

Summer 2015

FREE

On Purpose Woman

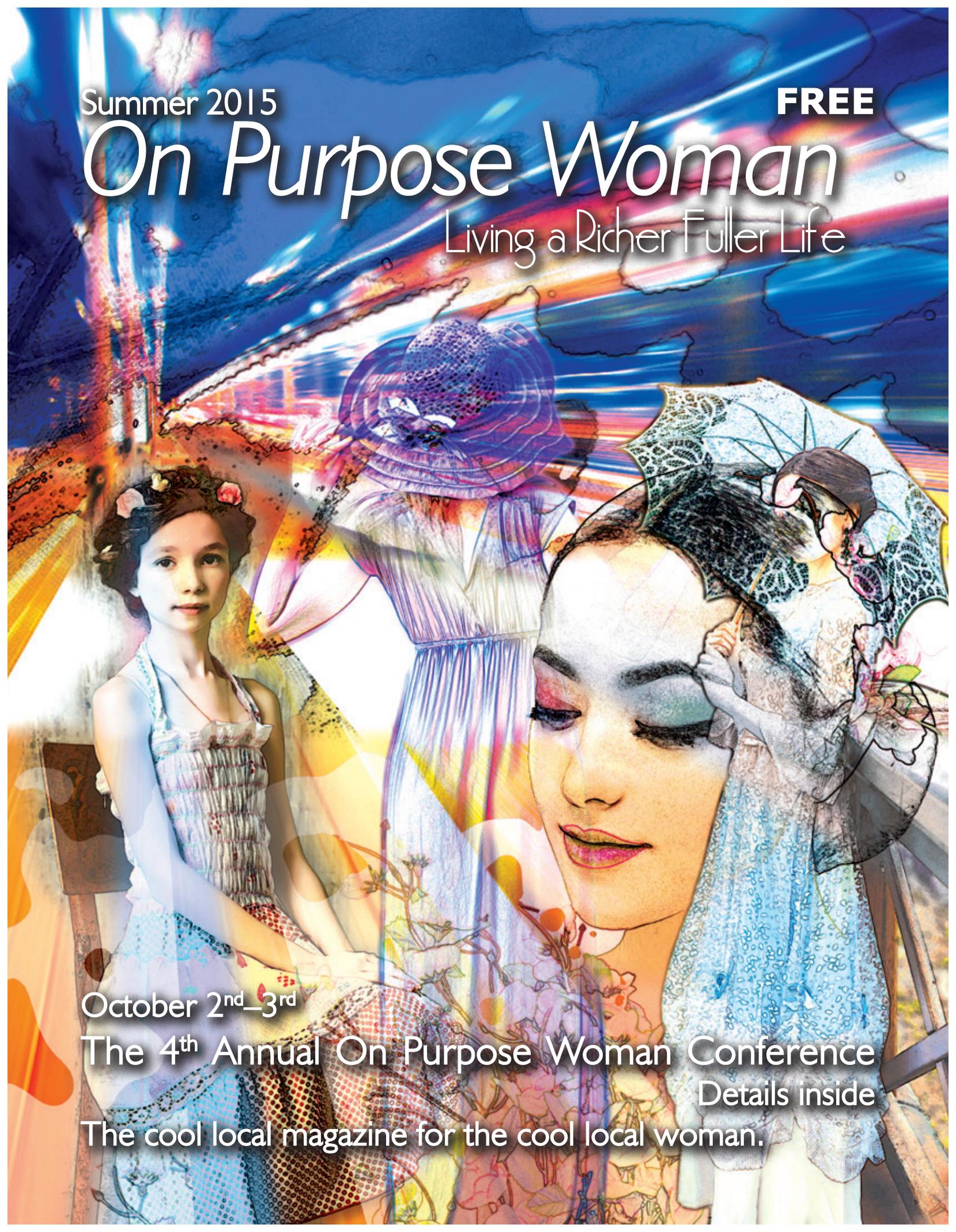
Living a Richer Fuller Life

October 2nd–3rd

The 4th Annual On Purpose Woman Conference

Details inside

The cool local magazine for the cool local woman.



WHOOOPS! WHERE DID THE TIME GO?



One Day Workshop Dates

Friday, July 24th,
Saturday, July 25th
OR Sunday, July 26th.
Pick the date you want
to attend!

No Upfront Fees

Pay at the end of the
workshop based on value
received and your ability
to pay. Pre-registration
is required.

9:30 Registration; Workshop from 10am - 5pm.

At the home of Ginny
Robertson, Lutherville, MD.
Once registration is
received, directions will
be sent along with a
confirmation email.

**Ginny Robertson is offering her
SIGNATURE WORKSHOP**

Getting Out Of Your Own Way.

**NOW is the perfect time
to make 2015 the year you
GET IT DONE!**

Gain clarity on what you want and why you don't
have it yet; move into action and create a support
team to help you get back on track.

www.GinnyRobertson.com

Click on "Upcoming Events" (July) for more content
information, to register and/or to pay.

**Have some of your goals and dreams
not yet been done?
There's still time.**



On Purpose Woman 5 Letter from the Publisher

Publisher / Editor

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6–8 4th Annual On Purpose Woman Conference

9 Calendar

10 Not So Fast, Fearbelly! Five Ways to Release Fear and Step into Power
Alix Moore

12 The Process of Grief is as Individual as the Person It Mourns
Monica Wilcox

15 The Lucky 13... Core Components of Your Marketing Message
Star Bobatoon & Darynelle A. Jervey

16 Whole Living Happiness: Mind | Body | Home
Nicole Cavanaugh

19 Feminism 2015 Style— Are You With Us, Sister?
Priscilla Wainwright

20 The Spirituality of Service
Ginny Robertson

32 The Light of Truth Center is Sweet Sixteen
Ginny Robertson

37 Ease
Donna Dettling

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Do you want to let area women know about your business?

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Ad copy is due by Saturday, September 12th

For rates and specs go to www.GinnyRobertson.com or contact Ginny Robertson at GinnyRobertson@GinnyRobertson.com.

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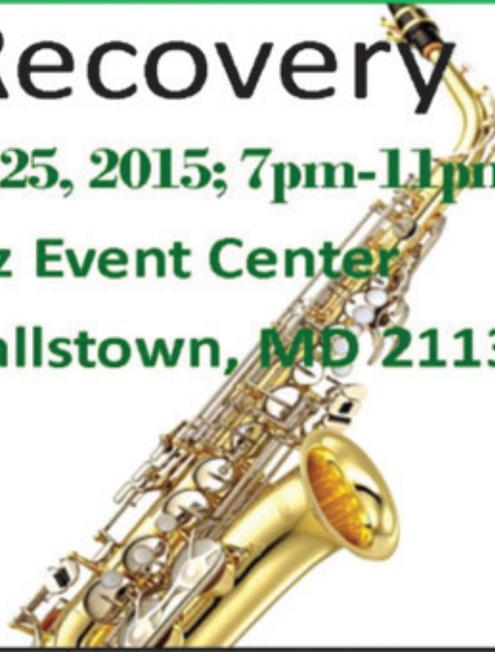
Women in Recovery

WHEN: Friday, September 25, 2015; 7pm-11pm

WHERE: Diamondz Event Center

9980 Liberty Road, Randallstown, MD 21133

\$50



Doors Open: 6:30pm

♥ Food/Entertainment /♥ Prizes

♥ Silent Auction

FOR ADDITIONAL INFORMATION & TICKETS:

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Letter from the Publisher

July 2015

On Purpose Woman Magazine is now being published quarterly, instead of bi-monthly, so welcome to the Summer 2015 issue. This schedule change gives us more time to devote to each issue and will create more value for our advertisers and writers, as the magazine will be in distribution longer.

