

Camden County

COMPLIMENTARY COPY

WOMAN

SUMMER 2012

Magazine

**Camden County
Freeholder
Carmen Rodriguez**

*A Woman of Character
and Compassion*

Fibromyalgia

*Have You Tried a
Personalized, Holistic
Approach?*

**Girls'
Getaways**

**Tick
Season
and
Your
Pets**

**Are You "Insured"
for Social Security
Disability
Benefits?**

**Dry Eye
Syndrome**

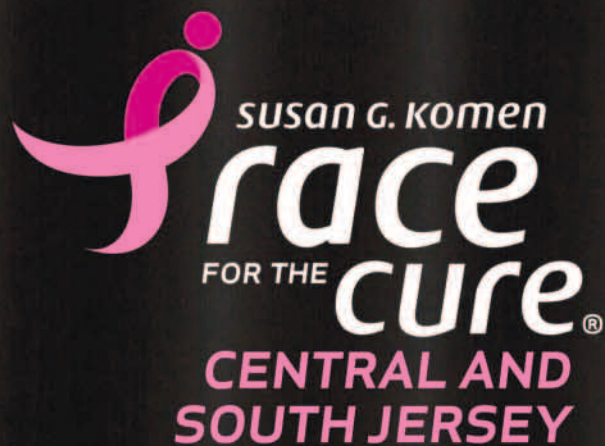
**Summer
Fashion**

**NeuroStar® TMS Therapy: An FDA Approved
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Camden County WOMAN Magazine

Summer 2012

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Welcome to the Summer 2012 issue of Camden County Woman!

"Even when you think you have your life all mapped out, things happen that shape your destiny in ways you might never have imagined." – Deepak Chopra

Being a publisher of two women's magazines was not a career path I chose. My career chose me.

I completed my Associate of Science degree in business back in 1982 at Burlington County College (BCC) and my Bachelor of Science degree in business in 1986 at Glassboro State College (now Rowan University). My English professor at BCC asked me what I was majoring in. When I told my professor that I was a business major he exclaimed, "Business! Why are majoring in business? You should be a journalism major!"

Little did I know that my professor's words would have such a profound effect on my life. He helped



shape my future in a way that I never imagined.

I am sure many of you can relate to my experience. I would love to hear your stories and perhaps share them with our readers in a future issue. Please email me at publisher@countywomanmagazines.com.

Life has a funny way of leading you down unexpected paths to reach your destiny. Just when you think you have everything planned out, life happens. John Lennon said it best in the lyrics of "Beautiful Boy (Darling Boy)", a song he wrote for his son, Sean: "Life is what happens to you while you're busy making other plans." ■

Enjoy the issue and have a safe and happy summer!

~ Ingrid

Ingrid Edelman, Publisher

NAWBO South Jersey 2011 "Media Advocate of the Year"



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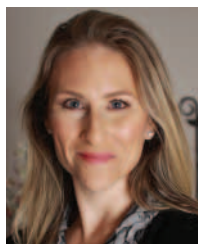
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Health



Andrea Iannuzzelli, DO, FACOI is a Board certified physician specializing in Internal Medicine and Nephrology. She is recognized as a results oriented practitioner who uses a holistic approach for conditions such as chronic pain, Fibromyalgia,

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Thomas Johnson-Medland is the Chief Information Officer (CIO) for Lighthouse Hospice Inc. located in Cherry Hill, NJ. As the CIO, Tom works toward aligning Lighthouse Hospice's core values and culture with their growth as an organization and healthcare provider. Hardwiring excellence and quality into every aspect of Lighthouse Hospice is his primary goal. Tom began hospice work in 1996 as a Pastoral Care Coordinator. He has served as a community educator, hospice representative, and Director of Project Development and IT for Lighthouse Hospice. He enjoys writing and has published a total of eight books and over 30 articles on end-of-life care. He is a frequent presenter at local, regional and national conferences and serves as a member of the National Hospice and Palliative Care Organization.



Leslie Madrak, DO, is a psychiatrist at TMS Centers of Southern New Jersey (TMSNJ) and Psychiatric and Addiction Services of Southern New Jersey (PASSNJ). She graduated from Philadelphia College of Osteopathic Medicine and

residency at UMDNJ- School of Osteopathic Medicine. Dr. Madrak is Board Certified by the American Osteopathic Board of Neurology and Psychiatry. She received Certification in Psychiatric Administration and Management. She is a Diplomate of the American Board of Addiction Medicine. She is certified from NeuroStar® University for TMS (Transcranial Magnetic Stimulation) Therapy. She was Assistant Professor at UMDNJ-SOM and Medical Director at Camden County Health Services Center-Behavioral Healthcare Services.

Peter G. Van Deerlin, MD, FACOG has been with South Jersey Fertility Center since 1997 after completing his Fellowship in Reproductive Endocrinology and Infertility at the University of Pennsylvania. He is board certified in Obstetrics/Gynecology and Reproductive Endocrinology/Infertility. Dr. Van Deerlin is an accomplished clinician and clinical investigator



having published articles in major journals and presented his work at numerous scientific meetings. He is well respected in his field having been selected as president of the Philadelphia Area Reproductive Endocrine Society in 2005. He is conversant in Spanish, which in 2004 allowed him to lead a medical mission to Ecuador to teach laparoscopy to gynecologists in the Andes. Dr. Van Deerlin has earned the respect and trust of his patients through a career marked by commitment to individualized patient care.

Angela Veloudios, MD, FACS is a Fellow of the prestigious American Society of Ophthalmic Plastic and Reconstructive Surgery, one of a select group of surgeons nationally who has received certification for this subspecialty of ophthalmology. She is also a Fellow of the American College of Surgeons, a prestigious scientific organization that recognizes academic and clinical excellence. In addition, Dr. Veloudios has lectured extensively and has published numerous journal articles on a variety of topics in her subspecialty. She is currently an Attending Surgeon at Wills Eye Surgery Center, Cooper University Hospital, Virtua Memorial Hospital and The Surgical Center of South Jersey.



Legal



David S. Bross, Esquire is a trial attorney in private practice, who concentrates in Social Security Disability/SSI claims, disability insurance litigation, and Veterans' claims. His firm maintains offices in Cherry Hill, Mount Holly, and Philadelphia, along with "satellite" offices at other locations throughout NJ, PA and DE. He has been licensed in the state and federal courts of NJ and PA since 1981. Mr. Bross was formerly a Benefit Authorizer for the Social Security Administration. He is a sustaining and active member of the National Organization of Social Security Claimants' Representatives (NOSSCR), the New Jersey chapter of the American Trial Lawyers Association (ATLA), and various county associations. He has written a regular column for Burlington and Camden County Woman for the past 11 years.

Education

Bernadette M. Gismonde has been the coordinator of the Garden State Pathways Program at Camden County College since 2011. Before coming to CCC, she was director of vocational services at a facility serving those with intellectual and developmental disabilities. Gismonde holds a bachelor of arts degree in social and human services from Duquesne University and a master of arts degree in counseling from Rowan University.



Jill Mayo, M.Ed. has been the director of St. Andrew's Nursery School and Kindergarten since 1989. Committed to nurturing and educating young children in a positive manner, she has carefully selected a loving and dedicated staff of twenty. The school's philosophy is to provide children with a well-rounded program that emphasizes age appropriate learning through play. St. Andrew's has been licensed by the State of New Jersey since 1966, and its solid reputation draws families from the tri-county area.

Home

Jill M. Banks is the owner and lead design consultant of Happily Better After Room Redesign & Home Staging. Ms. Banks has a Certificate in Interior Design from Temple University, and a B.A. in Business Administration from Rutgers University. She is the president of the Real Estate Staging Association's (RESA) Southern NJ chapter, and is a member of NAWBO South Jersey and BNI International.



Business & Finance



Jatinder Singh, CPA is a graduate of Drexel University. She is a Certified Public Accountant and owner of Account Vision, LLC located in Marlton, NJ. She is also Treasurer of the New Jersey Society of CPAs Southwest Jersey Chapter.

With over ten years of public accounting experience, she has helped many small to mid-sized companies address their accounting and tax needs. She speaks on various accounting and tax topics at the local county colleges.

Fashion

Lisa Wolstromer is senior marketing director for Pennsylvania Real Estate Investment Trust's (PREIT) Cherry Hill Mall, South Jersey's top fashion destination, and Moorestown Mall, a family-oriented shopping mall transitioning into a vibrant dining and entertainment experience. As a 25-year shopping center industry veteran, Wolstromer has extensive, first-hand knowledge of the retail world and leading fashion trends.



For details on how to become a Contributing Writer for Camden County Woman, please call 1-877-403-4334 or email publisher@countywomanmagazines.com.



Sick of Working?

Your doctor may have the cure. Research study reveals over half of Americans believe doctors should be allowed to prescribe vacations.

A landmark summer research study has unveiled a vital component of wellness and happiness...vacations. The survey, *"The Takeaways from Getaways,"* commissioned by the Las Vegas Convention and Visitors Authority, draws attention to the serious physical and emotional implications of stress and feeling over worked, and the inextricable link between vacation and personal wellness and happiness.

The research surprisingly revealed that more than 9 out of 10 Americans reported feeling happier after taking a vacation. And seventy-seven percent (77%) believed that their overall health improves after a getaway. Also, more than half of Americans agreed that doctors should be able to prescribe vacations as a curative and therapeutic option for stress related maladies.

To view the complete summer research, and discover more interesting vacation findings, visit *"The Takeaways from Getaways"* at <http://www.visitlasvegas.com/vacationstudy/>.

"Vacations will greatly improve your quality of life," said Dr. Ian Smith, health and wellness expert, member of The President's Council on Fitness, Sports and Nutrition, and New York Times bestselling author. "Americans are always on the go and that rapid pace has serious effects on the deterioration of the mind and body. I hope the findings of this research inspire Americans to take their well-being into their own hands and take the time to get away."

But despite the overwhelming consensus of the holistic and therapeutic benefits of getaways, Americans are slow to take them, and the amount of unused vacation time off is approaching epidemic levels. The survey exposed the startling fact that over half of employed Americans have either lost, or know someone who has lost, unused vacation time off from work. Why are

American workers stockpiling their vacation days? Surprisingly, the economic times are not a reason time off is being put off. Eighty-two percent (82%) of survey participants report vacations are equally, if not more, important in tough economic times.

More interesting takeaways from getaways include...

- **Americans are more connected to memories than mementos:** For eighty-two percent (82%) of participants, their happiest life moments came from vacation experiences.
- **Sabbaticals are radical for your well-being:** Almost six out of ten (59%) employed Americans believe that losing paid vacation time decreases a person's well-being.

The research, conducted by the Washington, DC area firm, Heart+Mind Strategies, surveyed 1,000 U.S. residents by phone between the ages of 21-74 who have taken at least one overnight trip for vacation or pleasure in the last 12 months. The margin of error is +/-3.1 at the 95% confidence level.

