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# PHLARE MAGAZINE

FOR THE MODERN PROFESSIONAL WOMEN OF THE PHILADELPHIA REGION

## BE A SUPERWOMAN

...

Are You  
Sub-Healthy?!

Transform your  
look for after 5pm

BOOST Your  
Resilience Factor

Unemployed?

Uh-Oh...  
Now What?

HR Spills it: How to  
Stay Employed!

...

**Julie  
Appolloni**

Senior Director  
of Financial  
Development

The American  
Red Cross  
Southeastern  
Pennsylvania  
Chapter



VOLUME 2 ISSUE 2  
APRIL 2009

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# PHLARE MAGAZINE

VOLUME 2 / ISSUE 2

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## EDITOR'S NOTE

04

Ashley Blaire Cook

## PHLARE TRACKS

06

Featured Reader Profile & Interview:

Julie Appolloni

American Red Cross Southeastern Pennsylvania Chapter

Interviewed by Ashley Blaire Cook

## PHLARE ANTHROPY

08

"A Day In The Life of The Red Cross"

By Julie Appolloni

## BRIEF CASE

10

"Suddenly Unemployed"

By Miriam Salpeter

"Dodge the Dreaded Layoff"

By Katie Prilutski

## FASHION PHIX

12

From Work Woman to Superwoman

By Lilliana Vazquez

## FIRST AID KIT

13

"Sub-Healthy: The Body Alerts You"

By Chingyao Shi, Lic. DOM, Acu.

## NOTE TO SELF

14

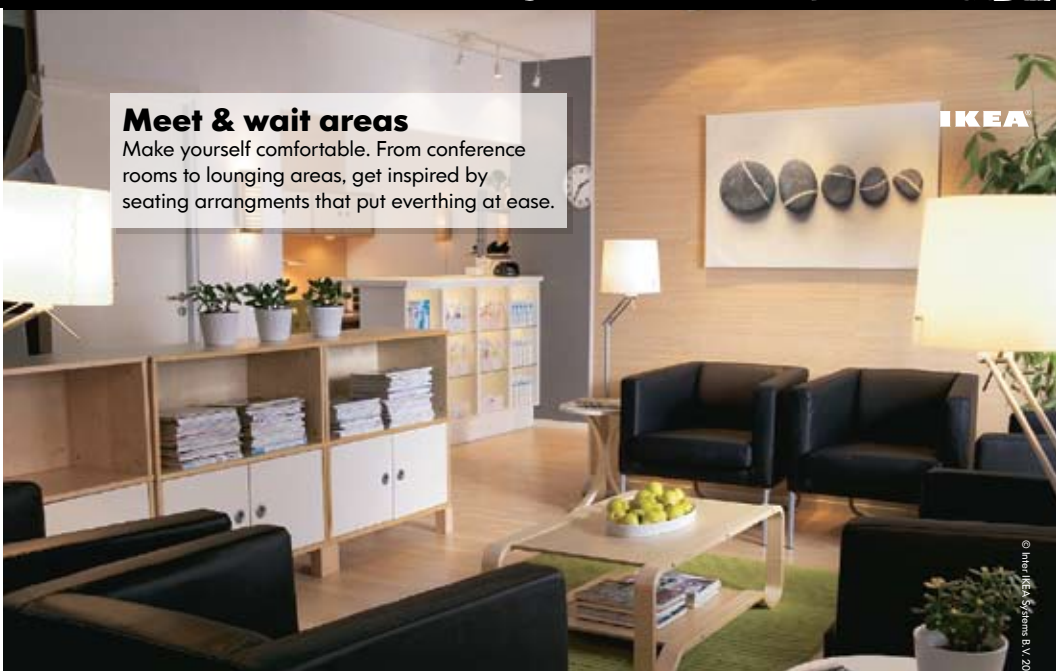
"Up Your Resilience Factor"

By Bridget Small

CONTENTS

### Meet & wait areas

Make yourself comfortable. From conference rooms to lounging areas, get inspired by seating arrangements that put everything at ease.



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# Editor's Note

Greetings Readers!

Welcome to "Be a Superwoman", the April/May 2009 Issue of Phlare Magazine, for the Modern Professional Women of the Philadelphia Region. This past February, Team Phlare celebrated our successful re-launch with the arrival of "The Launch Issue". I am pleased to report that we have since received excellent feedback from readers and local business owners, throughout Philadelphia and our surrounding suburbs. Reportedly, copies "flew off the racks" faster than ever at our major distribution locations (CVS, Superfresh, Bally Total Fitness, and Acme). So.... due to skyrocketing interest from our readers, writers, and advertisers, we are doubling the size of the June/July 2009 Issue, developing an extended online version of Phlare Magazine (at [phlaremagazine.com](http://phlaremagazine.com)), and launching Phlare Events.

As a professional woman (Editor and Co-Publisher of Phlare and a Psychotherapist), I strongly believe every woman needs and wants a print publication like this one for herself! Readers.... I am sure you will agree that life is not easy for "superwomen-in-training". Thus, I am thrilled to be the one to bring you Phlare Magazine and Phlare Events. These exciting two pieces of Phlare will make your journey to experiencing your inner-superwoman much easier and a lot more fun! Phlare is in the business of providing our local evolving professional woman with the "tools" she needs to enhance and advance in all realms of life (professionally, personally, and socially).

