



8 UPFRONT

CYBER SISTERHOOD

It started as four friends having coffee and discussing "sandwich generation" issues. BecauseWomenCare.com is now a popular and fast-growing cybercafe helping women over 50 who care for parents, partners and kids.



12 REJUVENATE, RESET, REPEAT AT FLOAT SPA

14 TRENDING THREADS: IT'S JACKET TIME!

15 HAUTE ITEMS: THANKSGIVING TABLESCAPE

16 GYM BUILDS MORE THAN HEALTHY BODIES FOR BUSY GILBERT WOMEN

32 MAKING MONEY FUN

34 CAROLE KING TRIBUTE A TAPESTRY OF MEMORIES

37 TEACHER'S ARTWORK INSPIRES TROUBLED YOUTH

42 RETIRED EDUCATOR TURNS TO POLITICS

46 TRAVEL

HISTORIC HACIENDA DEL SOL

Although this Tucson guest ranch has a rich and glamorous past, the core experience has always been about simple pleasures and relaxed elegance.



51 FOOD & WINE

SALAD AND GO SERVES HEALTHY FOOD, FAST

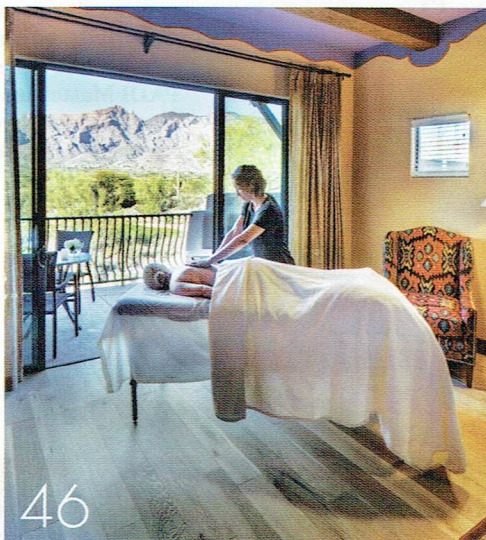
55 CAKE LADY

58 WHAT'S COOKING

60 5 GREAT DATES

62 CAUGHT YOU LOOKING GOOD

64 CLOSING SHOT



Cyber Sisterhood

4 FRIENDS BREWED UP THE IDEA FOR
A "CYBERCAFE" FOR WOMEN –
BECAUSEWOMENCARE.COM –
OVER COFFEE

BY CHRISTINA FUOCO-KARASINSKI

There appeared to be nothing exceptional when Elaine Poker-Yount went to coffee with four of her peers a few years back. But then, something magical did happen.

"We just connected," says Poker-Yount of Gilbert.

That magic encouraged Poker-Yount, Nancy Tossell and Jeanette Knudsen of Mesa, Cindy Pierzchalski of Ahwatukee and Joan Marlow of Gold Canyon to create the cybercafé BecauseWomenCare.com.

"It was very bizarre," Poker-Yount says. "Now, we get together every month. Everyone gets a chance to talk about what's going on with them."

BecauseWomenCare.com is for the "sandwich generation"—women who care for parents, partners and kids—and for ladies on their own. These responsibilities, juggled daily in addition to careers or retirement, often come at the cost of personal needs. The site allows women to feel engaged and embraced by their peers.

"The idea behind the site was to create a cybercafé so women can get good information and come together to help each other, and do what women do: pull together and support each other,"



Tossell says.

She wants women "on the better side of 50" to get the most out of life. Those who sign up for the newsletter will receive an email twice a month highlighting the new items on the site.

"There's another website that's a little more about, for example, it being OK to wear short skirts over 60," Tossell explains. "I wanted something a little pithier. We love the conversations we have. We can talk about manicures and pedicures, where did you get that blouse."



Co-Founder Joan Marlow.



(L to R) Nancy Tussell, Jeanette Knudson and Elaine Poker-Yount connect women together via BecauseWomenCare.com

“However, we’re more into real-life issues: What are we struggling with? What is the information we need, the resources that we need? How do we get that done?”

Finances are a hot-button issue for Tossell, as the public doesn’t educate women nor does it advertise to women beyond 50.

“The guys take over. We have very full plates. Let’s find a source,” she says

COLLABORATIVE EFFORT

The ladies behind BecauseWomenCare.com each bring something different to the site.