I want to welcome our new advertisers and say a heart-felt thank you to those still with us. *On Purpose Woman* is free because of our advertisers. So if you find value in the magazine, please think of them when you have a need for a product or service. And be sure to tell them that you saw their ad here.

This issue, as usual, is full of inspirational thoughts and ideas to help you live a richer, fuller life. Be sure to check out my article about The Light of Truth Center,

as well as my thoughts on "The Spirituality of Service." Other topics this month include Ease, Grieving, Feminism, Marketing, Fear and Your Living Space... something for everyone.

The 4th Annual On Purpose Woman Conference is coming up on October 2nd and 3rd. Check it on pages 6–8 and plan to join us!

There have also been some changes to my On Purpose Networking for Women events since I last wrote you. The Essex meeting has been discontinued and we have started a new meeting in the Hampstead Community of Carroll County. And because the restaurant where we were meeting in Canton closed, we have to relocate that meeting. Those details are not finalized as we go to press, but will be on my website by the time you read this. Remember: 1st time Guests are *FREE* at any location. Check out the ad on the back page.

I've got two workshops coming up... *Getting Out of Your Own Way* the end of July and *Procrastination... The Art of Self Sabotage* in early September (don't put off registering for that one). See the ads in this issue and check my website for the details and to register. I'd love to have you come and spend the day with me. I'm really good at this stuff!!

And I hope you'll join us on September 25th for the annual Light of Truth Center fundraiser. This year the theme is "Women in Jazz, Support Women in Recovery." There will be great music, good



Ginny Robertson
photo by Maureen Cogan

food and a silent auction. I'm especially excited as I will be honored that night with the 1st Community Impact Award for The Light of Truth Center. So come have some fun, help a great cause and help me celebrate! For the details see the ad on page 4.

The next time I write to you we'll be heading into October and all of the changes the Fall season brings. Enjoy your summer and I hope to see you around.

If you enjoy *On Purpose Woman Magazine*, thank our advertisers by thinking of them when you have a need for a product or service. They are the reason you can receive it for free.

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Personal Page:

<http://tinyurl.com/ncl9tf>

On Purpose Woman Page:

<http://tinyurl.com/nxocuk>

On Purpose Networking for Women Group Page

<http://tinyurl.com/lxl7sx>

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<http://tinyurl.com/bzyawla>

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Pinterest:

<http://tinyurl.com/bh9fblj>



**Ginny Robertson
invites you to**

The 4th Annual On Purpose Woman Conference

Want to Live a Richer, Fuller life?

We will help you do just that! Spend time with like-minded women, having fun, getting educated, experiencing new things and making important connections!

Friday, October 2nd, 5pm - 10pm

Saturday, October 3rd, 8am - 6pm

Attend either or both days for the total cost of just \$99
For more info, go to www.OnPurposeWomanConference.com

Homewood Suites by Hilton, Columbia includes workshops, breakfast, lunch, gift bag, and much more.

Sponsorship Opportunities and Exhibitors Space available.
Contact GinnyPresleyRobertson@gmail.com for details.

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At Least 10 Reasons to Attend The 4th Annual On Purpose Woman Conference...



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Magazine and Founder of
On Purpose Networking
for Women.



Energy Flows When Knowledge Grows!

Learn from Talented, Accomplished Speakers and Exhibitors, leaders in the areas of Entrepreneurship, Personal/Spiritual Growth and Wellness.

Take a Break in the CONNECTIONS ROOM and Do Some relaxed Networking with Like-Minded Women.

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A personalized hand-beaded name tag you can use again and again.

A binder including handouts for all of the presentations.

A lovely gift bag full of useful info and cool stuff!

Enjoy Our WomenShip!

Graze Friday night with some lite Finger Foods. Connect again at Breakfast and lunch, chatting about how fantastic we all are and what we are enjoying and learning!

Take advantage of the great hotel rates and have a mini-getaway!

A Facebook Group for Conference Speakers, Attendees, Exhibitors and Sponsors will be created after the conference. Another way to keep the connections and growth flowing.



Music provided by the
Fabulous *Claudia Carawan*
www.ClaudiaCarawan.com



The Fabulous Star Bobatoon's opening
Keynote "Use the Good China -
Recognize and Embrace Your Unique
Gifts." www.StarBobatoon.com



On Purpose Woman Conference Schedule

FRIDAY, OCTOBER 2ND

5:00 Registration Starts. Arrive when you can.

5:00 - 6:30 Networking, Light Finger Food

**6:30 - 7:30 Welcome & Opening Keynote with
Ginny Robertson.**

Music by Claudia Carawan • Saturday Speaker Introductions

7:30 - 7:45 Break

7:45 - 8:30 Expert Panel Discussion on "The New Feminism"

**8:45 - 9:30 Expert Panel Discussion on "Go for It! Have
the Life You've Imagined."**

9:30 - 10:00 Wrap up with Ginny Robertson

SATURDAY, OCTOBER 3RD

8:00 - 9:30 Registration, Networking, Breakfast Buffet

**9:30 - 10:30 Welcome & Vision for the Day
with Ginny Robertson**

Music by Claudia Carawan • Keynote by Star Bobatoon

10:40 - 11:20 Workshops (3 to choose from)

11:20 - 11:40 Visit Exhibitors/Connect

11:40 - 12:20 Workshops (3 to choose from)

12:20 - 12:40 Visit Exhibitors/Connect

12:40 - 1:20 Workshops (3 to choose from)

1:20 - 2:20 Bag Lunch/Visit Exhibitors Connect

2:20 - 3:00 Workshops (3 to choose from)

3:00 - 3:20 Visit Exhibitors/Connect

3:20 - 4:00 Workshops (3 to choose from)

4:00 - 4:20 Visit Exhibitors/Connect

4:20 - 5:00 Workshops (3 to choose from)

5:00 - 6:00 Conference Wrap up With Ginny Robertson

Music by Claudia Carawan

"The On Purpose Woman Conference is a rich and delightful gathering of inspiring women! The workshops are varied and informative and the connections are many! I'll see you again this year."
Claudia Carawan

"What a wonderful conference, and such wonderful potential friends! Kudos to Ginny for her love and energy and to all the presenters who outdid themselves with both excellent content and gracious caring."
Priscilla Wainwright

"I enjoyed every minute of the conference. The speakers were wonderful and enlightening. The energy was off the hook! The ladies were delightful, thoughtful and engaging and I loved the music."
Pauline Bowen

"You inspired me to embrace my authentic self! You encouraged me to boldly chase after my dreams! You demonstrated that it's never "too late"! You confirmed that people are more alike than they are different! Thank you for wrapping me up in your love, wisdom, joy, bravery, openness and authenticity."
Michelle Nusum-Smith

For details on Speakers and Topics go to www.OnPurposeWomanConference.com

Calendar of Events

Ginny Robertson LLC Events:

Connections Over Coffee Morning Events 10:00 am– Noon:

Annapolis MD. Every 2nd Friday
at Friends Meeting House.

Bel Air MD. Every 1st Thursday
at Pairings Bistro.

Canton (Baltimore City).

Every 2nd Monday. Check
website for new location.

Columbia MD. Every last
Friday at Homewood Suites by
Hilton.

Frederick MD. Every Last
Tuesday at CoWork Frederick.