It is true we differ from one another individually. However, as a group of neighboring female professionals, we share many common issues. The following contribute to the empowerment and development of a healthy adult woman: connectedness (to others and to her larger community), personal satisfaction from her career, independence, balancing of life structures (work and personal life-balance), and continued learning. Further, we need to have purpose—the most remarkable trait of a superhero. It is purpose that gives our lives meaning and direction... and it is our ultimate superpower. Both Phlare Magazine and Phlare Events are designed to gratify the superwoman within you. Not only are we publishing a magazine and hosting events in your honor, but Phlare is working to build a social group comprised of the alpha and rising-star female professionals in our area. We need to support one another in our journeys. Phlare is all about you, intended for you, and created by you—the Modern Professional Women of the Philadelphia Region.

Inside this issue, "Be a Superwoman", you will find a scrumptious mix of practical, fun, and inspiring reading power-snacks (contributing writers include local female readers and our area's top industry leaders).

Phlare's Phlareanthropy Department provides superior and practical opportunities to discover, pursue, and actively engage in critical local efforts to improve our community. This issue pays tribute to our cover-featured non-profit, the American Red Cross and Phlare Reader, Julie Appolloni, Senior Director of Financial Development at Red Cross, Southeastern Pennsylvania Chapter—a superwoman who serves our community as an everyday hero with the Red Cross. Meet and get to know Julie in her Phlare Tracks interview and learn more in her Phlareanthropy article, "A Day in the Life of the Red Cross". Furthermore, our additional Editorial Departments lend various tools and tips for life enhancement. For instance, given the current job market, readers will appreciate both articles in our Brief Case section, where HR professional, Katie, gives us strategies to "Dodge the Dreaded Layoff" and expert career coach, Miriam, discusses steps to take after being "Suddenly Unemployed". For your health and spirit, medical expert, Dr. Shi, enlightens readers to a new kind of health status to be aware of, in her First Aid Kit article, "Sub-Healthy: The Body Alerts You", while in our Note To Self section, Bridget offers you strategies on how to create a peaceful everyday oasis in, "Up Your Resilience Factor". Furthermore, since every lady wants to feel good AND look good too, Lilliana comes to our rescue with her easy-to-do Fashion Fix for transforming us, "From Work Woman to Super Woman".

Phlare Magazine's super-empowering toolbox will continue to develop, but only with your participation. To those of you who are already involved, thank you so much for your contributions and for believing in Phlare. And, to those of you who want to become part of Phlare Magazine and our network of local professional rising superwomen, subscribe to our email newsletter to stay informed about Phlare Events and unique promotions at [phlaremagazine.com](http://phlaremagazine.com). Also, attend Phlare Events (so you can network, make new friends, and have some fun!) and send me your articles, questions and feedback ([editor@phlaremagazine.com](mailto:editor@phlaremagazine.com)). For advertising information, email [advertising@phlaremagazine.com](mailto:advertising@phlaremagazine.com).

On behalf of Team Phlare, I wish you happy reading and a purposeful day. See you soon at Phlare Events!

This is your **city**.  
This is your **life**.  
This is your **Phlare**.  
**Enjoy it!**



Ashley Blaire Cook - Editor-in-Chief & Co-Publisher



**Julie Appolloni** is Senior Director of Financial Development for the American Red Cross Southeastern Pennsylvania Chapter. Julie oversees corporate relations and special events, working with external partners to secure financial sponsors to support Red Cross programs, services, and events. Julie joined the Red Cross two years ago, bringing with her more than twelve years of fundraising experience. She received her BA in Psychology from the University of Massachusetts in Lowell. Julie currently resides in the Northern Liberties section of the city with her husband Andy. [www.redcross-philly.org](http://www.redcross-philly.org)

**Katie Prilutski** graduated with her BA in Human Services from Villanova University in 2005. Subsequently, she joined a Fortune 500 company's Human Resources Department. She is currently working as a Staffing Consultant. Prior to her current position, Katie served as an HR Generalist, HR Staffing Consultant and the New Hire Training Project Manager.

**Miriam Salpeter** has over ten years of experience in the career coaching industry. Her mission is to encourage, enlighten and empower her clients. She coaches job seekers, writes resumes and provides a toolbox of practical job-hunting tips and support. Read her free career advice and learn about Keppie Careers at [www.keppiecareers.com](http://www.keppiecareers.com)

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**Bridget Small** graduated Phi Beta Kappa from St. Joseph's University and has worked for several advertising and production agencies in Philadelphia and the Main Line over the past eight years. Currently, she works as a Communications and Training Project Manager for The Vanguard Group. She resides in Center City with her Jack Russell terrier.

**Lilliana Vazquez** began her career at W Magazine, where her exposure to the world's top stylists and designers finely tuned her personal sense of style and appreciation for all things fashion. Her knowledge of this industry and style expertise will help guide you through the latest looks and keep you abreast of the hottest trends in fashion. [www.cheapchica.com](http://www.cheapchica.com)

**Thomas Cleary** is a Junior at Drexel University's Antoinette Westphal College of Media Arts and Design. After college he's looking to attend graduate school for Illustration. Tom specializes in publication design, illustration and web design. His hobbies include drawing, running and disco... seriously... maybe.

