



Our Wonderful World

May, 2012
Volume 3 :: Number 5

The Art of Living Green



Photo courtesy of Belinda Serata

The Best Kept Secret
Casa Morada

Our Wonderful World
Celebrates Two Years

Eight Awesome Herbs

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Our Wonderful World
Volume 3 Number 5



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Welcome to the May, 2012 issue of **Our Wonderful World**, Florida's leading green digital magazine. We are very excited to be celebrating our publication's two-year anniversary, and Sandra Frens has done a wonderful job in interviewing the two of us and explaining how **Our Wonderful World** has grown in such a short time, and how it is branching out in a number of new directions.

Our cover story, "The Best Kept Secret," by Judy Lynne Ray, takes you to the romantic Casa Morada resort in beautiful Islamorada, arguably the most magnificent of the Florida Keys. Whether it's snorkeling, kayaking, swimming with manatees or reading a book by the pool, this story features a little bit of everything that is common place at this one-of-a-kind tropical paradise.

Kudos once again to Sandra Frens for reminding us just how special mothers really are in "Celebrating Mom." Thanks also to our very own Green Goddess who enlightens us about the many health benefits of "8 Awesome Herbs" in Eating Well, as well as reminding us of an age-old truth in her Pearls of Wisdom column entitled "Choose Your Attitude."

On the business side of things, John Carr gives us a plan for how we can deal with that dreaded "Summer Sales Slow Down," and

Scott Ranck of Florida Public Utilities offers several opportunities to either conserve energy or improve energy efficiency with your swimming pool.

Yes, there's a whole lot more in store for you, too. So, get clickin' and enjoy the latest issue of **Our Wonderful World**!

Sincerely,



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Our Wonderful World
Media & Entertainment, Inc.
The Art of Living Green

FROM THE PUBLISHERS



The Best Kept Secret Casa Morada

by Judy Lynne Ray

You're likely to miss it on the first go-round. Even our GPS took us past the modest, back-street, gravel-road entrance to Casa Morada. It seems that this little gem is secretly sequestered from the public eye, inviting only the dedicated seeker to cross its threshold. But once inside you will follow a driveway, which quietly meanders through tropical foliage to a neat little open-air office, then curves down past the room-suites to a breathless vista of an inlet opening to the sea, and a white footbridge leading across the inlet and onto Casa Morada's own private island. So take heed if you are a world-weary traveler seeking respite and solace on a path less traveled. This may be the place!

Casa Morada's "Island" is in the island chain called the Florida Keys, and is nestled quietly in the secret crannies of the island called Islamorada. In other words, it is an island on an island on a chain of islands. How's that for sequestered!

The Florida Keys are themselves uniquely convenient for Easterners, linked to the Florida mainland by causeway and waterways, eliminating all passport activity, money changing or major travel rituals. They seem to invite a sense of falling into them, defaulting to sand between the toes and more of the sea and surf than concrete or strip malls.

Photo courtesy of Belinda Serata

COVER STORY

The narrow, beach-flanked island of Islamorada is about 90 minutes from Miami International Airport and also 90 minutes from Key West, at the farthest point of the Keys. It's name means "purplish isle" (and Casa Morada's name means "purplish house") and is said to derive either from a purple-shelled snail that once lived here, or a purple orchid or a purplish sunset. It is definitely a "no jacket required" locale featuring blazing sunsets and tropical drinks under open canopies. Life focuses on the water. Cell phones and laptops take a back seat.

The 16 room-suites here are spacious (over 500 square feet) and meticulously appointed—all with private terraces. There is a definite touch of romance in the air, with large, open spa-tubs and clear-glass shower enclosures without privacy doors, white mesh netting as the décor and orchids everywhere. Casa Morada offers candlelit dinners on the "Island" or on your own garden or seaside terrace. Indeed, couples abound here, but there are singles, too and never a feeling of crowds. People smile at you dreamily, connect briefly, then return to their silence. After dark, with the starlit sky and the breeze-filled, salt-air sounds, people wander onto the Island, gaze at the sea and stars, and sometimes chat quietly.

"We attract people primarily in the 30 to 75 age range who are seeking a quiet and unique experience," states Terry Ford, one of the owners of Casa Morada. "These folks are not wanting a standard Marriot or Westin-type of resort experience, or even a 50-room resort, she continues. "They comment on the quiet, almost zen-like sense of serenity here. Guests here seek solitude with gracious amenities and personal attention, and they get it."



Photo courtesy of Belinda Serata



Photo courtesy of Belinda Serata

COVER STORY



Photo courtesy of Belinda Serata

Weddings? Brides seem to belong at Casa Morada. “We do usually two weddings a month,” Terry replies. “They are almost always small, intimate groups, and we get plenty of proposals here also. There are engagements here almost every month. People fly in then pop the question.”

And apparently, wedding couples want the same thing from a Casa Morada experience as the casual traveler wants: a unique, laid-back experience with a soft touch of elegance. And the staff complies with Wedding Packages (including flowers, champagne and the bayside vista of the Florida Atlantic), Honeymoon Packages, and just Romance Packages with rose petals in the room and in-suite massages.

Although there is no on-site spa, Casa Morada’s Guest Services offers an array of in-suite and terrace massages for guests, making it unnecessary to drive anywhere and easy to continue the de-stressing immersion after the session by remaining where you are. Couples massages are popular, and many choose to have the massage in an outdoor grotto by a waterfall near the Garden Suites.

“Aside from weddings and massages, people don’t do much at Casa Morada,” claims Terry. “They are here to read, relax, re-charge, de-stress. Those are their words and we hear them again and again and again.





In fact, when people check in they want to do this, and this, and this— swim with dolphins, charter a fishing boat, go out shopping and dining and dancing. Then the next day they are here lounging happily on the Island, all day long.”

And the “lounging” concept seems to be the key element here at Casa Morada. From the minute my travel companion and I got out of the car on the gravel road and checked in at the open-air office with the bamboo swing and the wild orchids—we felt it. There is a tranquil energy here. It is soft and unpressing, and it gathers you in so tenderly that you hardly know why you’ve stopped thinking in circles. You don’t quite understand why none of the issues of life seem all that stressful. You just cave in to being a lounge-a-phile...and you stay there.

You’ll find a very cosmopolitan, international clientele if you stop floating in the pool or bay long enough to converse. During the year, you’ll see people from all over the country, and many from the United Kingdom, Germany and France as well. In summertime, the Floridians flock in, seeking escape from the malls, the concrete and the unrelenting breeze-less heat of the mainland. Like everyone else, they are charmed and lulled by the zen-like quiet of Casa Morada, the slow, wave-like pace of the days weaving together, and the enchantment of the watery vista.



