cards & company literature

For the December Holiday Lunch please bring a gift related to your occupation/business. (Example: Own Gift Basket Co., bring a gift basket, you're in advertising give a FREE ad, you're a consultant, give a gift certificate...) Be Creative. If everyone participates, it'll not only be a lot of FUN, but an excellent way to showcase your business!

RSVP ONLY to: www.whoscoming.com/WIN 

Questions Call Terri Petry 609-890-4054

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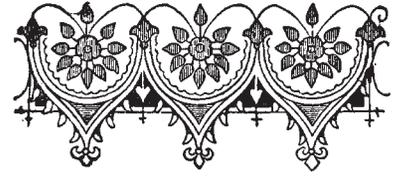
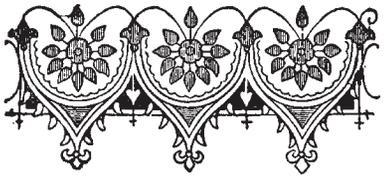
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• Discounts on electronic advertising	• Opportunity to 'host' events
• Web links	• Resources
• Calendar to Post events	• Training
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Make A Living by Sending Out Cards

We have become so used to emailing everything - letters, newsletters and now even birthday cards or any other greeting card. There are tons of ways to send greeting cards online like Send Out Cards and it seems that with all the junk emails, there are a lot that are deleted before they are ever seen.

When was the last time you received a greeting card in the mail and in your email like Send Out Cards? Which one made more of an impression? If your answer is the real card that came in the mail, then you are like everyone else.

But we have become so used to just clicking on something, hitting the send button, or typing in a web address to get things done. It seems that going to the Post Office is a major project and so inconvenient. Besides, who wants to spend an hour waiting in line at the post office?

Send Out Cards is a company that will give you the opportunity to be one of the few who sends out the "real" cards, delighting every recipient of a fun, creative, personal and signed card. This is a great tool to help you get the cards sent out on time, not having to worry about missing those important dates of your family and friends.

You are able to send a printed greeting card with your own personal message. You can choose it, write your message and click send all within 60 seconds. Send Out Cards will print it, stuff it and mail it for you. And this will all cost you less than it would be at a greeting card store.

Imagine the work saved for you at Christmas time sending out your cards, with even a family picture if you like, with just a click. You can be a part of this system by having your own business at home.

The only purchase you will need to make is the Send Out Cards \$99 distributor kit. There is no product to be purchased, your presentation folder will be in your kit. You will have your own website which will include order and credit card processing. You will also get product samples and instructions.

There are seven ways to earn with Send Out Cards:

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2. Retail profits from Preferred customers (paid monthly). Purchases are credited to your account. Volume commissions are paid on the points that are sold.

3. Coaching Bonus from New Distributor accounts (paid weekly basis). A customer can purchase a Wholesale Package Plus for \$298 and receive a coaching session from you. You will receive \$120 bonus after coaching is completed.

4. Coaching Bonus from New Distributor accounts (paid weekly). When someone in your group purchases the Entrepreneur Pkg Plus for \$398, you will provide the coaching for them and receive a \$120 bonus. And if there is coaching done in your downline, you can receive a bonus from \$15 to \$50 per coaching session.

5. Treat em Right Seminar Bonus (paid weekly). You will receive a bonus when reps in your group attend this seminar. The bonus ranges from \$5 to \$30 per attendee.

6. 7-level Volume Bonus: paid on the greeting cards that are sold in your entire group (paid monthly)

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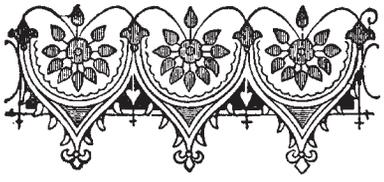
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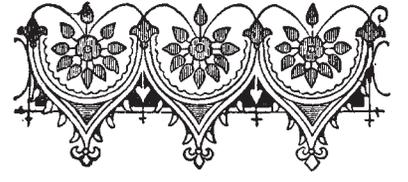
and 25% depending on ranks of leadership.

