

SEARCH

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SPRING 2022
#ENTREPRENEURS

MAGAZINE





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Letter from the Editor

You've likely considered starting a business. It is fun to dream of the rewards, but assessing the risks often puts an early end to the idea. So, what makes it work?

It takes boldness to be an entrepreneur. Assessing risk, sharing a dream, and being practical enough to make it happen are just a few of the skills necessary to succeed at building something new that will last.

We need entrepreneurs. Their determination and vision bring opportunities that go beyond themselves. Most entrepreneurs are deeply involved in their communities. Ideally, a network of support is created that allows advancement and improvement for many others.

Our #ENTREPRENEURS issue discusses making it in the music business, starting a business with a disabilities, and explores what successful entrepreneurs have in common. Motivated self-starters can rise in politics, such as Suzanne Madron's run for mayor. On the other hand, some start a solo writing career that is just as powerful.

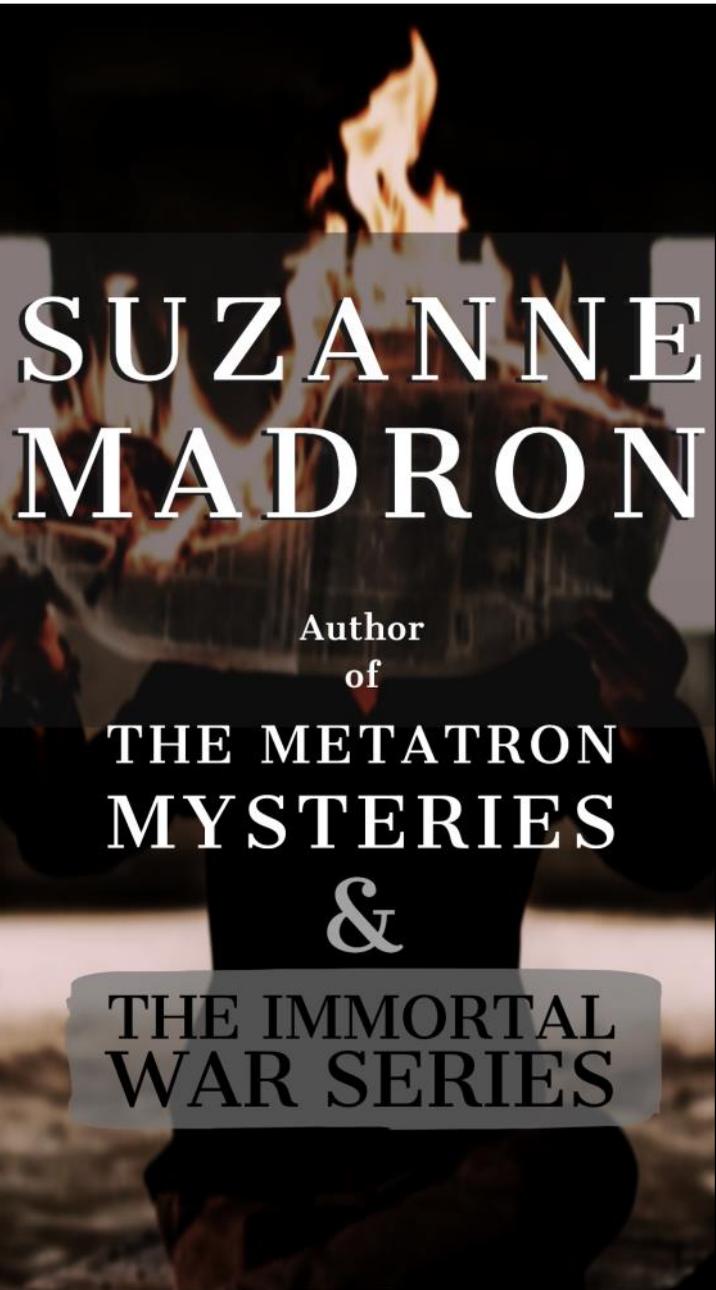
Much like *SEARCH Magazine*—whose founder started with an idea and refined it over time—the notion of creating something and watching it grow is romantic. Still, at its core it is also hard work and takes more than the celebrated entrepreneur. Studies show that it involves many people giving energy to their areas of expertise. So, visionary or team player, enjoy our #ENTREPRENEURS issue.

Heather Roulo / Editorial Director

HRoulo



DARE TO
dream



SUZANNE MADRON

Author
of

THE METATRON MYSTERIES

&

THE IMMORTAL WAR SERIES

When the demons are the
good guys, you know the
world has gone to hell.



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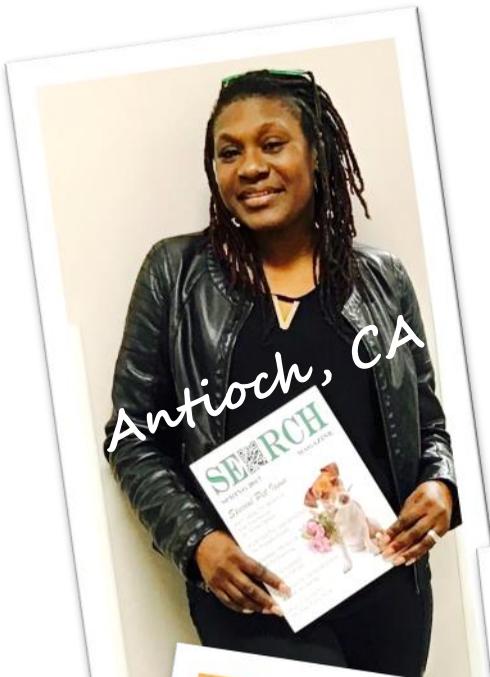
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Cooking Like a Boss

I became interested in cooking, so I could impress a girl. When I was 19, I promised to make her a meal and spent the next few days collecting recipes for an impressive, easy to make dinner. I must have done all right, since she married me and I still cook most of our meals.

My mother was a good cook. At potlucks, people would quietly ask me what she had made, so they could swoop in on her food and avoid the many mystery dishes on the tables. She was an incredible bread maker who ground her own flours and made many types of bread.

I always wanted to cook when I was young and often watched my mother and father work in the kitchen. Whenever I asked if I could cook, she always told me, “No, you’ll only make a mess that I’ll have to clean up.” That ended the conversation because it was difficult to argue a point like that with someone who knows you so well.

For my twenty-first birthday, I decided to have a party for twenty people and make sushi. This might sound like a wild ambition, but a few years earlier we had a Japanese restaurant open that was easily 3.5 stars, which meant it was the best restaurant at which I had ever eaten. The locals were afraid to go to a place with such foreign food. My father had once been stationed in Japan, so we would often invite other people and walk them through what Japanese food was and how to eat it properly. It was a slow climb, but after several years, their business went from almost nothing to booming.

Because I was more like a charter member than a customer, they would always answer my questions about food preparation. I purchased several books on sushi making and studied diligently before announcing to the restaurant staff that I was going to make sushi for my twenty-first birthday. They were very supportive and gifted me their large wooden container made from a rice wine cask and used to make sushi rice to ensure I would have the right tools to make sushi for my party. Because I had helped them increase their business, they had to purchase a larger container.

We soon discovered that no amount of planning can replace a small amount of necessary experience. Unknown to us at the time, rice, when cooked, expands to about three times its original volume. Before we knew it, our twenty cups of dry rice had turned into sixty cups of cooked rice. Being in our early 20's, we did the only thing we could do and made all sixty cups of cooked rice into sushi.

The party was a great success. Everyone ate sushi until they were stuffed. After the party was over, I sent half the remaining sushi with my mother to share with her coworkers and took the other half to my new job to share with my co-workers.