Photo courtesy of Sharon Quercioli



Photo courtesy of Sharon Quercioli

There are a friendly group of manatees, almost home-based around the Casa Morada inlet. These massive sea-mammals, weighing from one to four tons, like to play and seem drawn to us humans, at least to the Casa Morada variety of human. Slow-moving and dating back 60 million years, just after the dinosaurs disappeared, they are now a highly endangered species, thus very precious and well-worth watching. For 90 minutes, we joined a few other guests in manatee-admiration, as two manatee adults and a baby cavorted for our entertainment. They roll on their backs, circled around us and begged for a gulp of cold water from the dockside hose. We hosed them down, then let them suck on the cold nozzle. My favorite moment was when the oversized baby swam up so close I could look into his eyes as he gazed steadily up at me with what felt like an ancient wisdom, spanning both time and species with a cosmic sense of awareness. I felt as if he knew who I was. Perhaps better than I do.

Photo courtesy of Belinda Serata



STAYING “HOME” AT CASA MORADA

Water inlets surround the Island, and boats dot the horizon. People sip iced-sake with lime pulp and mint, and go from pool to bay to lounge to the open-aired bar and back again. It is this

“Island” that seems to seduce guests into a tranquil space of utter immobility. Why? Water and whiteness unspoiled by noise. The pool looks into the bay and guests can sunbathe on everything from lounge chairs to hammocks at the end of the pier. Or the skin-sensitive can climb up into the stilt-held cabin to sprawl out on the king-sized mat, letting the breezeway lull them without the rays of the sun. No one seems hurried or harassed. You don't hear political discussions. It's all part of being the best kept secret. It's not that no one speaks about Casa Morada—it's just that no one believes that life without cell phones and stimulus overload is possible, let alone enjoyable. Until they experience it.



COMPLIMENTARY ONSITE

- Bikes
- Kayaks
- Bocce Ball
- Snorkel Equipment
- Yoga on the Island
- Versa Boards/Paddle Boards
- Continental Breakfast on the Terrace

Photo courtesy of Sharon Quercioli



THINGS TO DO

- Jet Ski Tours
- Eco-Tours
- Diving and Snorkeling Trips
- Swimming with Dolphins and Sea Lions
- Feed the Tarpon (Robbie's Marine – Bayside breakfasts are magical!)
- Live Music (Nightly at several Islamorada restaurants.)
- Fishing Trips
- Theater of the Sea
- Tennis



Photo courtesy of Sharon Quercioli

RESTAURANTS

Lazy Dayz

Island Grill

Marker 88

Morada Bay (Try to get there early!)

BAR HOPPING

Have a drink at Lorelei's for the sunset or stay home at Casa Morada.

CASA MORADA

136 Madeira Road

Islamorada, Florida 33036

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Our Wonderful World

by Sandra Frens

Celebrates Two-Year Anniversary



In February of 2010, two local professionals with a great deal of experience in their respective fields met to discuss the idea of combining their talents to produce Florida's finest, green digital magazine. Three months later, Our Wonderful World was born.

"I had been involved with running my own environmentally conscious companies for quite some time and had been publishing my own e-newsletter, Green Gossip, for several years. I wanted to raise awareness by taking my green message to a new level. At the same time, I've been fortunate in my career with being able to spot new trends in business well before they become mainstream...sometimes too early."

All kidding aside, Quercioli has quite a track record of staying at least two steps ahead of the crowd, especially when it comes to sales and marketing for environmentally sensitive businesses. In 1987, Quercioli launched Tech*nique, one of the first companies in the United States to recycle laser and PC copier cartridges. Incredibly, within four years Tech*nique was one of the ten largest re-manufacturing companies in the United States.

After founding and eventually selling a number of successful companies, Quercioli's impressive career took a new turn in 2004 when she founded Sprouts!, Inc., one of the first companies of its kind to

offer plantable seed paper greeting cards, note cards and a host of other novelty products—all of which grow beautiful wildflowers when planted. Needless to say, it wasn't long before Sprouts! made quite a splash. In fact, the company was named 2009 Small Business of the Year by the Northern Palm Beach County Chamber of Commerce. And after being recognized by U.S. Senator Mel Martinez and Florida state congressman Carl Domino for her support of environmental education and numerous charitable organizations, Quercioli's business was recognized as one of the Top 75 Small Businesses in the Country by the U.S. Chamber of Commerce in 2010. Recently, she was named 2012 Woman of the Year by the Northern Palm Beach Chamber of Commerce,

As a seasoned entrepreneur, Quercioli knows full well that to be successful in any business you have to have the right people.

"I was well aware of Glenn's reputation in publishing, especially with regard to digital media, and I thought we would make a great team."

Swift, too, saw an opportunity. An award-winning writer and native of Vero Beach who spent more than two decades in the investment business, Swift had just recently moved back to Florida from Laguna Beach, California, where he spent two years as Managing Editor for Kettley Publishing (now Advisys)—one of the most highly respected e-publishers in the financial services industry. Spending time in Southern California opened Swift's eyes to the new trend in publishing.

"A paradigm shift has taken place in the publishing



Above: Sharon soars through the rain forest via a zip-line.

Right: Glenn plants a seedling to help sustain the environment.



Adventures in Costa Rica!

FEATURE STORY



Supporting Local Charities



Sharon and Glenn both feel strongly about supporting local charities like Healing Touch Buddies and frequently do what they can to help raise awareness for their cause. They both understand the importance of giving back to the community.

industry. The driving forces behind this transition from print to digital media are both economic and cultural. The economics are quite simple. Not having to pay the traditional costs associated with printing and distribution has allowed digital publishers to produce quality publications for dramatically less money. In turn, digital publishers can offer the opportunity for advertisers to reach a far larger audience for just pennies on the dollar.”

Then there’s the green factor.

“In addition to the economic reasons, many of us in the publishing industry want to be green publishers,” said Swift. “And digital publishing is the only way to do that.”

Quercioli was quick to add her insight.

“We might be a bit early, but digital publishing is definitely the way of the future.”

As for the future of Our Wonderful World, that appears to be unfolding in a manner not anticipated by either of the two partners.

“Like all successful businesses. OWW is beginning to take on a life of its own. While our monthly digital magazine will most likely always remain our starship product, in recent months we have begun to do more and more work creating customized collateral sales materials (e.g., e-brochures, e-newsletters, etc.) for small businesses. We did the digital media guide for Roger Dean Stadium as well as a number of e-brochures for the Lost Iguana Resort, the DoubleTree Resort in Palm Beach Gardens and John Carr Consulting Group just to name a few,” Quercioli said.

“Of course, we’re not limited to digital pieces, although that’s our specialty. Layout is layout and we can design just about anything. We’re very competitive in terms of printing as well,” Swift added.

