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LB Style

APRIL 2011 ISSUE

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Edited by Rebecca Burkeen
Guest Editor: Teresa Gordon/Fundraising Events

FASHION TOP PICKS

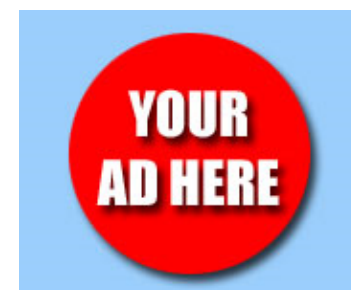
Stella & Dot

Stella and Dot, an Inc. 500 Fastest-Growing Company, is a San Francisco-based social selling company that creates flexible entrepreneurial opportunities for women. Our boutique-style jewelry and accessories line is available exclusively through in-home Trunk Shows by Independent Stylists and online. Our one of a kind collections are designed by celebrated New York designers and featured in **Gossip Girl**, **In Style** and **Lucky Magazine** as well as on the wrists and necklines of today's hottest celebrities. **The Today Show**, **Wall Street Journal** and **The New York Times** have praised Stella & Dot for our innovative social shopping concept which brings together the best of ecommerce, social media, personal service and passionate earning to create the ultimate home based business for today's modern woman. For more info: www.stelladot.com.

Bloque 53
 Cogelo Ahi
Windows Media
Quicktime

Chico Álvarez
 El Indio Caonabo
Windows Media
Quicktime

Bio Ritmo
 La Muralla



Streaming Music

Louie Cruz Beltran
Paint the Rhythm
Windows Media
Quicktime

Cintron Band Live
Human Nature
Windows Media
Quicktime

Vanelis
Como Lo Extraño
Windows Media
Quicktime

Nayibe
Borinquen
Windows Media
Quicktime

Luis González
Spain
Windows Media
Quicktime

Rolando Sanchez
Vamonos De Fiesta
Windows Media
Quicktime

Steve Pouchie
Watch Ur Wallet
Windows Media
Quicktime

Somos Son
Bilongo



La Femme Fashion

Whether you are attending a formal event or going out for a night on the town, style yourself in a La Femme feathered dress because these strapless stunners are sure to get you noticed!

La Femme is the global leader in evening, prom, and formal wear. They boast a wide variety of options for the modern woman ranging from short and sassy minis to elegant and flowing gowns - there is a selection to fit every personality, body type and occasion. With over 1,000 styles available, La Femme has the perfect dress that's sure to make you the belle of the ball.
www.lafemmefashion.com.

**Windows Media
Quicktime**

**The Estrada Brothers
Mr. Ray
Windows Media
Quicktime**

**Manny Silvera
Bassed in America
Windows Media
Quicktime**



FUNDRAISING EVENTS...

Mayan Celebration For AltaMed Gala

By Teresa Gordon



While some interpret the ancient Mayan calendar as predicting doom for 2012, others instead see it as a time of transformation from one life to the next. AltaMed Health Services, a non-profit community health care provider for the underserved, celebrated this positive interpretation at its "New Era"-themed gala at the Beverly Hilton Hotel March 9, reflecting Mayan traditions and AltaMed's own expansion.

"At a time when California is suffering an economic crisis, we faced funding cuts to two important programs, for teen pregnancy and parenting and adult day health services," said AltaMed President and CEO Castulo de la Rocha. "But we have continued to grow." Through efforts in the private sector, the 42-year-old non-profit has added doctors, hours, services and locations in the past year. AltaMed is the nation's largest independently federally qualified community health center in the United States, with 44 delivery sites in Los Angeles and Orange Counties with more than 800,000 patient visits.

Honorees at the gala included Bank of America Merrill Lynch executive Raul A. Anaya, who won the group's Mentor Award for providing professional and personal guidance to the underserved for health care.

Another honoree, Jack Cline, Jr., senior vice president of Lee & Associates, met de la Rocha at a neighboring gym 12 years ago and was impressed with his commitment. At the gala, Cline discussed his personal journey to become a vegetarian and has since worked to champion AltaMed's programs to end childhood obesity.

The gala crowd of over 800 were delighted by costumed Mayan dancers and chunks of raw Mexican chocolate. Grammy Award winning singer Pepe Aguilar was the surprise performer and had many crowding the aisles for his romantic serenades.

"He knows about our programs and just had to come," said Zoila Escobar, AltaMed's Vice President of Strategic Development and Community Support and President of the AltaMed Foundation. "He wants to visit some of our centers."

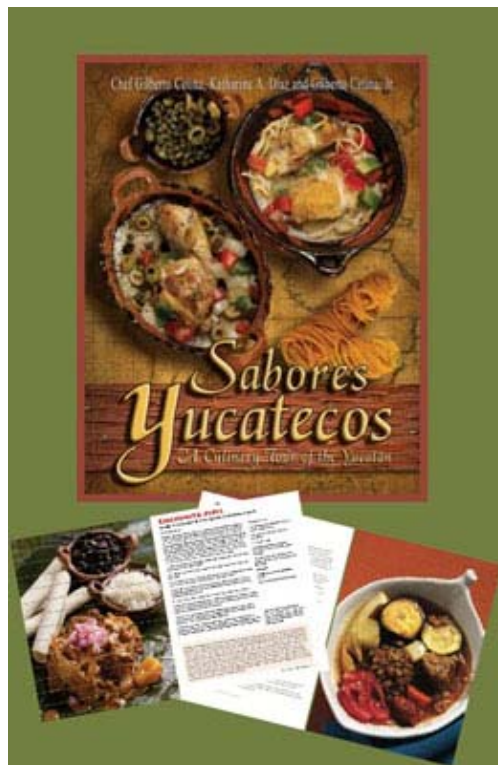
Percussionist Louie Cruz Beltran and his orchestra filled the dance floor later at the event, which raised \$500,000 for health care programs.