Lutherville MD. Every 3rd
Monday at the home of Ginny
Robertson.

Olney MD. Every 3rd Thursday
at Norbeck County Club

For more info, see the ad on back page

Getting Out of Your Own Way—A Workshop with Ginny Robertson.

See ad on page 2.

Procrastination...The Art of Self Sabotage—A Workshop with Ginny Robertson.

See ad on page 39.

On Purpose Woman Advertising Copy for the Fall

issue is due September 12th.

Contact [ginnyrobertson@
GinnyRobertson.com](mailto:ginnyrobertson@GinnyRobertson.com) or go to
www.GinnyRobertson.com for
rates and specs.

4th Annual On Purpose Woman Conference.

October 2nd & 3rd.

See pages 6–8.

Other Events:

Earthsavve Monthly Veg Potluck and Lecture.

See ad on page 36.

Finding Freedom & Flow Retreat with Sandy

McDougall. See ad on page 34.

KarmaFest Events.

www.karmafest.com.

See ad on page 35.

Pass it Forward

Community Health Fair.

Saturday, October 10th.

See ad on page 30

Vegan Soulfest.

Saturday, September 19th.

See ad on page 31.

Women in Jazz Support Women in Recovery.

Annual Fundraiser to Benefit
The Light of Truth Center.

Friday, September 25th.

See ad on page 4.

To register for any On Purpose Networking
for Women or Connections Over Coffee
events, go to www.GinnyRobertson.com

CONNECT YOUR BUSINESS WITH AREA WOMEN

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Alix Moore

Like a hero on a quest, each of us must walk through the fire of fear to find success. We must face down our fears not once, but hundreds of times.

But maybe you don't think of it as fear.

Maybe you procrastinate, live with some level of free floating anxiety, have trouble getting started writing, experience headaches, digestive issues, or resentment. Perhaps you keep so busy that the small still voice within has no opportunity to be heard. Or maybe you take the edge off the fear with just one glass of wine or a few too many bites of chocolate raspberry cheesecake.

Fear is pervasive. She's also our best friend. And she doesn't get to win.

Not So Fast, Fearbelly!

Five Ways to Release Fear and Step into Power

by Alix Moore

The Courage You Learned in School

I spent half of my life teaching children, and I know exactly what is covered in the courage curriculum in most school systems. Raise your hand if you were ever taught

To stuff down your fear

To avoid what makes you anxious

To give a friend or an adult the power to take away your fear

To transmute your fear into shame

As I write that list, my stomach curdles. I feel sadness for so many bright spirits who were so thoroughly convinced of the wisdom of staying small.

No more!

It's Time to Shine!

We have reached a time on the planet where each of us is being asked to choose: grow, or die. That sounds melodramatic, but it's true. Find our own true power, or disintegrate into chaos. Well, I don't know about you, but I'd pick true power any day. And to get to that power, we have to handle our fear, but not by stuffing it down inside our bodies this time.

In this article, I will show you five ways to begin to understand, embrace, and release your fear. When

you learn to cope with fear, you are free to shine. You are free to bring the gift of yourself to this giant block party called Earth.

Let's do it!



Fearbelly. © Istock

Five Ways to Cope with Fear:

Connect with the gift of the fear

Fear is one of our greatest teachers. Instead of avoiding, drowning, stuffing, or shaming your fear, try valuing it. Fear shows us the places we are meant to heal. So sit down on a sunny porch with a fresh cup of coffee, and commune with your fear. You might be amazed at what you learn.

Get out of your mind!

Anxiety can send us spiraling in circles, running on the hamster wheel of our mind. One of the easiest ways to break that unproductive cycle is to get up and move. Go for a walk around the block, go on a hike with the dog, take a belly dancing class, or just dance around your house singing at the top of your lungs. Any activity that gets you into your physical body will short circuit the fear spiral.

Nibble on the fear cookie.

Are you a go-getter, a strong alpha business woman and leader? Then you probably don't take the slow or easy path through your life. But guess what, ladies? Fear is one place where you can't just speed up your feet and bulldoze through. (No one else bulldozes? My mistake.)

If you're trying to tackle something that you're afraid to do, try biting off a smaller chunk of forward progress.

When I published my first book, I took it down to my local bookstore and asked the owner, a very nice and completely unthreatening man, if I could do a book talk at his store. He said yes! *One year later*, I found the courage to return to his store and actually schedule the event.

Working through our fear takes the time it takes, so just accept wherever you are without judgment. Take a baby step towards your goal.

continued on 23



Monica Wilcox

The Process of Grief is as Individual as the Person It Mourns

by Monica Wilcox

How odd that a memory can be utterly lost, then suddenly... as real as hair on skin.

“Monica!” I remember my mother running across the ferry deck toward me, pinned between the railing and the line of parked cars. She was joyous, as if we had been parted for years instead of days. I can still see her sidestepping around open passenger doors as her oversized sunglasses bounced on her nose. “Monica!”

Despite two separate trips (I was headed to Galveston for spring break with 16 friends; she was at the end of a trip visiting her sister in Houston), we had managed to hit the same ferry. Our meeting felt as fated as sunshine on crowded beaches. We embraced one another before a crowd of reflective windshields. This is how I imagine our reunion will be in the after world.

I had forgotten that 1990 moment until it resurfaced four months after my mother’s passing in 2004. Grief does that. It triggers a mental highlight reel that continuously loops lost memories

through our mind long after the funeral.

Grieving is as individual as the relationship it mourns. There is no “way to handle it” so don’t bother searching for an app. However, there are a few hard and fast survival skills that can help you through this tedious process.

The Missing

You never really stop missing someone—you just learn to live around the huge gaping hole of their absence. —Alyson Noel

Not only do we lose the physical presence of our loved one but the relationship we shared. When I lost my parents, I lost my cheerleaders, the co-conspirators of my childhood and the grandparents to my children. I lost my safety net, my childhood turf, and my co-rememberers.

When we grieve, we ache for the future that could have been. Maybe you long for the adulthood your child never had, the security your spouse provided, the lost retirement years or unfinished goals. “What might have been” eats at us. To grieve is to come to

an acceptance of what will never be. It doesn’t mean you become indifferent to the loss.

There is no “getting over it.” People who tell you this have never experienced heavy grief. Yes, the raw, cellular pain you feel will ease over time but you will always, always, always miss this person. Even after a decade I still find myself emotionally triggered by *that* song, *that* photo and *that* recipe.

Finding Acceptance

Catherine Earnshaw, may you not rest as long as I am living. You said I killed you—haunt me then. The murdered do haunt their murderers. I believe—I know that ghosts have wandered the earth. Be with me always—take any form—drive me mad. —Emily Brontë, *Wuthering Heights*

This famous passage exemplifies how unhealthy, and yet natural, it is for us to cling to the spirit of the person we have lost. I have seen people search out a psychic days after a loved one has passed to

continued on 24



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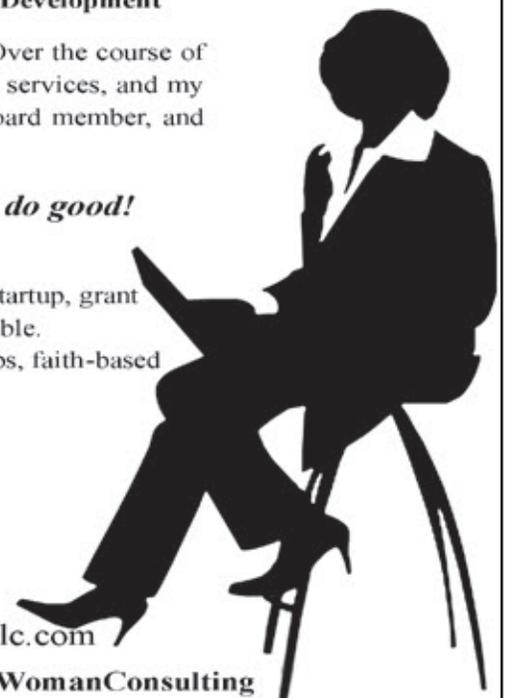
I am a regular speaker at nonprofit events, covering topics like nonprofit startup, grant writing, and board development. Private presentations and trainings available. Additionally, I am a women's empowerment speaker for community groups, faith-based organizations and women's conferences.