These days, both founders and their immensely talented team,



*Pictured left:
Sharon and Glenn are detained by a group of rowdy pirates at the Grassy Waters Gala held at the Ibis Country Club in benefit for Grassy Waters Preserve.*

*Pictured right:
Glenn Swift, Editor-in-Chief and Sharon Querciloi, President of Our Wonderful World Media & Entertainment, Inc.*

continue to put in long hours doing whatever is necessary to make sure that every issue of Our Wonderful World is as image-driven and editorially rich as possible. That's no simple task. Querciloi works full time running Sprouts! and Swift works full time as a college professor at Northwood and Palm Beach State. Despite their other significant commitments, Our Wonderful World has established itself as Florida's premiere green digital publication.

"We've tried to replicate the look and feel of a glossy print magazine with our publication," says Swift. "We even provide a page turning sound for closet print magazine lovers."

These days Our Wonderful World goes out to over 100,000 e-mails monthly. Not bad for having only been in business for just two years. Even more amazing if you consider how the two co-publishers first met.

"I met Sharon for the first time to discuss doing a story on her for a local publication that I was serving at the time as Editor in Chief. Well, I ended up leaving the magazine a week later."

"Yeah, and I'm still waiting for the story," quipped Querciloi, who is confident that if she plays her cards right, the story might just get done.

"It's on the editorial calendar," Swift cracked.



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Stop The Tears

JRC Consulting Group Hosts
Charity Golf Tournament
to Benefit

United for Families
and Help Break
the Cycle of Child Abuse

by Glenn R. Swift

John Carr, President and Founder of JRC Consulting Group (www.jrcconsultinggroup.com), has always believed in giving back. He also loves to golf. So, last year he decided to put the two together.

“Although I had only been golfing for two years, I had golfed in a number of tournaments and knew several business people who wanted to sponsor golf tournaments, but could not afford it. So, the whole thing started out as an affordable golf tournament. At the same time, I was in a networking group with Christina Kaiser with United for Families www.uff.us and asked her if I did a golf tournament would her organization like to receive the proceeds. She checked with her board and got the ok.”

Left to Right : Jessica VanValkenburgh – Ticktin Law Group, Eagle Sponsor Crown Car Care Owner Tamara Harris, Pete Leshenka – Seacoast National Bank,
Sitting – Bonnie Edson – Starfish Business Services, John Carr Committee Chair - JRC Consulting Group, Rebecca Beckett – David Lerner Associates

GREEN GOINGS

As for the cause, Carr is passionate about the organization he supports.

“United for Families (www.uff.us) is a non-profit agency charged with developing community-based services and supports for children and families served by the child welfare system in Martin, St. Lucie, Indian River and Okeechobee counties. The agency's mission is to break the cycle of child abuse through a diverse network of community partners and innovative services.”

As for this year’s tourney, Carr has four specific goals. “We want to create awareness of United for Families; gain exposure for our sponsors; provide a great time for all of our golfers at an affordable price; and raise substantial funds for UFF and its Stop the Tears program. Last year we raised \$4,400; this year we hope to raise \$8,000. It’s a big goal, but I’m confident the community will reach out and support our great cause.”

Carr is very proud of the support he’s received from local sponsors.



GREEN GOINGS



Our Proud Sponsors



As far as aesthetics go, Carr is confident they've chosen the right venue.

"Lost Lake is a beautiful golf course, and we are thrilled to have this year's tournament there."

Carr is also excited about what his tournament has to offer.

"In addition to prizes for closest to the pin, longest drive and a putting contest, four golfers will have a chance at winning \$100,000 and one lucky person will win a 3 day/2 night vacation getaway—all for just \$75 per person or \$250 per foursome."

As for what motivates him to put in the long hours necessary to make a successful tournament, Carr summed that up in but a few words.

"Ultimately, I want to give back to a great cause, have fun and give the average business person an opportunity to play and sponsor."

GREEN GOINGS



Information about
The Golf Tournament

Where:

Lost Lake Golf Club
8310 SE Fazio Drive
Hobe Sound

When:

Saturday, June 2

Time:

7:30am

**CLICK HERE
TO REGISTER NOW!**

Cost:

\$75 Player Registration

\$250 Team Registration
(Four Players)



GREEN GOINGS

JRC Consulting Group Hosts Charity Golf Tournament Benefitting United for Families to “STOP THE TEARS”

The \$100,000 Shoot-Out is Back!

You could be 1 of 4 golfers who will have the chance at winning \$100,000!
Hole-in-One Contests, Closest to the Pin, Longest Drive, Putting Contest and one lucky
person will win a 3 Day/2 Night Vacation Getaway!

Saturday, June 2 @ 7:30am

Click here to register!

- \$75 Player Registration
- \$250 Team Registration
(Four Players)

Place

Lost Lake Golf Club
8310 Southeast Fazio Drive
Hobe Sound, FL 33455

Event Schedule

- 7:30am: Registration Begins
- 8:30am: Continental Breakfast & Networking Opportunities
Contests and Start!
- Post Tournament: Lunch,
Silent Auction and Awards
Presentation





Downtown in Bloom

Palm Beach Gardens Plays Host

by Glenn R. Swift

Thanks to a partnership with the Northern Palm Beach County Chamber of Commerce, Palm Beach Gardens' up-scale shopping, dining and entertainment center was transformed into a lush tropical oasis for the second annual "Downtown in Bloom" on March 31 and April 1. Bracing high winds and rain, several thousand enthusiastic patrons turned out for a multiple display of magnificent gardens created by area landscape architects as well as over 50 vendors selling garden and lawn-related products.

Signature display gardens were exhibited by ValleyCrest Landscape, Tranquil Waterscapes, Inc., Denton Pond and Landscape, James Landscaping Designs, Inc., Synthetic Turf International Florida, The Breakers Hotel, Halo Pond and Garden and US Green Building Council/EcoArts.

The event also featured great food, entertainment, lectures, an interactive Kids Area and an art competition for students in grades Kindergarten through fifth grade that asked participants to create a picture with the theme of "Flowers and Gardens." The artwork was judged and winners selected from each grade.

Here is a list of Palm Beach County schools that participated in the contest: Palm Beach Gardens Elementary School; Lighthouse Elementary School; Elbridge Gale Elementary School; Marsh Point Elementary School; Dr. Mary McLeod Bethune Elementary School; Lake Park Elementary School; Bright Futures Academy Charter School; Beacon Cove Intermediate School; Hope Centennial Elementary School; Seminole Trails Elementary School; UB Kinsey Elementary School of the Arts; and Cypress Trails Elementary.

For more information about the Northern Palm Beach County Chamber of Commerce, please visit www.npbchamber.com.

GREEN GOINGS



(Left to right) Patty Blatus, Sierra Quercioli, Sharon Quercioli and Laurie Quercioli



GREEN GOINGS

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The Arc of Palm Beach County Hosts “Wild Pants” Party



On Thursday, March 29 The Arc of Palm Beach County presented its Wild Pants Party at Bloomingdale's in The Gardens Mall. The exciting, one-of-a-kind event featured a men's fashion show spotlighting 50 local community and business leaders, an Arc Gallery of fabulous artistry created by the organization's PAVE Progressive Adult Vocational Education Clients and Potentials School students, tasty hors d'oeuvres from Brio Tuscan Grille, live music, auction,,, and a whole lot more!