Later, I lived in another small remote town in the Sierras, where if you wanted anything outside of the normal 1950's type meal, you had to come to my house, which was all of 1,200 square feet. At Christmastime, our gift to others would be to pick a food theme and hold an open house, serving the themed food to ninety-plus people. We did pizza one year and Chinese, Italian pastas, Santa Fe, and Thai food for the following years.

I became friends with an inspiring five-star chef, who regularly made a hundred dinners a night by himself in his own restaurant kitchen.

While visiting friends in Austin, I attended cooking classes at Hudson's on the Bend where I learned the importance of chemistry to cooking and how to fuse unlikely flavors into wonderful dishes.

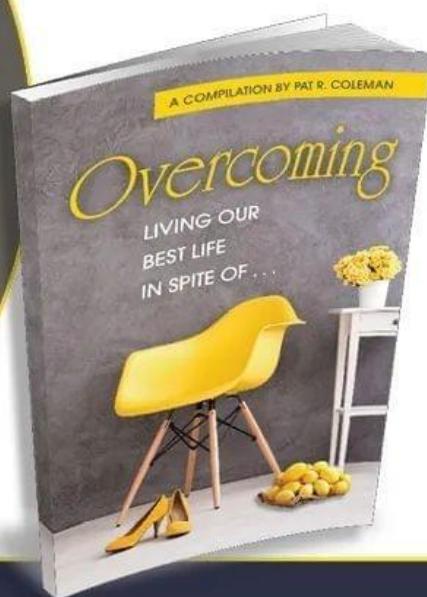
I had come a long way when my mother, the bread expert, asked me to show her how I made my sourdough bread. She said hers was good but mine was better, and she had been trying to duplicate my recipe for three years without success.

Things continued to evolve. My wife and I made some recipes for a local winery club, and we knew the editor of *SEARCH Magazine* who invited us to submit a recipe and photos to the new magazine.

It's true that I have never attended a culinary arts institute and have no culinary arts degrees. Instead, through my efforts to impress a stunning girl, I discovered the additional passion of cooking. Over the years with the application of drive, determination, and a lust for learning, I am satisfied that I have accomplished things of which others only dream. ■



TODAY'S THE DAY!



Overcoming: Halima K. McWilliams



I always thought only people with a lot of money could run for any office—and to some extent, I wasn't wrong, money definitely helps—but I discovered just how easy it actually is to run for office, and what the offices all entail. I started with the Department of State website and an internet search for how to run for office. Fair warning, the process seems to be intentionally scary-looking on the surface—do not give up!

Initially, I ran for mayor. It's not the craziest thing I've done by far, and it was surprisingly simple. There is a lot of red tape and fees and things that can be bypassed via a write-in campaign, but be ready to hit the streets and meet people, hand out directions about how to write you in, etc.

In my case, I ran as a write-in because I missed the primary ballot deadlines and ended up missing the nomination by ten votes. Turns out, the current mayor knows more people than I do and requested they write her in on the other side of the ticket, and I was running on the blue ticket in a very red area. Add to it, my last name is hard to spell and it got confusing when there were even some votes for my author name. Another caveat: the write-in requirement is intensely specific about how the names have to be exactly as written on your voter registration, so even something as simple as a single letter can disqualify a write-in vote. In Pennsylvania, it is perfectly legal and fine for someone running on one ticket to also get written in on the opposing ticket, so the current mayor is now running unopposed in the November local election on the Democrat and Republican tickets. In Pennsylvania, all other parties are not allowed to vote for a candidate until the general election.



It all started with me complaining about how things are. We all do it. We all notice those things in our neighborhoods or towns or cities that should be better. We comment that taxes are too high and where do those taxes go, anyway?

My journey took me into the details of how a local government runs. I discovered the websites available to see exactly where all those tax dollars go, how they're spent, and what plans there are for the town's future development. I also discovered the public can attend council meetings and review agenda items, make comments, and review the meeting minutes. How can you see what your tax dollars are used for locally? Check out your town's website. It may take some digging, but you will be able to find everything available publicly, including who the people in your current local government are and how to contact them with questions or concerns. You could get involved, too.

Undaunted, I stepped up to volunteer for an open council seat in my ward instead. Yes, all of the local government positions are unpaid volunteer positions for both mayor and council members, so if you plan on running for office of any kind, be aware it will take a lot of time investment with potentially no compensation. I wasn't stepping up to the plate for any other reason than I wanted to help make things better. Here's where it got really interesting. There is even some video footage of the interview.



I expected that I would be evaluated on my skillset and plans, but I missed one very crucial thing: family ties. I did not mention that my husband's family has been in the area since before the Civil War because I didn't think that was as important as representing all of the people in town and their issues. I was interviewing for a seat on a town council in a

very diverse ward. I had walked that ward, met my neighbors, and walked all over town. I listened to people's stories, I looked at the financial documents on the borough website, and when I went before the council, I spoke from the standpoint of the people... and got rejected almost unanimously. Who won the seat? A friend of one of the council members who didn't even submit a letter of intent.

But I'm not giving up. I started a group on social media for people who love our little town and want to get involved. It turns out, there are quite a few out there and they are starting to make their voices heard.

Members of the group have all been attending the town council meetings via Zoom now, preparing public comments for the meetings, and discussing the agendas and minutes amongst ourselves in order to clarify points and research any areas we might have questions. We're getting involved, and that was my goal all along: To get people involved in the community and in the government where we live. ■



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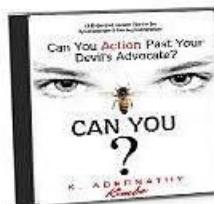
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This year marks the 50th anniversary of when I began failing as an entrepreneur, going back to my first days as the neighborhood butcher of grass. For five dollars here and five dollars there, I pushed our four-horse, two-stroke (or was that two-horse, four-stroke?) grass-shredding beast from lawn to lawn. As easy as the job was, I failed to make my fortune at it for two reasons. First, I really hated cutting lawns and second, I'm allergic to grass. Of course, fifty years later I'm still allergic and still have a lawn I have to cut, only now I don't have an overseer watching and judging me from a second-floor window.

Eventually, I failed enough at that job that I decided to become the world's greatest magician. Or at least the greatest one in our household. I had a few tricks I was pretty good at and some I was mediocre at, but my entrepreneurial success was stunted by my complete lack of interest in practicing my art beyond knowing how the trick worked. Despite this crappy attitude and my weak business acumen, I got a few paying gigs. Back then, I felt like a huge success, but most of my gigs were family birthday parties or bar mitzvahs.

As much as I wanted to be a great illusionist, it takes cash to cut a woman in half safely, and I was only making twenty dollars a show. I did design and make a six-foot-tall guillotine in shop class for my act, but when I used it once on stage the blade got stuck halfway down the slide and the guillotine got reasigned to become my coat rack. My magic career really hit its peak when I nearly drowned doing a chain escape from the bottom of a university pool. Non-swimming entrepreneurs should avoid taking their business under water. Just saying.

From there I tried making money with my camera, but yearbook photography isn't so much a business as an expensive hobby. My next entrepreneurial attempt was greeting cards. My best friend, Craig, and I formed a company and I took his Airhead creation and turned it into twenty cute, furry cartoons. I made a couple bucks and even presented the idea to two Hallmark recruiters who laughed until I told them Airhead outsold Hallmark in the University Bookstore over Valentine's Day. They were impressed, but they neither hired me nor paid us the many thousands we were expecting for our designs.