"AltaMed will never turn anyone away," confirmed de la Rocha.



BOOKS...

Kathy "La Rumbera" Diaz's Cookbook!



Chef Gilberto Cetina, Katharine A. Díaz and Gilberto Cetina, Jr., are proud to announce the publication of their cookbook

Sabores Yucatecos: A Culinary Tour of the Yucatán

(WPR Books: Comida, 2012; hardcover; \$27.95)

This cookbook unlocks the secrets of the foods of the Yucatán Peninsula, considered one of the most exciting regional cuisines of Mexico. It is a cuisine with a unique history and fascinating culinary traditions.

The cookbook is jam-packed with more than 140 recipes, ranging from appetizers to desserts and everything in between. And it boasts more than 120 mouth-watering, color photographs.

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Hojas de otoño

Relatos de Rafael Cerrato

Pensamientos y reflexiones refrescantes del autor, que nos lleva por paisajes su vida, relata encantadoras historias de las ciudades de España en las que ha vivido y rememora fascinantes anécdotas de sus viajes por otros países.



Books by Alberto Mercado

From Ashes to Dreams; My Life, My Story Authored by Alberto Mercado

A family tragedy left a mother and six small children struggling to get by. With no outside help forthcoming, the family pulled together, with each member playing his or her own role in daily life

in an effort to survive. But their hardships in contrast to many of the families around them instilled a desire to succeed. The story is told through a letter written by one of the children to his deceased father in an effort to stop the nightmares that continued to haunt him well into his adult life. This story is very intense, emotional, and based on a true story.

Book available through Amazon.com, Barnes & Noble...\$11

Annabel; Finding Her Way Home

Authored by Alberto Mercado

What happens when an adopted son and his family return to New England after tragedy strikes the family? Local author Alberto Mercado returns with a sequel to his first book "From Ashes to Dreams; My Life, My Story" in a dramatic new story "Annabel; Finding Her Way Home."

Based on his first book, Alberto continues to deliver a powerful story that will test the faith, love and commitment of the characters in this fictitious story. Annabel is a single woman battered by her past. She spent most of her life taking care of her parents, her only family. After they died, she decided to move back to Massachusetts in search of her roots and the child she left behind 30 years ago.

Book available through Amazon.com, Barnes & Noble...\$15

The House of Clara Martin

Authored by Alberto Mercado

When Adrienne, a college student from Tennessee, finds out her real mother is her Aunt Clara, who was murdered five years earlier, she returns to the Black Mountain Lake region of Smithfield, Massachusetts, searching for answers. With the help of Sergeant Kevin Thomas, she discovers sinister secrets behind the family legacy and a locket that could help save someone's soul. As the drama unfolds, she finds herself falling in love with the only person willing to help her find the answers.

Book available through Amazon.com, Barnes & Noble...\$15

ABOUT THE AUTHOR



Alberto Mercado was born in Puerto Rico to a family of modest means. A subsequent family tragedy left the family fatherless and struggling to get by. With no outside help forthcoming, the family pulled together, with each member playing his or her own role in daily life in an effort to survive. However, their hardships, in contrast to many of the families around them, instilled a desire to succeed. Alberto strove valiantly to improve his lot, initially frustrated by financial hardships and other factors. He had long dreamed of escaping to the United States, the Land of Opportunity. Given the chance to realize this dream, he has never looked



back.

Alberto has established a long career in medical service. He has recently explored a

love of photography, a pursuit which has brought him some press coverage and several successful exhibitions. In writing a brief self- introduction for one of his exhibitions, the seeds of his first book, "From Ashes to Dreams; My Life, My Story" were planted. His brief biography generated strong emotional responses from some readers who encouraged him to complete writing his story. The result is not a biography but is inspired by many actual events in Alberto's life.

These childhood years forged in Alberto, a man who appreciates family and friendships. He remains very close with his family and, as a friend of his, I can attest that Alberto has established and tries to maintain annual traditions that reunite his friends - even when it seems that everyone is caught up in their own individual world. I and his other friends appreciate this effort. The events in this book may or may not resemble those of your own life but I'm sure that you can find within its pages something of value, and hopefully it brings you a newfound appreciation for that intimate circle of family and friends that makes your life as rich as it is.

—*Brad Lisak*

Since the release of his first book, Alberto has written two more books; "Annabel; Finding Her Way Home" which is a continuation of his first book, and "The House of Clara Martin" which was just released this in March 2012.

"I am excited to write these books because I want our Latin American community to be proud of me and I want the world to know that we as a Spanish community can be good authors." Alberto said.

Thus far, "De Cenizas a Sueños; My Vida, My Historia" is the only book also available in Spanish. The others will follow soon.



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