

March 2011



## STARSEARCHER'S EXPRESS

brought to you by Be the Star You Are!® 501 c3

PO Box 376

Moraga, California 945456

877-944-STAR

<http://www.bethestaryouare.org>



### MISSION

**BE THE STAR YOU ARE!®** is a 501 c3 charity dedicated to empowering women, families, and youth through improved literacy and increased positive media.

**BE THE STAR YOU ARE!®** has no religious or political agendas or affiliations.

### OUR WEBSITE

### MIRACLE MOMENT®

*"By three methods we may learn wisdom:  
First, by reflection, which is noblest;  
Second, by imitation, which is easiest;  
Third by experience, which is the bitterest."  
Confucius*



## ***Making a World of Difference Today!***

### **MESSAGE FROM OUR FOUNDER, Cynthia Brian**

As a writer, coach, and radio host I read at least 120 newly published books a year plus twenty or more journals every week to keep on top of what is happening in the world. What I am seeing more, and much to my delight, is that authors and vendors are building customer loyalty through cause promotions. Businesses that give back shine brighter in the eyes of consumers.

In a recent research survey, eighty three percent of buyers say they would switch from a brand that does not support a cause or a charity to one that does, provided that both products or services are of similar quality and price. This shift toward social awareness is leading more businesses to initiate cause marketing programs designed to boost both their bottom line and their image in their customers' eyes, and all for the benefit of a cause. The partnering of a for-profit business and a non-profit organization for a mutual benefit is cause marketing. This promotional strategy is already in place for a long list of big brands. Think of the book series, Chicken Soup for the Soul. From the beginning, Jack Canfield and Mark Victor Hansen pledged a few cents from the sale of each book to a non-profit. For the book I co-authored with them, Chicken Soup for the Gardener's Soul, we donated proceeds to four non-profits. The result was a win for everyone involved.

Be the Star You Are!® wants to be your "cause" charity of choice. If



Since its founding in 1999, **Be the Star You Are!®** has served approximately 209,800 individuals and families within 74 organizations and has logged more than 229,990 volunteer hours, while distributing over \$1.7 million in resources. **Be the Star You Are!®** was nominated for the California Governor's and First Lady's Service Awards and touted with five star ratings as a top rated non profit by GuideStar and Great Non Profits for the Women's Empowerment and the Arts Appreciation Campaigns. **Be the Star You Are!®** radio program broadcasts to 5.5 million listeners in 82 countries. More than 1800 authors, experts, and professionals have been interviewed on our show. Over 600 books have been read and reviewed by our Star Teen Book Review Team and published by publishers, *The Reading Tub*, and on our [web site](#).

**DONATE NOW!**



It's gratifying to be a volunteer and give back to your community. The benefits don't stop there! John Muir Hospital released a statement indicating that people who volunteer at least 40 hours per year live longer, have lower rates of depression, and most of all, enjoy greater life satisfaction. Now this is a giant pay back for paying it forward!

**DONATE NOW!**

**SHOP, SAVE, GIVE!**



When you are shopping for anything from anywhere, consider shopping on-line at one of these locations. You'll get discounts

you have a "for profit" business and you'd like to increase your bottom line by doing good, Be the Star You Are!® may be interested in partnering with you to create a win-win. Benefits for business outweigh the skeptics and boost customer loyalty, improve employee morale, and generate positive media coverage. More than anything, it is the right thing to do.

If we want change in our world, we must BE the change we want to see. I'm waiting to hear from you. Email me, [Cynthia@bethestaryouare.org](mailto:Cynthia@bethestaryouare.org) and let's talk cause marketing. Together everyone achieves more!

Here's to your health, wealth, and happiness.

Let's make a world of difference and make a difference in our world!

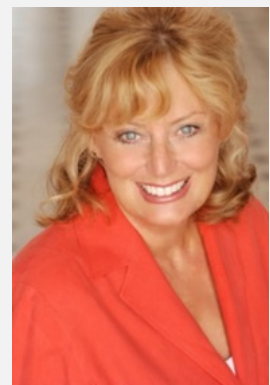
Shine on!