**Madeleine Helmer** is a graphic design major at the Antoinette Westphal College of Media Arts and Design at Drexel University. She concentrates in print design, advertising and publications design, and web design. Maddi is a fun spirited individual who truly enjoys her craft.

**Wilfredo Maldonado** is a graphic design major at the Art Institute of Philadelphia. He will receive his BA this March 2009. He currently lives in Center City, Philadelphia and is a Residential Assistant at the AIPH dormitory. He enjoys video games, advertisements, and creating illustrations for any project.

**Kaula Robinson** is the newest member of Team Phlare and a graduate of the Art Institute of Philadelphia with a BA in Graphic Design. She's very talented and enjoys trying new innovative concepts to enhance today's design. Kaula also keeps a "wide-eye" for inspiration from editorial design and advertising and hopes to one day make it big in the industry.

**Shira Yudkoff** is a freelance photographer. She works part-time as a staff photographer at The Philadelphia Tribune, the oldest African American newspaper in the country. She graduated from the School of Journalism at the University of Maryland. Prior internships have included [washingtonpost.com](http://washingtonpost.com) (2006), [mlb.com](http://mlb.com) (2007), Studio Nine Photography in Philadelphia (2006) and Sipu Press (2005). Her work has been published on these sites as well as [avp.com](http://avp.com), [yankees.com](http://yankees.com) and [arad.com](http://arad.com). Shira speaks conversational Hebrew and Spanish. For freelance work, please call or email: 202.997.2266 - [shira@shirayudkoff.com](mailto:shira@shirayudkoff.com).



# Phlare Tracks

## Julie Appolloni



**Featured Phlare Reader:** Julie Appolloni  
**Occupation:** Senior Director of Financial Development at American Red Cross Southeastern Pennsylvania Chapter (SEPA)  
**Birthday:** July 13th, 1976  
**Birthplace:** Boston, Massachusetts  
**Current Neighborhood-** Northern Liberties, Philadelphia  
**College Attended-** University of Massachusetts  
**Degree-** Physical Therapy

management aspect is an incredible obligation. I'm a fast walker and don't always take the time to be a more thoughtful leader.

**A:** *What do you enjoy most about your job?*

**J:** I enjoy being on both sides; being able to deal with the corporate world and being involved with the volunteers who carry out the mission of the Red Cross.

**A:** *In an alternate universe, if you could have any job you wanted (other than the one you have now) what job would you pursue?*

**J:** I would be a zoologist or something dealing with animals.

**A:** *What obstacles, if any, have you faced as a young up-and-coming businesswoman?*

**J:** At the time that I joined the field of Development, I had no female mentors to model myself after because I was in a male-driven industry. Now, women are leading some of the largest fundraising campaigns in history.

**A:** *What personal sacrifices have you made in order to follow your career path?*

**J:** I took somewhat of a "pay-cut" to become part of the Red Cross, but the work had a bigger payoff and that was enough for me.

**A:** *Was there ever a time when you wanted to give up on your career track? If so, how did you deal with it and what kept you going?*

**J:** A career in Development comes with a certain "burn out" factor, so it is only natural to hit a wall every once in a while. For me, my wall didn't appear until I moved to Philadelphia, after an eight-year career in University fundraising. When I first moved here in 2006, I took two months off from work to figure out my next phase in life. I thought I might use my skills in relationship management and business development to go in a "for-profit" direction. Yet, after taking time to volunteer, network, and just get to understand the pulse of this great city, my heart led me right back to development, just in a slightly different direction (non-profit over University). I had my sites set on

Interviewed By: Ashley Blaire Cook, Editor

**Ashley (A):** *At 12 years old, what did you "want to be"?*

**Julie (J):** At first, I wanted to be an astronaut... and then I changed to a speech pathologist.

**A:** *What led to your current job?*

**J:** My natural passion for helping others led me to participate in fundraising events throughout college, like my University's phone-a-thons. Post graduation, I became Assistant of Director of Annual Giving. I've been in development positions ever since. What led to me to the Red Cross was a life-changing personal experience...I was working on a capital campaign for a small private University north of Boston. I returned home after traveling on donor visits for a few days to find my home overtaken by toxic mold. I was totally helpless and homeless. I had no idea what I was going to do, until the Red Cross came to my rescue. Literally. All of it was a blessing in disguise, because if it didn't happen, I wouldn't be where I am today.

**A:** *What's a typical day at work like for you at the Red Cross?*

**J:** A typical day for me involves pitching to corporations to help generate sponsors and donations for the Red Cross.

**A:** *What the most challenging aspect of your job?*

**J:** Researching about prospective companies that might help Red Cross survive and stay relevant among today's generation (and appealing to them). Staying resilient against rejections and managing others... and the people

the Red Cross and I'm so grateful it worked out.

Also, in Development, you experience a lot of disappointments. You can spend days, months, or even years cultivating a new funding opportunity- only to be hit with the impending, "It's not the right time for me and/or us to fund this project".