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Loretta L. Mueller, DO, FACOPF

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Dry Eye Syndrome: Testing & Treatment



**Angela Veloudios,
M.D., F.A.C.S.**

Some people do not produce enough tears to keep the eye healthy and comfortable. This is known as dry eye.

Tears are produced by two different methods. One method produces tears at a slow, steady rate and is responsible for normal eye lubrication. The other method produces large quantities of tears in response to eye irritation or emotions.

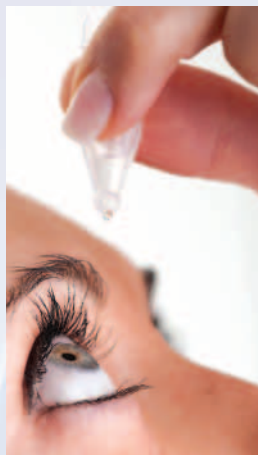
Tears that lubricate are constantly produced by a healthy eye. Excessive tears occur when the eye is irritated by a foreign body, dryness and when a person cries.

What are the symptoms of dry eye?

The usual symptoms include:

- Stinging or burning eyes
- Scratchiness
- Stringy mucus in or around the eyes
- Excessive eye irritation from smoke or wind
- Excess tearing
- Difficulty wearing contact lenses

Excess tearing from "dry eye" sounds illogical, but if the tears responsible for maintenance lubrication do not keep the eye wet enough, the eye becomes irritated. When the eye is irritated, the lacrimal gland produces a large volume of tears that overwhelm the tear drainage system. These excess tears then overflow from your eye.



Who is affected?

According to the National Women's Health Resource Center, the condition affects an estimated 5 to 30 percent of the population age 50 and older in the United States. In addition, tens of millions of Americans experience less severe symptoms of dry eye.

Dry eye occurs most often in older women. Information gathered from the Women's Health Study, a large cohort study in which 25,665 postmenopausal women provided information about the use of hormone replacement therapy (HRT), suggests that those who use HRT, particularly estrogen alone, are at increased risk of dry eye syndrome. A relatively uncommon, but often more serious, form of the disorder is associated with rheumatoid arthritis or dry mouth and is called Sjögren's syndrome. Other conditions, such as Graves thyroid disease can also be associated with dry eye and corneal irritation.

Allergies can also contribute to eye dryness, causing additional eye discomfort, itchiness, redness, swelling and watery eyes. Antihistamine medications, taken both orally and in eye drops, can exacerbate dry eye symptoms, especially at the height of allergy season.

How do we test for dry eye syndrome?

Testing for dry eye includes examination of the cornea at the slit lamp, and a special in-office "wick" test which measures the amount of tear production.

What are the treatment options?

If the tear production is found to be deficient, treatment options include artificial tears, prescription eye drops such as Restasis® that increase tear production so the eyes are better moisturized and less painful, a temporary trial of collagen plugs or silicone plugs may be inserted in the corners of the eyes to limit tear drainage, or more permanent surgical closure of the tear duct openings (punctum). In closing, patients are advised to see an ophthalmologist for a proper evaluation of dry eye symptoms. ■

For more information, contact any of the Eye Care Physicians & Surgeons of New Jersey offices or visit www.eyecareofnewjersey.com.

Angela Veloudios, MD, FACS is a Fellow of the prestigious American Society of Ophthalmic Plastic and Reconstructive Surgery, one of a select group of surgeons nationally who has received certification for this subspecialty of ophthalmology. She is also a Fellow of the American College of Surgeons, a prestigious scientific organization that recognizes academic and clinical excellence. She is currently an Attending Surgeon at Wills Eye Surgery Center, Cooper University Hospital, Virtua Memorial Hospital and The Surgical Center of South Jersey.

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Leslie Madrak, DO

*"It's a miracle.
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— Joanne Malia

After having a few short bouts of depression during her life, Joanne Malia suffered a massive depressive breakdown after her three sons were killed in a boating accident on Memorial Day 2002. "I would go to my room and just stay there for days and cry" relates Joanne.

Joanne persevered through multiple psychiatric medications in combinations, over many years, in an attempt to keep her depression at bay. She functioned at a low baseline level, no longer severely depressed but never quite feeling good, like her old self. Her condition worsened in May 2011 when her psychiatrist, Dr. Edward Baruch, and her nurse, June Sweeney, had delivered to their office a "NeuroStar® TMS Therapy System" to treat depression. "It was still in the crates in the conference room when we talked to her about it," said Dr. Baruch. "I told her we had never treated anyone before. She would be our first patient, but we believed this was going to work." She said, "My doctor is recommending this...and I'm going to do it!"

Joanne had a remarkable recovery over the next few weeks. Her medications were dramatically reduced, her thinking cleared up, and her mood improved. "Not only did I begin to feel better, I felt something I hadn't felt in years... happy. I was able to go back to work again," reported Joanne, owner of Malia Auto Body-Collision Experts in Williamstown, NJ. "It is really a miracle!"

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achieve satisfactory improvement from at least one antidepressant medication treatment. It is safe, effective, and well-tolerated. Through a treatment coil, the NeuroStar TMS Therapy System generates magnetic fields, similar to those produced by a magnetic resonance imaging (MRI) machine. The treatment coil rests on the head above the area of the brain specifically involved with mood regulation. The magnetic fields activate the brain cells to function properly by releasing neurotransmitters like serotonin, norepinephrine, and dopamine – the brain chemicals which improve mood.

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Continued on page 9

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Photo: Dr. Edward Baruch (Director) with Nurse June Sweeney (Treatment Care Specialist) along with Joanne Malia of Malia Auto Body (our first TMS client) taken 10 weeks after her final TMS treatment.

Go to www.maliaautobody.com/mission.html to see her story.

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NeuroStar TMS: An FDA Approved Non-Medication Treatment for Depression

— Continued from page 8

person remains awake and alert. It does not circulate in the blood stream, so there are no side effects. The person may leave treatment, drive their car and complete their day at school, work, or leisure.

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Joanne's last treatment was August, 2011. She continues to improve, feeling, "Better than ever." While she stays busy running Malia Auto Body, she can be found doing public speaking engagements for Dr. Baruch and TMS Centers of Southern New Jersey (tmssnj.com), educating the public about her personal experience with TMS and serving as an advocate for this effective depression treatment. "I'm happy to talk about this with anyone," says Joanne. "This really saved my life."

At TMS Centers of Southern New Jersey, we have now arrived at our One Year Anniversary with NeuroStar TMS Therapy and have successfully completed hundreds of treatments.


Visit our office. We offer free educational seminars monthly about our treatments for depression. TMS Centers of Southern New Jersey, 813 East Gate Drive, Suite D, Mount Laurel, New Jersey 08054.

Call our Office at 856-273-8000 or our Instant Help Line 856-287-0135 to speak with June Sweeney, RN, our Treatment Care Specialist, to schedule a consultation or just come in and see what we do.

Visit our website at tmssnj.com (double s) to learn more about TMS (Transcranial Magnetic Stimulation).

Joanne Malia graciously offers up her story and her heart to those who would like to hear about her personal experience and her thoughts on TMS. She can be found at Malia Auto Body-Collision Experts, 1717 N. Tuckahoe Road, Williamstown, NJ 08094, www.maliaautobody.com, 856-629-8809, or 1-800-20-FIX-IT if you would like to talk to her about her personal experience with TMS, or of course... if you need some auto body work. Joanne is a real person, not a medical professional, and cannot offer medical advice. Call TMS Centers of Southern New Jersey or your doctor if you need further information. ■

Dr. Leslie Madrak is a psychiatrist at TMS Centers of Southern New Jersey (TMSNJ) and Psychiatric and Addiction Services of Southern New Jersey (PASSNJ). She graduated from Philadelphia College of Osteopathic Medicine and residency at UMDNJ- School of Osteopathic Medicine. Dr. Madrak is Board Certified by the American Osteopathic Board of Neurology and Psychiatry. She received Certification in Psychiatric Administration and Management. She is a Diplomate of the American Board of Addiction Medicine. She is certified from NeuroStar University for TMS (Transcranial Magnetic Stimulation) Therapy. She was Assistant Professor at UMDNJ-SOM and Medical Director at Camden County Health Services Center-Behavioral Healthcare Services. She was voted one of the "Top Docs of South Jersey", September 2005 in SJ Magazine.



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Lung cancer is the U.S.'s top cancer killer, claiming approximately 160,000 lives per year. It is a devastating disease that can afflict anyone, regardless of smoking history, gender, or ethnicity.

While colon, breast, and prostate cancer all have reliable early detection tests, lung cancer does not. Currently, only 16% of people diagnosed with lung cancer survive five years post-diagnosis, a percentage significantly lower than that for each of these other cancers. And with early detection, there is hope.

With the support of our donors, LUNgevity funds research to develop early detection methods and targeted therapies for lung cancer.

The Statistics

- Lung cancer is the leading cause of cancer death, regardless of gender or ethnicity.
- Lung cancer impacts one in 14 Americans and kills more than breast, prostate, colorectal, and pancreatic cancers combined.
- Lung cancer kills almost twice as many women as breast cancer, and more than three times as many men as prostate cancer.
- About 55% of all new lung cancer diagnoses are among people who have never smoked or are former smokers.
- Lung cancer accounts for 14% of all new cancer diagnoses but 28% of all cancer deaths.

Lung Cancer FAQs

Is lung cancer just a man's disease?

No. Lung cancer appears in both men and women. Lung cancer accounts for more than 1 in 4 cancer deaths among women, killing more women each year than breast, uterine, and ovarian cancers combined.

I thought that women had to worry about breast cancer, not lung cancer.

Of course, getting regular mammograms and following other early detection strategies for breast cancer is very important. However, lung cancer is the #1 cancer killer of women. There is no established protocol for the early detection of lung cancer. Approximately 33,000 more women died of lung cancer than breast cancer in 2011.

Does quitting smoking or never smoking cure lung cancer?

No. Quitting smoking (or never starting) is important for your overall health and the health of your lungs, but will not prevent you from getting lung cancer. About 55% of those newly diagnosed with lung cancer are former smokers or people who have never smoked. Research shows that even 30 years after quitting smoking, there is still an elevated risk of getting lung cancer. In addition, each year, as many as 30,000 people who have never smoked are diagnosed with it.

Other than smoking, what else causes lung cancer?

There are a number of risk factors, some beyond our control. These include family history as well as exposure to carcinogens in the environment, such as secondhand smoke, radon, asbestos, arsenic, silica, and chromium. While limiting exposure to these substances is a good idea, these dangers can be unseen or unavoidable.

Radon is the number one cause of lung cancer among non-smokers and the second leading cause of lung cancer. The Surgeon General and EPA recommend testing your home to find out how much radon you might be breathing. For information on radon testing, and what to do if radon is found, contact the NJ Dept. of Environmental Protection at 1-800-648-0394 or visit www.njradon.org.