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— THOMAS EDISON

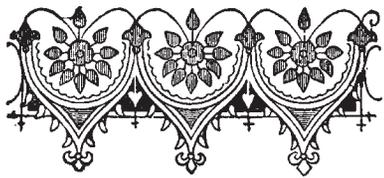


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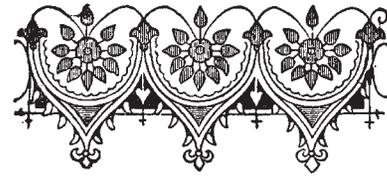
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Home & Garden



A New Approach To Becoming Organized



Ellen Tozzi

One of the most common New Year's Resolutions is to **Become Organized**. It makes sense when you realize how well life works when you are organized. You can find what you need quickly and you are more focused and less stressed. But if **Become Organized** has been your resolution for years without much success, it might be time to approach it from a different angle.

Clutter, a by-product of disorganization, occurs because:
1) items don't have assigned homes so they are left out
2) items have assigned homes but don't find their way back

End homelessness! Make a commitment to find logical homes for your items. By keeping "like" things together, it's easier to remember where they're located. Store items close to where they're used for easy access and return.

Clean up as you go. If you're like most of us, you work on a project and leave a trail of tools or paper in your wake. Once the creative phase is over, you lose interest in the remaining step – the clean up! Try to make projects a one-part event and clean up as you go.

Fully process the mail daily. Does this scenario sound familiar? You bring in the mail, take out the good stuff and bills and leave the rest hoping it will miraculously disappear. Get into the habit of completing the mail process. Recycle what you don't want, shred credit card apps, file reference

papers and put the rest in your action files.

Get support. Make an agreement with a friend, family member or co-worker who is also tired of chaos to be an Organizing Buddy. Support each other in adopting basic organizing principles. Focus on the positive. You'll be amazed by the progress when you share energies.

With a bit of discipline these new approaches will be habits before Spring!

Ellen Tozzi, Professional Organizer and owner of NATURAL ORDER, helps clients "Master Their Domain" in homes and offices. Learn more and sign up for her free monthly electronic newsletter at www.NaturalOrderDesign.com or phone 609.588.8660. De-Clutter – Arrange – Maintain

--- ORGANIZING TIPS ---

MAINTAINING ORDER

Want to Keep Clutter at Bay?

- ✦ If you don't use it, lose it!
- ✦ Touch it once - especially the mail
- ✦ Put items away rather than putting them down
- ✦ If something takes two minutes or less to complete, do it immediately

Learn more tips from

Ellen Tozzi, Professional Organizer

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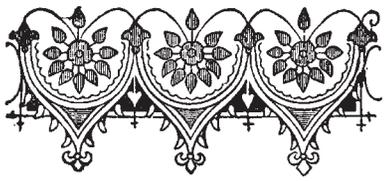
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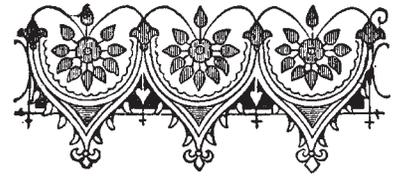
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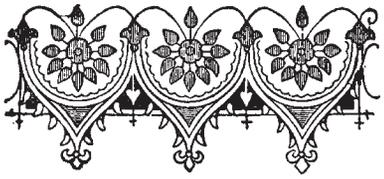
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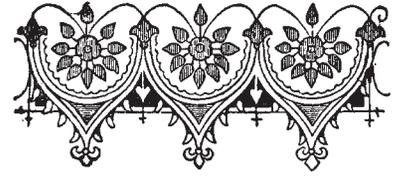
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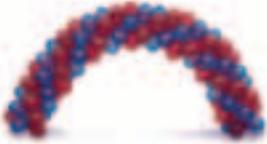
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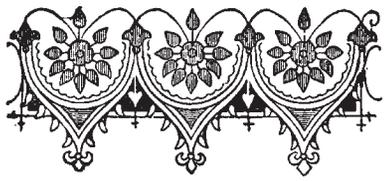
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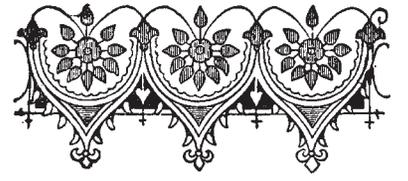
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"Hot heads and cold hearts never solved anything."
— BILLY GRAHAM



Arts & Leisure



The Teal Tea Foundation and the Arts Council of Princeton Presents A Special Event to benefit Ovarian Cancer Awareness and Research



The performance is a one woman show about her battle with ovarian cancer, which is playing to rave reviews and sold out houses in NYC