*Cynthia Brian*

Founder/Executive Director

PS: We hope you'll participate in our **March Madness Sale**. Buy any of our books and a T-shirt and we'll pay the shipping fees PLUS send you a package of beautiful spring seeds.

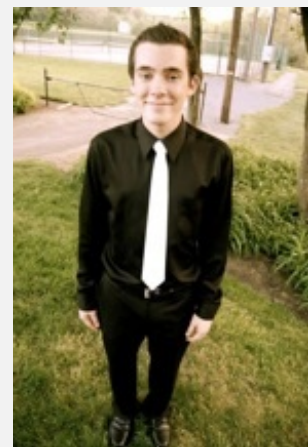
[DONATE HERE](#)



## ESSAY CONTEST WINNERS

The 7th Annual Essay Contest sponsored by US Bank of Lafayette, California has ended and we have a winner. The Grand Prize was awarded to 19 year old Joshua Matthews on February 24, 2011 on our national [radio program, Starstyle-Be the Star You Are!®](#) The title of his essay was

"Finding Purpose". Joshua is a sophomore at Messiah College in Grantham, PA. He stated that he entered the competition as an extra credit assignment given by his anthropology professor. He won \$100 cash prize, plus books and the radio interview. We also sent his professor a copy of our award-winning book, Be the Star You Are!® as gratitude for giving her



one of these locations. You'll get discounts and they give a small percentage to Be the Star You Are!® when you **choose Be the Star You Are!® as the recipient.**



[EBAY-MISSIONFISH](#)

[GOODSEARCH](#)

[AMAZON](#)

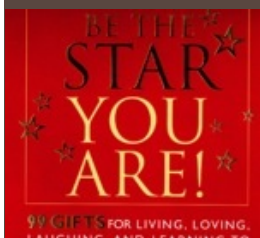
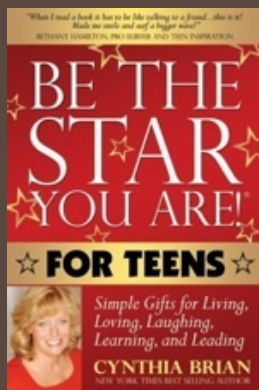
#### GET PUBLISHED

Winning essay competitions leads to many life successes. In 2007, Sylvia De Santis was one of our Grand Prize winners in our Be the Star You Are!® essay contest for her entry, "Touching Joy". She is still busy writing and is accepting submissions for her new anthology which will be traditionally published, [Bye Bye, Barbie: Real Girls Talk Life, Stuff, and Everything In Between](#). Young adult women exclusively make up the writing pool for this project; all essays are by women and girls, for girls. Be the Star You Are!® supports this project and encourages young female writers to enter.

"Read, lead, succeed!"

[GUIDELINES](#)

## OUR BOOKS



students the assignment. [You may read his winning entry here.](#)

Here's the list of our 2010 winners.

Grand Prize Winner-Joshua Matthews, Finding Purpose

Honorable Mentions:

Alison French

Kaitlyn King

Sarah Leonard

Brenna Stewart

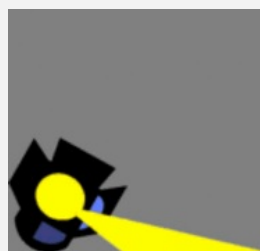
Lorraine Warren

CONGRATULATIONS to all of these wonderful writers.

Thank you to Michael Ball of [US Bank](#) in Lafayette, California for sponsoring the competition. Our gratitude to everyone who entered and to our esteemed judges. The next essay contest will begin in October 2011, so we hope you'll enter. If you are interested in being a sponsor and receiving six months of continual publicity, please email [info@bethestaryouare.org](mailto:info@bethestaryouare.org).