I owe my work ethic to my grandfather, Alfred Appolloni. Papa operated a barbershop called Freddie's Clip Joint for 62 years. He worked till the age of 86, just one month before he passed away. He always taught me "once you stop moving, you stop moving!" I kept his words and his life's example with me...so I never stop trying. A few of my fundraising mentors are Jerry Panas and a wise man by the name of Young Dawkins.

**A:** *What would you say makes you uniquely qualified in your line of work?*

**J:** Most likely my empathetic nature. Respecting peoples time, life situation, and position. Understanding that listening is a skill that needs to be honed. My endless pursuit of a perfect research profile. Being well researched and a good listener will get you far in development.

**A:** *What advice would give to other women following similar paths?*

**J:** Always be positive. Donors respond well to positive energy and passion. Do your research and get out to connect. Be respectful of people's time-don't be late. Always be well prepared. Connect with everyone and anyone who will give you the time of day. Have the confidence to use those connections to advance your mission. And don't give up. When you feel like you're hitting the wall, go to lunch with your favorite donor or volunteer or spend a day carrying out the mission of your organization... you'll be inspired all over again.

**A:** *On a scale of 1-10, how happy are you?*

**J:** I'm at a 9, but if my family lived here too, that would make it a 10.

**A:** *How do you balance work and personal life?*

**J:** Admittedly, I haven't quite figured this out yet! To my defense, I really haven't had to yet. My work life and personal life play well off each other. For example, my husband and I love going to events in the city and meeting new people-which has helped my career, a lot.

**A:** *In what ways has your business life interfered with your personal life and relationships?*

**J:** Well, my friends would say that I work too much, which likely means I'm not giving them adequate time or attention.

**A:** *If your best friend were to describe your personal character, what would she say?*

**J:** She would say that I'm fun, empathetic, and resourceful...and I always have a plan!

**A:** *If you could be a superhero, what superpower would you want?*

**J:** To become invisible! Then I could ease-drop in order to do better research—and know everything I need before going into meetings! That would be so great!

**A:** *In way(s) do you hold the human equivalent of that superpower, or not?*

**J:** I possess good listening skills. I gain tons of information being a good listener.

**A:** *Greatest life lesson?*

**J:** Perseverance; knowing there's always a way to make it happen keeps me motivated.

**A:** *In order to be successful. We have to...*

**J:** Experience humbling moments.

**A:** *It irks me when...*

**J:** People talk too much and interrupt.

**A:** *I love and want...*

**J:** My husband and a healthy family

**A:** *Young professional women in Philadelphia tend to be...*

**J:** Driven, focused, and fabulous.

**A:** *Time is...*

**J:** Precious and never enough.

**A:** *Personal motto?*

**J:** "If at first you don't succeed, try, try again!" -Thomas H. Palmer



## FINAL WORD

Don't take anyone for granted and remember to appreciate the ones you love. 🧡

# PHLARE ANTHROPY

In this issue of Phlare Magazine, Phlareanthropy features our local American Red Cross, and spotlights industry leader Julie Appolloni, Senior Director of Financial Development at Red Cross, Southeastern Pennsylvania Chapter (SEPA). The American Red Cross is a non-profit organization which provides us with an extensive range of emergency and educational services, including (among others): emergency assistance, health and safety education and skills training, youth development and training, international services, and blood service support.

Our lives have been impacted by the brave work of the Red Cross in ways we may not even be aware. Given their public prominence, many people assume that our Red Cross heroes come to us from the government, when in fact the Red Cross is a non-profit organization in need of our support. Moreover, Red Cross volunteers comprise over 90% of Red Cross' front-line work force. The Red Cross depends on individuals from within the community to fuel its mission through volunteerism and monetary donations. As the rising leaders within our community, the Red Cross will depend on our support in their efforts to serve our community in their critical role.

As a new Red Cross volunteer, I realize it can seem difficult to spend time and energy participating in a cause for a stranger you have yet to meet. Please consider there may come a day in your life, when you will need a stranger to be your hero. It is my hope that Phlare Magazine will inspire our readers to join the Red Cross Movement. They provide a wide range of opportunities for volunteer work—fantastic opportunities for developing a greater sense of self, purpose and connectedness to the community.

Julie composed "A Day in the Life of the Red Cross," exclusively for Phlare Magazine readers to help us understand the relevance of the Red Cross to your life, via conveying its pressing needs, providing concrete, real-life accounts of the critical work of local chapter, and information concerning how you can join "The Red Cross Movement".

I am incredibly grateful that I have been able to work with our local Red Cross chapter in Phlare Magazine. Accordingly, I profoundly thank Julie Appolloni, whose time, effort, and support allowed "Evolution Superwoman" to come alive! A special thanks to our "behind-the-scenes" superwoman at Red Cross, Denise Venuti Free, Senior Director of Communications, who has been so helpful and gracious with her time. Finally, to the Red Cross Organization and all its volunteers who serve as our real-life heroes—thank you for being present in our lives. Now, without further ado, leading us in our rally for the American Red Cross, SEPA, I am please to give you Julie Appolloni Phlare, "A Day in the Life of the Red Cross". —Ashley Blaire Cook

# A DAY IN THE LIFE OF THE

# Red Cross

BY JULIE APPOLLONI

EDITORS FORWARD



With a life story of more than 127-years and frontline involvement in some of the most highly documented moments in American History, most people would say they know the American Red Cross. The most shocking thing that I have learned since joining the Red Cross is that, beyond blood drives, most people live innocently unaware of all of the work that goes on every day and every night in their own community. Heroic work. Conducted by men and women Red Cross volunteers who serve as if it were their full-time careers. These everyday heroes do more than help and inspire the people they serve. They are ordinary people, just like you or I, who will one day find themselves living through uncommon and astonishing circumstances, doing remarkable things, for people they have never even met.