How do I know if I have lung cancer?

In its early stages, lung cancer is often symptomless and therefore goes undetected. If you do have symptoms, they can include a persistent cough, a new cough, coughing up blood, chest pain, shortness of breath, wheezing, hoarseness, recurrent pneumonia, and bronchitis, fatigue, and weight loss. Currently, there is no cost-effective, widely-available protocol for screening for lung cancer, so it is unlikely that you will discover the cancer in its early stages. Research is underway to use different technologies and tools to develop a method for reliable and early lung cancer detection.

Is lung cancer curable?

The key to curing lung cancer is detecting it early. Unfortunately, without a reliable early detection protocol, this is very difficult to do. Currently, only 15% of lung cancer diagnoses happen during the earliest and most curable stage of the disease, making lung cancer one of the most deadly cancers. The 5-year survival rate for breast cancer is 89%, for colorectal cancers 64%, for prostate cancer 99%. The 5-year survival rate for lung cancer is only 16%.

Is there hope with early detection?

People whose lung cancer is found early have a 52% five-year survival rate. That's why there is hope with early detection. The National Lung Screening Trial, a research study sponsored by the National Cancer Institute, showed a 20% reduction in mortality with early detection. Now we have to find a way to get early detection for lung cancer practically implemented, and in a way that includes former smokers and those who have never smoked — the majority of people diagnosed with lung cancer today.

The LUNgevity Foundation also invests in more effective treatment research, because while a 52% 5-year survival rate is much better than 16%, it is not nearly high enough. ■

This article reprinted with permission from the LUNgevity Foundation. For more information, please visit www.lungevity.org.



Heather Geraghty

On Dec. 28, 2010 I was told I had lung cancer. It didn't seem possible. I was only 24!

On Jan. 20, 2011 I had two-thirds of my right lung removed.

On January 20, 2012 I celebrated one year lung cancer free.

I encourage you to learn the facts about lung cancer, and I challenge you to spread awareness.

Heather Geraghty manages a blog and Facebook page dedicated to raising awareness about lung cancer. On Friday, August 17, 2012 Heather will host a fundraiser to benefit the LUNgevity Foundation at A Touch of Class in Maple Shade. To purchase tickets, to make a donation, or for sponsorship information visit www.lungevity.org/touchofclass.

Heather graduated from college in December 2011. She is a recipient of the LUNgevity Foundation's 2011 Kathryn Fusco Humanitarian Award. Read Heather's story online at

<http://www.heathergeraghty.blogspot.com/p/about-me.html>



FIBROMYALGIA

Have You Tried a Personalized, Holistic Approach?

Fibromyalgia. It's a diagnosis that was barely recognized 30 years ago, yet now it seems that we all know someone who suffers with this ailment.

Fibromyalgia sufferers appear to be in constant search for some type of treatment that is going to alleviate their symptoms. But what exactly is fibromyalgia, and how is it affecting so many of our friends between the ages of 20 and 50? Is there a "magic bullet" that will provide a cure?

Fibromyalgia is characterized by diffuse pain and tenderness in the muscles, tendons, and other soft tissues. It may be diagnosed after having at least three months of widespread pain involving specific locations of the body. This is a chronic condition, with 80-90% of affected people being women. Over 10 million people in the United States alone suffer with fibromyalgia.

The pain of fibromyalgia may be mild; however, often it is severe. The pain is localized to particular "tender points". These points involve soft tissue, rather than joints. Tender points may involve the neck, chest, shoulders, elbows, low back, buttocks, thighs, and knees. Most people with fibromyalgia feel achy and stiff upon awakening. The pain may be present all day, or may improve during the day only to worsen at night. Often the pain may feel achy or burning in nature. Certain factors may exacerbate the pain, including stress, anxiety, physical activity, and cold or damp weather.

There are many other associated symptoms, including depression, anxiety, fatigue, and headaches. People may also experience problems with memory, concentration, exercise tolerance, and numbness in hands and feet as well as irritable bowel syndrome and intestinal bacterial overgrowth. In most people with fibromyalgia, sleep difficulties are present. There is a problem in getting to sleep or staying asleep, and many people do not have restful sleep.

The cause is unknown, and testing is often unremarkable. Fibromyalgia may be incited by an abnormal pain response in the brain, sleep disturbances, infections, toxin exposure and emotional or physical trauma; however, none of these theories have been proven.

TREATMENT

Fibromyalgia, it seems, is a complex diagnosis, with many different symptoms and presentations. There is no "one-size-fits-all" treatment; rather, alleviating the myriad of symptoms requires not only an individualized approach, but also a holistic approach which takes into account mind, body, and spirit. A tailored wellness program is necessary, as some fibromyalgia sufferers may respond to certain therapies.

The primary goal of treatment is to relieve pain and bothersome symptoms. Initial therapies involve lifestyle modification. Healthy eating is essential, as is avoidance of caffeine. An eating style which will decrease inflammation is necessary. This includes eliminating most white foods, including sugar and artificial sweeteners, as well as flour and baked goods. Oftentimes an elimination protocol will help identify foods which may worsen symptoms. Filling your plate with vegetables and fruits of many different colors is important. Food is often the best "medicine" available!

Another lifestyle change which helps with fibromyalgia symptoms includes a physical wellness program. At least 30 minutes of daily light activity, with no particularly strenuous activities is recommended. Techniques such as meditation, yoga, tai chi, and relaxation exercises are beneficial. Also to be considered in a physical



**Andrea Iannuzzelli,
D.O., F.A.C.O.I.**

wellness prescription, are complementary treatments including acupuncture, biopuncture, massage, Reiki, CranioSacral, and chiropractic therapies.

Oftentimes, medications – both prescription and herbal – provide relief. Prescription medications such as Lyrica, Cymbalta, and Savella may be effective. Several herbal supplements have been shown, both in studies and anecdotally, to help with fibromyalgia pain. These include S-adenosylmethionine (SAMe), 5-hydroxytryptophan (5-HTP), Echinacea, magnesium, fish oil, and vitamin D3. A qualified health practitioner should be consulted for specific doses, instructions, and brand recommendations regarding these supplements.

It is easy to become overwhelmed by all of this information, thereby taking a "shotgun approach" where many treatments are tried concurrently, often with no improvement. Ultimately, it is important to remember that a personalized, holistic approach developed in conjunction with your health professional is vital to success in treating this condition. ■

Dr. Andrea Iannuzzelli is a Board certified physician specializing in Internal Medicine and Nephrology. She is recognized as a results oriented practitioner who uses a holistic approach for conditions such as chronic pain, Fibromyalgia, Chronic Fatigue, Epstein-Barr and Autism Spectrum Disorders and Metabolic Syndrome. For more information, please call (856) 505-0311 or visit www.medizenwellness.com.

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Bittersweet Wonder



By Thomas
Johnson-Medland
Lighthouse Hospice, Inc.

There is an odd thing that happens in our grieving, and there is an odd thing that happens in our mending amid grief. The memories and emotions that emerge in our grieving—those memories and emotions that lead us into sorrow—lead us full-circle through the pain into a tender peace.

It is an odd gift that loss has left us. We find that the very memory of walking hand in hand with our loved one makes us cry in the absence of them and those moments, but that very remembrance of them and those moments open our hearts to a deep awe and gratitude as well. We miss them, but oh how sweet it was to have had them at all.

We have come across this bitter-sweetness throughout our lives. It is the sense we have when we realize that our own gifts are often our own curse; or the very wounds that we carry through our lives are the very place where we are able to touch others and bring deep healing. Pleasure and pain; at once a bittersweet wonder.

I remember holding Mary's hand as she went on and on about the gardens she and her husband had planted. Through her sobbing she told me of the gathering of plants and rocks from all of their many trips with their children. "This one is from Pennsylvania, and that one from China. It hurts so much to see them, but they are so beautiful and they remind me of all that we shared. When I think of the memories, it actually gives me the strength I felt when we were

there, together, doing those things."

You have sensed the oddness of having your tears actually be your nourishment.

Ask me how it works; I do not know—but that it aids the mending, I do know that.

If there is no bittersweet wonder in our grief; then we are stuck. But if there is a bitter sweetness to our healing, then we are mending.

If our grief is dry and arid, we probably just need to listen a bit more—listen to our minds and our hearts tell the thousand memories they hold of our loved ones. We need to look at pictures and cry. This bitter sweetness is present in our perceptions of those who offer to help us mend. What people say often alarms us and we feel it was not the right thing. And then we have the feeling that we are glad they cared enough to try.

Back and forth, up and down, around and around is the process of mending amid grief. Sometimes we laugh when we think of

Uncle Harry's crazy hat collection, and then we sob because we don't get to watch him make those crazy faces anymore. We cry when we think about our mother having cared for us as children when we were sick with chicken pox, and we breathe a sigh of relief when we realize she no longer is suffering with her confusion and horrible, labored breathing.

These memories and these emotions are both our bridge to the people we have lost and our bridge to our own healing. They enable us to arrive at a place where we may mend and do it slowly, tenderly and with grace.

All of the things that we have done together; all of the love and conflict and growth meld into one and give us pain in their absence, and strength to go on ahead. Try to figure out how the trees and roses can make you cry and laugh at the same time. I cannot. See if you can

imagine how blue skies and white clouds can remind you of a loved one's death. I cannot; but they do. And somehow the colors of the rainbow, and peoples' faces, and friends shaking hands, and babies crying all give us sadness and hope at the same time. (Thank you, Louis Armstrong, *What a Wonderful World*). ■

*We miss our loved one,
but oh how sweet it was
to have had them at all.*

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lifetime, you'll need a friend
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Lighthouse Hospice Inc.
National Hospice and Palliative Care
Organization Member

Thomas Johnson-Medland is the Chief Information Officer (CIO) for Lighthouse Hospice Inc. located in Cherry Hill, NJ. As the CIO, Tom works toward aligning Lighthouse Hospice's core values and culture with their growth as an organization and healthcare provider. Hardwiring excellence and quality into every aspect of Lighthouse Hospice is his primary goal. Tom began hospice work in 1996 as a Pastoral Care Coordinator. He has served as a community educator, hospice representative, and Director of Project Development and IT for Lighthouse Hospice. He enjoys writing and has published a total of eight books and over 30 articles on end-of-life care. He is a frequent presenter at local, regional and national conferences and serves as a member of the National Hospice and Palliative Care Organization, the Harvard Business Review Advisory Council and the Project Management Institute. For more information, contact Lighthouse Hospice at 1-888-HOSPICE or visit www.lighthousehospice.net.

Egg Donation – A Highly Successful Method of Family Building

“It seems that more and more couples are having trouble getting pregnant. Why is that?”