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Michelle Nusum-Smith, Principal
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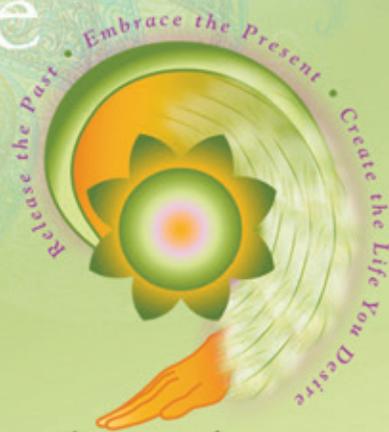
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The Lucky 13... Core Components of Your Marketing Message

**by Star Bobatoon and
Darnielle A. Jervey,**

No doubt that if you survey 100 business owners, at least 90% of them would say their biggest challenge is with marketing and more specifically creating a marketing message that converts to new clients. I understand. It is often challenging to conceptualize the entire being of your company in a message that is going to have the greatest impact on the most amount of your ideal clients while being completely authentic and congruent to who you are and want to be seen as in the market place.

To help in this area, I have broken the marketing message concept down into two distinct components—the internal and the external. The internal marketing message is what you prepare in order to get clear about who you are, the problem you solve, the solution you offer and those you've designated to solve problems for. It's like watching the ropes turn in double dutch. Before you can jump in the rope and jump, you have to perfect your stance, time and rhythm. Trying to jump in out of beat will throw your entire attempt off and well, your turn will be over quickly. Getting the right rhythm in your marketing is essential to conveying a message that is equally compelling and action focused—meaning the reader of the message is ready to take action to go to the next level with you.

So let's break it down:

Your Internal Message includes:



Star Bobatoon

The top of mind problem you solve

The best marketing focuses on a top of mind problem that your audience of one is actively seeking a solution to right now.

The results you achieve for your clients

While you may think the steps are important, trust me, your prospects only care about the results.

Your credible factors

What makes you the obvious choice to solve this problem for them? What have you been there, done that and gotten the t-shirt for?

Your USP

USP stands for unique selling propositions and in laymen's terms, this means how do you stand out from the crowd. Hint: assume everyone offers excellent customer service... what else you got?

continued on 27



Nicole Cavanaugh

Whole Living Happiness: Mind | Body | Home

by **Nicole Cavanaugh**

truly best enjoyed when filled with balance, purpose and joy, as a place that serves us *wholly*, rather than a space that is just filled with things.

Whole living in any space is truly a connection between you and your interior environments, a meaning that extends beyond the pieces that fill the space. Begin by taking a few moments in your space and ask yourself how you would design happiness there, which is really about connecting with what makes you happy. Think about the feeling you'd like to have when you walk into that space, what you need to feel connected to it and what elements will allow you to find that feeling. Were there special moments from your childhood you'd like to weave in? Is there a special place in the world you've visited that captured your soul and reminds you of your joy and purpose? Think about weaving some of these elements into your home to create that foundation now and connect yourself physically to your space.

My mother is a retired elementary school teacher, so we always spent time together during holidays and summer break at the beach. When I moved out on my own, I chose a coastal community for my own home because with so many memories woven into my Self, it spoke to my soul and who I truly am as a person. I found myself bringing the

continued on 28

So often, at the beginning of a new season, I hear from people who need help designing the interiors of their homes and offices. I think the advent of a new season brings renewed hope for the possibilities we see for our lives and naturally brings us back to our foundation: our home. Living your life on purpose means each day is equally about tackling your To Do lists as well as doing things that nourish your soul, connect you to your best self and literally, happiness within. If we don't take time for those things, eventually we find ourselves feeling overwhelmed and disconnected, and we fall into a pattern of going through the motions. We lose our energy, excitement and commitment.

What if you could design happiness in your home? What if you could create a foundation that helps further your purpose, your goals and your soul's place here? When we focus on the 'what', we lose sight of the 'why'. So, I encourage you to create a foundation for yourself and focus on maintaining what I call Whole Living Happiness in your home, which is

DIRECTORY

Business to Business

A Few of My Favorite Things. Advertising Design, Display/Promotional items and Designing Personalized STUFF. See ad on page 26.

The Word Woman, LLC. I help you do good. See ad on page 13.

Mind, Body, Spirit

Arbonne. www.beata.myarbonne.com. See ad on page 22.

Heal My Voice, Inc. Empowering women and girls to heal a story in their lives; to connect with their inner authority and innate wisdom. www.HealMyVoice.org.

Sacred Healing Hands Wellness Studio. Tracy Houchins. www.SacredHealingHands.com. See ads on page 14.

Quiet Time Hypnosis. www.QTHypnosis.com. See ad on page 26.

Miscellaneous

Infinity Coaching; Career, Transition & Life Coach. See ad on page 18.

Randall & Sonnier, LLC Attorneys at Law. www.RandallSonnier.com. See ad on page 29.

We Don't Just Sell Homes, We Make Dreams Come True. Julia Matthis, ABR, HCAR. 2010 Realtor of the Year. See ad on page 4.

Radio Show Directory

Heal My Voice Radio. Providing information and engaging in conversations that support women to find their own answers and empower and heal their Voices. www.blogtalkradio/healmyvoice.

Blog Directory

Heal My Voice Blog. Topics that support women in empowering themselves and others by reclaiming their inner authority and innate wisdom. www.andreahylen.blogspot.com.

RelateToCancer.com. Written principally by Elizabeth Alraune (a hypnotist, life coach and radio show host) who has had a very real experience and unexpected encounter and relationship with cancer. The good, the bad and the ugly. Resources. Information. Perspective. 400+ Posts.

Tigress Talk—Bold Women's Empowerment. Dr. Pris Wainwright posts every Tigress Tuesday with uplifting, power enhancing tips and topics. Guest authors are occasionally featured. Want to be a featured author? Contact Pris at pris@InnerTigress.com. www.InnerTigress.com/TigressTalk/.



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Feminism 2015 Style— Are You With Us, Sister?

by **Priscilla Wainwright,
Ph.D., CPC**

“The Only Alternative to Being a Feminist is Being a Masochist.” —Gloria Steinem

The need for a Feminist Movement has never been greater. Hilary Clinton recently said, “The way women are treated today is more subtle, but no less damaging.”

Today, True Feminism is not about fighting for equality with men. True, there are still some issues yet to be won, such as the pay gap between men and women for the same work.

Today, the main thrust must be Healing and Reclamation.

True Feminism today, in this Millennium of the Woman, involves as much inner work as outer work.