It wasn't until I experienced my own devastating disaster of a toxic mold infestation in my home that I came to understand the care, compassion, and connectivity that embodies this great Organization. When I lost everything that I owned and had no place to go, the Red Cross was there for me in a way that I never expected or imagined them to be. They guided me through the aftermath of my traumatic experience and provided me with financial assistance and a window of hope.

Quite possibly the best way I can explain the work of the Red Cross, and its significance to your life, is to quantify the impact they have within our community—in just one day. Just one ordinary day in the life of the American Red Cross Southeastern Pennsylvania Chapter has an extraordinary impact in the greater Philadelphia Region.

## A TYPICAL RED CROSS DAY

**8:00 am:** 20 students begin their first day of a nurse assistant training course at the Red Cross House. Instructor Yvonne Faust provides the skills, theory, and professionalism needed to provide quality nursing care.

**8:15 am:** Ten people begin a half-day Red Cross CPR and AED course at SCA Americas in Philadelphia, taught by 30-year volunteer instructor, Thelma Specker. Just one of 120 lifesaving courses taught during an average week throughout Southeastern Pennsylvania and just one of the more than 10,000 courses taught by Thelma in her lifetime.

**8:30 am:** Caseworker Sibongile Sithole, meets with a family who arrived last night at the one of a kind Red Cross House after a fire engulfed their home, leaving them homeless. Throughout their 3-week stay, this caseworker will provide assistance for their short and long-term recovery plan.

**9:00 am:** A fire breaks out on Walnut Street in Morton. The Red Cross Delaware County Disaster Action Team (DAT) responds to the scene, providing emergency assistance, emotional support, and a Red Cross client assistance debit card for purchasing groceries, clothing, and medical prescriptions.

**10:00 am:** The Red Cross Services to the Armed Forces (SAF) Call Center receives an emergency communication for a military officer on deployment overseas. The call center volunteer contacts the officer via his unit to let him know that he is the father of a baby girl.



Photograph by Stacey Granger

"There is no way to quantify what socio-economic effect would exist without the work of the Red Cross because fortunately, for Americans, we are always there."





American Red Cross  
Southeastern Pennsylvania Chapter

**11:00 am:** The Red Cross emergency operations center, called "the Bridge," receives word that the Pennsburg Assisted Living Home is on fire. The Red Cross Eastern Montgomery County DAT responds immediately to the scene, opening a service center where residents can receive comfort and aid while waiting for information.

**11:30 am:** 12 Red Cross Club members begin a CPR course at the Philadelphia Military Academy. Just one of 15 Red Cross Clubs trained in CPR this year.

**11:45 am:** The SAF call center receives a call from the spouse of a military member stationed in Guantanamo Bay, Cuba in need of an Army Emergency Relief loan.

**12 Noon:** The Red Cross Public Support committee meets to review the Chapter's fundraising, communications and marketing activities. This is one of the nine committees and the board of directors that volunteer their expertise to guide our chapter.

**1:00 pm:** Five volunteers support a daylong blood drive at the West Chester Blood Donor Center - just one of 65 blood drives supported by this Chapter in an average week.

**2:00 pm:** Lawrence Charleston processes an order for a Lifeline unit at a senior citizen's home, so she can continue to live safe and independently. This is one of about 45 calls received each week in the five counties we serve.

**2:45 pm:** 12 Red Cross Club members of Edison High School begin HIV Prevention Education training, one of the 350 community and youth education programs we'll offer this year. At the end of this training these students develop presentations to teach their peers.

**5:30 pm:** 30 people who are currently staying at Red Cross House attend a financial planning program after dinner, just one of over a dozen of free activities offered including school tutoring, art therapy, emotional care groups, seminars on fire safety and more.

**6:00 pm:** 11 volunteers begin a volunteer orientation course facilitated by Sharon Jefferson. This is just one of five orientations that occur each month.

**6:30 pm:** The Red Ball Event Committee meets to strategize about ticket sales, sponsorship, and promotional efforts for the 2009 gala event held at the Please Touch Museum.

**8:30 pm:** The chapter's national Red Cross emergency call center receives a call from a woman looking to find out if her family members living in Missouri are safe and well after the recent tornado. Just one of the thousands of people across the country this year that will find help and a friendly voice right here in Southeastern Pennsylvania.


**9:45 pm:** The Bridge receives a call from a family of six that needs assistance due to a recent fire. Volunteer responders assist with clothing and groceries.

**11:30 am:** A fire breaks out in a multi-unit apartment building in Northeast Philadelphia. The Red Cross Philadelphia DAT is on the scene providing emergency assistance, including shelter and



Photograph by Shira Yudkoff

I can't help but wonder what life would be like without the American Red Cross—or even what our Country would be like. The lesser majority of disaster victims would turn to family, friends, and places of worship, if they are fortunate enough to have that type of support in their life. Those who don't, would be forced to stay in shelters, where mothers and daughters would be separated from their husbands and sons—A shelter that most often lasts only three days, until they are turned to the street.