Since 1958, The Arc of Palm Beach County has provided quality services, education and advocacy for children and adults with developmental disabilities and their families. Arc programs offer a continuum of care from birth throughout a person's life. For more information about The Arc of Palm Beach County, please visit www.arcpsc.org.



*Photography courtesy of Michelle Carr
Pictured from left to right: Sharon Quercioli, Dana Middleton,
Michelle Carr, Sherra Sewell and Carolyn Hodge*

GREEN GOINGS



Pictured to the left: John Carr
Pictured to the right: Jay Cashmere and John Carr

This evening's success would not be possible without these amazing Arc friends:

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 The Gardens Mall
 Brio Tuscan Grille
 Bloomingdale's
 ESPN 760 AM
 Jupiter Magazine

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 Laura & Fred Brown
 Alane & Varick Foster
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 Amy & Charlie Middleton
 Maureen & Greg Newman
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Arc Youth Ambassador
 And with heartfelt appreciation to our Arc Youth Ambassador, Amy Sullivan and her family, Suzy, Chris and Grant for sharing their journey and passion with Amy and her family are the true cause for celebration tonight!




WILD PARTY PAANTS

to benefit The Arc of Palm Beach County
Margo Kohlhoff & Florence Seiler, Co-Chairs
 Thursday, March 29, 2012
 The Gardens Mall




*With Profound Admiration
for the
Outstanding Work of*



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CHOOSE YOUR ATTITUDE

PEARLS OF WISDOM FROM THE GREEN GODDESS

by Sharon Quercioli

Let's be honest... Most people have at least one thing they'd like to change about their bodies, careers, personality or even spirituality. Continually striving for self-improvement is a wonderful and necessary thing, but more often than not we find ourselves becoming discouraged and thinking negatively when we don't see the results we want. These thoughts have power, and it's about time we change our thinking, take time to reflect upon our accomplishments and appreciate ourselves for who we are.

Be Accepting One of the most important things to remember when undertaking any type of self-improvement project is first to accept yourself for who you are. It's wonderful if your ultimate goal is to lose 50 pounds, but you're more likely to stay positive and motivated if you love yourself for who you are — any weight loss is just icing on the cake.

Instead of thinking negative thoughts about your appearance, diffuse Joy™ essential oils blend and focus upon the amazing things your body gives you every day. Think of all the difficult things you've been through and all the happy times you've had. You and your body experienced every one of those challenges and triumphs together, and without it there to unfailingly support you, none of those things would have been possible.

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Quote of the Month: **“Attitude is everything.”**

Every single day your heart continues to beat and your lungs continue to breathe — being appreciative of what your body is right now and accepting yourself whole-heartedly can make all the difference in your attitude!

Focus upon the Positive Setting your goal is important, but more crucial than the end result is to take time to value yourself along every step of your journey. It's so easy to slip into a self-destructive pattern, start feeling discouraged, and give up.

Focusing upon the positive is a great way to keep perspective. Eating a balanced diet, getting enough sleep and using the right supplements — like energizing, fortifying, and replenishing NingXia Red® — can work wonders for a positive attitude! It's all about realizing that you may not yet be where you want, but you're certainly stronger — mentally and physically — than you were when you started. And that's extraordinary.



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Joy — Apply a single drop over the heart.

White Angelica™ — Place a single drop in one hand, rub hands together, and brush over the head, face, chest, shoulders, down the body, and right over the clothes as though applying an angelic shield.



Take Time for You A lot of times the goals we set for ourselves are challenging, and that alone can lead to negative thoughts. It's important to take time off and treat yourself with an activity that has absolutely nothing to do with your goal.

Self improvement is important, but it's more important to appreciate yourself for who you are. Don't get caught up in what magazines say the perfect physical form is or feel bad about yourself for not being as financially successful or well-traveled as others. You are wonderful — always remember that. 🌍

For all the above products, go to www.youngliving.org/owwmedia and simply scroll down until you find the product you are looking for.

Eight Awesome Herbs

by Sharon Quercioli



Do you ever walk into a kitchen and smell something delicious that makes your mouth water? Maybe it is homemade sauce or a fresh salad that's got something extra yummy in it. Odds are that you can blame it on fresh green herbs—fragrant, flavorful and actually good for you. Fresh herbs bring a whole new dimension to healthy cooking. I really enjoy growing my own herbs and cutting them up for salads, but my favorite recipe (learned it from Carrabba's) is cut-up fresh herbs with a little virgin olive oil. Then you dip Italian or French bread in the herb mix. Mmmm...

Fresh green herbs are delicious and available year-round in your local market's produce section, or do like I do and grow them! With a little sunshine and a few pots, you can start your own easy-to-maintain herb garden. Then you can be 100% sure they're fresh! Experiment with different kinds, and use your sniffer...you should be able to smell a full, fresh fragrance from bright, perky greens or rub a piece of the herb between your fingers—the smell is intoxicating.

Not sure where to start? Here are eight awesome herbs that'll make your recipes sing and your health soar.



Parsley

Good for salads, vegetables, pasta

This curly-leafed herb is one of my favorites and is available in most grocery stores. It has almost twice the carotenoid content of carrots and is rich in antioxidants. Parsley has been shown to help slow down the effects of aging and may help prevent coronary artery disease. Parsley also contains apigenin—a phytonutrient shown to have substantial anti-cancer properties by working to inhibit the formation of new tumor-feeding blood cells. One of my favorites is tabouli—a Mediterranean-style parsley salad that is amazing! You can also use parsley to get rid of bad breath, especially if you have eaten garlic!



Basil

Good for Asian, tomatoes, vegetables, poultry, grilled pizza, salads, sauces

A popular herb in the same family as peppermint, its slightly curly leaves are a good source of vitamin A and magnesium. They also contain iron, calcium, potassium and vitamin C. Basil has been shown to stop the growth of many bacteria, even some that have grown resistant to antibiotics. Basil has anti-inflammatory and anti-bacterial properties that come from its high volatile (aromatic) oils content, which include—to name a few—linalool, estragole and limonene. Basil is an ideal treatment for people with arthritis because the oil blocks enzymes in the body that cause swelling. One of my favorite recipes is sliced homegrown tomatoes and fresh mozzarella topped with fresh basil and a touch of balsamic vinegar. Another great recipe is pesto, and we all know that pesto totally rocks on pasta!



Cilantro

Good for Asian, Mexican, Spanish, and Indian dishes, salsas and chutneys

A flat-leaf parsley, but with a very different aroma and taste, these delicate 1/4-inch leaves reduce high blood sugar, help cut cholesterol, promote detoxification of the blood, and are a good source of vitamin A and vitamin C. Chopped cilantro (and a squeeze of lime) on just about every savory Mexican and Middle Eastern dish is a delicious mix of flavors!



