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## New Growth and New Beginnings

The Sport of Motherhood Newsletter

Feb/March 2007

Welcome to the Sport of Motherhood. February/March is a time of new beginnings and growth. Many of you have set up new fitness routines, started academic classes, or created healthier meal plans for yourself and/or your family. Others want to crawl into a cave and hibernate with a hot cup of tea and a good book until the weather warms up.

We can all use a bit of both: a healthy or stimulating goal and a bit of QT. The trick is finding the right balance by listening to our internal cues. A hopping pace for you might not be a manageable and fun pace for someone else. Let's enjoy this ride, right now, when we can. Not 10 years from now.

So be sure to include some of that down-time in your days and weeks. Put your feet up. Do a puzzle. Play a boardgame with the kids or your spouse. Relax and re-charge. Then you can tackle a goal or two. If you bring in a friend or an accountability buddy, you are also more likely to succeed and sustain a manageable goal pace.

[The Sport of Motherhood: Training Tips for a Full and Balanced Life](#) is out and beginning to hit the bookstores. You can order it on [www.amazon.com](http://www.amazon.com), or ask for it at your local bookstore and they can get it for you.

Our TV Show "Teens Take Charge and Build Community" times are as follows: Tuesdays at 3:30 pm, Channel 15 in Mountain View, Los Altos and Cupertino, and Tuesday, Wednesday, Thursday and Saturday on Channel 30 in Palo Alto, East Palo Alto, Menlo Park, Atherton, Woodside and Stanford. Click [here](#) for the complete schedule.

**Our monthly column for entrepreneurs "I Love What I Do, But How Do I Make Money?"** addresses different aspects of running a business and managing a family. This month's focus is on crafting your image.

### In This Issue:

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### Why Journal?



by Lucy Rector Filppu

I hate you. I love you. I can't go on. I must go on. Welcome to my life with kids, or rather a line from my journal. In this world of bloggish show and tell, bringing back pen and paper might be just what you need. Remember the days when locked diaries were all the rage? Not only will private journaling lower your blood pressure, better your relationships and grow your gratitude, it will give you back your voice. Your what? I can't hear you!!! No wonder. We're living and parenting in a noisy culture. Everywhere we turn

someone is telling us how to raise our kids, our bank accounts or our GPA's, depending. How do we feel about it? How do YOU feel about it? Here's one way to

### *Finding Your Pace*



How do you know when you are at your limit or have "hit a wall"? Do you trust your instincts or "gut"? Do you even know what your internal signs might be?

Sport of Motherhood's message is about pacing for life (while leading a full life). Every once in awhile assess your pace and adjust your speed or stride. Listen to any internal signs of resistance and try to locate the source. Sometimes the source can be about getting outside of your comfort zone due to a new type of project. It helps to clarify your objectives, break a goal down into manageable steps, utilize a support network if necessary, and give it your best shot. The resistance will lift once you begin doing the footwork. Other times, you may feel the resistance because you are listening to your internal compass. The family and work (paid or volunteer) schedule is full. You don't want to over-commit and get off-balance. You want to enjoy this season of motherhood.

This past fall was busy for me. Though I edited my schedule after my grandmother's death by turning down some workshops and speaker events, Sport was growing in other areas. We were also focused on getting the book to print. My book, *The Sport of Motherhood Training Tips for a Full and Balanced Life*, came out at the end of December, and the book signing in Houston, TX was a huge success!

Life feels different now, and I am ready to adjust my pace. January/February is a time of regrouping and reassessment so that new and fresh ideas can bubble up.

find out: take just 10 minutes a day to journal about your life, fears, phobias, judgments, resentments, loves, losses, you name it. Get it on paper, for your eyes only. You'll be amazed by what you discover.

**Journal Starter:** Journal about something you're afraid of. Spiders, disease, loss? Be as specific as possible, using all 5 senses. For more journaling tips, see: [www.journalon.com](http://www.journalon.com).

*Lucy Rector Filppu brings journaling practices and creative writing exercises to parents, teens and others. A graduate from New York University's creative writing program, she has been published in the Education.com, Palo Alto Weekly, New York Times, Time Magazine, Time for Kids magazine, Stanford Magazine, among other publications. Her next journaling workshop will be at Parent's Place May 30th and June 6th.*

## Children In The Garden

by Fanny Obadia

If you asked your child "where do vegetables come from?", would your child answer "Safeway" or "Albertson's"? Let's show them that they have options and now is the best time to start!