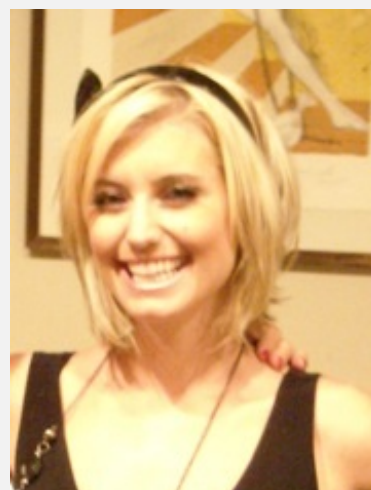
## SPOTLIGHT on VOLUNTEERS

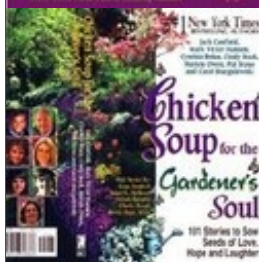
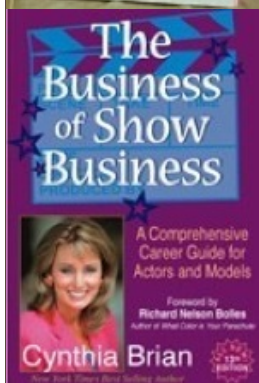
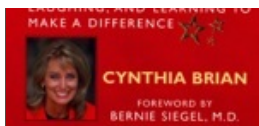


Be the Star You Are!® charity could not function without the dedication of its talented volunteer staff.

Every month we showcase a few of these incredible individuals to honor and thank them for their ongoing service. These four special ladies are also gifted writers. You can read their stories in the book, Be the Star You Are!® for TEENS and on our [book web site](#). Go girls go!

[Heather Brittany](#) was the youth co-founder of Be the Star You Are!® charity and helped set the standards for working with women, families, and teens. She is the producer and co-host of the T42 segment on the charity's nationally syndicated radio show, Starstyle-Be the Star You Are!®. At San Diego State University, she majored in Women's Studies,





## BTSYA MARCH MADNESS SALE:

Buy any book and a T-shirt and we'll pay shipping PLUS send you a pack of spring seeds!

### T-SHIRTS

White \$12

Black \$15



Communications, and English, all subjects that have assisted greatly with her on-going charitable work. She is the creator of The Karmony Kollection™ for women crafting beautiful handmade clutches, canvases, and candles using recycled and vintage materials. Heather is dedicated to helping others help themselves and as such she is employed as a Reproductive Health Assistant at Planned Parenthood and also volunteers her free time with various non-profits



[Kim Carlson](#) has been an essential personality at Be the Star You Are!® almost from the very beginning serving as web mistress. She also published the newsletter until 2010. Kim lives in Washington and works in the accounting department for a regional title insurance and escrow company in the Puget Sound (Seattle) area. She says that doing volunteer website updates gives her the opportunity to do something more creative than pushing numbers around all day. She also feels that it's rewarding to be a part of promoting positive messages and helping people live their dreams. When she is not at the computer, she enjoys nature, especially being in the mountains. Always busy, Kim enjoys projects around the house and garden.

A senior at Campolindo High School, Jacqueline Tao started volunteering with Be the Star You Are!® as a book reviewer when she was in 6<sup>th</sup> grade. Throughout the years she has served the charity in numerous capacities and is always enthusiastic about helping in any



way possible. She is in charge of the Amazon Store and keeps the book logs updated and the library organized, maintaining a perfect 5 star, 100% score for the charity. When volunteers were interviewed on [ABC TV](#), she was one of the featured teens. Traveling to distant lands with her family is a treasured activity. Be the Star You Are!® has been extremely important to Jacqueline. This smart young lady will be attending Stanford in the fall.





"Read, lead, succeed!"

Support our causes by [buying books and shirts!](#)



## AUTHOR BOOK REVIEW SERVICE

Are you an author who needs a book review? Be the Star You Are!® is now providing a special book review service for a tax deductible contribution of \$150.00 per book. We'll read the book, write a review, and post it at various on-line sites. Email us for details.  
[info@bethestaryouare.org](mailto:info@bethestaryouare.org).

## EVENTS

We want to again offer activities for kids at The Moraga Faire to be held on Saturday, May 14 in the Rheem Shopping Center.

## WE NEED SPONSORSHIP.



If you or your company want to be affiliated with a wonderful group of young people who are making a difference for others, please email [info@bethestaryouare.org](mailto:info@bethestaryouare.org). We promise to give you ample publicity. Our teen event co-chairs are Jacqueline Tao and Vivien Lee. They are

[Link to Video](#) about volunteering with her fellow event co-chair, Vivien Lee.