Eventually, I went back to my camera and became a wedding photographer, mostly for friends. OMG. No. Never again. The rewards did not outweigh the stress. I've had some difficult bosses over the decades, but none so frightening as the mother-of-the-bride. I still have those emotional scars, and that's why all I do now while wearing my entrepreneurial suit is write. Last quarter I made \$1.47 in royalties from six books. I have officially succeeded at failing, but at least I'm having fun doing it. ■

**Airhead**



Name: Vivianne Winter

Location: Portland, OR

Tell us about yourself:

I'm mom to a new, 4-month-old kitten and an autistic son who is in college. I know I put the cat first, but that's because he's new.



Scottish fold kitten Susuwatari, whose name means wandering soot, like in Spirited Away and Totoro

What's your experience and advice as an entrepreneur?

I had an eBay store, buying wholesale and reselling. I was doing well, but it's more complicated and less profitable now that certain policies have changed. To be successful you must be organized, like knowing where your stock is, and ready to give details about the product. This might include independent research so you're informed.

What kind of articles do you like?

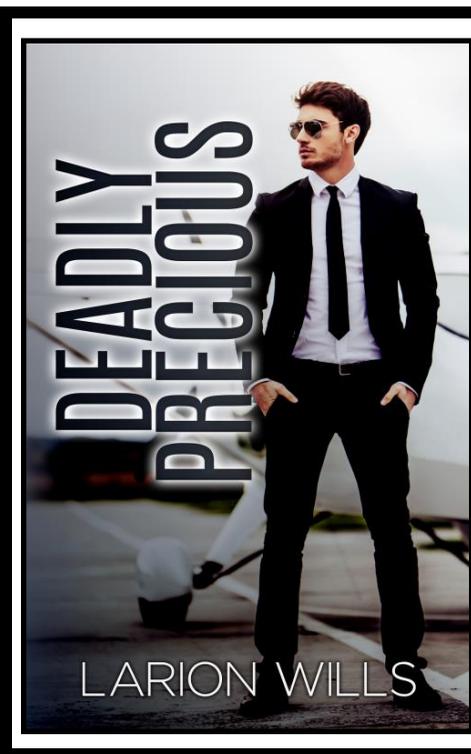
I like articles about people overcoming struggles, and I'm always interested in home and makeup tips. I'm also an animal lover, and wrote an article about Portland's famous friendly sea otter.

Do you have a hot tip for us?

I don't know enough about their business practices to recommend them, but I like Shein. They'll give you ranges of measurements for garments, detailed reviews and pictures from everyday people, and info on whether it runs big or small. It's really the best way to know what you will get.

How do readers learn more about you?

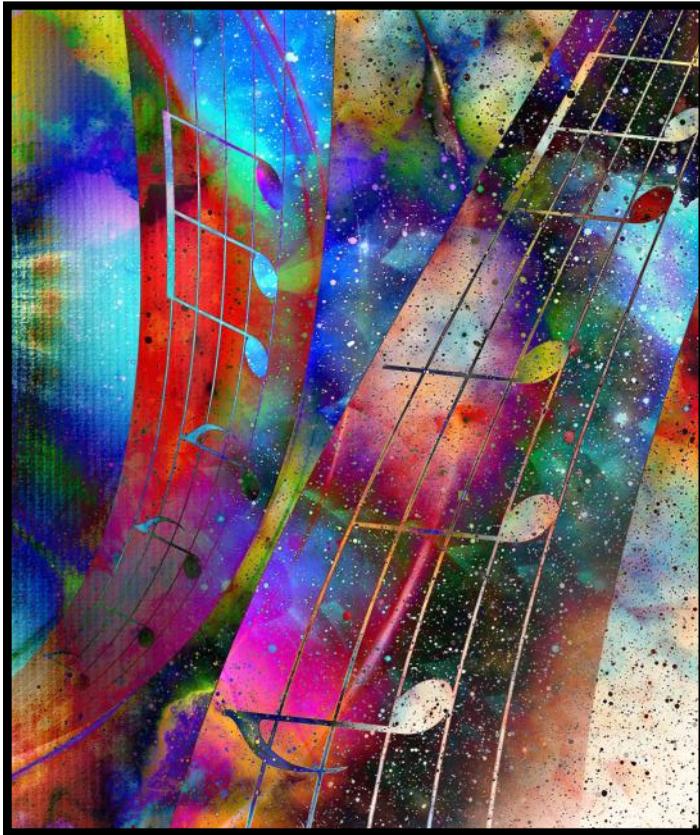
Right now, I don't engage in social media. I live my life privately. ■



Drew's plan was to pay her expenses after the attack, walk away, and forget it. Nothing Letitia did made that easy. Her ex-husband shouted that she made bad things happen. Drew hadn't listened. The house burning down was an accident. So was the plane crash. No one was trying to kill him. She might be simple, but not dangerous. In no way could she know about his millions. Or did she? Was revenge her plan, not forgiveness? ■



An Interview with Musician, Marianne Murphy



This issue is all about investing in a business one believes in. I decided to talk to one of the most knowledgeable people I know in music, Marianne Murphy. I had the privilege to meet her just over twenty years ago. She mentored me onto my own musical path. She's written music that connects her to her Celtic roots as well as music that connects her to the world at large. She also shares her talent by teaching people of all ages about the benefits of having music in their lives. We sat down on a sunny but chilly fall afternoon in Michigan to discuss her career and see what words of wisdom she had for new music business entrepreneurs.

Marianne, I really appreciate you taking the time to spend with me, as well as our readers. In this issue, we're focusing on entrepreneurs. Please introduce yourself and tell us about your experience with entrepreneurship in music.

My name is Marianne Murphy. I am a working musician who owns a private music studio in Highland, Michigan. I have recorded several CDs of my own songs, as well as being a guest on other musical projects.

What does your business entail?

My bread and butter is teaching, as it is weekly. I teach piano, voice, guitar, and ukulele to students of all ages, three days a week. The performing and recording part is another facet, which adds to my income. When I am not teaching, I work in my recording studio at home. I write my own music and perform at gigs as they come my way.

How long have you been in business?

I have been in this business for 30 years.

What, do you think, has contributed to your staying power in such a highly competitive genre like music?

I have been blessed to make a living doing what I love and that's why I'm still doing it. Of course, having a talent that is just as big a part of who I am as a person, combined with my effervescent personality has given me staying power.

Music is known for being a male-dominated field, from producers to agents to band leads. Has it been more challenging to achieve success as a woman? Or do you think being a woman opened doors not offered to men?

It is harder for a woman in this business as it is male-dominated and youth-oriented. I am a strong woman who will stand up for myself. A music producer once told me he would never tell me how to dress because I would not listen anyway. It depends on whom you are working with both male and female and how someone defines success. I open my own doors, but if someone has held it open for me, I say thank you and walk in.

What projects are you working on now?

I am in the process of recording tons of new material, much of which was written during the pandemic, as well as putting my music which is scattered, all in one place. I started working on creating music for a drone video about the Aseniwuche Winewak Nation of Canada, an unrecognized nation in Jasper, Alberta within the Canadian Rockies. I am also part of a sweet little group called the Jeritol Gypsies. We all write our own songs, poking fun at ourselves about growing old and what goes with all that. We have a blast playing music together.



What advice do you have for anyone new wanting to get into the music business?

Practice, practice, rehearse to finetune your craft. If you are given an opportunity, go for it. Make your own opportunities as much as you can. You will get discouraged but just keep plugging away.

If you had to do it all again, would you still be a musician?

I love music so much, it makes me feel alive when I am singing, playing my guitar or the piano, or writing. Teaching other people the joy from music is very rewarding. I can't see myself doing anything else.