In anticipation of Spring, during some of these cold, windy days of winter, here's a simple activity that you can do with your children to bring in the sunshine. Get them started on growing some vegetables. Children love to watch things grow, and their little fingers are perfect for sowing these microscopic seeds.

It's so easy. All you need is a packet of vegetable seeds, one or more recycled 4" plastic plant containers (depending on how much space you have), some soil and TLC. **An organic seed starter soil is the secret to success!**

Moisten soil first and fill your pot. Place your seed into soil according to depth directions on packet. Water regularly, and watch the pride on your child's face as the plant grows.

Who knows? This might be a NEW BEGINNING!

*Fanny Obadia is a landscape designer in the Bay Area with a background in Environmental horticulture. Her company, GREEN THUMBS UP, INC. specializes in sustainable and low water gardening. She can be contacted at [fannyo@gmail.com](mailto:fannyo@gmail.com).*

## I Love What I Do But How Do I Make Money?



How Do I look?  
by Daniella Russo

Your image introduces you to the world when you are not around. This means, it must speak for itself. Your logo, your choice of colors, your choice of words - they all create the composite image of your business. And that image must appeal to your target customers.

**Your office.** If you have a small business, you're much better off just running it out of your home. Unless you are operating a retail store or expect clients to regularly visit your office, your image is represented by your products, your services, your literature, and your marketing.

Running a business out of a home is now well accepted. If you do not have a home office, be sure your room looks totally professional, clean of clutter, and ideally arrange for a separate entrance.

You can always meet at the customer's location or, for a really image-conscious customer, you could even rent a meeting room.

**How Does Your Business Sound?** How your office looks is less important than how you sound on the phone. Most of your business will be done on the phone, anyway, so the sound is critical.

Always answer your phone with "This is (your name here)." Fun as it is, your children should not answer your business line, unless they are specifically trained for that. Make sure there is no music, kids voices or dogs barking in the background. Make sure your voice mail clearly identifies your business.

**Project A Consistent "Look."** Do not invest in a logo early on, but do choose a consistent image for your letterhead, your faxes, your envelopes, your business cards, and your literature. Get a book showing award-winning stationery designs. Borrow ideas carefully, do not risk copyright infringement.

By paring some things down such as making the newsletter bi-monthly and shortening the TV show to 30-minutes, I am slowing down the pace a bit. When I take my personal limits into account, I feel balanced.

Many mothers whom I interviewed were aware of walls they hit along the course of the day or the week. The result of hitting a wall? They felt "snappy, short with others," "stretched," "always rushing or running late." By identifying the behavior or result, you can often locate the trigger. Many of these behaviors are due to schedules packed too tight. Where can you edit your schedule? Can you bring on the teamwork at home, delegate, or outsource? If you want more tips on time management, goal management, or building personalized support networks, go to [www.Amazon.com](http://www.Amazon.com) and order The Sport of Motherhood, which is filled with tips and tools from moms and dads in the trenches.

Do you have a story or a personal experience that you'd like to share? Write to me at [gen@sportofmotherhood.com](mailto:gen@sportofmotherhood.com).

## Quick Links

[Watch Our "Honoring Grief" Show](#)

["I Love What I Do, But How Do I Make Money?" past articles](#)

[Gen's Blog](#)

[Past Newsletters](#)

[Allergy Kids - Keeping Kids Safe](#)

[Mothering Magazine](#)

[Children's Museum of Maine](#)

## More Destinations



4117 El Camino Real  
Palo Alto

**And at last** - The web site. It doesn't have to be fancy, splashy or full of moving images. Just have it. The site itself could be very simple. For most small businesses, one page would be fine with a couple of nice photographs, clean graphic layout, and some text about the business. Make sure there is a word about yourself, and most importantly - list your contact information. To avoid spam, do not list your e-mail address, but conceal it with a link. For example, instead of listing sara@mindzone.com, just put "to e-mail me click here," and enable the word "here" as a link.

