

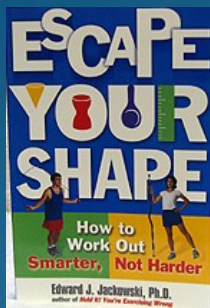
# Sonya's Seeds of Success



This month's theme centers around a section of a resource guide I am writing which will be sold to those who are in career transition. Not only is your wardrobe something you need to take stock of, but your body type. I found a great author who gives insight to finding out your body type and adjusting your exercise routine accordingly. Looking and feeling good is also a component to career transition we should not ignore. We need to get back into "fighting shape" as I have heard executives say. The book is called "Escape your Shape".

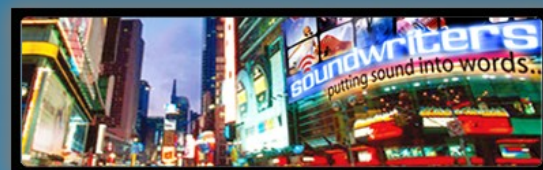
Written & Published by:  
Sonya Aleman  
email: [sonyaaleman@hotmail.com](mailto:sonyaaleman@hotmail.com)  
Tel: 973-368-7349

The author is Edward J. Jackowski, Ph.D., and he is the CEO and founder of Exude Inc. which is the nation's largest motivational and one-on-one fitness companies. You can buy the book direct at [www.amazon.com](http://www.amazon.com) or on his web site at [www.exude.com](http://www.exude.com). Do you wonder why the latest fitness fad doesn't work for you? Have you lifted weights for months, dreaming of toned, defined muscles, with no results? Have you exercised regularly for months -- or even years -- without seeing any changes in your body? If you answered yes to any of these questions, chances are your exercise routine is incomplete and wrong for your body type. Everyone -- men and women alike -- has a natural shape: Hourglass® Spoon® Ruler® Cone® and there's a right and a wrong way to exercise for each. By exercising right for your body type you'll finally see stubborn problem areas start to change in a matter of weeks -- the kind of change that will motivate you to continue until you meet your goals and beyond.



I recently was on a flight from Miami with American Airlines and the safety procedure instructions were displayed to us via a videotape. I noticed they played both an English & Spanish version with the Spanish version in subtitles in Spanish. I remembered how I used subtitles to learn Spanish when I was a Rotary exchange student in Costa Rica. The TV was a great way for me to hear the Spanish words and visually see the words as well. I wondered how subtitles were used to help people learn languages here in the U.S. and what work is being done. Subtitles have traditionally been used for the impaired hearing but with our country almost a bilingual country of English & Spanish, what is the trend? Where are the opportunities? What is the impact of the Deficit Reduction Act of 2005 that requires full-power television stations to turn off their analog channels by June 12, 2009 and begin broadcasting exclusively in a digital format?

My curiosity brought me straight to the experts in the field and I sat down with Emilio Mahomar, President & CEO of Soundwriters (a leader in premier Multilingual Closed Captioning, Subtitling and Language Customization). [www.soundwriters.com](http://www.soundwriters.com)



Soundwriters -- "Putting Sound into Words"

Q: Emilio, first can you tell us how you began Soundwriters and how you work with the entertainment industry?

A: I was leaving the commodities industry due to a back injury and met with my two partners who had a long history with closed captions, subtitling and the broadcast/cable industry on the engineering and operations end. I immediately fell in love with the caption technology and realized that besides assisting the Deaf/Hard of Hearing community, it could also serve as a bridge to connect the Hispanic and other cultures living in the U.S. by displaying the captions in Spanish and other languages. From there passion took over and here we are, 11 years later...

Q: On June 12<sup>th</sup> 2009, the entire U.S. will be switching to a digital format. How is this going to impact the services you provide? What are the new opportunities this will bring?

A: June 12<sup>th</sup> will be a revolutionary phase in our time. The DTV signal has the ability to transmit captions in several languages simultaneously, which will give us the opportunity to provide captions in many more languages so that our clients can reach even wider audiences. We foresee being busier than ever, handling more and more translations, multi-language captioning and subtitling.

Q: What are the latest developments with the closed captioning regulations and how will this affect media in the next year or so?