There is no way to quantify what socioeconomic effect would exist without the work of the Red Cross because fortunately, for Americans, we are always there. In this difficult fiscal climate, it is more a reality now than ever before that Red Cross services need support from the people in our local communities. 

## + HOW TO JOIN THE RED CROSS MOVEMENT



### 1. Be informed.

Visit our website and register your email address to receive up to date information on Red Cross relief work in our region and around the world.

[www.redcross-philly.org](http://www.redcross-philly.org)

### 4. Be a connector.

Join a Red Cross Board Committee, or Event Committee. Lend your talent and time to helping the Red Cross be creative in raising the significant funds needed each year.



### 2. Be a contributor.

Make a gift to our Local Disaster Relief Fund so we can continue to deliver help and hope to more than 10,000 of our neighbors affected by disaster each year.

### 3. Be a volunteer.

The Red Cross is built on the dedication of our passionate volunteers. Join the movement by becoming one of our more than 10,000 volunteers who stand ready to help every day in our region and around the world.



# Brief Case

# Suddenly **UNEMPLOYED**:

## What Steps to Take Now

by Miriam Salpeter

It is a sad state of affairs when previously top-rated and well-respected firms go belly up and leave a slew of dedicated, talented, but unemployed workers in their wake. I worked on Wall Street and survived one lay-off before deciding to change industries. My department, and ultimately the firm, was subsequently swallowed up, so I feel particularly empathetic. Many who believed that a Wall Street job was their golden ticket must now take a deep breath and figure out plan B.

In light of today's situation, and in particular for Lehman and Merrill employees (and AIG...), here are some action steps to consider:

### Pause, **but don't stop.**

If you don't have a great network and job search materials at-the-ready, facing an unexpected job loss can be very overwhelming. Take a moment to take stock, but don't take a month. Consider potential next steps. Assess your skills and figure out what you offer that is unique. In an environment where many people are looking for opportunities at once, you need to be able to identify what sets you apart from the rest of your competition.

### Clean up your digital footprint.

Especially if you've been thrown into a job search unexpectedly - IMMEDIATELY clean up your social networking profiles so that they are professional and wouldn't cause any potential employer to think twice about hiring you. (Including your photos - make sure you are dressed like you are ready for work in your highlighted pictures.) Set a Google alert so you know when your name comes up online. With one in five employers researching candidates online, an un-professional comment or picture may be the difference between getting the job and being the number two choice.

### Network **smart.**

You already know. Network, network, network. But, do you know how? If you're not familiar with social networks (LinkedIn, Facebook, Twitter, blogging, etc.), now is the time to get familiar!

When you are planning your networking, focus on information gathering and sharing. Don't ask for informational meetings to discuss your need for a job. If that person doesn't have a job to offer, he or she will probably not want to meet with you and will suggest you contact HR.

The key with your networking is to expand your group of "loose contacts" - people who don't know you well, but are willing to do what they can to help you achieve your goal. If you can present yourself as talented and skilled and make a personal connection, you will get much further with your job hunt.

### Job hunt **full time, but don't be a workaholic.**

Make a plan. Get up, get dressed, make appointments, and keep a "To-Do" list. Have goals for your job hunt as you do for your work life. I don't have to tell you that this is a stressful time, but don't feel the need to be job-hunting 100% of your day. Take time to tell yourself and seek supportive groups to help you get through this tough time. Take time to vent and to be angry, but try to achieve a positive outlook, as that will help you in the long run.



## Consider the cost benefits of seeking career advice.

The fact is, most people don't have a very good resume and have no idea how to search for a job in today's economy. In a competitive environment, your job seeking materials (this includes your LinkedIn profile and web 2.0 presence) will be even more important. Money may be tight, but hiring a coach and/or a resume writer might be just the boost you need to propel your search. Anita Bruzzese, career advice columnist and author of *45 Things You Do That Drive Your Boss Crazy (And How to Avoid Them)* suggests, "If you don't think you can afford a career coach, consider giving up some of the extras in your life (a gym membership, eating out, cable television, etc.) which can help you pay for a coach."

Consider the cost of not having an income and the fact that you are much more likely to land a job sooner (and for a higher salary) if you have a great resume, understand how to market yourself and are well prepared to interview and negotiate. The list of things to do when suddenly facing a job hunt is very long... Those who make a plan and methodically move toward their goals are most likely to achieve them. 💡

## Dodge the Dreaded Layoff

HR's **Top Ten** Strategies to Keep Your Job!

By Katie Prilutski



Lately, people have been getting laid off left and right. As a professional in the Human Resources field, many advice-seekers have been asking me to offer them strategies to improve their chances of staying employed amidst this miserable economy. In response, I recruited a few of my colleagues to discuss the factors that go into our dismissal decisions and developed a list of ten simple ways to help you dodge the dreaded layoff.