Please let our readers know where they can listen to your music or support your future projects.

My video links are on Youtube and available in various places, such as, Spotify, Apple, Amazon, Shazam and allmusic.com. ■

You can also find me on Facebook with the Jeritol Gypsies:



Marianne's teaching studio in Milford, Michigan.



Marianne's original songs can be found here.



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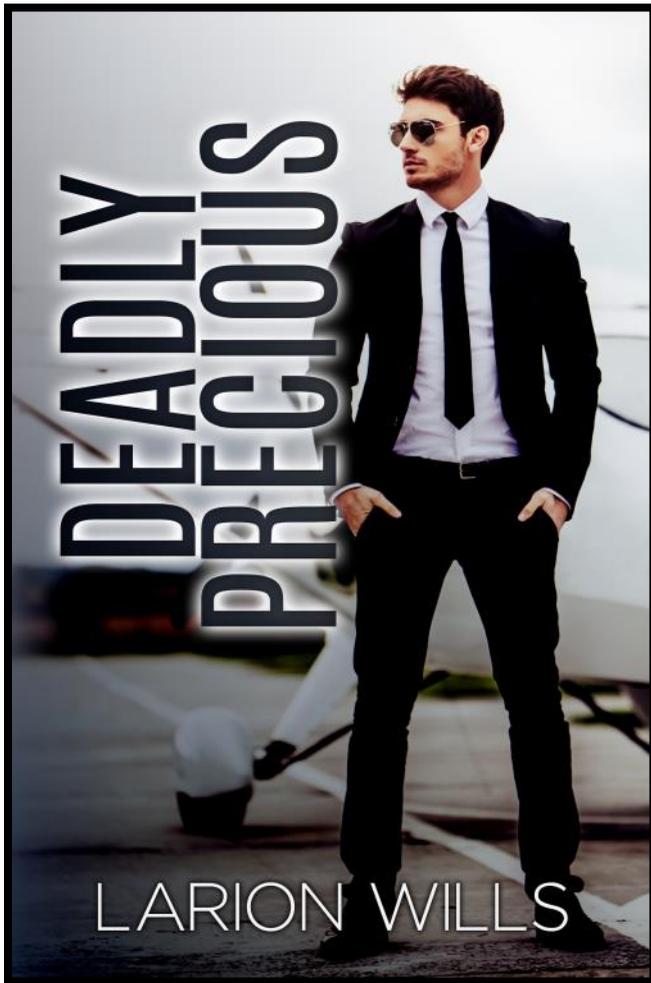
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..... To Be A Published Author



“I’m too old to learn all that new stuff!” That infamous statement was what I cried when I received my first editing on a rejected manuscript.

However, that person took the time to edit the first three pages. For the first time I knew why my manuscripts weren’t wanted. The sight depressed me to the point I was ready to give it all up. All that red, all those symbols, only meant to me that if I was ever going to be published, I had to re-learn all I’d forgotten from school and learn new things, but I couldn’t stay away from it.

A few days later, I looked at the symbols, seeing how many of them were repeated. I could throw all manner of sage proverbs at you—you know, those “each journey starts with a single step” type of sayings. I won’t, but the principle applies.

I started my journey with the first symbol, studied, corrected, and went to the next.

In case you’re wondering, I sent the lady a thank you.

Some of you may wonder what this has to do with the title? I was sixty-two when that happened. I had written all my adult life. I had never pursued getting my writing published with any determination. I let those manuscripts pile up. Why? I had a number of excuses. Had to raise the kids, had to work, didn’t have the time, oh—and had to have a computer because my typing was so bad. My favorite was quoting something I’d read, that publishers didn’t want anything not submitted by an agent and agents didn’t want to represent you if you weren’t already published.

Well, the kids grew up, I quit working outside of the home, and my husband bought me a computer. He and the kids had put up with me going into my own world for years when a story took off in my head, and I just had to put it on paper. They all wanted me to do something with the results, and I needed to face the real reason I played at it half-heartedly. I didn’t want all those rejections telling me I wasn’t a writer, that I didn’t have any talent. I was afraid.

Right around sixty, I had a serious talk with myself. Maybe it was just that the timing was right, but that new burst brought me that little bit of editing. I used it. After six months of self-editing, I submitted again. The first publisher accepted. I have changed publishers over the years but have had only one rejection over subject matter, not my writing ability. I did something right when I decided I had nothing to fear. Neither—at any age—do you. That, friends, is the point.

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Making the Dream Work: An Interview with Jeannie Normandeau

Last year, *SEARCH Magazine* celebrated its fifth-year anniversary as a print and online publication with a special retrospective issue themed *Blast From the Past*. This year the brand grew to include several specialized local magazines and bonus material for our growing Youtube channel.

At the heart of the expansion is the founder, Jeannie Normandeau, who conceived and nurtured the idea of having a magazine for many years.

SEARCH Magazine is the vision of Jeannie Normandeau. Jeannie isn't a household name, but she has the drive and ambition to follow her dreams so perhaps one day she will be.

For her, success is about freedom, independence, and integrity.

Although she didn't come from a long line of entrepreneurs, Jeannie discovered early on that she had the skills. "I started young, probably fifteen or sixteen. I used to take my paycheck, buy from a wholesaler, and go to the flea markets to sell."

When she moved to California, finding a job wasn't easy. "When I first came to California in 2003 or 2004 I made up a job." She created Show Biz Magazine and found a job at Walgreens but continued with her dream of a paper magazine, even if it was one that she had to "staple in the middle."

After Walgreens, she began working for a business helping the developmentally disabled. What started out as a job, "...became a passion."

She enjoyed working with the developmentally disabled and watching them grow. She remains committed to helping them.

When she opened a company in Vallejo, Jeannie discovered there were many small businesses spending money to market their shops. As a small business owner trying to compete, she realized, "I couldn't do advertisements for my business and make a profit." She resolved to start up her magazine again and, "...help with affordable marketing." As someone who considers herself a team player, she reached out to an ex-coworker and began *SEARCH Magazine*. Envisioned as a way for small businesses to be heard, *SEARCH Magazine* quickly took shape, bringing on more than a dozen freelance writers to cover family, tech, entertainment, autism, recipes, and travel.

The new magazine had an upgraded vision. Rather than papers she sat up stapling for herself, Jeannie went for a glossy full-color magazine that was instantly praised for its sleek and modern look. The QR code in the logo felt like an expression of how the magazine was ready for the digital age. The staff grew as she pulled together employees. "Women are my whole crew. Women stepping out, doing their thing." She enjoys the freedom and independence of owning and managing a magazine. She works hard, organizes events, spreads the word about the magazine, selects printers and marketing materials, and makes businesses aware of *SEARCH Magazine* so they can advertise. "I'm the boss, but I'm on the team with my crew."

Jeannie especially shines at marketing the magazine. When it comes to sales, it comes naturally. "It's something instilled in me. I can't stop." At Sears, where she had worked for sixteen years, she is acknowledged as a rare Million Dollar Seller. That means that every year she brings in a million dollars or more in sales. She brought her sales skills to the magazine, which is a competitive field, and her focused drive has allowed it to grow.

She admits not everyone is made for sales. "With any type of sales, you've got to be okay with hearing 'no.' I love when someone comes to me, I say no, and they keep coming back with something new. They really want me." Some people hear no and, "...it's a defeat thing."

Not Jeannie, who truly believes when you get knocked down you get back up. For her, sales is, "...an inside talent I never knew I had."