One reason is that women in today's society frequently postpone child-bearing while they pursue a career. In general, fertility declines with each passing year after a woman's 34th birthday. The chance for successful conception drops even more sharply after the age of 40. After age 46 live births are rare. This decline is due in large part to the fact that a 40-year old woman's eggs are, well, 40 years old. These older eggs tend to be less likely to develop into viable embryos after fertilization. In addition, women are born with a limited number of eggs and cannot make any more after they are born. This seems unfair when compared to a man's reproductive system which makes new sperm constantly throughout his adult life. It is not only the older woman who can experience a shortage of eggs. Some women will run out of good quality eggs even in their early 30's and can have a premature menopause. Some women may have had one or both ovaries surgically removed, leaving their egg supply lacking. Other women may have undergone chemotherapy or radiation therapy to battle a cancer. Such cancer fighters can often knock out the vulnerable egg supply.

Fertility doctors are able to roughly gauge a woman's egg reserve through a blood test (AMH, FSH, and estradiol) performed on the third day of her menstrual cycle. A careful ultrasound to count the number of medium sized egg-bearing follicles is also useful. Women who have a severely limited egg reserve are unlikely to have a successful pregnancy even with the use of assisted reproductive techniques such as in-vitro fertilization. Far and away the highest chance for a successful pregnancy for these women is to use egg donation. These eggs can then be fertilized with the sperm of the patient's partner. One or two of the resulting embryos are then placed into the recipient's uterus by a technique that feels similar to getting a Pap smear. Any remaining embryos can, at the patient's request, be frozen to preserve them for more pregnancy attempts in the future.

This process is known as a “donor egg cycle.” Nationwide over 9,300 such cycles are performed annually. Our center began performing donor egg cycles for patients in 1999. The clinical pregnancy rate at our center for 2010 and the first half of 2011 is 60% for each transfer of an embryo or embryos to the intended mother. These patients carry their pregnancy in their womb just like a naturally-conceived pregnancy. The resulting offspring is genetically related to the male partner. For the past 2 years we have made the process even easier for the mother-to-be. She no longer needs to receive daily intramuscular progesterone shots in the rump. Those “long needles” have been successfully replaced by a vaginal gel.

The egg donor can be either a friend or family member of the patient, or the donor can be an anonymous woman chosen from a list of prospective donors who are age 20-32. These donors must pass medical and psychological testing before being accepted. We have several dozen egg donors waiting to be chosen by couples who need



**Peter G. Van Deerlin,
M.D., F.A.C.O.G.**

such a service. The egg donor undergoes ovarian stimulation with daily fertility shots and has an egg retrieval procedure in our office approximately 14 days later, just as in a standard in-vitro fertilization cycle. Egg donors often experience pelvic bloating from temporarily enlarged ovaries. Occasionally in the past an egg donor would have a severe over-reaction leading to a week or more of abdominal pain called ovarian hyperstimulation syndrome. We are happy to announce that we have successfully implemented an innovative medication protocol that virtually eliminates the chance for ovarian hyperstimulation syndrome by substituting the HCG shot with a single injection of Lupron. For her effort, the egg donor receives monetary compensation (typically about

\$8,000). However, surveys have found that money is not the primary motivator for egg donation. Instead, these women are truly driven by an altruistic desire to help infertile couples reach their dream.

We delight in seeing all these happy new mothers who previously thought they had no chance of carrying a pregnancy. ■

For more information, please call South Jersey Fertility Center at (856) 596-2233 or visit www.sjfert.com.

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**South Jersey Fertility Center
is looking for Egg Donors, ages 21-32.
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Call 856-596-2233 ext. 1260 for more info**

Camden County Freeholder Carmen Rodríguez

A WOMAN OF CHARACTER AND Compassion

— Photo by CLIX Event Photography

For Carmen Rodríguez, life has been a journey of obstacles and achievements, from her roots in Puerto Rico, through her family's journey to Philadelphia and Camden, to her life as a wife and mother of four – who is also a three-term Camden County Freeholder and a high school science teacher.

Her family worked hard to build a future for themselves and their children. Her younger brother had cerebral palsy, so Carmen understood from an early age that life isn't fair to everyone, and that those who are strong should help those who need support. She also learned the value of education, graduating from Camden's Woodrow Wilson High School, earning her Bachelor of Science degree in Biological Science with a minor in Spanish from Rutgers University as well as two Master's Degrees: a Master of Education degree in Teaching English as a Second Language from the College of New Jersey and a Master of Chemistry Education from the University of Pennsylvania. She is currently working to complete her EdD.

Carmen's weekdays begin at dawn at her Merchantville home, where she gets her children, ages five to 16, off to school before leaving for Brimm Medical High School, the Camden magnet school where she teaches chemistry, physics and environmental science. After school she's often at her Freeholder Office in Camden, working with the County departments she oversees as Freeholder Board liaison. Those include the Department of Health and Human Services, the Board of Social Services and the Department of Children's Services. In the evenings she can find herself at community events or meetings in her role as an elected official, while juggling family dinners and homework supervision.

When everyone is asleep and the house is quiet, she will sometimes end the day with lesson plans or working on her EdD.

"Juggling all those roles is definitely a challenge," she says. "You need a lot of family support. I have that, so I can do everything. My children are at the center of my life. To be a good parent, you need to always be loving and never lose your temper – unless it helps strategically to get their attention and make a point about the importance of an issue. You also have to talk with your kids whenever the opportunity arises. You need to find those 'teachable moments' and grab them when you can."

She brings an analytical and collaborative approach to goals and problem-solving, tempered with a strong dose of compassion, to her role as freeholder.

*"Everyone encounters
obstacles in their lives.
We are defined, not by
the obstacles we encounter,
but by how we overcome them."
Carmen Rodríguez*

"It's all about caring about people and having compassion for them," she said recently in an interview in her office in the County Courthouse Building. "It's about listening to people, being sensitive to their wants and needs, and then taking the advice of people around me to make good decisions on policy and how to implement policy."



Freeholder Rodríguez speaking at a Camden County Covenant For Children meeting held at the Boys and Girls Club in Camden.

"I got into politics to bring balance and to give people an opportunity to be heard," she said. "Over the past two years, with state and federal cuts to health and social services, it has been a great challenge to continue to provide important services that people need without overburdening taxpayers."

Right now, she and the County's Health Department are immersed in the planning of Camden County's annual Women's Health Conference, scheduled for Saturday, September 29th at Eastern Regional High School in Voorhees. The all-day event includes a complimentary continental breakfast and box lunch, workshops, exhibitors and keynote speaker Erika Von Tiehl, co-anchor of CBS 3. The costs of the conference are paid for by sponsorships from the private sector (see sidebar on page 15 for details on how to register as an attendee or to become an exhibitor or sponsor).

"The Women's Health Conference is an excellent example of a service the County



Freeholder Rodriguez speaking at the 2010 Camden County Women's Health Conference.

brings to County residents," she said. "This year, we've formed a Women's Advisory Committee for the conference, with stakeholders from the health and financial industries, non-profit organizations and government to advise on the workshops we do and the subjects we cover. For example, we will be adding a workshop on pre-teen and teen girls' identity and goal-setting issues and how they can find their own path. It is women networking with women about health and other issues."

Several years ago, she spearheaded the drive to have the County form a Covenant for Children, where parents, children and youth came up with a mission and goals for the children of the county. Working with the non-profits, The Covenant for Children encourages programs and approaches that strengthen families and opportunities for kids.

She has a passion for quality education and is a founder and trustee of a new charter school, called City Invincible, that is planned for Camden. This is a totally volunteer role for her.

"The beauty of charter schools is they allow you to create a vision of what a successful school would look like," she said. "What is unique about this model is that it uses social constructionist education theory, introduced by American philosopher and educationist John Dewey in 1917, so that children learn from each other as well as from teachers, have a sense of community and community engagement and learn how to make positives happen in their communities," she said.

Carmen brought that philosophy into her environmental science course at Brimm, where this year her students have constructed a greenhouse, planted a garden patch and completed a rain garden at the school, all as class projects

that helped them to understand the roles of technology, healthy eating, water quality, soil contamination and air pollution as aspects of environmental science. It also showed them that, working with non-profit agencies and others in the community, they could find the resources they needed to complete the projects.

That helped them to understand a personal credo that the Freeholder lives by.

"Everyone encounters obstacles in their lives," she said quietly, looking out her office window at the streets of Camden spread out below. "We are defined, not by the obstacles we encounter, but by how we overcome them."

That is the approach she is taking with the latest obstacle in her life. Earlier this year, she was diagnosed with multiple sclerosis. She applied her analytical skills to the research on causes, remedies and treatments.

"I decided I could have languished or I could take control," she said. "I took control, looking at all options, new, old, traditional medical remedies and alternative ones, including healthy eating, exercising, chiropractic

treatments and other areas we have yet to explore. I discovered that the mind is the most powerful healer. It's another opportunity to overcome an obstacle," she said. ■



Freeholder Rodriguez with her daughter, Alana, at the summer 2011 opening of a rain garden created by the Camden County Municipal Utilities Authority in Camden City.

Get ready for Camden County's Annual Women's Health Conference



It's time to sign up for Camden County's annual Women's Health Conference, slated for Saturday, September 29th at Eastern Regional High School in Voorhees. The day-long event is totally free to attendees, thanks to private sector sponsorships. Every year, more than 1200 women attend.

The day begins with a complimentary continental breakfast at 8:30, followed by keynote speaker Erika Von Tiehl, co-anchor of CBS 3. There will be more than 60 workshops over three sessions during the day. Register for the conference now and get an email later when all workshops are up online and you can register for the workshops you want. Workshops range from

Zumba dancing to cosmetic surgery, financial planning to career change or job search, starting your own business, relationships and much more.

A box lunch will be served over three lunch periods. More than 70 exhibitors will be there. It's a great day for women and many of them bring their mothers, sisters, daughters, friends or neighbors so they can all enjoy the day. Exhibitors have giveaways and some will have products available for sale. There are multiple door prizes and a canvas goodie bag.

"This is an important day for Camden County's Health and Human Services Department to bring the latest health information to women, who make most of the health decisions for their spouses and families as well," said Camden County Freeholder Carmen Rodriguez, liaison to the Health Department.

Register today at the County's website, www.camdencounty.com. Look for the pink and black conference logo and click on it. Once you're registered for the conference itself, you will get a follow-up email so that you can sign up for the workshops you want on a first-come, first-served basis. By July, all workshops will be online and you can do a one-step registration.

We're still accepting sponsors and exhibitors. Sponsorships range from \$1,000 to \$5,000. Sponsors already include: Cooper Hospital, Virtua Hospital, our Lady of Lourdes Hospital System, CBS 3, McCarter English, Verizon, The Courier-Post, Susquehanna Bank, SJ Magazine, Camden County Woman Magazine, Amerihealth, Girlfriendz Magazine, SNJBP Magazine, Account Vision LLC. If you are interested in a sponsorship, call or email: Joyce Gabriel, Director of Public Affairs for Camden County at: 856-225-5433 or jgabriel@camdencounty.com.