Our main task is to recognize the wounding from the Patriarchal culture, heal those wounds and reclaim our Inner Tigress: to love, honor and fully embrace the true beauty and glory of the Feminine within us, take back our true female power and courage and start living our personal Authentic Truth WITHOUT shame, doubt, or apology.

You are Glorious, and Powerful beyond measure, and created for Greatness, Sister! Make that belief central to your self-concept. Start living every day and every way inside that belief and watch what happens!

We also need to develop the courage to stop playing servile and limiting roles that hold us back and relegate us to 2nd class citizens. We need to stop putting ourselves down and start living and respecting ourselves magnificently. Only then will we stop playing small and get the full honor and respect from others that we desire and deserve.

Our task, then, is to transcend our culture and reform it, to eliminate gender bias and inequity. If you



Priscilla Wainwright

experience or witness sexist behavior, call ‘em out on it! Being quiet is tacit approval.

That task is huge, but it can be done if we women all work together. But first, we as individuals must come forth strong in our *feminine* power and let the world see that we are every person's equal and NO ONE'S FOOL OR TOY. We're EQUALS, not SEQUELS!

We must also stop our relentless competition with other women, restore harmony, and support and elevate each other in the process of mutual healing and transcendence.

Then and only then can we heal the world, using our Feminine tools, skills and powers.

Nadine Newlight said, “The Future is Female”.

The Dalai Lama said, “The World will be saved by the Western Woman”.

He is so right, but before we can save the world, we must each first save ourselves. Only then can we come together collectively to maximize our Feminine Power for good.

It is the mission of www.InnerTigress.com to be a powerful voice and essential resource in the healing

continued on 23

The Spirituality of Service

by **Ginny Robertson**

I am a recovering good girl. If you have spent any part of your life being a good girl, you can probably relate.

For me, being a good girl meant that I did what was expected of me and worked very hard not to disappoint others, often to my own detriment. My good girl behavior often showed up as volunteering. I gave of my time because that's what I thought good people did.

When my son was 5 years old he expressed interest in being a cub scout. I took him to a cub scout enrollment meeting where I learned there would not be a cub den, as there was no den leader. No one else volunteered, so I held up my hand. I had no idea what a cub scout leader did, but I didn't want to disappoint my son and those other little boys in the room.

What followed was a stressful year of not just coming up with weekly activities that would be interesting to little boys, but also having to attend and run every meeting. I knew I was not the best person for the job, but I had convinced myself that I was all they had.

A few years later I was asked to work with middle school children in an underserved inner city school. I would be teaching them the same personal growth concepts that I taught adults so I thought it would be a piece of cake. That, too, turned into a stressful time where I struggled to maintain order in the classroom and make the concepts relevant for them.

These two experiences were stressful and not rewarding for me because I was working with children. I had no experience teaching children and, honestly, no desire. But I was operating under the myth that good people volunteer and it didn't matter what the job was. If there was a need and I was able to fill it, I should.

Contrast that with what happened a few years later when I was asked to work with men at a recovery house in Baltimore. I volunteered an hour every week teaching the residents about accountability, vision, personal responsibility and other personal growth concepts. I did this for over 5 years and I don't remember every feeling stressed or not wanting to go.

The difference between that experience and the ones I had working with children is that in working with the men at the recovery house, I could share gifts that were natural to me. I spent the time doing something I loved. I used my talent for facilitating processes and helped the

men to see possibilities and aspire to greater things, I loved our interactions. I loved what they brought to my table and what we learned from each other. Knowing them made me a better person

I believe we should be selfish with our volunteering and that we give because we will receive something in return. Maybe the return is simply that we feel good about ourselves for having given. In my stressful service, I got to keep the image of myself as a good person, but that was not enough to sustain me or bring me joy. In my work with the men at the recovery house, I received an opportunity to grow and learn and to stretch my abilities. Things that made me feel both good about myself and joyful about serving.

By saying yes to those things that feed us, we can bring a spirituality to our service that we won't experience when we say yes out of guilt. Guilt does not sustain us over the long haul. Acting from guilt may lead to resentment and burnout, common ailments for professional volunteers.

When an opportunity to be of service arises, instead of letting the good girl respond, take some time and respond from your heart. Say yes to opportunities to contribute what is most important and unique about you. Maybe your most expert skill or what you do well in your daily work is not the thing that feeds you. Think about other talents, skills or hobbies that you love and say yes to opportunities to share them.

Be curious about how to share your gifts with the world. Twenty-five years ago I said yes to an opportunity to serve, not out of guilt but out of curiosity and the result was life-changing. I was working in the mortgage banking field and was planning to attend a big conference in New York City. Three days before the conference, I was asked to fill in for a panelist who had to cancel. I had never done public speaking and, quite frankly, had convinced myself that it wasn't my thing. As I opened my mouth to say "thanks for asking, but I don't do that" a voice in my head said "how do you know you don't do that when you've never done it?"

I had been working on myself for some time and learning to listen to the voices in my head. I found myself

continued on 37

Ginny Robertson

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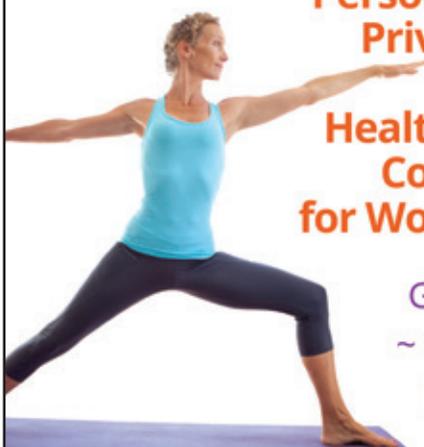
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Blow bubbles of fear

At the core of my work are energy tools: ways to manipulate the unseen but very real energies of our lives so that we feel safe, full of peace, and free of anger, resentment, or fear. Today I want to show you how to use energy bubbles to get rid of anger, fear, frustration, or any other unwanted emotion. Here's what to do.

With your feet flat on the floor and your eyes closed, imagine a huge shimmering bubble out in front of you. Begin to dump fear into the bubble. See it flowing out of you and filling up the bubble in front of you. You can also dump impatience, envy, frustration, rejection, or any other negative emotion.

Fill up the bubble until it can't hold any more; then send it off to the edge of the universe and blow it up. Don't forget this step—it

doesn't do much good to fill up bubbles and leave them hanging around in your personal space!

Get another bubble, and repeat the whole procedure as many times as you need to.

Remember why you are here

You are here on this planet at this time for two reasons: to heal yourself, and to support the growth and healing of the human collective. Healing your fear is a big part of both journeys. Take a moment each day to sit in silence and remember the mission you are on, remember your why.

I have my mission statements in their various forms posted on the white boards that surround my desk. If I look up from my meditation or my writing, I see the words that guide me. They remind of what I am here to do, and that motivates me to cope with my fear.

I'm Here to Support Your Journey

My mission on this planet is to support your mission—to remind you that you are powerful, beautiful, and very much needed. So if there's anything I can do to support you as you wade through your fear and learn to shine, please just reach out and ask.

Earth needs the wisdom of all her children.

Namaste, Alix

Alix Moore helps writers connect with their creative spirits and transcend their fear so that they can create and market their writing with confidence and joy. When Alix is not writing or teaching, you'll find her raising chickens, training cows, or napping on her organic homestead in Clarksburg, MD. Alix can be reached via her website <http://www.writerswithwings.com/>.

Feminism 2015 Style—Are You With Us, Sister?

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Want help defining and living into YOUR innate feminine glory? Come onto our site and join Tigress Tribe, our online community. Since our community is new, you'll be a Charter Member. In our Forum, you'll get personal attention and help, and can help others as well.