The community liaison for Visiting Angels, Poker-Yount has been working with seniors for more than 25 years. In a previous position, she watched a couple-hundred clients age over an 18-

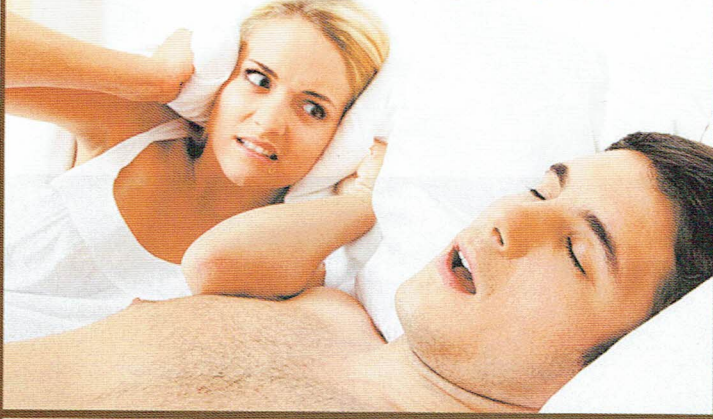
year period.

She helps families navigate aging and illness with the goal of minimizing stress. Through classes, newspaper articles, public-speaking engagements and BecauseWomenCare.com, she addresses the need for relevant and helpful information as lives change.

“When I got to Visiting Angels, I had to figure out how to reach the community,” she says. “I give a lot of talks. I empower families to help themselves.”

A former educator in Connecticut, Marlow is a life coach who owns Peaceful Easy Healing. She supports women and men to make their lives the best they can be. She does this through life and wellness coaching, alternative health practices (Reiki, tapping, essential oils) and education.

STOP SNORING NOW!



NightLase® is a non invasive patient friendly laser treatment for increasing the quality of a patients sleep. It reduces the effects of sleep apnea and decreases or eliminates snoring by means of a gentle laser induced tightening and contraction of the soft palate. It simply opens up the airway!

A simple, painless 20 minute procedure can give you that night's rest you've always wanted.

Call Dr. Garza's Office Now! 480-539-7979

JOHN A. GARZA
DDS • LVF • BSC • PC

754 South Val Vista Drive, Suite 106 • Gilbert, AZ 85296 • info@johnagarzadds.com

WWW.JOHNAGARZADDS.COM

CURE ALL Plumbing

FOR ALL YOUR PLUMBING NEEDS

**FREE ESTIMATES!
SENIOR DISCOUNTS!**

- Water Heater – Repair or Replacement (Any brand)
- Pipe leak repair
- Slab Leaks
- Repipes
- Reroutes
- Disposals
- Leaky Shower/Tub repair
- Water Softeners – Sales & Service
- Sewer Video and Locating
- Backflow – Repair or Replacement
- Water Treatment Systems – Sales & Service
- Drains
- Faucets
- Toilets
- Insta-Hot Recirculating Pumps
- Gas Lines
- Sprinkler Repairs

Same Day Service Available

480-895-5858
www.cureallplumbing.com

Residential/Commercial - Lic. # 204797



"I'm all about servicing the immediate world," she says. "I'm getting back into education mode and that feeds my soul. My tagline for my business is 'awareness to action.'"

"I try to get them to acknowledge and accept and then I take action."

Her goal is to also reduce stress.

"I teach meditation and mindfulness," she says. "Stress starts from birth. You do have stress when your diaper is wet, and it just grows. How do you handle from there? Who are you today? That's key in my life."

Pierzchalski's contribution wasn't obvious to her. She owns No Slip Zone LLC.

"When Nancy started the website, I thought, 'OK, where do I fit in?'" Pierzchalski says. "But I do crafts. Nancy and I met and sat down. I thought that if I think about all the things I've made—even if it's just for me—maybe I could do this."

"Pinterest is my best friend. There are amazing craft blogs out there—stamping and card making, do this, do that. They don't tell you how to do it. I'm telling people how to do this."

A banker-turned-interior-designer, Knudsen knows how heartbreaking it can be to put a parent into assisted living.

"It happened to my grandmother," says Knudsen, who owns Design for a Life Span. "It's why, in my late 40s, I recareered from banking into interior design, a longtime love. Through universal design, I've learned how to give people the freedom to choose where they live for as long as they desire. Through my articles, you'll learn how to make your home safer while you update and beautify your surroundings."

Tossell, who serves as the site's copywriter, adds that Knudsen "ties it all together."

"We're all like-minded individuals," Knudsen says. "We are all very passionate people. Things mean and run deep in us. Each one of these women has a passion. We're not sitting at home biding time."

Poker-Yount says the creation of BecauseWomenCare.com has been an interesting project for her.

"From my writing, I'm now going into blogging," says Poker-Yount, who has written newspaper columns. "I'm blogging on elder-care issues, which is an extension of my job. I've had a transition in how I write."

"I had a vision of what I thought blogging was, based on things I've read. Nancy's had a lot of copywriting classes. I'm finally beginning to get my voice. I'm more comfortable with my voice, which is different than how it would be in a tiny little newspaper article. I really want to make a book out of it."

Knudsen summed up the mission and passion of the group best.

"The universe put us together and here we are," she says. "The site runs deep. We care. It's not superficial. We've become a sisterhood."

Tossell adds, "We're all in distinctly different fields, but we're all compatible. I personally draw so much strength being around these women." GW