If you would like to be an exhibitor, the fee is \$100 for for-profit organizations and \$25 for non-profits. Please call or email Ester Falcone if you're interested in an exhibitor's table. They are filling up fast. Contact her by phone or email at: 856-401-2433 or at: efalcone@camdencounty.com. If you want to do a workshop on health, wellbeing, fitness and exercise, relationships, job search, etc., please contact Lynn Rosner at: 856-374-6363. Workshop slots are filling up as well.

2012 Women's Expo



Recap!

– Photos by CLIX Event Photography



The 2012 Women's Expo

hosted by County Woman Magazines was held on Saturday, April 21st at The Enterprise Center at BCC.

Throughout the day, women had the opportunity to meet face to face with over 100 businesses and organizations to learn more about the latest products and services in fashion, beauty, health, nutrition, fitness, finance, legal, home, careers, education, and more. The day featured shopping, pampering, beauty makeovers, informative seminars, free health, oral, and skin cancer screenings, live entertainment, delicious food tastings, and fabulous door prizes and give-aways. Check countywomanmagazines.com for future expo dates.

Bancroft's Top Exec Receives Equality Award For Her Leadership

Toni Pergolin, president and CEO of Bancroft, recently received the Alice Paul Institute's Equality Award.

The annual award honors people who "capture the spirit" of the late Alice Paul – a leader of the women's suffrage movement and author of the Equal Rights Amendment.

Pergolin has been a strong and effective leader at Bancroft, a 128-year-old nonprofit that provides a full range of supports to people with autism, acquired brain injuries and other intellectual or developmental disabilities – from daycare to job training, special-education to in-home support.

She is also committed to inspiring and mentoring other women.

Said Pergolin upon accepting her award: "Let's all join together to inspire our young ladies today with positive role models – like Alice Paul, like [Bancroft founder] Margaret Bancroft, like my mother, and like each one of us being honored here tonight. This award is the perfect way to inspire the dialogue."

Pergolin joined Bancroft eight years ago as chief financial officer, in the midst of severe financial challenges that threatened the organization's existence. She helped Bancroft go from losing \$13 million in 2004 to gaining \$4 million in 2006 – the year she was named president and chief executive. She's enabled the Haddonfield-based nonprofit to maintain that stability ever since.

"Alice Paul was a great champion of equal rights," adds Pergolin, "and I have a similar mission at Bancroft: to help people with disabilities be treated equally, too, and make it one world for everyone."



Toni Pergolin

The Alice Paul Institute is a nonprofit organization based in Mount Laurel, N.J. – Paul's birthplace – that promotes full gender equality and educates the public about Paul's life and advocacy work.

Bancroft annually serves 1,300 children and adults at sites in New Jersey, Pennsylvania and Delaware. Programs include early

childhood, education, vocational, supported employment, structured day programs, rehabilitation, community living, behavioral treatment, and in-home and outpatient services. A groundbreaking new daycare program serves children both *with and without* developmental disabilities. Visit www.bancroft.org.



Bancroft President and CEO Toni Pergolin (in checked jacket) recently received an award from the Alice Paul Institute. Here, Pergolin visits a Bancroft classroom for young children with autism.



Women's Opportunity Center

is a grant funded program offering resources to assist women through major transitions – those who are separated, divorced, widowed or with a disabled spouse.

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*This program made possible by a grant
from New Jersey Division on Women,
Department of Community Affairs.*

Dermatologists Urge Women To Embrace The Natural Beauty Of Their Skin And Ban The Tan!

Many women today want to look fresh-faced and natural, which often is equated with being young. However, a new survey found that some women, especially young women, still favor the unnatural — and unhealthy — look of a tan.

The American Academy of Dermatology conducted an online survey of adults nationwide which found:

- Nearly three-fifths (58 percent) of respondents 18 to 29 years old thought people looked more attractive with a tan.
- Nearly three-fourths (71.3 percent) of respondents 18 to 29 years old agreed with the statement, "Sun exposure is good for your health."
- In the past year, about 40 percent of respondents under age 30 tried to get a tan (used a tanning bed, spent time in the sun, used a self-tanner or got a spray tan).
- One-fourth (25.2 percent) of respondents 18 to 29 years old were unsure if sun exposure can cause wrinkles.

"Our survey showed that age was highly associated with tanning, as the respondents under age 30 were more likely to use tanning beds and spend time in the sun," said board-certified dermatologist Zoe D. Draelos, MD, FAAD. "Ultimately, seeking to change the color of your skin is self-defeating because exposure to ultraviolet radiation — either through tanning beds or by seeking the sun — can lead to wrinkles, prematurely aging skin and even a diagnosis of skin cancer."

To address the dangers of tanning and encourage young women to embrace their natural skin color, the Academy

"If you want to be tan, use a spray tan — which is a safe alternative to tanning by artificial or natural ultraviolet light."

produced a television public service advertisement (PSA) targeting this group. "Born" showcases the beauty of skin from infancy to toddlerhood to the teen years and asks women to change their thinking, not their skin, and stop tanning. "Born" was distributed to television and cable stations nationwide in May, and also is posted on the Academy's YouTube channel. The Academy's PSAs can be viewed at www.aad.org/psa.

Skin cancer facts

- Melanoma, the deadliest form of skin cancer, is the most common cancer for 25- to 29-year-olds and the second-most-common cancer for 15 to 29 year olds.
- Melanoma is increasing faster in females 15 to 29 years old than males in the same age group. In females 15 to 29 years old, the torso/trunk is the most common location for developing melanoma, which may be the result of high-risk tanning behaviors.
- Exposure to tanning beds increases the risk of melanoma, especially in women aged 45 years or younger.

"The Academy is committed to raising awareness of skin cancer prevention and helping young women understand that a tan is not beautiful, but a sign of irreversible skin damage," said Dr. Draelos. "If you want to be tan, use a spray tan — which is a safe alternative to tanning by artificial or natural ultraviolet light."

In an effort to increase the public's understanding of skin cancer and motivate people to change their behavior to prevent and detect skin cancer, the Academy launched the new SPOT Skin Cancer™ public awareness initiative this May. The campaign's simple tagline — "Prevent. Detect. Live." — focuses on the positive actions people can take to protect themselves from skin cancer, including seeing a board-certified dermatologist when appropriate. ■

For more information, visit www.spotskincancer.org.

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Are You “Insured” For Social Security Disability Benefits? (Part Two)

In my last column, I explained how many disabled individuals (particularly women) get rejected for Social Security Disability benefits because they don't have a “recent” work history. I illustrated this through the hypothetical story of “Julia,” an MS victim who was financially ineligible for Social Security Disability benefits despite having worked as a fulltime RN for 14 years.

To briefly recap: In order to be eligible for Social Security Disability benefits, you must be both “fully insured” and “disability insured,” which means that you must have earned at least 20 “quarters of coverage” in the 40 quarters of time immediately preceding the date you became disabled. Put more simply, you must have worked at a substantial level for at least 5 out of the 10 years before you became unable to work. If not, much like an insurance policy, your coverage for this type of Social Security benefit will otherwise have “lapsed.”

Until recently, the Social Security Administration mailed a statement each year to everyone who has ever paid Social Security taxes. As a cost-cutting measure, this practice was stopped in early 2011. This statement was important because it contained a history



David S. Bross, Esquire

of your taxed earnings, year by year, as well as other useful information, including an estimate of your benefits when you retire. This statement would also tell you if you are insured for disability benefits and what that benefit would be. You would also learn if you have not accrued sufficient “quarters of coverage,” and a review of the earnings history could be used to ascertain if and when you were last insured for disability benefits.

To now obtain this information, you can call the Social Security Administration's toll-free number, 1-800-772-1213. After going through voicemail, you will be connected to a Social Security employee, and you can then be told what your estimated monthly disability benefit would be, and, if you ask, you can obtain your “date last insured.” You can also go on-line, to “ssa.gov,” to create an account which will allow you access to this information.

Assuming that you are “disability insured,” you want to be sure that you remain so. So long as you continue to work and earn at least \$4,520.00 in a calendar year, you will accrue the maximum four quarters for that year and thereby continue to extend your insured status. If you remain out of the workforce, you will eventually lose your “disability insured” status (typically, once five years has passed without working). Therefore, it may be worthwhile to work in at least a limited capacity so that you can begin accruing quarters of coverage and potentially reinstate your “disability insured” status. Be pro-active and “creative” – consider trying to generate some limited “self-employment” income doing “direct selling” out of your home, for instance. Of course, all this assumes that you are working “on the books” and paying FICA taxes.

A common, similar problem arises when a woman works in a family business and little or no income is imputed to her, perhaps in favor of a spouse, for “tax reasons.” While the family accountant may advise that there are some short-term tax benefits to be gained, the spouse who is receiving no income is also not paying any FICA taxes and therefore is not accruing those important quarters of coverage. The clear lesson again is that, if you are working, you want to be paying FICA taxes so that you are not left “uninsured” if you become disabled and unable to work.

Even if you are ineligible for Social Security Disability benefits, there are other Social Security benefits programs for which you may be eligible. If you are between the ages of 50 and 60 and have become widowed in the seven years preceding the onset of your disability, you may be eligible for a “Disabled Widow's Benefit.” Another program, Supplemental Security Income (SSI), is available if you are disabled and have little or no income or assets. ■

For more information, please call (856) 795-8880 or (609) 702-0700 or visit www.davidsbross.com.

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Women Entrepreneurs: Realizing Your Dreams

I remember the day I left my full time job to invest in myself. That day there was as much fear in me as the will to be my own boss. I was not sure how I would end up, but I definitely knew where to begin. It helped being a CPA and having helped many other business owners realize their dreams. **Here are seven steps that are very vital for the success of your business.**

1. Business Plan. To get the ball rolling you will need a business plan. It does not have to be an elaborate description of every aspect of your business. It should serve as a guide for you to see the big picture. You will modify this many times in the years to come as the economy and the demand for your product or service changes.

2. Budget. Make sure you set forth your expectations clearly in your initial budget. You should clearly define each class of expense and assign maximum allowed expenses. You should also check your actual expenses on a monthly basis and compare it to the budget. Set milestones and keep a regular check. Make modifications in your budget as needed.

3. Initial Financing. It takes money to make money. You should plan on having either personal funds or pre-approved initial financing for your business. The best way to obtain this is to talk to your CPA or bank. Your CPA may have business contacts that you might be able to tap into.

4. Recordkeeping. It is very important to have a good set of books and records. Plan on attending seminars at your local colleges or Chamber of Commerce on how to set up your books. Good software like QuickBooks should help. QuickBooks also has a free edition called "Simple Start" to get you started. Get advice from your financial advisor or CPA on what software will suit your business. Well-kept records can save you money near the tax season.