Priscilla A. Wainwright, Ph.D., CPC, is the Voice of TRUE Feminism in this Millennium of the Woman. She is the creator of the Inner Tigress / 4 Bridges TM System of Women's Empowerment. She coaches women to discover and release their True Feminine Spirit and live authentically into their full female power, radiance and glory. She also helps professional women to strategize their careers and become transformational leaders using female-friendly methods. Pris is available for speeches and workshops. She coaches by phone or at her office in Owings Mills, MD. 443-797-7794. www.InnerTigress.com. Pris@InnerTigress.com. She also teaches Mental Training for Peak Performance and Manifestation.

The Process of Grief...

continued from 12

verify that their soul will stay with them.

We must remember that our journey does not end upon passing. It would be selfish for us to assume that our loved one has nothing better to do than "haunt" our lives. Time heals only if we find acceptance of our new reality. We need time to mentally and spiritually catch up with the physical. Many of us will feel compelled to demand that our loved one waits for us before they cross into the light. This desire is based on a misunderstanding that souls can become disconnected.

There are gifts that come out of loss. One of them is the validation that love survives. Despite the years, the separation, and all the alterations, the love between two souls does not fade or waver.

The bond exists and can even strengthen. Once you've come to a place of acceptance (I recommend a minimum of 3 months' time) don't be afraid to explore this connection. Pay attention to your dreams, watch for unexpected flashbacks and the feeling your loved one is suddenly in the room. Allow your relationship to expand and alter now that it has moved from the physical to the spiritual.

Being a Zebra

The leader of my grief group gave me some sound advice, "When you experience heavy grief, you morph from a horse into a zebra. We can't expect a horse to understand what it's like to be a zebra. There's a large gulf between sympathy and empathy. Look to the zebras to support you."

The majority of the people in your life will be unable to support your grieving past the first few weeks. Our

society does not teach people how to deal with death so most of us avoid it altogether. We send flowers, we show up graveside and then we rush back to our predictable, stable lives. Unfortunately, deep grief does not have a time limit. It may take a few months or many years to work through. Find those who can support you over the long haul (friends, family, and grief groups) and don't begrudge the horses for their lack of stripes.

Becoming a zebra requires radical self-care. If you need to nap every day for a year, do it. If you need a long walk in the middle of the work day, take it. What you don't want to do is avoid the process. Men, who have traditionally been taught to suppress their emotions, seem to be particularly

adept at doing this. I've met a number of men who never allowed themselves to grieve. Twenty years goes by and then one day a wave of hot, fluid emotion gurgles up and smoothers them in their swiveling desk chair. Denial is a stage. Don't allow it to become a permanent lifestyle.

Remind yourself each day that the pain will eventually ease and that you will become comfortable wearing your zebra stripes.



Monica Wilcox is a writer, columnist, blogger, and speaker. When she isn't beating her nails against laptop keys, she enjoys exploring dark corners and dank basements. You can read more of her *Spiritual Column* at <http://jenniferlshelton.com/tag/monica-wilcox/> and connect with her on Twitter at https://twitter.com/Monica_Wilcox.



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The Lucky 13... Core Components of Your Marketing Message

continued from 15

Your Why Story

This is why you feel led to do what you do. See the blog about telling your story for details on this one. You want to have a Robert Frost moment, a Change moment and a Harriet Tubman moment... it will make sense when you read the full blog.

Your Signature System

This is your own unique way of solving problems for your clients that yields results every time.

Your External Message includes:

Your Power Statement

A one sentence description of who you help and why. Formulated with I help X do Y so that Z. This is honestly your true 30-second commercial.

Your 30 second commercial

A longer description that includes your USP and motivators that is shared only when they ask to learn more after hearing your power statement or when you have at least 10 minutes to talk about what you do. This is way longer than 30 seconds but for the purposes of name recognition I will call it what you'd call it.

Your tagline

A 7 to 10 word description of what you do that goes on your website and business cards. Hint: it starts with a power/action word.

Your marketing titles/ headlines

How you get people to take a second look at your "stuff" Juicy titles make prospects salivate and trust me, you want them salivating.

Client magnet marketing questions

These are the "lead in" questions that they should answer with a yes. The formula that works—Pain, Pain, Pain, Glimpse of Hope, Expert Lead In.

Your client magnetic free offer

This is the sample of your work that you offer in one of various forms so that they get to try you before they buy you.

Your marketing materials

These are the collateral materials that you hand out or post for others to learn more about you. When your internal message is succinct, the creation of these materials is very easy.

As you can see, there's a lot that goes into your marketing message to ensure its effectiveness in the market place.

So how many of the Lucky 13 Internal and External messages can you describe (as it pertains to your business) in 1 to 3 sentences? This will mean you're clear, your message is clear, so your potential client will be clear enough to take

action. Go ahead. Try it now.

How did you do:

1 to 4: You need help, NOW!

4 to 7: So-so, now you're beginning to think like a marketer

8 to 10: You're closer to making marketing magic than you think

11 to 13: Get excited, you're ready to create a marketing message that is magnetic!

Star Bobatoon is an award-winning speaker and dynamic trainer and coach specializing in sales and communication with Incredible One Enterprises. With over a decade of performance on stage, television and the big screen and another decade as a litigation attorney, Star has a unique and engaging style that allows her audiences and clients to take action and get results. Using her experience as Program Manager for Les Brown's speaker training program and as a top-selling trainer for a national training company, Star works with corporate, association and individual clients to improve their presentation and sales persuasion skills in order to have more confidence and success in their careers, their businesses and in their personal lives. Star will also be the Saturday Opening Keynote Speaker at the 4th Annual On Purpose Woman Conference happening October 2nd & 3rd. She will speak on "Use the Good China - Recognize and Embrace Your Unique Gifts."StarSpeaksLive@gmail.com 703-593-9106 www.StarBobatoon.com

outdoor elements into the house, choosing muted tones in blues, creams and tans to help give me a peaceful, restful foundation to enjoy after a long day, as well as textures like wood and nubby fabrics that are so often associated with that coastal environment. As an interior designer, I fall in love with new colors and products almost weekly! So, I could have easily chosen other colors, but they didn't speak to or support my needs and my soul.

Cultivating an interior environment that is pleasing to you is very important and I always encourage clients to choose pieces that have meaning to them. However, I prefer to create an area for them, rather than displaying them everywhere, to avoid that cluttered, scattered look. You may choose a bookshelf or entry table so you can see them when you first walk in, or

you may prefer to have them in your home office as a reminder of your purpose and joy while working. As well, if you have several photos that all have meaning but aren't all linked by a specific story or theme, consider framing them in similarly-shaped frames or using different frames of the same color and style or with the same lines, to create that cohesive look but allow for variety. If you tend toward a more structured look, using the same frames in different sizes may work better for you.

Color and scent are also important to creating balance and overall well being, welcoming you after what can be long and hectic days spent furthering your purpose in life. I've learned that, although people want help finding just the 'right' color for their living room, bedroom or home office, both color and scent are very personal

to each individual. Generally speaking, a good rule of thumb is to use muted tones to create a calm feeling and richer, more saturated colors to stimulate and invigorate. Different scents also have a profound impact on how we feel and are very important to our mental state. Vanilla, orange and lavender are scents known to produce a calming, less anxious effect while the scent of grapefruit, orange or other citrus help us feel alive and uplifted.