Mint

Good for beverages, jellies, sauces, marinades for meats, vegetables, desserts, teas

These small, fuzzy, wrinkly leaves have been shown to have strong anti-microbial properties thanks to the oils within. Mint oils inhibited the growth of bacteria such as salmonella and methicillin-resistant staphylococcus aurea (MRSA). Mint also soothes your tummy and can be helpful in lessening the effects of conditions like irritable bowel syndrome and dyspepsia by its ability to help relax the smooth muscles in all these areas. Have some mint tea! You will love it. How about a refreshing and fun mint julep!



Chives

Good for egg dishes, soups, sauces, baked potatoes, fish

This pungent, slightly spicy herb is related to garlic and leeks. Like garlic, chives are known for their high allicin content—the antioxidant compound that's been shown to help scrub your system clean of toxins and have anti-aging properties. Allicin is also what gives chives their distinctive odor. Chives do a number on bacterial and fungal agents, much to our benefit. Nutritionally, chives are a good source of beta-carotene, potassium, vitamin K, calcium, and folic acid, plus trace amounts of iron and vitamin B.

Chives are most often used raw and are sprinkled on hot foods, like baked potatoes, soups and pasta. Experiment by sprinkling fresh-chopped chives on any savory dish you make (veggies, fish, soup or beans). It is delicious!



Oregano

Good for lamb, beef, eggs, beans, egg plant, tomato sauces

Last but not least oregano is used in hundreds of cuisines from around the world? This herb is commonly found in dried form, but if you can find it fresh in your local market's produce section, it is wonderful. I happen to grow it along with all my other herbs. Oregano has thick stalks with dozens of fuzzy curly little leaves measuring about 1/4 to 1/2 inch long. Oregano is an excellent source of vitamin K and a good source of vitamins A and C. It also contains decent amounts of iron, manganese and folate. Together with oils, like thymol, that have been shown to be anti-bacterial and anti-fungal in nature, the nutrients found in oregano pack a real power punch—even in small amounts.

For a great little snack and something very Mediterranean, try mincing fresh leaves very finely, and sprinkle on slices of cucumber and tomato, drizzled with a touch of olive oil.

Although fresh green herbs are generally used sparingly in any dish, if used on a regular basis you can benefit from all the good stuff packed into these fragrant plants. Experiment as much as you can with your own recipes. Some might not tickle your taste buds, but others might have your tongue falling head over heels in love!

Recipe: Fragrant and Fabulous Awesome Herb Salad

This is the fabulous salad that is loaded with a fragrant combination of greens. Put them all in a big bowl and eat them! You can eat it as is or serve it with just about any main dish. One of the myriad flavors within is bound to complement just about anything you serve alongside it.

- 1/4 cup chopped parsley
- 1/4 cup chopped basil
- 1/4 cup chopped fennel
- 1/4 cup sliced mint
- 1 tbsp. chopped dill
- 1 tsp. chopped chives (optional)
- 2 cups red leaf lettuce, torn into bite-sized pieces
- 1/2 cup baby spinach leaves
- 1 medium carrot, cut into matchstick-sized pieces
- 1 stalk celery, sliced
- 2 tbsp. olive oil
- 1 tbsp. fresh lemon juice
- 1 tsp. chopped fresh oregano
- 2 tbsp. chopped cilantro



Good for vegetable dishes, risotto, salads, pastas, pork roast, sausages, desserts

What a wonderful different taste—that of black licorice! Its large, bulbous root end is the part used most. You can peel the stalks off like celery, and they can be sliced and prepared in the same way. The upper part of this plant—the dill-like part—can be used as edible garnish or added into any recipe. You can slice the bulb very thinly or leave the slices intact. It's a good source of vitamin C, potassium, dietary fiber and manganese. Plus, there are small amounts of calcium, iron and vitamin A thrown in for good measure. Because of its high fiber content, fennel has been shown to have antioxidant and anti-inflammatory properties, and may help to lower cholesterol. A super-simple and refreshing way to enjoy fennel is to thinly slice a stalk against the fibers and lightly drizzle with olive oil and a squeeze of lemon. Or just nibble on the un-garnished slices. Chilled fennel is a wonderful treat.



Dill

Good for tuna salad, omelets, vegetables, seafood, yogurt dips, herb vinegars pickles

You can recognize dill anywhere of its distinctive aromas and taste. It has delicate wispy fronds for leaves and is high in calcium, manganese, iron, fiber and magnesium. Like basil and mint, dill contains volatile oils such as limonene and anethofuran that have antioxidant properties. Ancient Greek and Roman soldiers would use burnt dill seeds on their wounds to heal more quickly. Classically, dill is used as a cooking ingredient/garnish for any fish dish and as part of the pickling recipes for, well, dill pickles. A delicious dipping sauce is made with light plain yogurt, grated cucumbers, fresh garlic and chopped dill.

Combine parsley, basil, mint, fennel, dill, chives, lettuce, spinach, carrot and celery in a large bowl; set aside.

In a small bowl, combine oil, lemon juice, and oregano, if desired.

To serve salad, combine greens, salad dressing and cilantro; toss gently to blend. The greens can be combined ahead of time and stored in the refrigerator in a plastic bag. This salad can be served with added protein such as grilled chicken or fish, hard-boiled eggs, cooked beans or sunflower seeds.



Celebrating Mom

by Sandra Frens

This is the woman who taught you that patience pays off and that gratitude is always appreciated. She is the lady who would drop you off at the mall on the weekend and give you a few extra dollars for a snack at the food court. She's the one who grounded you for lighting the fridge on fire (how on Earth did you even do that?), but still forgives you later exclaiming it needed to be replaced anyway. She's the someone who would always fight for your best interests and make sure that you were cared for. She is the one who could make you feel special in a way no one else ever could.

Mom: we all have one. Some of us call her mom or mommy; sometimes we call her aunt or auntie, others might call her grandma or granny, and a few might call her Mrs. So-and-So. Regardless of what you call her, that special lady (or ladies in some cases) means the world to you. She has given you the tools, guidance and love to help shape you into a wonderful person.

This Mother's Day (May 13th), show your mom how grateful you are for all that she has done for you. Here is a list of green ways to show her how much you care!

1. Send her a plantable greeting card for Mother's Day. Sprouts! has all kinds of cards and gifts for mom that grow into wildflowers when planted. Visit www.sproutem.com to see what they have to offer!

2. Instead of taking her out for dinner, go to your local green market to buy supplies to make her dinner. Making dinner is a more heartfelt gesture and you're using less gas by staying at home! For a list of farmer's markets in your area, visit www.localecopia.org/markets.html.

3. Create a poem/work of art out of junk mail and old magazine clippings. It may sound a little hokey, but if you're creative enough you can make something truly awe inspiring for her wall.

4. Want to give her jewelry? Versus buying something new, visit antique stores and buy her something vintage. Vintage jewelry is still the big fashion trend, and it's still recycling, but on a high-end scale.