5. Advertising. The best way to get attention is to make your business known to many. One-on-one networking is the best form of advertising. Joining local networking groups might pay off very well and help you make some good contacts. Summer is the best time to network, especially at local fairs. Make sure you carry a lot of business cards and hand them generously to as many people as you can. Initially this is where most of your money should be spent, especially in the first few years.

6. Selling. No matter what you sell, customer service is what will make or break you. Make sure that you work on customer satisfaction and make it one of the top priorities. Clients tend to associate a good business with the level of customer satisfaction they receive. The key is to deliver the same product as your competitor but with superior customer service.

7. Accounting and Taxes. Another very important step is having the right professional to guide you on how to maximize your profits by setting up the right company structure. Interview a few accountants before you make a decision.

Business ownership is a combination of hard work and commitment. It requires a lot of perseverance but the journey is worth the destination. You will make many mistakes along the way. The key is to learn from them and come up with a better strategy to deal with the same situation. It worked for many and it can work for you too. You just have to believe in yourself. ■

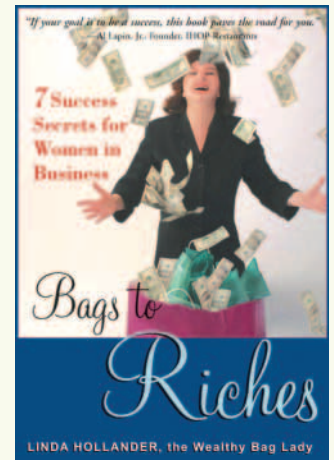


Jatinder Singh is a Certified Public Accountant and owner of Account Vision, LLC located in Marlton, New Jersey. She is also Treasurer of the New Jersey Society of CPAs Southwest Jersey Chapter. Jatinder can be reached by calling (856) 383-1446 or by email at cpa@accountvision.net. Visit her website at www.accountvision.net.

5 Pet Peeves About Business Cards

— by Linda Hollander

National Association for Female Executives (NAFE) member Linda Hollander, the Wealthy Bag Lady, is a 20-year entrepreneur and author of the best-seller *Bags to Riches: 7 Success Secrets for Women in Business*. She teaches entrepreneurial women about small business success, and is the founder of the Women's Small Business Expo. Here are her suggestions for creating a professional and effective business card.



Business cards are your chance to make a brilliant first impression that will either lead to profits or frustration. When a person views your business card, you want them to know immediately about what you do, if you can help them, and how they can contact you. Sounds simple, right? Here are some of the most common mistakes:

1. CROSS-OUTS WRITTEN OVER IN PEN. The most egregious mistake! If your phone number or email has changed, please print new business cards. Don't use a pen to cross out and write the current information.

2. CONTACT INFORMATION IS MISSING. A card with no physical address brands you as a teeny tiny micro-business. If you're a home-based business, I don't recommend giving the address of your house - but there are alternatives. Private mailbox rental locations are great because they also accept packages. You can get a post office box, or use a friend's office as a physical address. When I read your business card, I also want your phone number, fax, web site and email address. Without your email, you look like a dinosaur. If you have a web site, don't just list it - give people a reason to go there (free report, articles, tips, etc.)

3. MORE THAN 3 PHONE NUMBERS. Too Much Information. Choose the best phone numbers to reach you. I don't list my cell; I forward my calls to my cell phone if I'm out of the office. If you've read my book, *Bags to Riches*, you know that I'm not a fan of the combination phone/fax. If you're serious about your business, invest in a dedicated fax line.

4. FONTS THAT ARE HARD TO READ. Fancy fonts for your logo are great, but please choose a standard font for the contact information on your business card. Arial and Times Roman are clean and convey credibility. Another common mistake is colored type that is too light to read. I've seen yellow type on a white background too many times to count. One more point: the difference between a professional designer and a hack is the use of negative space. A beginner crams too much information on the card, creating clutter.

5. NICKNAMES. The name on the top of the card says Elizabeth "Betty" Jones. I have no idea what name to use. Am I crossing the line if I use your nickname? Is Betty only for your close friends? Which name do you prefer? Please pick one name and use it on your business card.

ALWAYS carry your business cards. Your business cards won't work unless you do. (If you meet people who don't have their business cards, ask them to write their contact information on the back of yours.) Now, go out there and build a great business! ■

— For more information, visit www.wealthybaglady.com

St. Andrew's Nursery School and Kindergarten

The First Step In The Right Direction!!!



Jill Mayo, M.Ed

Leaving the nest at age two or three? While it's not a practical age to head off to college or tie the knot, experts agree that it is an ideal age to start nursery school.

Mrs. Jill Mayo, (M.Ed.), director at St. Andrew's Nursery School and Kindergarten in Cherry Hill, a winner of "Best Nursery School in South Jersey" (11 years),

says that considerable research has been done to help parents and educators better understand the role of nursery school for two and three year olds. "The studies tell us that education has a stronger impact on youngsters at this age than at any other," remarks Mayo. She adds that research also indicates that education has a more lasting effect on the children at this age as well.

"Our teachers in the two and three year old programs recognize the important part they are playing in the youngsters' lives. "They are actually nurturing the students of the future," comments Mayo. As a result, the school strives to provide a warm, stimulating and non-competitive atmosphere.

While environment is an important ingredient in selecting an age-appropriate program for two and three year olds, Mayo feels parents should

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also be aware of the developmental focus of the program. The philosophy and main emphasis for the two and three year olds at St. Andrew's is socialization skills and early school routines.

"Even the best home environment needs to be tempered with early contacts with groups of children to encourage socialization and emotional skill development," suggests Mayo. "Our two and three year old programs develop skills such as sharing, taking turns, and relating warmly and respectfully to others throughout the activities that make up the school routines. She explains that stories, fingerplays and songs are the primary tools for teaching language skills in the pre-school program. Cognitive skills (shapes, colors, and counting, for example) are developed by using games, toys, circle time discussions and small group art projects.

Parents are usually eager for their pre-school child to attend nursery school to be with other children, notes Mayo. But they often express concerns that "school work" may be too intimidating for their youngster. Mayo is quick to reassure them. **"A child's work is his play. It should always be fun!"**

The program also enhances motor skills. Gross motor activities are developed on the spacious outdoor playground, in the indoor playroom and the full-size gymnasium, all of which are well-stocked with age-appropriate equipment.

"I encourage parents to visit St. Andrew's when they are considering a nursery school for their two or three year old," says Mayo. She thinks this is particularly helpful for parents who feel their youngster may be overwhelmed by a classroom setting. "When parents see the interest centers, the child-size equipment and meet the incredible educators that staff the program, their fears quickly disappear," Mayo says.

"Making an informed decision is a sound approach for all parents at every step of the educational process," concludes Mayo. She adds, **"I like to think of St. Andrew's program for two and three year olds as the first step in the right direction."**

To request a brochure or schedule a tour of the facility, parents are invited to call the school office at **856-429-4470**. Visit our website for more information **www.staNurserySchool.com**. **Only limited openings are available. ■**

St. Andrew's Nursery School & Kindergarten admits students of any race, color, national origin and ethnic origin to all the rights, privileges, programs and activities generally accorded or made available to students at the school. It does not discriminate on the basis of race, color, national origin or ethnic origin in administration of its educational or admission policies or in any school administered programs.



By

Bernadette M. Gismonde

CCC's Garden State Pathways Program Fosters Development

The Garden State Pathways Program (GSP) is a postsecondary, transitional program sponsored by Camden County College (CCC) for those with intellectual/cognitive disabilities. The program serves students 18 years of age or older who are eligible for or who have received Individuals with Disabilities Education Act funding and are interested in learning a work-related skill and enhancing their independence with life skills.

Like many community colleges throughout the nation, CCC has needed a program like GSP for a long time. CCC's mission is to provide accessible, affordable education to all who can benefit from its programs, supporting the economic development of the Camden County region and the personal development of local residents. Through GSP, we are serving a group of students who were not benefiting from our traditional career programs but who are now successfully moving toward productive, independent living.

Students may enter GSP after meeting all high school requirements, despite not having accepted their official diploma. The program continues to meet the needs of students based on their individualized education plan (IEP) while the high school develops and tracks all of the needs stated in the IEP.

Students take classes in socialization, numeracy, literacy and computers. They are required to spend time developing their skills in a career area that will enhance their employability. After completing all required courses and work experiences in this two-year program, students receive a certificate of postsecondary studies from CCC.

Students are encouraged to integrate into campus life through activities such as the Spring Fling festival and the Welcome Back Barbecue event. They also are encouraged to attend educational lectures and programs that are offered on campus but outside the regular classroom.

GSP is funded by a five-year grant awarded by the Department of Education, with supplemental funds provided by the

College. Students pay for their enrollment in the program with funding from different sources, including parents, school districts, the Division of Vocational Rehabilitation Services and/or the Division of Developmental Disabilities. The College is committed to sustaining the program when the grant ends.

To that end, resources are being developed to maintain the program. The aim is to provide services to students who require an alternative to a traditional college education and will benefit from a smaller, vocationally focused structure far into the future.

For additional information about Camden County College's Garden State Pathways Program, please contact me by telephone at **(856) 227-7200, ext. 4503**, or via e-mail at **bgismonde@camdencc.edu**. ■

Bernadette M. Gismonde has been the coordinator of the Garden State Pathways Program at Camden County College since 2011. Before coming to CCC, she was director of vocational services at a facility serving those with intellectual and developmental disabilities. Gismonde holds a bachelor of arts degree in social and human services from Duquesne University and a master of arts degree in counseling from Rowan University.

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For more information, visit camdencc.edu



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ORGANIZING ACCORDING TO YOUR PERSONALITY

Most of us are pretty familiar with the concept of left brain vs. right brain personalities. The left-brainers tend to be very logical, analytical, detail-oriented, and crave order; while the right-brainers are more creative, intuitive, imaginative, and holistic in their approach to processing information. Did you know that the side of your brain you think with affects the way you naturally organize things? It may seem that left-brainers are super-organized and right-brainers are not; the truth is that both types are equally organized, they just do it in completely different ways.



Jill M. Banks

People who are left-brain dominant are linear thinkers, and function best when the information they're trying to process follows some kind of order or pattern. When they organize, they like things to be consistent and neat, so they'll often use multiples of the same types of containers—binders, boxes, totes, drawers, etc. that are closed, and force the items inside to be arranged uniformly. They intuitively group things into categories, and use alphabetical or chronological order to organize things in a logical, predictable way.

Right-brainers are holistic, big-picture thinkers, and are most effective when they can use visual cues or descriptions to process information. The right-brained approach may seem scattered or

random, but they instinctively think about things in terms of possibilities and relationships, which is consistent with their imaginative, creative natures. Because they are so visually oriented, right-brainers need to arrange things in ways that they can see—color-coding, open storage, labels, and bulletin boards are some of the organization methods they are most comfortable using.