It's not surprising she won't take "no" for an answer. After all, Jeannie believes in dreaming big. She sees her *SEARCH Magazine* brand branching out. For inspiration, she looks at Oprah's magazine empire. Jeannie reflects, "But that's me—dream big, or go home." She knows it takes time and effort. "Dreams

come true, but you got to keep pushing, and that's what I'm doing."

She dreams big about the future but hasn't forgotten lessons learned along the way. Every issue of *SEARCH Magazine* has an article on autism to make people, "Aware of it, and not afraid of it." She also makes a point of seeking out diverse writers and topics, and regularly includes themes of women's empowerment. "Powerful writers, with powerful backgrounds, and moms, doing it all, should be recognized." Although she had a dedicated staff as well as freelance writers for *SEARCH Magazine's Spring 2019 Mothers* themed issue, Jeannie took a moment to write a tribute to her mother.

Dear **SEARCH**,

How much do you love your mother?

One of the most powerful, infectious feelings of love you can have is from your mother. Mothers are always with you no matter where you are. They are the whispers of leaves blowing in the wind. The smell of certain foods, fragrances, and flowers gives you the sense of mother's home comfort. She's the cool hand on your forehead when you're not feeling well.

She's your breath of air on a cold winter day. She's the words you find yourself saying to your own children, the smile and tears when you realize they are her words. She's your first love, best friend, and a partner in crime for life. Mothers are like beautiful flowers; they're always blooming and showering us with love.

MOM Jeannie Normandeau



For Jeannie, the magazine fulfills several goals. It is a way to inform readers, serve the community, and promote ideas, charities, and businesses. More personally, it provides reassuring flexibility during difficult times—and boy, did COVID prove this correct! While others scrambled to accommodate the changing business landscape, *SEARCH Magazine* continued because it had been conceived as adaptable. Work-from-home and flex-hours were nothing new for the small team of staff and writers. An issue on *World Travel* was shelved for more appropriate topics during global lockdown. That’s part of the fun and challenge.

As an entrepreneur who is a woman of color, Jeannie doesn’t necessarily fit the expected mold, and she’s okay with that. She celebrates diversity among her writers and readers, and wants *SEARCH Magazine* to appeal to, “...as many people as I can.” Her favorite cover was the art that appeared on *SEARCH Magazine’s* Spring 2019 issue.

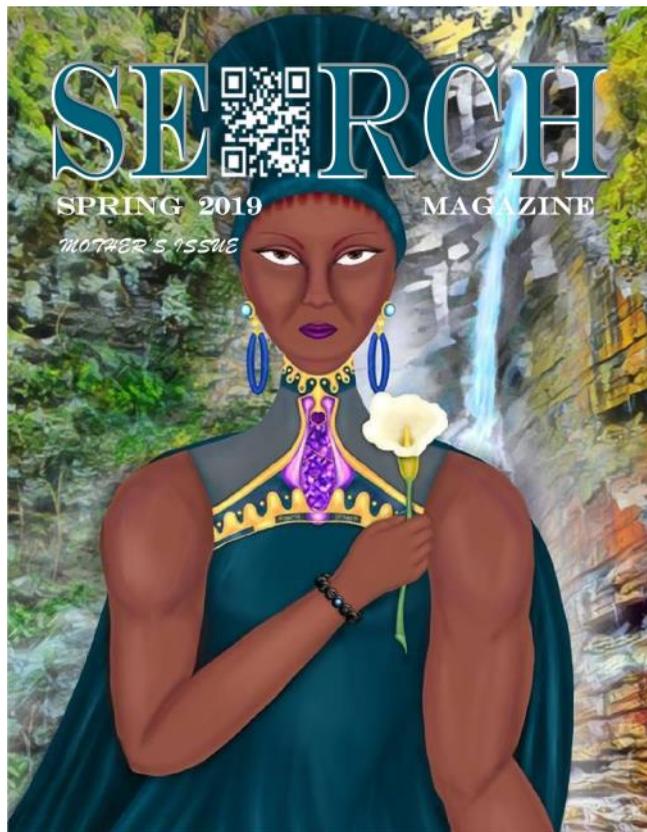


Photo by Carolyn Saulson — In Loving Memories of Carolyn Saulson who passed away in January in 2019.

For Jeannie, entrepreneurship is about freedom and independence. However, for her, the key word is integrity. She says you get knocked down and, “...just keep getting up. Make the dream work.” She believes everyone has a go-getter spirit inside them. Her advice for other entrepreneurs is to not be afraid of their journey, keep pushing forward and keep it moving. ■

To learn more about Jeannie Normandeau, visit her on Instagram at:

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INSTAGRAM



And *SEARCH Magazine* on Facebook and at SEARCHMagazine.net.

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Famous Entrepreneur\$

Part of the curriculum in my Business Studies course at school instructed me to set up my own small business. So, I set up a snack shop, undercut the school's own kiosk, and made a tidy profit. Then I was asked to close. Such is the way of more powerful enterprises—in this case, the school-run cafe—overpowering the home-grown business tycoon—a kid selling potato chips and candy in the schoolyard.

The point I'm making is, whenever there is talk of an entrepreneur or of an entrepreneurial event, more often than not, the subconscious vision of a person rolling in riches only others can dream of springs to mind.

This widely considered viewpoint is most likely fueled by the fact that you're less likely to know of an entrepreneur who failed than one who goes on to be successful. Yet, the very definition of an entrepreneur is, "A person who sets up a business or businesses, taking on financial risks in the hope of profit." Nothing in such a definition says how much cash that person needs to earn to be an entrepreneur.

So, for a brief few weeks, I was the entrepreneur of my age. There are thousands more out there who started as small as I had but kept on going, battling against corporate giants, and finding success in their chosen field.

One of my favorite stories about a young dreamer making it big involves the recording—and initially lack-luster—1973 release of a progressive rock album that went on to sell over fifteen-million copies worldwide and spawned three follow-up albums, as well as an orchestral version and a compilation of all five releases.



Prior to 1973, British-born Richard Branson had experienced failure in selling Christmas trees and exotic birds but success in publishing *Student*, a magazine that held interviews, among other features, with prominent personalities of the late 1960s. Branson also used the publication as a conduit by which he sold records by mail order, cheaper than what the UK record stores could sell them for, making a tidy sum in the process.

It was in 1972 that he met a 19-year old musician who had created a work that was unlike anything heard before. Branson himself was only twenty-two but his faith in Mike Oldfield's *Tubular Bells* was so strong that he launched Virgin Records to give Oldfield his debut release.

To this day, Branson, who gained the entrepreneurial spirit from his parents, still acknowledges the chart success of *Tubular Bells* going towards making him an eventual billionaire, with multiple companies including an airline, a train operator, condoms, and cola. The Virgin brand and his humanitarian work made him a well-known globally-recognized individual. Branson wasn't the first non-entertainer to use entertainment as a means by which to earn a very considerable fortune and he probably won't be the last.

Phineas Taylor Barnum cut a dashing figure in the 1800s, with one of his first forays into business being a weekly newspaper in his home state of Connecticut. Surprisingly, while he is commonly well-known as being a circus showman, that aspect of his career didn't manifest until he was in his 60s. Before then, he'd seen opportunities in promoting the Swedish singer

Jenny Lind, even though he'd never heard her sing and wasn't a lover of music himself. He saw her morality and philanthropy as a means to bolster his own public image, one that had occasionally suffered through apparent idealism that there was a, "Sucker born every minute." This was a quote attributed to him but with no actual basis of fact. He became a philanthropist himself, donating land in and around Connecticut and, "...adding to the prosperity of [his] neighbors."