5. Clean her house. I can't think of one mom who wouldn't appreciate help making her house sparkle. Just make sure you are using a green sustainable clean. Thieves makes a cleaner distributed by Young Living Oils and is one of the best natural cleaners on the market. To find out more, visit www.youngliving.org/owwmedia.

No matter what you do for you mom this Mother's Day, make sure you let her know how much you love her.

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Ask The Energy Expert “Swimming Pool Energy” by Scott Ranck

Swimming pools offer several opportunities to either conserve energy or improve efficiency. Here are a few...

All pools have filter pumps. They range in size and are measured by horsepower. Larger pools or pools with a spa the pump will be over 1 horsepower. A pump is supposed to be sized according to the gallons of water in your pool. If sized properly, pump manufacturers state the pump will move the entire pool's water in an eight-hour period. Like most other energy issues, you cannot follow what is recommended for northern climates. If you run your pump less than this in the warmer time of the year, you will have issues. You may bump it back in the winter to five to six hours.

This past year a change in the pool pump world came about. The 2008 Florida Energy Bill (House Bill 7135) that requires that all new residential pool filter pumps and motors rated at 1 horsepower and greater sold in Florida after July 1, 2011 must be capable of operating at two or more speeds. These pumps will operate more efficiently, but will have a higher initial cost.

The next major consideration is pool heat. Our company is involved in natural gas, propane, electric and solar. So, I will discuss this in as unbiased a manner as possible.

In pool heating, one type of pool heat does not fit all. The type(s) of pool heat you use will depend largely upon your usage. The considerations are: 1) Are you heating the pool all year or everyday throughout the winter? 2) Are you going to heat it for a few special occasions? 3) Do you have a spa connected to your pool? 4) If not heating your pool and spa daily, do you want to have to put it on the calendar to use the spa or on a whim have it hot in 30 minutes?

If you want to heat your pool daily, don't have a spa, are comfortable with low 80° water temperatures and have proper exposure, I would recommend solar. If you have the same scenario and no solar exposure, I would use an electric heat pump. If you are heating your pool in winter months and want temperatures in the mid to upper 80s, you will need to go with a gas pool heater. If you are heating your pool on a few special occasions, I would suggest a gas pool heater.

An efficiency saving with gas heaters would be to either purchase a gas spa heater (generally 250,000 BTUH) or set your heater on the spa setting. You can heat a standard pool with a gas spa heater easily in one day verses multiple days with the solar or electric option. If you are interested in heating your pool daily and have a spa, you will need to do a combination. My first preference would be solar with gas for the spa and as a booster during the coldest times. My second preference would be a heat pump with gas for the spa and booster also.

Finally, if you are heating your pool daily no matter what the heat source, covering your pool with a thermal covering will reduce your costs as much as 50%. The surface area of your pool allows massive heat transfer through radiation and evaporation.

Scott Ranck is the Conservation Program Coordinator & Energy Specialist for Florida Public Utilities. Feel free to e-mail any energy-related questions or comments to Scott at sranck@fpuc.com.



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We All Scream For Locally Made Ice Cream!

by Richard Hawkins

The Localecopia mission of connecting food producers to consumers on a local level brings to mind locally grown fruits and vegetables as well as the many proteins produced in our fair state. We have the ingredients to create wonderful meals from foods produced here to the benefit of our health, our taste buds and the local economy. But what about desert?

Did you know that Palm Beach County was home to a company that produces some of the most wonderful ice cream and yogurt products that your sweet tooth may ever encounter? Boynton Beach is the home of The Ice Cream Club®, where 55 employees produce a myriad of wonderful products in its 18,000-sq. ft. facility.



As someone that really appreciates ice cream, I can attest to the quality of the products produced there. They use an older less automated system (vat pasteurization) to produce the products. The process takes longer but helps preserve the integrity of the ingredients.

As an advocate of local sustainable commerce, I appreciate the fact that 2/3 of the ingredients used to make the end products are locally sourced. They use cream from a self-sufficient Florida dairy. The dairy has developed a complete environmentally sensitive circle in its use of water, waste and food.

As an environmentalist, I appreciate that The Ice Cream Club® is focused upon minimizing its carbon footprint. They use electricity in off-peak hours, have effective recycling and re-use programs, use natural lighting and have Route Optimization Software—all help to reduce carbon emissions.

As an advocate of a healthier diet, I appreciate that their yogurt products are probiotic. They use a cold inoculation process that insures that there are high numbers of L. Acidophilus in the finished product. The products are also a great source of calcium. Even better, all the products from this company are certified Kosher!

As a Florida resident, I appreciate that they are a good neighbor. They support numerous charities and scholastic enhancement programs that include Hospice by the Sea, March of Dimes, Alzheimer's Association, Diabetes Association, United Cerebral Palsy, Special Olympics, Florida, a number of local schools and many others.

The Ice Cream Club® produces over one million gallons of product each year and has a product line that includes 120 flavors of our premium Artisanal Style Ice Creams, 23 flavors of No Sugar Added Fat ice

Cream, 26 flavors of Hard Packed Yogurt and 70 Flavors of Soft Serve Club Yogurt. Unfortunately, you will not find these products in stores. They are exclusive to food service operations. So where can you go to enjoy these products? A short sampling locally:

Ice Cream Club® (original store – company owned)

- Plaza Del Mar - 278 S. Ocean Blvd, Manalapan

Crystal Tree Plaza Ice Cream Club®

- 1201 US Highway 1, North Palm Beach

Kobosko's Creamery

- 9102 Forest Hills Blvd, Wellington

Hoffman's Chocolate:

- 5250 Town Center Circle #135, Boca Raton
- 5190 Lake Worth Rd, Greenacres
- 12B NW Osceola Street, Stuart
- 10520 W. Forest Hills Blvd, Wellington

Boardwalk Café and Ice Cream

- 4079 Ocean Drive, Vero Beach

Palm Beach Kennel Club

- 1111 N. Congress Avenue, West Palm Beach

Brown Cow Sweetery

- 103 SW Park Street, Okeechobee

Richard Hawkins is the Co-founder of Localecopia—a nonprofit organization based in Palm Beach, Florida focused upon bringing businesses, producers, educators and government organizations together for the purpose of lessening our carbon footprint by supporting local product consumption, helping operations better utilize waste and bringing together individuals to help achieve sustainable business practices. For information about Localecopia, please visit www.localecopia.org.

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Photo courtesy of Olivia Labrador.
Pictured from left to right: Kathy Creswell, Lisha Lindemberger, Tammy Calabria and Heidi Monsour

Junior League of Martin County Donates \$10,000 for a Pizza Garden

by Glenn R. Swift

With an objective of combating childhood obesity, The Junior League of Martin County (JLMC), presented \$10,000 to The Children's Museum of the Treasure Coast (TCM) for a Pizza Garden.