Designing happiness in our homes truly comes down to self-love. Sacrificing your sanity leaves you with less, not more, so remember to be gentle with yourself, and to take care of what is truly important: you! We all need a sanctuary to feel safe, happy and supported and I encourage you to begin to create that foundation from which you can live your purpose each day.



Nicole Cavanaugh is founder and Director of Design at Cavanaugh Design Group, providing interior design for home and business owners to create interiors they truly love and that support them each day. She sees the world differently and intuitively, designing with the belief that our environment affects everything, from how we feel to how we heal™ Contact: nicole@cdgdesign.com, 949-436-4524.

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The Light of Truth Center is Sweet Sixteen

by Ginny Robertson

In the premier issue of *On Purpose Woman Magazine* (December, 2003) I interviewed Vaile Leonard, Founder of The Light of Truth Center (LTC), a recovery system for women in Baltimore. Now, 12-½ years later, in celebration of LTC's Sweet Sixteen Anniversary, I'm talking with Vaile again. ~Ginny Robertson

Since 2003, I have served two terms as LTC's board president and now head up the first advisory board. In 2011, I started the annual Clothing Boutique Sale to benefit LTC and it has become a major fundraiser for the organization. To say that Vaile and her vision for LTC captured my heart back in 2003 would be an understatement.

Founded in 1999, the idea for LTC came out of Vaile's personal experience with recovery. She shares "My journey of recovery was very challenging and it took me a really long time to get this thing they call recovery. It's 1970... everyone is partying and having a good old time. I look up twenty years later and people are married, completing their Masters Degree and I am stuck in 1970 without a clue what has happened to me. The party has been over for everyone else, but not for me; Now it's getting serious. What used to give me joy was now my master and I was going to drink or drug whether I wanted to or not. Suddenly, something else was in control and calling the shots."

She continues, "I wanted out, but how? I went to churches in Baltimore and churches in the deep south. I went to treatment centers and psych hospitals. I used hypnotherapy, methadone and anything and

everything people (professionals) said would work, to no avail. I gave up and resigned myself to be on methadone maintenance for the rest of my life. After four years of a humiliating, dehumanizing experience using methadone, I came off of the program. All I had done was substituted one drug for another and I was off to the races again. But this time my drug of choice was something legal... alcohol. Alcohol brought me to my knees. After ten years of continuous drinking I finally hit my bottom. During that last night of drinking, I was lost for hours trying to find my way home (I was only four blocks away). Now mind you I managed to keep my job and house through this entire ordeal. So the very next day I went directly to the EAP (Employee Assistance Program) at work and told them that I was not leaving until someone got me

some help. The rest is herstory! I entered intensive outpatient treatment for a year. I worked during the day and went to treatment at night. There are many horrific things I choose not to talk about but the bottom line is I spent years in darkness until my Higher Power brought me into the Light of Truth. Now, I am living my dream."

As she continued her own recovery, Vaile also started to help others by being a 12 step sponsor. One



Vaile Leonard

day she went to pick up a sponsee who was living in a recovery house. She was horrified at the condition of the property. "It looked more like a shooting gallery (where addicts gather to share and shoot drugs) than a home. There were no curtains or bedspreads and the furniture looked like it had been pulled from the trash in the alley. I was reduced to tears. I knew we had to do better. In that moment I had an overwhelming spiritual experience and the idea for The Light of Truth was born. During 1998, four of us consistently met to mastermind/vision what the Center would be like and in 1999, we opened our doors to our first woman."

That early vision was simply to create a safe, clean place for women to recover. That, by itself, would have been enough for some people. But not for Vaile and the devoted volunteers she attracted. Over the

past 16 years, the vision for LTC has taken on a life of its own. The founding phrase is "Recovery, Transition and Restoration." There is Level one housing (Recovery) which is a very structured program. There is also Level two housing (Transition), as well as a training and restoration center, a hub for growth and development (Restoration). The bedrock of the organization is the housing program. There is also a women's wholeness program, designed to address issues specific to women; a spirituality hour that teaches the spiritual tools and principles of the 12 step programs and a 12 step facilitation program.

LTC is now state certified as a III.I Halfway House

continued on 38



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"If I have to sum up Ginny Robertson in just a few words I would enthusiastically say... "A facilitator for the greater good. Ginny brings together women from different careers paths, all at different points on their unique path, all with forward thinking ideas to bring to the table, and gives them a platform to share with others. Here, the women can grow not only their businesses, but grow in ways they probably didn't expect. Sharing my ideas, learning from others, all with the common goal to help each other is a refreshing concept in today's business world. I am most grateful. Ginny is a part of my path."

~ Jackie Mae, Author

Sandy McDougall,
Transformational Coach

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Awakening to a Healthier Sustainable Peaceful Way of Eating & Living Earthsave Baltimore

Earthsave is a volunteer operated nonprofit group that helps people make Healthier, Compassionate, Earth Friendly Food Choices. Our educational dinner series meets monthly in Towson and gives folks an opportunity to sample a variety of tasty plant-based cuisine and meet friendly, like-minded people.

Diet and lifestyle change offers a wonderful power and potential for healing, in terms of both personal and planetary health. **Kaiser Permanente**, the largest managed care health provider, recently advised all 17,000 doctors to encourage patients to adopt a plant-based diet, especially those dealing with high blood pressure, diabetes, cardiovascular disease, or obesity. A 2006 **UN report** says "Livestock are one of the most significant contributors to today's most serious environmental problems", and that they produce far more climate changing greenhouse gases than all combined transportation. A most powerful benefit is the peace of mind that comes when we stop supporting needless violence and deprivation to farmed animals. Adopting a healthy plant-based diet is a powerful way to love this planet and all those who share it.

Earthsave May all be fed...

May all be healed... May all be loved...

Meetup Discussion Groups meet in local restaurants: Veg group meets on first Sundays, at 12:30 pm, at the **Mango Grove** in **Columbia**. Vegan Meetup gathers on third Wednesdays, at 7 pm, at **Mr. Chan** in **Pikesville**.

Please subscribe to our monthly email news and join us!
410-252-3043 www.EarthsaveBaltimore.org

Earthsave Educational Veg Dinner Series

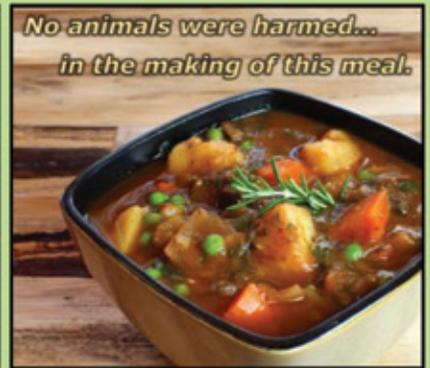
July 25th, 6-8 pm, potluck in Towson: **Joseph Adams, MD**, will speak on "**The Power of a Whole-Foods Plant-Based Diet: Evidence for Profound Health Impacts**". Dr. Adams is a Board Certified Internist and Addiction Medicine physician with experience in helping people with the process of lifestyle changes of all kinds. He serves as Medical Director of the **Turning Point Clinic** in Baltimore.

August 29th, 6-8 pm, potluck in Towson: "**Detox - the Secret To Weight Loss**" will be presented by **Cassandra Herbert**, who is a holistic nurse psychotherapist, wellness educator, nutritional coach, and author. Please join us!

Sept. 26th, 6-8 pm, potluck in Towson: "**Bingo Nite - A Fundraiser for Burleigh Manor Animal Sanctuary**". All proceeds will aid and support the rescued farmed animals at this wonderful sanctuary in Ellicott City, Maryland.