Today, he is remembered with a statue outside the Bridgeport public library and is considered an icon of American spirit and ingenuity. For me, one of the most amusing aspects of his outlook was that he asked for his obituary to be published just before he died, so he could read it!

Tory Burch inherited a penchant for business from her parents, like Branson, stepping out into the world of fashion by the time she graduated from college in 1988. She had found her strengths within public relations and advertising promotion, using her abilities to successfully launch her own fashion label, TRB by Tory Burch, as a retail store in Nolita, Manhattan. In just sixteen years, she had opened 300 stores worldwide and there are now well over 3000 other specialty stores that carry the label. Award-winning and controversial—she was accused on a number of occasions for copying traditional designs and marketing them as her own—she is a philanthropist, launching an initiative to provide women entrepreneurs with low-cost loans and mentoring support, as well as serving on various cancer-charity and research boards.

Tory Burch LLC provided five-million worth of clothing and 3000 yards of fabric for face masks and hospital garments in 2020 during the COVID-19 pandemic. With a net worth of \$850 million in 2019, she is a powerful and influential individual, working hard toward the betterment of women in business and the development of the next generation of entrepreneurs in the US and around the globe.

So, being an entrepreneur takes what? Money? Well, there is the old adage that you reap what you sow. But I think it requires courage, faith in your convictions and faith in your product, and determination to want to succeed. Failure is not an option—so it's said—but you can't run before you walk. Entrepreneurialism isn't for everyone and you do have to have a certain mindset to put yourself in front of a financial risk. I've known a few entrepreneurs in my life and they haven't all found the success they were dreaming of, but they had the acumen, the desire, to want to make a difference. And that is part of the allure. ■

Spooky Writer's Planner

A writer's organization guide.

EMZ RICH

LOREN RHOADS

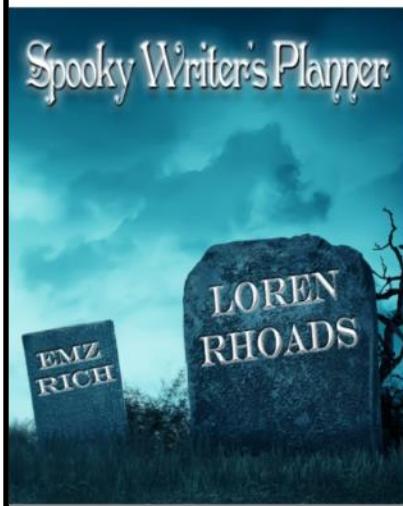
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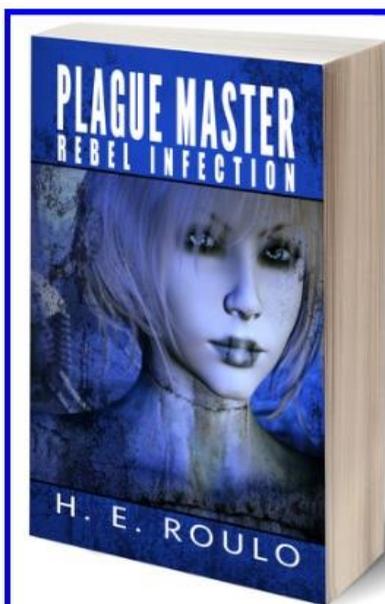


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PLAGUE MASTER: REBEL INFECTION

BY H.E. ROULO



Trevor's return from the zombie infection makes him unique. It also makes him dangerous.

He's a hero on his homeworld, celebrated for finding a vaccine against the zombie virus, but the ruling Founders don't trust him and his low origins. When the revolution comes, Trevor is caught in the middle.

Despite his homeworld's troubles, a message from a Plague Master forces Trevor to seek reinforcements. He hunts for Kristin, the woman he left behind, and an answer to why the vaccine is failing.

He and his friends must fight on space stations and worlds overtaken with infected to discover the terrible truth about his cure.

Vegan Leeky Bean Tomatillo Soup



Spring isn't always a time of warm, mild days. In fact, spring evenings are often cool, even damp and rainy, making them an ideal time for enjoying comfort food.

On chilly spring days, we often prepare a robust soup to keep up our energy while we're out planting new gardens, or just going into work and coming home after a long, hard day. So, with that in mind, we've created a spin on the usual leek soup and left out the usual heavy potatoes, in favor of white beans and tomatillos. The beans give the soup a hearty flavor while the tomatillos add a tangy quality. And, since in early spring, it's difficult to find fresh beans ready for harvest, we simply use canned beans. For this soup, we prefer Cannellini beans, but sometimes they are difficult to find. Great Northern beans make a great substitute, or even the smaller navy beans will do.

With new gardens in mind, you can cut the bottom inch from the root end of the leek, and place them cut side up in a small bowl with water. Change the water daily. When green shoots have sprouted four inches tall and roots have developed, plant them in the

garden. We like to set ours on the kitchen windowsill and watch the progress. After about a week, you can plant it outside in your garden where it will continue to grow and produce a new leek. We use the same technique for green onions and have several large garden pots outside our back door just for growing leeks and green onions. Once fully grown, you can harvest them and make room to plant something else, or you can snip them off, leaving the root still planted. They'll regrow giving you a continuous supply.

Ingredients

- *1 leek (with roots)
- *4 tablespoons Knorr vegetable bouillon powder (or the non-vegan alternative chicken bouillon)
- *1 pound fresh tomatillos
- *1/2 red bell pepper
- *3 cans (15.5 oz) white beans (or navy or Great Northern)
- *5 peperoncini peppers from jar
- *4 tablespoons peperoncini liquid from jar
- *1 teaspoon salt
- *Fresh ground black pepper
- *(Optional) shredded carrot and chopped flat-leaf parsley for garnish.

Preparation

- *Cut the bottom inch from the root end of the leek and reserve to sprout new leek as described above.
- *With an 8-inch chef's knife, split the leek in half from bottom to top. Separate leek into individual pieces. Wash pieces under running water individually, removing any dirt, sand, or grit.
- *As you wash the leek leaves, place them in a large bowl.
- *On a cutting board, take a small bundle of leek and use an 8-inch chef's knife to cut into 1-inch wide pieces. Place leek pieces back into the large bowl. Repeat until all of the leek is cut into 1-inch pieces.
- *Take the large bowl with leek pieces and add water until the leeks just begin to float. Let them sit for 15 minutes and then drain.
- *Place leek pieces in a small stockpot and add water until the leeks just begin to float. Place on stovetop burner set to high.
- *When the water begins to boil, place a lid on the pot, reduce heat to low, and simmer.
- *After 20 minutes, check leeks. They should be soft. If not, simmer for additional time until soft.
- *Place a colander in a clean sink and remove the lid from the small stockpot. Using pot holders or oven mitts, carefully pour the contents slowly through the colander, draining the hot water from the leeks.



- *Rinse the small stock pot to remove any leek residue, set aside for further use.
- *When leeks are cool enough to handle, process the leeks in a blender, adding just enough water so that they puree.
- *Peel the rough outside skin from the tomatillos and rinse to remove any sticky residue.
- *Cut tomatillos into quarters.
- *Remove stem ribs and seeds from half a red bell pepper and dice into 3/8-inch square pieces.
- *Pull off stems from pepperoncini peppers and cut in half from top to bottom.



Cook

- *Pour pureed leeks back into small stockpot and place over medium heat
- *Stir vegetable bouillon powder into the pot.
- *Add white beans along with their liquid to the pot.
- *Add quartered tomatillos to the pot
- *Cover the pot with a lid and simmer for 15 minutes, stirring occasionally to prevent beans from sticking to the bottom of the pan.
- *Turn heat to low and remove the lid. Add the diced red bell pepper and pepperoncini peppers to the pot and continue to cook for 15 minutes.
- *Add salt and fresh ground pepper to taste.
- *To finish soup, add pepperoncini liquid from the jar to the pot. Stir and remove from heat immediately.