Most people aren't strictly left- or right-brained in their organizational approach 100% of the time; our personalities tend to dominate with the things that are most important to us. That's why we may be more organized at home than we are at work or school, or vice versa. Regardless of what we're organizing, there's no single method that works for everyone. As long as it lets you store and find your belongings quickly and easily, it's the perfect system for you. ■

Jill M. Banks is the owner and lead design consultant of Happily Better After Room Redesign & Home Staging (www.happilybetterafter.com), a firm specializing in home staging, room makeover, and professional organizing services. Since 2009, she has helped clients reveal the fabulous potential in their homes and offices. Ms. Banks has a Certificate in Interior Design from Temple University, and a B.A. in Business Administration from Rutgers University. She is the president of the Real Estate Staging Association's (RESA) Southern NJ chapter, and is a member of NAWBO South Jersey and BNI International. She can be reached at (609) 880-9682.



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July

7.6 First Friday - Haddonfield

Haddonfield Business District

5 pm to 9 pm

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www.haddonfieldnj.org

7.14 Collingswood 2nd Saturday

Downtown Collingswood

5 pm to 9 pm

Browse participating studios, galleries, coffee houses and retail shops. Craft and food demonstrations.

www.collingswood.com

7.14 & 7.15 Haddonfield Crafts & Fine Art Festival

Haddonfield Business District

Saturday 11 am to 7 pm

Sunday Noon to 5 pm

Artisans from across the U.S., outdoor cafés, music and entertainment.

www.haddonfieldnj.org

7.17 Music Under the Stars Summer Concert featuring Carnaby Street

Barclay Farmstead, Cherry Hill

6:30 pm to 8:30 pm

Bring a chair, blanket and picnic dinner.

www.cherryhill-nj.com

7.24 Music Under the Stars Summer Concert featuring Bobby Block Trio

Barclay Farmstead, Cherry Hill

6:30 pm to 8:30 pm

www.cherryhill-nj.com

7.25 Summer Mumpers Concert

Powell Lane (just off Haddon Ave.)

Collingswood

7 pm to 8:30 pm

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7.28 thru 8.5

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7.31 Music Under the Stars Summer Concert featuring the South Jersey Wind Symphony

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www.cherryhill-nj.com

7.31 Monnette Sudler's Ladies Night Out

Wiggins Waterfront Park, Camden

8 pm

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www.ccparks.com

August

8.2, 3 & 4 Haddonfield Sidewalk Sale

Haddonfield Business District

www.haddonfieldnj.org

8.3 First Friday - Haddonfield

Haddonfield Business District

5 pm to 9 pm

www.firstfridayhaddonfield.com

8.11 Collingswood 2nd Saturday

Downtown Collingswood

5 pm to 9 pm

www.collingswood.com

8.18 & 8.19 Collingswood Crafts & Fine Art Festival

Downtown Collingswood

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150+ craft and fine artists from across the U.S. Cafe dining, music and entertainment. Silent auction to benefit Susan G. Komen for the Cure.

www.collingswood.com

September

9.7 First Friday - Haddonfield

Haddonfield Business District

5 pm to 9 pm

www.haddonfieldnj.org



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9.8 Collingswood 2nd Saturday

Downtown Collingswood

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www.collingswood.com

9.20 Girls' Night Out- Haddonfield

Haddonfield Business District

5 pm to 9 pm

Shopping, food and fun. Many of the town's shops and boutiques offer in-store events, discounts and more.

www.haddonfieldnj.org

9.29 Camden County Women's Health Conference

Eastern Regional High School, Voorhees

8 am to 3 pm

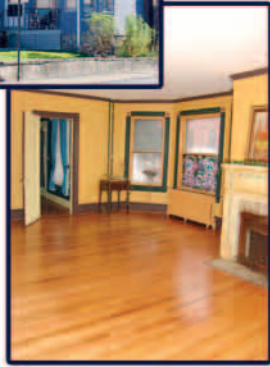
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See page 15 for more information.

Events may be subject to change. Contact event promoter or visit website prior to attending to confirm information.

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- 41 Snobs
- 43 Psyche
- 44 Scouting outing
- 46 "What ___ can I say?"
- 47 Sensed
- 48 Playing cards
- 49 ___ Cayes, Haiti
- 50 Dried fruit
- 52 Scheme
- 54 After movie and shooting
- 55 Behave
- 58 Mischief-maker
- 59 Inquire
- 60 Honest one
- 63 Main course
- 66 Plaudits
- 68 Curly cabbage

- 69 Store event
- 70 Trunk item
- 71 Goulash
- 72 Round Table title
- 73 Juice drinks
- 8 School transport
- 9 Love god
- 10 Flu symptom
- 11 Retained
- 13 Kitchen appliance
- 15 Hauled
- 19 Maiden name
- 22 Like draft beer (2 wds)
- 26 ___ de France
- 28 Butter portion
- 29 Nebraska city
- 30 Frenzied
- 31 Cooks in water
- 33 First course, possibly
- 34 Bird of Jove
- 35 Leopard feature
- 38 Vegetable dish
- 42 School mos.
- 45 Sixth sense
- 47 Pelt
- 49 Sheep kids
- 51 Garden tools
- 53 School course, briefly
- 54 More risk-free
- 55 Torah holders
- 56 Checked item
- 57 Yarn
- 61 Like some cupboards, hopefully not
- 62 Fr. seasons
- 64 Stitch
- 65 Actor Wallach
- 67 Tax man (Abbr.)

Down

- 1 Guitar relative
- 2 Light gray
- 3 Rich dessert
- 4 "Are we there ___?"
- 5 Bouquets
- 6 Fish feature
- 7 Breakfast choice, similar to 29 Across

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Solution on page 28

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CHEF PROFILE

Matthew J. Hanley, Culinary Express

Culinary Express executive chef and founder Matthew J. Hanley is a graduate of the Academy of Culinary Arts. With nearly 30 years in the food service industry, Matthew has worked in numerous restaurants, country clubs, and catering operations – including Your Personal Chef, Inc. for 18 years.

Known for his exuberant personality, passion for food, tireless work ethic and excellent customer service, Matthew offers customized full-service catering for all occasions at any location. He takes pride in offering fresh ingredients, cooked to order, for discriminating tastes or individual dietary, allergenic, diabetic or gluten-free needs. No table is too large or too small for Matthew.

Having traveled extensively throughout the contiguous United States, as well as Canada and Mexico, Matthew has gained wide exposure to the various cuisines found in North America. From his extensive travel and research, he developed a passion for fusion-cuisine that combines elements of different culinary traditions.



Combining these varied tastes, traditions, and techniques enables Matthew to provide extraordinary fare in all cuisine styles.

In addition to travel, and casual cooking for pleasure as well, Matthew enjoys gardening with a wide variety of vegetables and herbs. ■

**Culinary Express,
1227 Haddonfield-Berlin Road
Voorhees, NJ 08043
856-767-6344
www.culinaryexpressnj.com**

Summer Citrus Marinade

Great on the Grill! Soak your summer catch in this do it yourself marinade for great grub all summer long! Perfect with trout, red snapper, salmon, and shrimp. Here's to a Sizzling Summer!

Ingredients:

- 1 Cup Vegetable Oil (Olive Oil)
- ½ Cup Pineapple Juice
- 2 Tablespoons Fresh Squeezed Lemon Juice
- 1 Teaspoon Lime Zest
- 1 Tablespoon Finely Chopped Scallion
- 1 ½ Teaspoons Fresh Thyme Leaves
- ¾ Teaspoon Sea Salt
- 1/3 Teaspoon Ground Black Pepper

Directions:

Add ingredients in a mixing bowl and whisk together. Refrigerate. Grilling Tip: Use flavored wood chips or planks for a smoking hot taste. ■



Janet Davis is the immediate past president of NAWBO South Jersey. Janet is a TV Chef and Caterer who specializes in Jamaican cuisine. You can view her videos at <http://www.youtube.com/jdconyon>. She can be reached by calling (856) 986-9132 or via email at allspicejad@gmail.com.

Farmers Markets in Camden County**Berlin Farmer's Market**

41 Clementon Rd., Berlin, Year Round
Indoor Market Hours: Thursday – Saturday 10 am – 9 pm, Sunday 10 am – 6 pm
Outdoor Flea Market Hours: Saturday & Sunday 8 am – 4 pm weather permitting
www.berlinfarmersmarket.com

Blackwood Farmers' Market

Blackwood Library parking lot,
15 S. Blackhorse Pike, Blackwood
Jun 30th – Oct 6th, Saturdays 8:30 am – 1 pm
www.glotwp.com

Camden AHEC Community Farmer's Market

1600 Haddon Avenue, Camden
June 29th – October 26th
Fridays 10 am – 2 pm
www.camden-ahec.org

Collingswood Farmers' Market

Between Collings & Irvin Avenues,
Collingswood
May 5th – Thanksgiving
Saturdays 8 am – 12 pm
www.collingswoodmarket.com

Haddonfield Farmers Market

Kings Court (During town events 7/14, 7/15 & 10/13 Tanner Street towards the Library),
Haddonfield
May 19th – Oct 20th, Saturdays, 8:30 am – 1 pm
www.haddonfieldfarmersmarket.org

Haddon Heights Farmers Market

Station & Atlantic Avenues
May - October, Sundays 10 am - 1 pm
www.haddonhts.com

Merchantville Farmers Market

Alongside Chester Ave. at Centre St., Merchantville
June 2nd – November 17th
1st & 3rd Saturdays of each month, 9 am – 1 pm
www.merchantville.com

Springdale Farms

1638 South Springdale Road, Cherry Hill
Monday – Saturday 8 am – 7 pm,
Sunday 8 am – 6 pm
Mid-March through December 31st
www.springdalefarms.com

Virtua Health Farmers Market

1000 Atlantic Avenue, Camden
June 28th – October 25th
Thursdays 11 am – 2 pm
www.camden-ahec.org

Voorhees Town Center Farmers Market

Somerdale and Burnt Mills Roads, Voorhees
May 19th – October 27th
Saturdays 8 am – 12 pm
www.voorheestowncenter.com

Westmont Farmers Market

Haddon and Stratford Ave., Haddon Township
May 2nd – October 31st
Wednesdays 4 pm – 7 pm
www.westmontfarmersmarket.com



TICK SEASON

and Your Pets

Ticks bite, feed on blood, and sometimes carry diseases. They do not fly or jump, but crawl. Ticks are common in overgrown and wooded areas. They generally find their way onto us or our pets when we brush against low-level plants or vegetation. These areas are the places my dogs love to romp in when we are on a walk.

Ticks are small and can be hard to notice, so it is important to not only look for ticks on yourself, but your kids and your pets as well. Make it a habit to examine your pet's skin. When biting, a tick burrows its head into the skin. This means that the only visible part is its body, which grows larger as it feeds on your pet's blood. To reduce the spread of disease to your pet it is important to remove the tick as soon as it is discovered. To remove a tick, using tweezers grasp the tick close to the skin, squeeze and gently pull it out without twisting so the head comes out too.