Potluck Dinners held at Towson Presbyterian Church, 400 W. Chesapeake Ave, in Towson. Guests may bring a vegan dish to serve 8, plus \$5 donation (members \$2). Fee is \$15 for those who attend without bringing food. Please RSVP 410-252-3043, & let us know if you're bringing food.

September 19th, 2nd Annual Vegan SoulFest is a free event with great veg foods, speakers, cooking demos, kids area, more! Baltimore City Community College, 2901 Liberty Heights Ave. See ad on page 31 for details.



Ease

by Donna Dettling



Donna Dettling

“When the heart is at ease, the body is healthy.”
—Chinese Proverb

Isn't it wonderful... that rare time when you relax into yourself, embrace the moment, enjoy the day, and feel gratitude for your many blessings. When you allow joy to fill your soul and realize all will be well, you can live in ease. And it feels so good. Yet for most of

us it comes only in fleeting bits. Shouldn't this be the way we feel every day? What would it take to start shedding the stress and overwhelm that controls your life, in order to feel the relief of ease more often?

Today, identify something that gets in the way of achieving happiness and ease... a toxic relationship, a difficult situation, excess possessions. Figure out the tiny steps toward letting it go and take them one by one. Start small, but be intentional. Build on the momentum you created and rejoice in each achievement, however small. In your quest for ease, every step is significant.

Donna Dettling is a simplicity coach, professional organizer, speaker and artist. She consults with clients who long for the freedom and lightness of learning to live happily with less. Contact donna@simplerlifesolutions.com 301-330-8750 www.simplerlifesolutions.com

The Spirituality of Service

continued from 20

saying yes to the request, not out of guilt, but from a place of curiosity. I saw this opportunity as something good for me and a place to really stretch myself way out of my current comfort zone.

I did OK for my first time out. But, more importantly, I returned with the desire to do more public speaking and be in front of more groups. A few months later I was invited by a seminar company to participate in their facilitation program. Because of the risk I took in New York City, I was in a place to say yes to this next opportunity. That changed not just the direction of my career, but of my life. Speaking to groups has been part of my life's work since then.

The act of serving comes in many forms. You may decide to do long-term board service or maybe volunteering for one project at a time appeals more to you. It can also be a way of living. A way of looking at the world through eyes that ask “how can I best serve today?” Maybe it is simply through a smile, a hug, a compliment, letting someone in front of you in traffic or taking advantage of other opportunities for kindness that are always being offered to us.

Martin Luther King, Jr. said “Everybody can be great, because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and verb agree to serve. You only need a heart full of grace, a soul generated by love.”

The Light of Truth Center is Sweet Sixteen

continued from 33

and also achieved the Seal of Excellence from Maryland Association of Nonprofit organizations. Certification is pending for Intensive Outpatient Program and DWI training. LTC has developed a job readiness program that will be a part of the IOP client support services and is still visioning to work with Habitat for Humanity to provide permanent housing for women. On the horizon is Carf accreditation and a new and exciting support program. And... what I find most impressive is that, aside from a few paid clinicians, all of the above has been accomplished by volunteers!

So why does this particular program work? Vaile shares "our philosophy is that every woman

has the right to recover. To make that happen we've had to think out of the box and create real world solutions for the women we serve. Our program teaches addiction as a neuro-adaptive brain disorder, not a disease. Our continuum of services fills the gaps and brings women to self-sufficiency. We're successful because we stick to the mission and vision. We keep it pure and we serve with integrity. We have wonderful community support and are blessed by several foundations and an angel!"

Funding all of the programs, keeping the lights on and continuing to give the women a safe, supportive place to recover takes money. Our annual fundraiser is coming up on September 25th.

The theme is "Women of Jazz, Supporting Women in Recovery." All of the performers are women and a choir of women in recovery is being formed to perform that night. Won't you join us for a fun evening? Great food, a silent auction, sisterhood (great, supportive men will be there too) and fabulous entertainment! All for just \$50 a person. See the ad on page 4 for ticket info. Also that night, I will be given the first Light of Truth Community Impact Award. I am so honored and would love to have you there to celebrate with me. See that ad on page 28. And if you want to donate to the silent auction, contact me at ginnypresleyrobertson@gmail.com.



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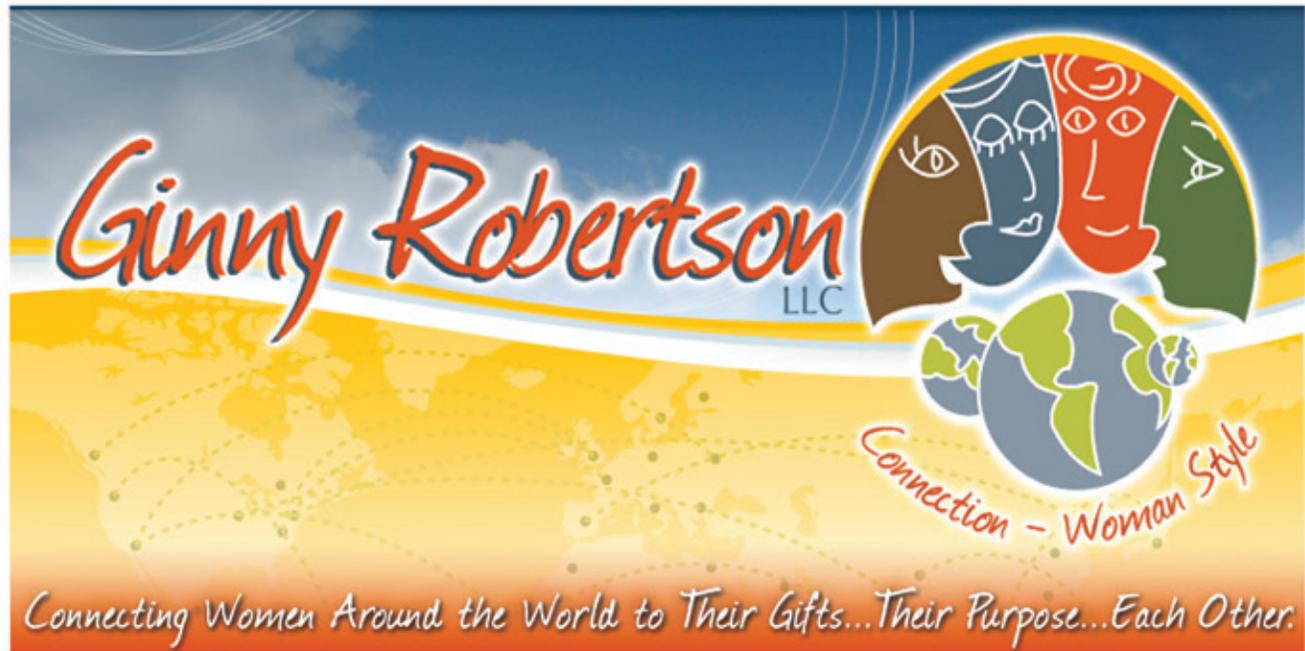
Friday Sept 4th, Saturday Sept 5th or Sunday Sept 6th, 10am - 5pm at the home of Ginny Robertson, Lutherville (N. Baltimore County)

For more content information or to register, visit www.GinnyRobertson.com, click on "Upcoming Events" then click on "September".



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Olney, MD.....3rd Thursday

We hope you'll come and visit us!

**For more information, check out www.GinnyRobertson.com
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