JLMC has been supporting the community in many ways since the organization was established in 1992. Most recently, JLMC narrowed its focus to combating childhood obesity. With a strategic approach and a group of dedicated women, JLMC has educated many within the community about healthy life choices through programs like Kids in the Kitchen and the Rudolph's Reindeer Dash family 5K.

Wanting to take things to the next level, the membership voted last year to dedicate \$10,000 of its raised funds to The Children's Museum's garden project. "Our impact will increase so much with the Pizza Garden," says JLMC's president, Heidi Monsour. "Between the families that visit the Children's Museum and the numerous children coming here on school fieldtrips, we have an awesome opportunity to show Treasure Coast residents that growing your own food is both healthy and fun!"

The Pizza Garden will be in the shape of pizza slices with each slice containing "home grown" ingredients for a healthy pizza. Located outside of TCM, this garden will take something that is often considered unhealthy and transform the pizza into a delicious and nutritious meal.

Want to know more about the Junior League on the Treasure Coast?

The Association of Junior Leagues International, Inc. (AJLI) has approximately 155,000 women in 292 Leagues in four countries who make a difference in their communities every day through their volunteer efforts. It constitutes one of the largest, most effective volunteer organizations in the world.

The Association of Junior Leagues International, Inc. (AJLI)

is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Who can get involved?

Membership is open to women age 21 and older, from all races, religions and national origins who demonstrate an interest in and commitment to volunteering in our community. The Junior League members come from all sorts of backgrounds. Some are stay-at-home moms, attorneys, physicians, business owners, teachers, retirees and just about every other profession imaginable.

There are two Junior League organizations on the Treasure Coast. The Junior League of Indian River is located in Vero Beach and the Junior League of Martin County encompasses members from both Martin and St. Lucie County.

How can I get involved or get more information?

Simply contact one of the local offices below:
The Junior League of Indian River:
772- 563-9287 or visit www.jlir.org
The Junior League of Martin County
772-463-5999 or visit www.jlmcflorida.com



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SUMMER SALES SLOW DOWN

by John Carr



While some of us here in Florida are preparing for the hurricane season, I am preparing for the SSSD! This is the Summer Sales Slow Down... and how to avoid it. We all want to stay busy all year long, and if you plan properly, you may be able to do just that.

In some cases, certain businesses may slow down from June through August, and this may not be completely avoided. But let's think about this for a minute... The restaurant industry always complains about the summer slowdown. I would suggest that starting in April just after Easter to target the local residents, have resident discount day or maybe place ads in private school newspapers, and support local charities that are having events.

I was speaking with my client Todd, who owns an auto repair shop, and he said, "John, I just don't want to slow down during the summer." Because so many of his regular customers go north for the summer, this year we developed a program to target companies that are busy during the summer and which are going to need those vehicles running in top shape. We targeted air conditioning and pool companies, just to name a couple. The good news: Todd is ready for the summer!

How do you plan for the summer? The first thing you have to do is look at your client base and sort out by industry. Take a look at these and determine which of those industries may slow down during the summer. Second, list all of the industries that may be a good prospect for you. Third, sort out those industries by those most likely to slow down during the summer. I would also recommend taking a look at those industries and categorize them with the ones that are very busy during the summer, and avoid prospecting them at that time.

Second, list all of the industries that may be a good prospect for you. Third, sort out those industries by those most likely to slow down during the summer. I would also recommend taking a look at those industries and categorize them with the ones that are very busy during the summer, and avoid prospecting them at that time.

The best time to prospect those types of businesses (e.g., AC and pool companies, summer camp programs, etc.) would be during the winter when they are typically slower.

This will work for those businesses that do business to consumer as well. You may not want to prospect a family for insurance or some home improvements when they have the entire neighborhood of kids swimming in their pool while you are doing your qualifying or closing of the sale in the living room. Think about what types of consumers slow down during the summer. Make your list and divide it up into the categories mentioned above and start working the prospects that may be more open to see you during the summer.

For a quick recap on the B2B sales and the summer slowdowns, I am going to share a few of the industries you may want to look at: religious organizations, private schools, personal injury attorneys, golf courses and real estate companies.

Remember, the summertime blues don't have to be blue for you! If you plan and execute your prospecting activities properly, you will have a very green and prosperous summer.

John Carr is the President of JRC Consulting Group (www.jrcconsultinggroup.com), a sales training company that trains salespeople and helps companies in hiring new staff.



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JRC Consulting Group was founded by John Carr in April of 2008. During the past 20 years, John has developed sales and business networking systems from his many successful endeavors in the networking and sales world. JRC's programs have a proven track record and can be tailored to work effectively for your business.



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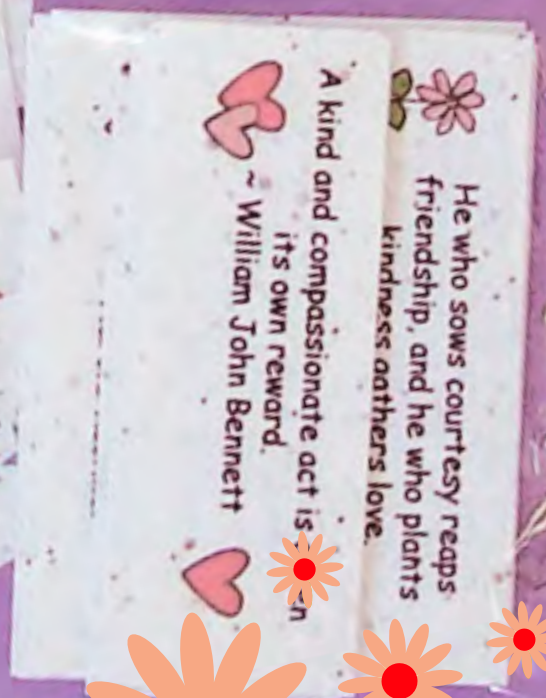
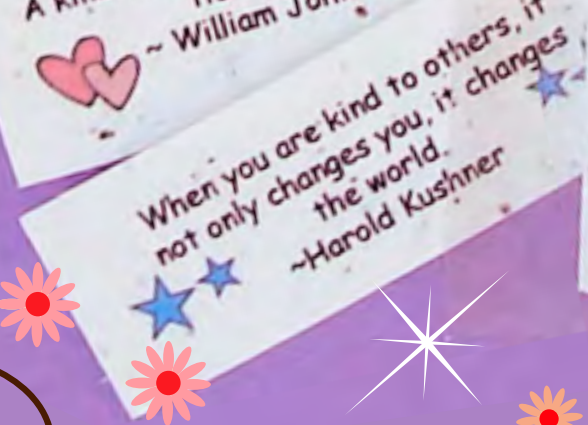
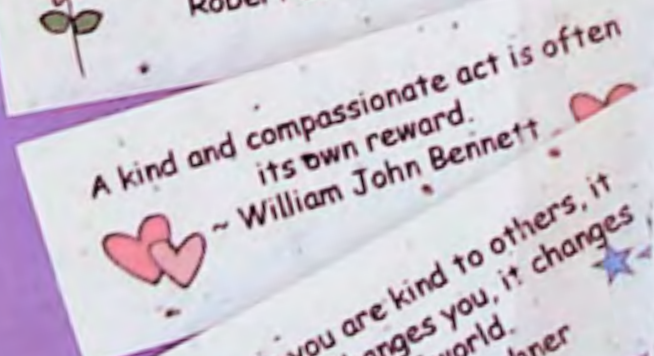
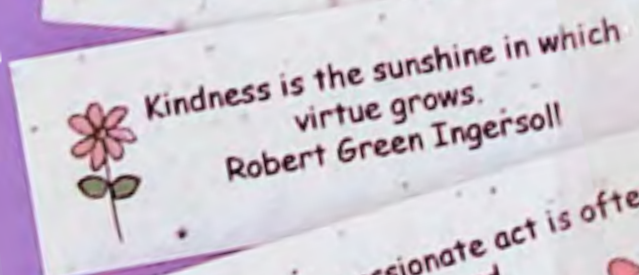
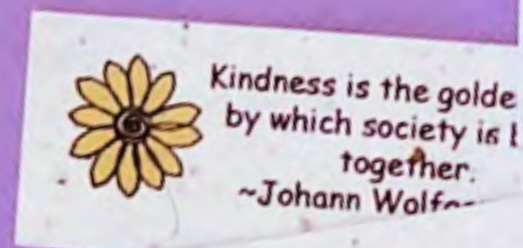
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Mother's Day Gifts