*Daniella Russo is a serial entrepreneur and management consultant. Within the past 20 years she helped start four companies, two of which successfully went public. She is passionate about global issues such as sustainable development, the environment and the health of our planet. For business advice or help with her environmental causes, you can reach her at daniella@mindzone.com.*

## Eleanor Roosevelt

by **Joanie King**,  
Editor,  
[www.rhymingtributes.com](http://www.rhymingtributes.com)



A lonely childhood loaded with loss did little  
to boost young Eleanor  
They sent her, orphaned, to England to school, where her cousin  
Franklin would marry her  
She chose a man whose politics would take him to the top  
They'd have six children in a row, before they'd finally stop.  
In 1910 young Franklin did join, by vote, the state senate  
(A coveted seat in politics and he took pains to win it)  
Struck down, but not out, by polio, he could have ended it there  
But Eleanor Roosevelt wouldn't give up, not hope, nor his daily care  
And something told of Franklin that his wife was what he needed  
To run for president and win, at which he soon succeeded  
In parallel working for social causes, they helped who needed it most  
And feisty Eleanor threw herself down in the path of all she opposed  
Said Harry Truman once, she's The First Lady of the World  
She spoke up for the underdog; flags of freedom unfurled  
She tended to the down-and-out. She made a great impression  
On folks who'd plum run out of luck during the Great Depression.  
She taught at a school that she founded for children in desperate  
straights  
She ran factories for the jobless. She helped build a welfare state.  
Heroine, role model, somebody's mother, says Eleanor Roosevelt:  
You can pack in a lot when you're passionate and have lots of hired  
help!

*"When one adds up what it means to a nation, one must concede  
that the well run home and the well- brought-up children are more  
important even than a well-run business. More people are affected  
by the occupation of a housewife and mother than are ever  
touched by any single business, no matter how large it may be."  
My Day, Eleanor Roosevelt, Oct. 17, 1955*

## Sitting Pretty

by **Shana McLean Moore**

Unlike when my kids were toddlers and I kept them and myself in perpetual motion, I now find every occasion to pull up a chair. This became clear to me last weekend when I was invited to a friend's house for one of those quaint little parties where you're encouraged to visit with friends and empty your wallet at the very same time. We ladies sat there obediently as the salesperson invited us to pamper ourselves with fruity gels, lotions, and potions. For a few moments, it was truly a mother's delight—until the salesgirl had to discuss the benefits of the peppermint foot scrub.



As she described how the cool grains invigorated tired feet that had been worn out from a hard day's work, I looked around the room at my friends. I couldn't help but chuckle to myself that, given our current age and stage of life, there probably wasn't a tired set of dogs in the room. While I refrained from shouting out: "Hey, lady, move on to the next product: we spend our days hopping from minivan chair, desk chair to

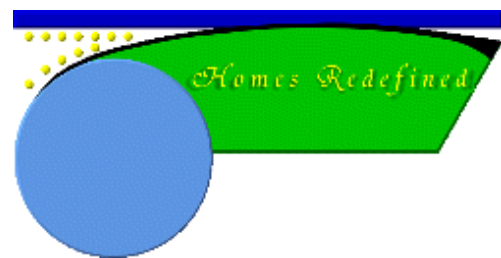
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# Kara

Kara: Grief Support and Education

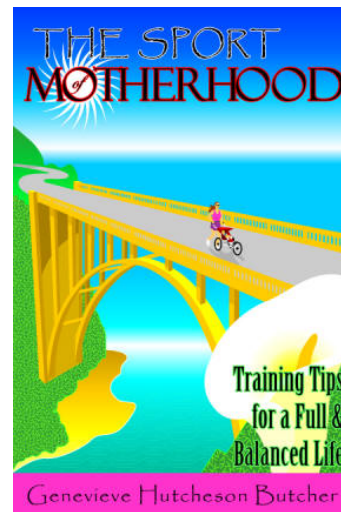
kitchen table chair," I did share my discovery, as I would have any great shopping find, with my fellow Sedentary Sallys. But rather than cast a sad mood on our home spa experience, my observation prompted a serious discussion about committing to get out and move more - and to try out the peppermint scrub where we need it most.

*Shana McLean Moore is the author of Caffeinated Ponderings on Life, Laughter & Lattes and the co-author of Femail: A Comic Collision in Cyberspace. Sign-up for her free newsletter by visiting [www.caffeinatedponderings.com](http://www.caffeinatedponderings.com).*



Mothers Click: Connecting. Learning, Sharing

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