- 1. Get your work done quickly and efficiently.** Upon receiving a voicemail or email, respond as quickly as possible. Employers and HR department staff notice who is on top of their game—and who isn't.
- 2. Remain positive.** No one likes a Debbie Downer or a Negative Nancy! A positive attitude may not be the sole factor in preventing you from losing your job, but it will certainly help tip the scale in your favor. When two employees are matched in skill and tenure, decision makers look at other aspects (like attitude) to decide whom to keep on staff.
- 3. Keep wearing professional attire to work.** Just like your attitude, employers will judge you based on your appearance. If we notice a shift in your dress, it signals to us that something has changed about your attitude towards your job and/or the company. Lack of professionalism in any form is looked down upon.
- 4. Do not broadcast not having enough work to do.** If you find yourself with less work than usual and extra time, utilize it to make yourself look good by helping out your coworkers. Taking initiative to do a little extra work outside your usual parameters goes a long way with most employers.
- 5. Ally to win.** If you are overloaded with paperwork, Recruit someone in your office who has extra time (even if they are not in your department). This will ease your workload and help that person remain valuable to your company.
- 6. Become more of an asset to your company.** Obtain new designations or licenses within your industry, take the GMATS, earn your MBA, or learn how to use new systems such as Microsoft Access. Then, even if you do get laid off, at least you will be better equipped to be another company's next hire.
- 7. Read up!** Catch up on current and important news in your field. Know the market trends and new research findings within your industry. This way, when your boss comments on your company's stock, you can chime in with your knowledge and be seen as a valuable team member.
- 8. Don't spend your breaks strolling all over the building "visiting" coworkers..even if you don't have anything better to do.** (See number 4). Bring a notebook with you when you walk around the floor or building; this way it looks like you are heading to or from a meeting, even if you are coming back from dropping off a report with a colleague
- 9. All work and no play keeps you employed another day!** Avoid Facebook, online shopping and computer games. Nowadays, everything you do is under a microscope. We especially enjoy watching the feeds from the nanny cams hidden in your pencil holder. Just kidding. Maybe.
- 10. Be on time and stay later.** Strolling in late and leaving early everyday is sure to get you the boot. Employers notice who puts in the extra time. 💡

# From Work Woman → Superwoman!

Phix Tips for Transforming Your Daytime Look for After Work Hours

By Lilliana Vazquez



We all want to feel like Super Woman at work, and even more so after work. So how does one transition from work clothes to after-five clothes—without packing her entire closet? The Phix for this fashion challenge involves adjusting the workday outfit by adding color, texture and accessories.

Here are some easy ideas, inspired by Superwoman herself, to help you transform your classic work look into one that's perfectly suited for cocktails with the girls...or a hot date with your Superman! 🔥

## OUTFIT 1

WEAR IT TO WORK

ADD IT AFTER 5



## OUTFIT 2

WEAR IT TO WORK

ADD IT AFTER 5



## OUTFIT 3

WEAR IT TO WORK

ADD IT AFTER 5





# Sub-Healthy: The Body ALERTS You

By: Chingyao Shi, Lic. DOM, Acu.

FIRST  
AID KIT

Health & Wellness

Patient #1:  
"I am not feeling well,  
I have been exhausted,  
but my medical exam  
didn't show that I  
have any problems."

Patient #2:  
"I can't sleep, my entire  
body aches, and my blood  
test shows there's  
nothing wrong."



Patient #3:  
"I don't know what's going  
with my body, I have  
been sick since the  
beginning of winter, and  
even my knee hurts."

## DEFINING YOUR HEALTH

For years, we have classified our health status as either "healthy" or "sick". In the mid-90s, however, medical scientists developed a new concept called "sub-healthy," to fill in the gap between healthy and sick. Today, sub-health is a popular concept because it helps classify health problems that never made sense when conceptualized under traditional health status categories.

Awareness of a sub-healthy state helps you efficiently maintain good health, alerting you to only consider critical health issues that wouldn't otherwise be immediate diagnostic considerations. According to Readers Digest China, P 68, Issue 3, 2004, where patients claimed to be sick, only 5.6% of people in the overall sample were considered sick, while the sub-healthy group consists of about 60%, and the remaining population was considered healthy.

## SYMPTOMS OF SUB-HEALTH

When a body is sub-healthy, it is either transitioning from health to illness, or from illness to health. The most common symptoms of a sub-healthy state include: fatigue, fast weight or waist gain, insomnia, frequent flu, body aches, water retention, bloating or GI problems, and/or a diminished desire of doing things you enjoy (libido). The hallmark diagnostic criteria for sub-health is the persistence of one or more of above symptoms for more than 3 months, with no conclusive positive medical finding or diagnosis.

Further, someone can have a long-term disease, but the identified disease does not explain the symptoms. Patients who have chronic diseases may not be considered sub-healthy, if they are in remission.

## CAUSES OF SUB-HEALTH

Your body is constantly balancing the conditions of health, sub-health and disease. Factors like aging, internal or external toxicity, and physical or emotional exhaustion, may cause a sub-healthy state. However, taking good care of your body can change a sub-healthy status to a healthy one.

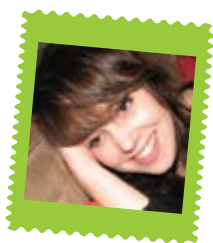
In Traditional Chinese Medicine, sub-health is explained as an imbalance of meridian and energy, known as Yin and Yang. Your body can sense an abnormal energy flow, prior to the physical manifestations, which are the symptoms. This is your body's alarm, telling you that it needs to be taken care of with treatment, rest, and/or a better diet.