Looking for something unique this Mother's Day?

Sprouts! has all kinds of plantable cards and gifts to give mom this year. What makes these items so different? They grow into wildflowers when planted! Visit www.sproutem.com for more information and ordering.



Sprouts!
MAKING IDEAS BLOOM™

GREEN GOODIES

Meet the Team...



SHARON QUERCIOLI

Co-Founder & President

Named 2011 Woman of the Year by the Northern Palm Beach County Chamber of Commerce, Sharon Quercioli is a highly successful entrepreneur with over 20 years in the recycle industry. The former Vice President of Static Control components, Inc. and four-time president of her own companies, Quercioli is widely recognized as a marketing guru and has consulted numerous companies across the United States. In 2004, Quercioli founded Sprouts, Inc., an innovative company that uses 100% recycled paper embedded with flower seeds to create a diverse array of eco-friendly products including greeting cards, bookmarks and unique marketing pieces that grow flowers when planted. In 2009, Sprouts was named Small Business of the Year by the Northern Palm Beach County Chamber of Commerce, and in 2010 the company received recognition by the U. S. Chamber of Commerce for being one of the leading small businesses in the country.



GLENN SWIFT

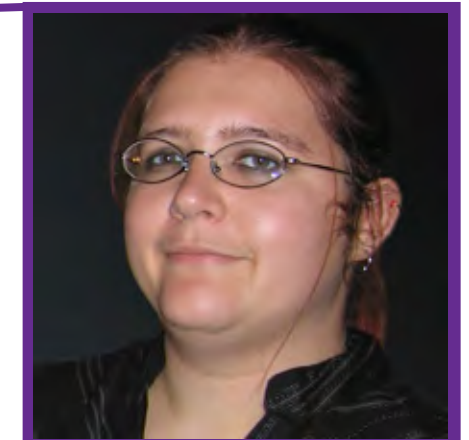
Co-Founder & Editor-in-Chief

Glenn Swift has been a feature story writer and editor for a number of high-end publications across the United States, and over the past decade has established himself as one of South Florida's leading journalists. Holder of a B.B.A. in Finance from Stetson University and a Master's Degree in European History from the University of Central Florida, Swift was the Winner of the Florida Magazine Association's Bronze Award for Excellence in Writing and is a member of Phi Alpha Theta, the International History Fraternity. Swift has interviewed many of the biggest celebrities in the Arts & Entertainment world and is renowned for his in-depth knowledge in that field. He has also hosted several radio shows, all of which focused on his passion for entertainment. From 2005-2007, Swift served as Managing Editor of Newport Beach, California-based Advisys, Inc., one of the nation's most highly respected e-publishers for the financial services industry.

SANDRA FRENS

Art Director

Sandra is a talented graphic designer who earned her Bachelors of Fine Arts from Florida Atlantic University. For more than a decade, she has worked as an independent designer and freelance artist specializing in painting, drawing, digital design, and photography before settling into Sprouts!, Inc. as the Creative Director. Now she is applying her vast artistic knowledge and creativity as the Art Director for Our Wonderful World.



"A good graphic artist understands the elements and principles of design, but an exceptional artist (of any kind) has to be able see how they come together in all the objects that compose the world around us. Remember: everything in our world (even the natural world) has been made by an artist."

Meet the Team...



SEAN REED

Webmaster / IT Coordinator

Sean is an information technology expert and photographer based in Palm Beach, FL. He is a graduate of the University of South Florida with a degree in Management Information Systems. Prior to graduating, he held positions as Senior Photographer and Online Editor for the University's campus newspaper, The Oracle.

With over a decade of experience in the information technology field, Sean has a long list of clientele for his IT consulting agency and holds a position of prominence in numerous organizations, including ArtiGras, the Northern Palm Beach County Chamber of Commerce, Sprouts! and Our Wonderful World.



KRISTIN PURCELL

Operations Manager

Kristin is a native Northern Ohioan with over 15 years in operations as a Client Services Manager. The majority of her managerial experience has been with the insurance industry where today she is still a licensed insurance agent in Ohio. "I am thrilled to have the opportunity to work with a state-of-the-art digital magazine focusing upon the Art of Living Green!"

Kristin is no stranger to green initiatives as she worked vigorously with two insurance agencies helping them transition to a paperless environment. "It is really important to me to recycle and do as much as possible to save our precious planet. I have two young children and teach them every day the importance of living green for their future and the future of their children."

ROBBY ANTONIO

Photographer



Robby is a native South Floridian who holds two bachelor degrees in Management Information Systems and Marketing. His background in photography started at an early age shooting with the inspiration from his family and friends. Under the tutelage of a great teacher in high school and some extremely talented friends, he has honed his craft to capture life through a viewfinder. Robby continues to pursue his passion as a freelance photographer shooting with friends, travelling, and as an active member of the Freelance Photography Studio in West Palm Beach. He views each shoot as a new challenge, never knowing what he can expect when he gets there. So far with Our Wonderful World he's shot in 9° temperatures for ICE! at the Gaylord Palms Hotel in Orlando and in the rain at the Worth Avenue Christmas Tree Lighting Ceremony.

"Photography is an adventure, and you can never be afraid to do what it takes to get the shot."





Welcome To



Our Wonderful World

Media & Entertainment, Inc.
The Art of Living **Green**



The Archive