[Courtney Cheng](#) is a junior at San Ramon Valley High School who began volunteering with Be the Star You Are!® as an 8th grader. Her favorite part about volunteering with Be the Star You Are! is meeting so many friendly people who share her interest in exploring different approaches towards reading and writing. Courtney also reviews new release books and takes full advantage of having the opportunity to read books from so many

different genres. Aside from reading and writing, Courtney enjoys playing the violin in solo events and with two different orchestras: the San Ramon Valley High School orchestra and Oakland Youth Orchestra.

## JUST FOR FUN AND YOU!

This is the most amazing view of the [Sistine Chapel](#). Move your mouse around and you can see every detail. Apparently created by Villanova at the request of the Vatican. Enjoy the beauty and the sounds.

## TAPPING THE SOURCE

The documentaries *Tapping the Source* and *I AM* share the same message—we are the source of our own happiness, we are all one, and money does not buy love or joy. These two films need to be shown in tandem at theaters around the globe to encourage conversation, collaboration, and change. Be the Star You Are!® charity shares the vision. To create change, we must be the change. Visit

<http://www.tappingthesourcemovie.com>

and <http://www.Iamthedoc.com>. Get connected.



A note from the producers of *Tapping the Source*:

*"Because of the number people watching the movie in February, the site was unable to process all the queries. We apologize for the inconvenience and want to offer you a 50% discount on sales of the DVD from our [site](#). Just type in \$10 at Paypal with your address to send the DVD, includes shipping. Again, we are sorry and hope you enjoy Tapping the Source."*

planning a car wash to be announced soon.

[DONATE](#)



## FREE month of APP & FREE T- Shirt

Any parent who's child has an Android cell phone can [register](#) to get a FREE MONTH of service, turning your child's cell phone into a unique tracking and emergency alert system. Great for caregivers, elderly, and disabled, too. Use promotion code, use BTSYA-2011 for a discount on the annual fee and get a Read, Lead, Succeed T-shirt when you email your feedback on the app to [SafetyFirstApps@gmail.com](mailto:SafetyFirstApps@gmail.com). [Sign up today](#) to get your FREE MONTH.

SafetyFirst was named a finalist in the ATT APP competition.

## YOU CAN DO IT!



Empowerment

expert, Cynthia Brian, is available to help you with life challenges, acting, writing, presentations, and media training. Is your body language sabotaging your interviews and auditions? Let me help you with your nonverbal communications. For coaching and videotaping with playback, book a session by calling 925-377-7827, emailing [cynthia@star-style.com](mailto:cynthia@star-style.com).

Be the Star YOU were born to be. [WEBSITE](#)

Want to advertise in this  
newsletter? Contact us  
[info@bethestaryouare.org](mailto:info@bethestaryouare.org).

## FOLLOW US!

[Main website](#)

[Teen Book](#)

[Live Radio Show](#)

[You Tube](#)

[Twitter](#)

*Photo, Co-Producer /Director Richard Greninger with Cynthia Brian*

## WISHING WELL

Be the Star You Are!® has compiled a WISH LIST for 2011. Be an angel and help, please.

Email [info@bethestaryouare.org](mailto:info@bethestaryouare.org)



\* Sponsors for our 2011 Essay Contest (\$1200)

\* Sponsors for our Community Events (\$250)

\* 44 cent stamps for our Letters for Literacy Campaign (we'll take your extra stamps of any denomination)

\* Public Relations firm to provide pro bono services

\* Give a Case of Books Supporters (\$99 provides 26 new books to kids/adults)

\* Buyers for our T-shirts and Books (\$15-\$20)

We pray you will fill our wishing well!

[DONATE HERE](#)



CONGRATULATIONS to Starstyle-Be the Star You Are!® radio program for winning the 2011 Arts Appreciation Award sponsored by GuideStar and Great Non Profits.

“For all of the people who think that the arts is something that doesn’t touch their lives, they can think again after looking at this remarkable and diverse range of arts nonprofits. We are gratified to be able to honor Be the Star You Are!® 501 c3 for its work on creating excellent radio broadcasts promoting reading, writing, and other artistic endeavors.” said Perla Ni, CEO of GreatNonprofits. “They deserve to be recognized for the support they have from their community.”