If your pet is bitten by a tick, that tick can transmit several diseases. Like humans, dogs and cats can suffer from Lyme Disease (transmitted via Deer Ticks),

a bacterial infection. The tell-tale sign is a bulls-eye rash, often missed due to a pet's furry coat. Other symptoms may include fatigue, pain or stiffness in muscles and joints, fever, swollen glands. Later stages, if left untreated, can include arthritis, heart and nervous system disorders. The treatment for Lyme Disease is the same in pets as it is in humans, antibiotics.

A tip to finding ticks on pets is having a specific sleep area for them. It is easier to spot an engorged tick when it falls off your pet. It is best if the tick doesn't fully feed and to stop this your pet should be on a product that will kill the tick when it starts to feed. There are many safe and effective flea and tick control products available, and our veterinarian can help you choose the correct preventive based on your pet's risk factors and health.

I encourage people to groom their longhaired dogs and cats during the "tick months" to better spot a tick on your pet's fur or at the hair shaft.

Keeping the tick population down around your home is critical. Cut the grass, move wood piles, and move bird feeders away from your home and the areas

your dogs or cats visit. The secret to a tick-free summer is to be vigilant...trim the grass, check your pet, and act quickly to remove any of those nasty arachnoids. ■

Maya Richmond is Executive Director of the Animal Welfare Association (AWA) located in Voorhees, NJ. AWA operates a public spay/neuter and basic wellness clinic. You can purchase flea/tick products from their clinic. Lyme vaccines are also provided for your dogs. For more information call 856-424-2288 or visit www.awanj.org.

Solution to Crossword Puzzle on page 26

L	A	C	Y			O	F	F			B	E	A	K
U	S	H	E	R			D	I	R	T		U	R	G
T	H	E	T	A			O	N	I	O	N	S	O	P
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		S	I	G	N	S		D	E	E	P			
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M	A	C	E			A	G	O	G		T	R	A	P
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Girls' GETAWAYS

Sometimes a girl just needs a break from it all.



What better way to recharge your batteries than with a few of your closest girlfriends? **Las Vegas** offers a unique destination for women. If you're looking for a weekend of peace, relaxation and some bonding therapy with the gals, Las Vegas offers a wide variety of unique options for the perfect girls' getaway. Being a girl has never been this much fun!

Your adventure begins the moment you step off the plane. Grab your bags and gather your friends as you head to your resort in style. This weekend is all about you, so forget the long cab line and opt for a limo instead. Limos are available at the airport, but try reserving one through your hotel first. If your group feels more adventurous, rent a luxury convertible and take a cruise down the famous Las Vegas Strip before you arrive at your hotel.

Choosing a resort can seem overwhelming in a city with so many options. Be sure to account for the size of your party, your budget and your ultimate goal. If your weekend involves nothing but pampering and splurging, you'll discover serenity at a resort such as **Encore, The Palazzo, The Four Seasons Las Vegas** or **Vdara Resort & Spa**. Or choose a different route and stay at a boutique-style hotel such as **THE Hotel at Mandalay Bay** or **West Wing at MGM Grand**. With their contemporary design and modern decor, these rooms offer a more non-traditional Las Vegas experience. If trendy and offbeat is more to your liking, try the Cabana Suites at **El Cortez** or opt for the **Flamingo Las Vegas** in a Flamingo Go Room, complete with signature flamingo pink decor.

After exploring your hotel, book your day at the spa. **Bellagio** guests can enjoy a special package called **For the Ladies**, which features a 50-minute Aromatherapy massage, a 25-minute Vichy Shower Body Exfoliation, and a 25-minute relaxing, all-natural hydrotherapy bath. Or host a **Pampering Party** at **Bellagio** or at **Cristophe**

Salon at MGM Grand where you and your gals can enjoy private-room manicures, pedicures or other services, all while sipping champagne and indulging in catered cuisine. **Qua Baths and Spa at Caesars Palace** features dark wood décor and relaxing waterfalls. Introducing the concept of "Social Spa-ing," Qua offers communal areas such as the Laconium Room (providing ultra-heat therapy), the Arctic Ice Room (complete with snow falling from above) and a tea room staffed by a sommelier skilled at pairing teas with treatments offered. The spa also features wet rooms with Vichy showers, a Crystal Body Art room and much more.

Nightlife beckons with myriad options, from ultra lounges and piano bars to hot nightclubs and after-hours venues. Start your night **Downtown at Beauty Bar**, featuring the original martini manicure happy hour. This 1950s-style beauty shop and cocktail lounge offers specialty cocktails such as the Platinum Blonde or the Red Head, live music and, of course, traditional beauty services. While you're Downtown, check out other popular spots like the famous **New York City bar, Hogs & Heifers Saloon, and Gold Diggers nightclub at Golden Nugget**.

Do some star gazing at one of Las Vegas' trendiest nightclubs like **Vanity Nightclub at Hard Rock Hotel, LAX at Luxor, TAO Nightclub at The Venetian, Moon Nightclub at Palms** and **PURE Nightclub at Caesars Palace**, where you are sure to spot a celebrity or two.

Enjoy a plethora of theatrical productions. Take in a Broadway performance such as **"The Lion King" at Mandalay Bay** or **"Phantom, the Las Vegas Spectacular" at The Venetian**. Be captivated by **"Le Rêve" at Wynn Las Vegas** or **Cirque du Soleil's "O" at Bellagio**.

Laugh out loud to the comic wittiness of **Rita Rudner at The Venetian** as she explains the hilarious differences between men and women.

Take a dip in the pristine pool and relax at

Las Vegas is every woman's dream when it comes to shopping.

one of the resorts' gorgeous pool complexes. After all, you're on vacation! If you want to see and be seen, consider staying at **The Palms** or **Hard Rock Hotel & Casino** where you'll encounter plenty of poolside action.

When the sun gets too hot, pack up your pool gear and go shopping instead. Las Vegas is every woman's dream when it comes to shopping. Here you can find top designer names like Chanel, Dolce & Gabbana, Coach, Louis Vuitton and Manolo Blahnik. If you're a deal seeker, you can find many of these same brand names at **Las Vegas Premium Outlets**, offering more than 120 stores at a savings of 25 to 65 percent every day. **Visit Fashion Show Mall** and take in the latest styles and trends at live fashion shows daily on the mall's catwalk. Visit resort malls such as **Crystals at CityCenter, Forum Shops at Caesars Palace** or **The Shoppes at Palazzo** and get lost in a collection of stores that will send your spirits soaring.

Recharge your batteries with a well deserved chocolate break. The **Jean Philippe Patisserie** at Bellagio and **JP Patisserie** at ARIA Resort & Casino are home to an amazing selection of chocolates, freshly made crepes and delectable pastries, as well as the world's largest chocolate fountain. Chocolate-lovers will also find paradise at **Payard Patisserie & Bistro** inside Caesars Palace and **Ethel's Chocolate Lounge** at Fashion Show Mall.

As your adventure comes to an end, choose one of several fine dining restaurants such as **Mon Ami Gabi at Paris Las Vegas** or **Bouchon at The Venetian** for a final farewell dinner. Order champagne and toast to all of the joys of being a woman. Las Vegas is sure to be one destination you and the girls won't soon forget. ■

Summer Fashion

from Cherry Hill Mall and Moorestown Mall

When it comes to fashion this summer, it's all about bright, vibrant colors and bold, spectacular prints. You'll see lots of red and neon, plenty of lace and crochet, and the return of stripes and florals in all items, from shoes and shorts to purses and dresses.

You can find these trends, and more, at Cherry Hill Mall, with its extensive list of fashion-forward stores including Nordstrom, Michael Kors, White House Black Market, Guess by Marciano and Francesca's Collections, to name a few. And, Moorestown Mall's Lord & Taylor, Macy's, Express and New York & Company feature these styles as well.

What's Your Color?

Whether it is aqua blue, mint green, neon pink, bold red, or pastel purple – this summer has your color of choice. Tangerine Tango is Pantone's color of the year, but yellow is emerging as the popular color for summer, too. Fabrics are in both vivid and soft colors, allowing for variation, depending on your mood or activity. If you're going for the neon shades, pair these colors with camel and neutral tones for the ideal contrast. If pastels are your pick, be sure to pair several together for a layered look. Black and white is also a leading, classic color combination for summer 2012.

Colored Jeans

Bright and pastel skinny jeans of all shades are very stylish and playful for this summer (many of you probably saw photos of Kate Middleton rocking her tangerine jeans at a visit to the women's Olympic field hockey team in London). So add a bit of fun to your wardrobe with fashionable, colored jeans. You can dress them up with a blazer and pumps, or go casual by rolling a cuff and slipping on a pair of embellished flats. Animal print accessories also serve as a cool complement to this look, or sneak the same denim hue in a bracelet, purse or shoe to tie it all together.

Color Blocking

A trend that is still going strong is color blocking; cool and lively color combinations are here to stay! Mixtures of the season's hottest colors are showing up in apparel, shoes, handbags, jewelry and other accessories. Wear your colored jeans with a bold blouse for a take on the color block trend,

or choose a two-tone dress in blue and green or tangerine and pink.

Textiles & Patterns

Animal prints, big flowers, stripes and paisley have dominated summer trends in terms of patterns. They're everywhere - floral jeans, leopard clutches, striped tanks and paisley wedges. Don't be afraid to pair patterns, but just stick to two or three at the most. For textiles, lace and crochet are big this season. It's a ladylike look, so be sure to pair it with classic, conservative pieces. Sporting sheer fabrics is another popular style. Show off your summer tan with sensual see-through, flowing fabrics that make you feel beautiful, bold and feminine.

Summer Shorts

Of course a great pair of shorts is a summer wardrobe must, and with higher waists and longer lengths this year, you'll find this fashion must-have more comfortable! Bermuda or tailored shorts are chic and practical, while lacey and crochet shorts are super stylish. Choose a solid, form-fitting tank in a basic color to wear with slouchy pleated shorts or printed silky shorts. And bright colors are not just for your jeans either. Try colored denim shorts with a solid white tee and statement necklace.

Maxi Dress

The maxi dress is a critical part of every woman's wardrobe. These long flowing dresses are comfortable and versatile. There are hundreds of different designs, and just change your shoes and jewelry and you can wear it to the beach, out to dinner and even to work with a nice blazer. Plus, the long and flowing silhouettes flatter most body types. ■



Lisa Wolstromer is senior marketing director for Pennsylvania Real Estate Investment Trust's (PREIT) Cherry Hill Mall, South Jersey's top fashion destination, and Moorestown Mall, a family-oriented shopping mall transitioning into a vibrant dining and entertainment experience. As a 25-year shopping center industry veteran, Wolstromer has extensive, first-hand knowledge of the retail world and leading fashion trends. She resides in Cherry Hill with her husband and three cats.

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