Acupuncture is an effective way to treat sub-healthy status. It will help improve sub-healthy status by improving the body's capillary circulation, reversing causes of edema: obstructions of veins, excess flow of blood from the arteries into capillaries, failure of the heart to pump blood out of the veins rapidly into the artery system, and/or failure of the liver to produce protein. 🩸

Does this sound familiar to you? If so, you may be sub-healthy.



# Note to Self...



## Up Your Resilience Factor

### *Creating Your Everyday Oasis*

I swayed back and forth on my balcony swing looking out over the glittering teal-blue water. All I could feel was the hot mid-day sun warming my face and all I could hear was the roar of the Caribbean winds in my ears. In this moment I thought to myself, “Why can’t every day be exactly like this one?” And then I remembered. I was on vacation.

Vacations often feel like stolen moments. Typically, we spend our time each day running to and from the office, fighting traffic and making our way through crowds. Ordinary stress levels are even higher due to market uncertainty and other financial challenges. Needless to say, our daily lives are anything but carefree and easygoing. Moments of crisis and significant change can be opportunities for hope, courage and personal fortitude. However, we don’t always know how to keep ourselves grounded.

The truth is, staying strong in difficult times is possible. There are ways to “up” our resilience factor. Since an escape to the Mexican beaches or the Italian coast is not always possible, here are a few tips to help you create your own everyday oasis.

**1.** *Keep it Light.* Inject humor into your life as much as possible. Laughter and a good sense of humor have been known to help elevate mood—not to mention improve brain function, lower blood pressure, protect the heart, and boost your immune system.

**2.** *Reinvest in Relationships.* Friendships help broaden perspectives and allow for feelings of connectedness. Reconnect with friends, teachers, and mentors from the past. Take time to appreciate the ones you have in the present. Nowadays, sites like Classmates and Facebook make it easy to reopen lost connections.

**3.** *Give of yourself freely.* Find ways to give back to others and volunteer your time.

By Bridget Small

Volunteering can give you a strong sense of higher purpose and keep you focused on what truly matters in life. Regularly volunteering with an organization like Red Cross can assist you in building a more dynamic social network.

**4.** *Foster a sense of spirituality.* Whether you choose meditation, yoga or formal religious services, reaching for inner peace will help keep you focused.

**5.** *Treat yourself on a budget.* You may not be able to run off to Bora Bora tomorrow but you can find inexpensive ways to relax and enjoy. Instead of going out on the town, cook at home with a friend. If you need to get away, take the Bolt Bus to NYC for the day or check priceline.com for a weekend deal. You never know what five-star hotel will take your \$75 bid!

**6.** *Think and be healthy.* Eating good-for-you natural foods can help you feel good. Also, exercise can have a profound effect on your mental outlook. Take long walks around your neighborhood. Find excuses to get outside and enjoy.

**7.** *Find your center.* When you feel yourself worrying too much about the unknown, bring yourself back to the “here and now” using all five senses. Try this exercise:

Stop what you’re doing. Take a few controlled deep breaths. Notice what is around you. What do you see, hear, touch, taste, and smell, right now? Allow the information to reach you naturally through each of your senses. If you are drinking a cup of coffee notice its aroma... how does it feel to hold the cup? What sensations do you experience as you take a sip?

Choose one of your regular activities as an “anchor activity” and apply this technique. Make plans. A little bit of forward thinking about your life can help you stay optimistic about the future. Maybe this is a good time to think about your next vacation?!

# LIVE

# BEYOND...

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# Spotlight

## Allison Sobel

Owner, Focus Fitness



**The Movers & Shakers**



**A**fter devoting nearly twenty years to the health and fitness industry, Allison Sobel is now realizing her dream, as owner of her own boutique yoga, spinning and pilates studio, **Focus Fitness of the Main Line**. Allison created Focus Fitness to address the area's need for a unique and specialized health and wellness facility.

On the Main Line, Allison is highly regarded for her unique and safety-conscious training approach. She has been known to pack her studio with devoted riders, addicted to her energy and zest for the ride, on the bike and in life. During each yoga class, Allison takes her students on a wellness journey, blending intense training with personal soulfulness to facilitate an awakening of the mind, body, spirit, and soul. Some of her students have described her classes as "a religious experience". She teaches them how to connect those elements and utilize those connections in everyday life, to feel calmer and more at peace.

So, what makes Focus Fitness one of the Main Line's best workout spots? The authentic bamboo floors, awesome trainers, top-of-the-line equipment, a spa-meets studio feel, and interesting classes (like Allison's, signature "YeS" class - a Yoga and Spinning combo). Beyond that, Allison is committed to facilitating her students' personal and spiritual development, as well as interpersonal connectedness. She wishes to cultivate a devotion to and awareness of the world beyond her studio via sponsoring events intended to make our community a better place in which to live.

Allison and the Focus Fitness Team's goal for every client is the same: To empower you so you are ready to tackle life's next challenge.

Find a class online at [www.focusfitnessml.com](http://www.focusfitnessml.com). When you go, bring your Phlare (or just tell them we sent you) and your first class will be free!

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