Serve

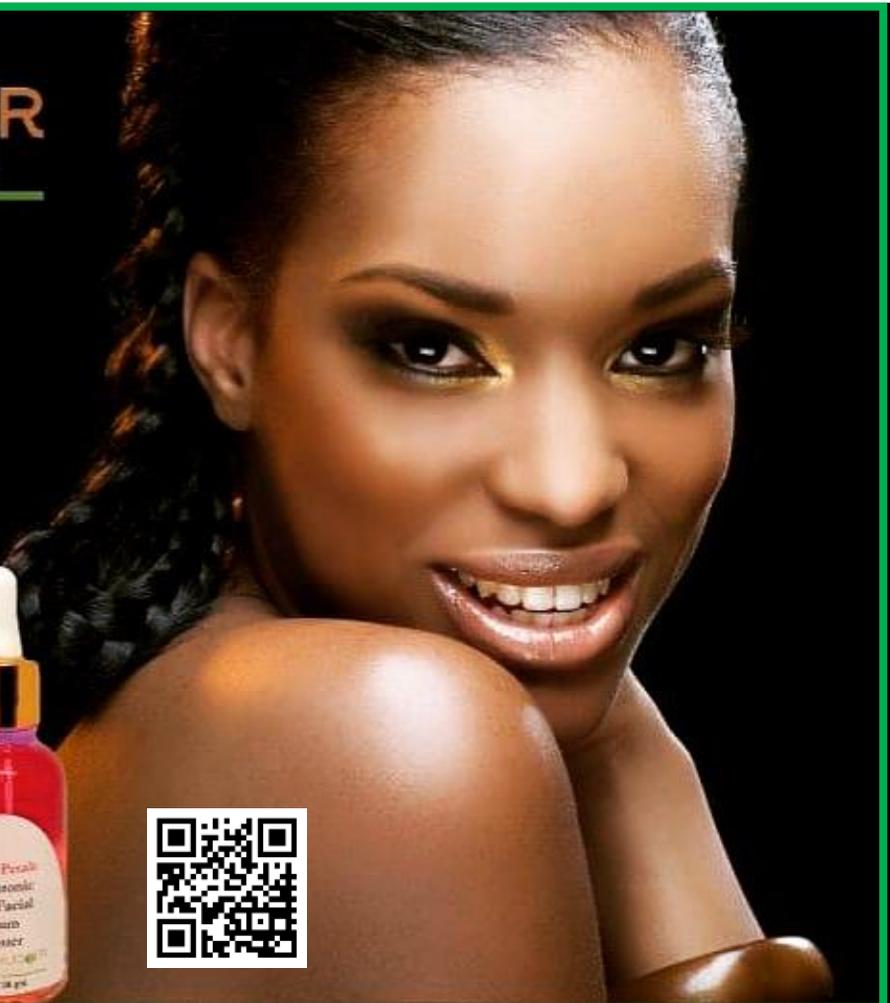
- *Spoon beans into soup bowls.
- *Garnish with shredded carrot and chopped flat-leaf parsley.
- *For a wine pairing, we recommend a smooth white blend. ■



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One of the best tricks for fitness is to incorporate activity into your life. If staying fit is a regular part of your hobbies, it's easier to maintain.

Hiking motivates people to remain healthy for many reasons. It can be a social activity, where you invite friends, family, or the family dog along. Setting up a regular schedule with others can be just enough of a push to keep active. On the other hand, a solitary hike is also rewarding. In fact, peace of mind can be found while escaping to see the wonders of nature or to explore the nooks of your city. Hiking usually doesn't require much planning or money. Unlike a gym membership, hikes are there for everyone without any subscription except the occasional park entry fee.

For those just beginning, it can be helpful to reach out to friends to learn about nearby hikes. From there, get more adventurous and set goals, such as seeing waterfalls or reaching the top of the hill that looms over your town. Sites such as AllTrails.com are great for finding new hikes and knowing the conditions, especially from comments left by other hikers. It also provides general information, such as how intensive the hike will be and how long it will take.

No matter what, make sure you are prepared for the weather, have enough water, and—if you're going somewhere remote—that someone knows where you've gone and when you expect to be back. With a little bit of common sense, hiking can be the fitness hobby you were always seeking. Whether it's waterfalls, wildlife, long talks, or long walks that compel you, there's always a reward to getting out and being part of the world. ■



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I had the pleasure of visiting Palm Springs for some well-needed winter-time sun. The greater Palm Springs area includes the Coachella Valley and is known for its blend of nature, style, and kitsch.

In Southern California, the classic city of Palm Springs lives up to all expectations as a fashionable desert city with striking architecture and unique botany. Joshua Tree National Park is a short drive away. There, you can see the distinct differences between the Mojave and Colorado Deserts. The Joshua trees make striking silhouettes against the clear sky. Unique boulders give hikers and rock climbers good reason to visit. At lower elevations, the cholla cactus and each oasis of California fan palms offer welcome interest to the desert. If you go hiking, remember to carry enough water. On the hills above the city of Palm Springs, you can watch for big horn sheep that come to graze on the cactus.

The city of Palm Springs delights in tourists. Its mid-century, modern architecture is celebrated in shops and furniture stores, eliciting impressions of the era when celebrities made their winter home in the elegant city. A large Marilyn Monroe statue recogniz-

es one such celebrity. Another statue commemorates their most well-known mayor, Sonny Bono. The city also boasts frequent festivals, a large weekly outdoor market, museums, and the world's largest rotating aerial tramway.

A retirement community, the population of the city triples in the winter months due to snow birds who come to enjoy the heat, sun, and more than 125 golf courses. If you enjoy golfing, this is the place to be, and if you don't, there's always the option of lazing by the pool, shopping, or taking in the natural splendor. ■





Sole Sista's
STYLISH LOOKS FOR STYLISH SOLES



My name is Crissy Mac and I'm a kidney and lupus advocate. I'm not where I am by chance. I received a kidney from my brother after my kidneys failed due to lupus, but after recovery, my journey did not stop here.

I always let people know it wasn't easy going through the process of dialysis and a kidney transplant while putting your dreams on hold. Even though my dreams were on pause momentarily, I went out of my way to help individuals struggling with chronic illness daily. To do so, I started my Youtube channel and documented my journey. I've touched thousands of lives. My story teaches the importance of living in the moment and how you should be thankful for what you have.

Instead of focusing on negativity, I help others build a stronger mindset and focus on opportunities. I'm focusing now on showing how health is the new wealth and how to be an advocate for your own health.

In certain situations, I've given up but the difference is...I never gave up on myself. Focusing on health should be the most important thing to anyone's life because without health you have nothing. In this recovery stage, I'm putting myself first and I want everyone to know that your mental health plays a huge factor in your success in life.

You have to know when you're wasting time, money, and energy on something that won't help you get to your end goal. I always ask myself questions when I'm about to start something new to make sure it aligns with my overall goals in life. If my answer is no, then it's time to stop and cut my losses. If my answer is yes, it's time to buckle up and get moving. Battling every day is not easy, but whatever you do you must have the mindset to know it was your best decision at the time and you have to be ok with that outcome. Always remember, just because you're sick, life is not over. ■



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The faint light of a bulb
Begins to glow,
Illuminating the space of my mind.