Paul Robeson Center for the Arts

102 Witherspoon St., Princeton, NJ 08542

P: 609-924-8777 F: 609-921-0008

February 20, 2010 • 11:00 am Performance

Tickets: \$50 per person

Tickets on Sale at www.tealtea.com



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Angel's Wings cordially invites you to the "From Your Heart Gala 2010"

Silent Auction and Dinner Dance to Benefit Abused and Neglected Children in New Jersey

Saturday, February 20, 2010
6 - 11 pm
Cocktail Attire

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Silent Auction Items Needed:

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- Sporting Events Tickets
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- Gift Baskets
- Restaurant Gift Certificates
- Hotel Gift Certificates
- Professional Services
- Spa Specials
- Jewelry
- Tools
- Memberships
- Timeshares

How can I make a difference in the lives of the Angel's Wings children? Support the Annual Gala:

- Contact us today at 609-392-6100 ext. 100 to become a sponsor
- Join us at the Gala
- Invite others to support the Gala
- Donate a Silent Auction Item
- Purchase an ad in the Gala Ad Book

Your continued support of Angel's Wings is much needed:

- Provide a monetary donation to support the program
- Remember the program in your estate planning
- Become an Angel's Wings Volunteer
- Train to be a foster parent
- Host an event or party for the children
- Plan a fundraising event
- Check with your employer to see if they will match your donation

Anchor House is a program of Anchor House, 1001 11th Avenue, Trenton, NJ 08610, 609-392-6100 ext. 100

www.FromYourHeartGala.com

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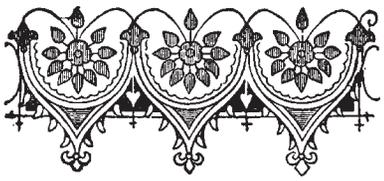
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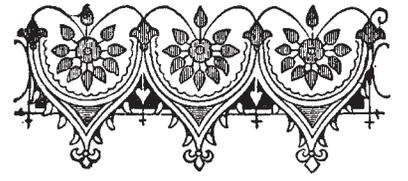
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Fabulous Foods



◆ ◆ Personal Chef Cooks The Alphabet ◆ ◆



Chef Kathy

As a personal chef, Chef Kathy Rana strives to offer healthful and delicious meals to her clients. This is accomplished by cooking with fresh vegetables and herbs and using lean meats like chicken breast and salmon. Chef Kathy also uses cooking techniques such as grilling, searing, and braising to create flavorful dishes while minimizing the need for added oil.

She also lives by her motto "Life is too short to eat the same food twice!" For Chef Kathy, this means working to bring the variety and bounty of the garden and farmers' market to her clients' tables. "There is a world of flavor available to us these days. Within just a few miles of Route 1, we have a number of Indian and Chinese markets where you can pick up spices and seasoning blends to turn a plain chicken dinner into something really special," says Chef Kathy. "And a quick search on the Internet will yield a variety of recipes that the home cook can experiment with."

Last year Chef Kathy started featuring different menu items based on the letters of the alphabet. Each week she creates a new menu with a variety of beef/pork, chicken, seafood, and pasta and vegetarian dishes – with a focus on specific cuisines and ingredients based on that week's letter.

The menu is posted on the web for her clients on Sunday, who then have until Wednesday to place their order. The meals are prepared, packaged, and refrigerated and ready for pickup or delivery on Saturday.

"Everything is fully cooked and in microwavable containers to make dinner preparation quick and easy for my clients. Side dishes are included with each entrée because every dinner needs to have some veggies to add fiber, texture, and vitamins and minerals that are not found in your animal proteins."

So far Chef Kathy's clients have been able to select dishes prepared with Butternut Squash, Collards, Dates, Eggplant, Fennel and Feta, and so on. "G" was for Greece with Moussaka and Greek Baked Shrimp. The week for "M" featured Mexico and Mushrooms.

"By using the alphabet as a guide, I am inspired to provide a weekly menu to my clients that explores both international cuisines and the huge variety of fruits and vegetables available in the markets." Chef Kathy also likes to provide a surprise dessert that goes with her alphabet theme. So far her clients have received Carrot Cake, Fudge Brownies, slices of Jelly Roll, Key Lime Bars, and Lemon Buttermilk cake to name a few of the treats she has included with her clients' orders.

Her only concern is the end of the alphabet – "X, Y, and Z are going to be interesting!" says Chef Kathy.

Contact Chef Kathy at 908-421-6434 or go to www.madelinestable.com for more details on her personal chef service.

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