The radio program, Starstyle-Be the Star You Are!® is an outreach program of Be the Star You Are!® charity to increase literacy and awareness of books, art, and positive media. The producer and host, Cynthia Brian is the Founder/Executive Director of the charity and a segment called T42 is produced and co-hosted by Heather Brittany, who as a young teenager helped co-found the non profit. Both Heather and Cynthia believe in

[Radio Twitter](#)

[Facebook](#)

[Amazon](#)

[MySpace](#)

[Redroom](#)

[Flickr](#)



Thanks for taking the time to read our news. We hope you'll decide to make a world of difference by contributing to [Be the Star You Are!®](#) All contributions are tax deductible according to law.

A special shout out and thanks to 10 year old Rylee for helping to design and format this edition. How wonderful to have such a creative eye at so young an age. You have a very bright future ahead.

Until next month, celebrate the moment, live, love, laugh, learn, lead, and make a difference in our world.

"To be a leader, you must be a reader!"

We have the whole world in our hands.



Feel free to forward this newsletter to your friends, fans, & family!

helping the listeners find meaning and passion in everyday living by providing upbeat, positive message content combining humor, health, and hope. In accepting this award they thanked the astute management and staff of World Talk Radio for being dedicated partners, their listeners for providing such complimentary feedback over the years, the tireless work of their guest coordinator, and the numerous volunteers who support the programming with their time, ideas, research, and affirmative attitudes. This award-winning show has been broadcasting live since 1998, airing every Thursday from 3-4pm PT/6-7pm ET on the World Talk Radio/Voice America Network, which is the largest radio network in the world reaching 82 countries and over 5 million listeners. [Tune in at](#) [Descriptions, photos, links, and praise](#) .

## THANK YOU TO EVERYONE WHO WROTE REVIEWS

[You can view the reviews.](#)

## RADIO FLYER



Starstyle-Be the Star You Are!® radio program is GROWING. Besides listening live every Thursday from 3-4pm PT/6-7pm ET on [World Talk Radio/Voice America](#) or tuning in for [photos,](#)

[descriptions, links, and more information](#), you will also find us on [itunes](#) and numerous podcast programs.

**[INTERESTED IN BEING ON THE SHOW?](#)** For guest guidelines, contact our Guest Coordinator, Angela Siekman at [radio@bethestaryouareRadio.com](mailto:radio@bethestaryouareRadio.com).

## People are Talking....

*"I thoroughly enjoyed being a guest on your radio program. I remember you as being beautiful, enthusiastic, knowledgeable and so full of life ... nothing has changed! Thank you for giving me the opportunity to discuss my experience on The Biggest Loser, The Pound For Pound Challenge and the Food Bank of Contra Costa & Solano Counties.*  
*" Patti Anderson, Pound for Pound Challenge Champion*

*"Thank YOU so much for making the interview so fun and easy--and for steering us into a great conversation about the book and the issues that it can raise. That's a skill I so appreciate!"*

*Sarah Blake, Author, The PostMistress*

*"You're awesome!! So rare does a host prepare like you! What a blessing" Bill and Annette Wiese, 23 Minutes in Hell*

*“Cynthia - I tweeted my thanks but just wanted to say directly how very much I appreciate your close reading. I really enjoyed the interview. Thank so much for the support!”*

*Meg Waite Clayton, Author, The Four Ms.Bradwell’s*

*“Thank you for reading the book. It was a pleasure to be on your show.”*

*Helen Wang, Author, The Chinese Dream*

*“I tuned in live for my first time on the StarStyle Radio, and it was SO GOOD. I'm glad I listened to all your information about social networking sites, and your story about the letter you received was a miracle, indeed! Thank you, once again, for all your dedication and love, and for inspiring us to smile everyday! :)” Katherine Kim, Research Volunteer*

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### Gratitude to our writers and Volunteers



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### WISHING YOU A SUNNY, STARRY SPRING!



**THANK YOU ALL!**

#### Contact us:

Po Box 376

Moraga, Ca. 94556

925-376-7126

[info@bethestaryouare.org](mailto:info@bethestaryouare.org)

[www.bethestaryouare.org](http://www.bethestaryouare.org)



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[Read](#) the VerticalResponse marketing policy.