A reveal of file cabinets,
Dusty, though full of ideas,
Are sectioned out and neatly organized.

A beautiful painting,
The poem I've been meaning to write,
And that business venture awaits.

Action is movement.
Action is movement.
Action is movement.
I must open the drawers.
There is magic to be found,
But what am I capable of?

Am I worthy enough?
We're all just out here paving the way,
Trying to make the most of our days.

I'm passionate about this,
So why not jump at the opportunity of
This thing called entrepreneurship?

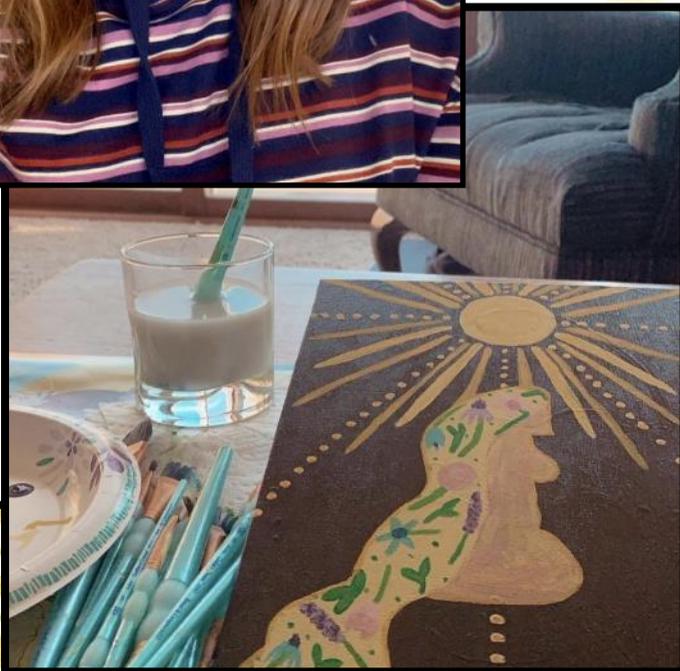
It will take sacrifice.
It will take hard work.
It will take dedication.

There will be tough times
When life's running a muck
To the point I want to give up.

But I have to believe.
I am doing what's best for me
To experience the life I desire.

It will be the reward of leisure,
Making things so much easier,
As I do what I love.

I can do it.
I can do it. ■
I can do it.



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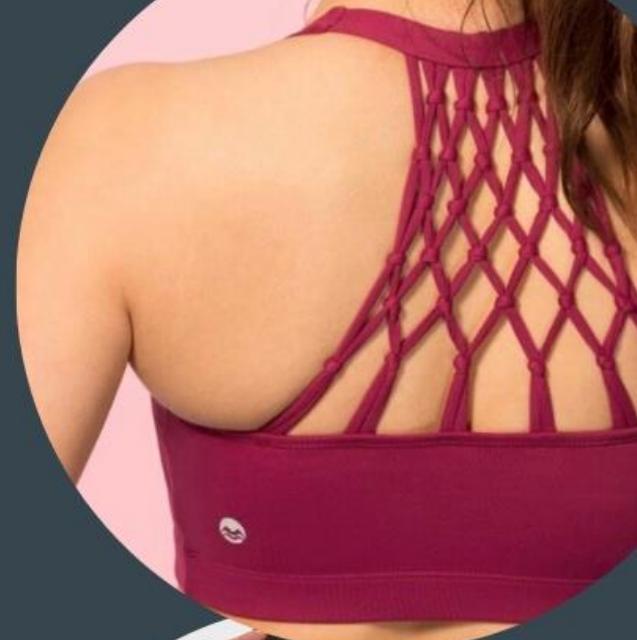
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"National data shows that nearly half of young adults with autism do not work for pay upon leaving school, and those who do, tend to have part-time, low-wage jobs. Work experience is consistently identified as the most important predictor of post-school employment success for students with disabilities." ~*Catalyst eNews Issue: April, 2018, Cleveland Clinic*

Getting a job is one of the biggest transitions into adulthood. People on the spectrum often have difficulty with transitions. "The neuropsychological process known as the 'Executive Function' is heavily involved in making transitions," says Christopher Lynch Ph.D in his article, "Smoother Transitions For Children On The Autism Spectrum." "This function helps the brain to shift and reallocate attention and other brain resources when required. In autism, there are often gaps in this system. Because of these gaps, the brain may struggle with stopping one task and transferring attention and other thought processes onto another."

How do we help our ASD kids enter the job market? They need experience, and that experience can be

gained through volunteer work.

Lots of businesses and charitable organizations need volunteers. Once we pinpoint those activities that will suit our kids' attention span and social endurance, we can get the kids themselves involved in the research. They might stick to an interest they already have, or they might be ready to try something new. "The benefits of real experience in the right environment that is specific to the teen cannot be overstated. A part-time job gives teens the chance to see what work life is like when a parent is not around," says Courtney Gebura, Transition Coordinator, Cleveland Clinic Children's Center for Autism.

Animal shelters need teens to help socialize cats and dogs as pets and help them become better candidates for adoption. Community gardens offer fresh air, exercise, and working with others to grow healthy food. Other options include packing food closet bags for needy families, litter cleanup to help maintain parks and beaches, and making greeting cards for lonely seniors. Sarah Strobel, Play Coordinator at the Children's Museum in Oak Lawn, in Illinois says, "When we give our time to people or causes that need it most, it helps us feel good about ourselves. In a big world, it can be difficult to know where we fit in or how we can start making a difference. By volunteering, people can see that actions which might seem small can make a big difference in the lives of others."

Getting a job doesn't have to mean working for somebody else. More and more ASD kids are starting their own businesses. In April 2005, Joe Steffy started Poppin Joe's Gourmet Kettle Korn. The sole proprietor, Joe, was a young adult with DS-ASD. Like so many ASD people, Joe just needed an opportunity. By operating and managing his own business, Joe has proven ASD people also possess an excellent work ethic.

Derek Baily runs his own full-service bike shop in Ft. Lauderdale, FL. "Bike Dr. Derek" has autism and epilepsy. He doesn't let either slow him down. Working under the mentorship of a professional bicycle mechanic, Derek donates a portion of profits to Disability Rights International, an advocacy group that promotes human rights for people with disabilities.

In Allison Chan's article, "12 Businesses Owned And Run By People On The Autism Spectrum You Can Support," she speaks of another gal on the spectrum with her own business. "Siri Chettipally was diagnosed as autistic at a young age. She found an expressive outlet through jewelry-making that now both supports herself and others like her. Her business, Designs by Siri, is supported by the nonprofit De Colores Arts, which supports creative people with disabilities." Among her many beautiful designs, Siri offers a sea glass bracelet in the signature colors of Autism Awareness. I bought two, one for myself and one to give as a gift.



Heather Hutchinson is founder of Spectrum, a theater arts program for ASD students. Hutchinson's son has autism, so she knows only too well the difficulties ASD people face when it comes to facing the future as adults. "We need to be very aware that we have autistic people that need jobs, that need friends, that need opportunities, that need people to treat them like

regular human beings," Hutchinson says. "I work with these kids week in and week out, and I'm telling you they can learn and be accountable. For quite a lot of them, as long as they feel comfortable and safe, they don't need hand holding."

As more and more people begin to understand people with autism are not "disabled" but indeed "differently abled," the more employers will see our kids as valuable employees who bring special skills to the workforce. ■

For additional information, check out these links:

10 Things to Know About Autism and Employment

SCAN QR CODE TO VIEW ARTICLE



How to prepare Teens with Autism for Work or College

SCAN QR CODE TO VIEW ARTICLE





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