A: The latest developments seem to be targeting two fronts: First, due to the numerous complaints received by the FCC from the Deaf/Hearing Impaired community regarding poor quality or no captions, the FCC has adopted new rules, which are expected to go into effect late 2009 or 2010, which require video program distributors in the U.S. to make contact information available so consumers can file their caption complaints directly. The second development deals with the pressure Congress is receiving from the Deaf/Hard of Hearing community, represented by an amazing 30 million Americans, to approve a similar Caption Law to the one targeting the television sector which ruled that all programs produced after 1998 and beyond must air with closed captions.

Q: One thing I respect about you is your attitude towards life. Can you talk about this and what is something you have found extremely useful in your career?

A: Well, being born in El Salvador and having lived through civil unrest for many years, the 1969 war against Honduras and having left my parents, family and friends in 1976 for the U.S. are experiences you can't buy, but can only make you a stronger person and teach you to appreciate every second of your life. Why then, not spend the rest of your life helping those who in need and making someone smile every day? I'm an optimist at heart and will always be. I've reached a point in my life where I'm surrounded by my three lovely children, my beautiful wife, my family, my friends, good health and wonderful clients! I mean, what more is there?

Q: I read an article recently that discussed the positive impacts captions/subtitles will bring to the booming age of online media. How has your company worked with clients in this online space?

A: Soundwriters has been providing online captioning since 2000. The beauty of captioning the videos online is that the technology allows you to add many languages! Unfortunately, not everyone is taking advantage of this technology and/or pursuing this lucrative market. I often wonder why the sites which provide "informative or how to" videos don't realize they're missing their full potential. I think as more folks embrace the global reach of the internet, they will realize that their videos could have a bigger impact if they were available in a variety of languages.

Q: Are your clients seeing the use of subtitling online videos to reach more consumers?

A: Yes. We do subtitling online for a wide variety of markets, from corporate annual reports, to product introductions, to music videos. In every case the motivation is to enrich the online video and make it available to a wider audience. There have been studies that show that viewers watching online video tend to have a longer attention span if the video has subtitles. For viewers accustomed to watching captioned or subtitled video, there is a natural tendency when watching a video on any new media format to immediately look for the "on button". Our clients are increasingly realizing this value.

Q: Are bilingual captions being used to reach bilinguals in the U.S.?

A: It is very interesting you ask because that is something I have been talking about since we started Soundwriters in 1998 and the answer is yes! Unfortunately, only a few broadcast and cable networks have and are taking advantage of bilingual captions. Because of bilingual captions, non-English speaking Hispanic parents and grandparents can enjoy an English language program with their kids or grandchildren. An additional benefit allows viewers to practice either language by listening and reading along.

Q: Do you watch captions at home?

A: But of course! I can still remember getting up late at night to feed each one of our babies and watching television in silence with the captions on so my wife could sleep. I actually have my oldest daughter Katlyn read stories on TV to her sister and brother, Madison and Mitchell, by turning off the sound and reading the captions. It is funny because when they catch mistakes they say: "Daddy, did you see that mistake? We should be captioning that show!" I am living proof that you can practice & learn English by watching TV and reading the captions in Spanish or vice versa.

If you want to learn more & collaborate with Soundwriters, please go to their website at [www.soundwriters.com](http://www.soundwriters.com) or contact Emilio at [emilio@soundwriters.com](mailto:emilio@soundwriters.com)

Angela Chen (aka Alli Cee) is using her passion for making jewelry to help us out during these tough economic times. Her mission is to provide affordable jewelry for people who are looking for elegant pieces.

Angela began Essence of Elegance Jewelry to utilize her talents to share her creations and provide affordable jewelry for everyone to wear on any occasion with a hint of elegance. Hence, that is where the name Essence of Elegance came from. Since began selling her jewelry on [www.eoejewelry.com](http://www.eoejewelry.com) she has had some international orders and is working with a local business in Georgia to carry some of her pieces. Angela tells me "designing and making jewelry is a passion I have had since childhood. Since my first creation I have not stopped creating pieces. I love creating fun and elegant pieces, affordably priced, that can be worn for any occasion".

Angela is a graduate from Penn State University and holds a degree in Supply Chain Management and is currently in the graduate program for a Masters of Science degree for Quality Management. This is a great example of how we take our diverse skills out of the corporate structure. What a great entrepreneurial spirit and Angela certainly is a true seed of success!

*Essence of Elegance  
Jewelry*

Order Online at : [www.eoejewelry.com](http://www.eoejewelry.com)  
or contact Angela directly at:  
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