



Beth Bacall

Catch & Release

My mama told me, you better shop around...

Shopping malls and me don't mix. Contrary to the "all women love to shop" cliché, I do not. Shopping online is great. I click, they send, and it's a done deal. A mall is a whole different adventure. I feel surrounded by things I think about buying, items I probably should try on and gadgets that really could make my life easier. Raising two daughters has brought me to the mall many times, but online shopping replaced this quality time as soon as I knew what size they were going to stay for a while. But kids grow and things need to be tried on, so I returned to the mall last week. Poinsettia trees adorned the entrance; a winter wonderland was already in place. I was shocked to see how crowded it was. All I ever hear now is how awful the economy is and how it's affecting everyone. Well, not at the mall I was at last week. What she is likely to be doing at the mall: taking her children to get their holiday photo. Little girls were twirling around in velvet dresses while little boys were fidgeting and trying to rid themselves of the sweaters and vests they were dressed in. It's instant entertainment to watch the photographers at the Picture People trying to get a child to smile perfectly for the camera. Kids were either hamming it up or crying; an act I'll bet even the most seasoned photographer feels like imitating, after a long day of trying to get a picture Mommy will like. I felt sorry for all the kiosk workers and avoided them because I do not want them to straighten my hair, rub lotion on my hands, or sell me a cell phone, makeup or something from a television infomercial. The healthiest thing I found at the food court was a bottle of water, but hoards of people were dining on everything from Popeye's fried chicken, cheese steaks, and beef lo mein. She was also in line at Wendy's and Cinnabon. Office workers were coming to the mall specifically to eat lunch; it was so crowded I could barely walk. I wanted to get a soft pretzel but remembered (from my research for She Prep) that it's one of the most deceptive mall foods, containing more calories and fat than it's worth. I sprung for a Starbucks skinny latte and figured the extra jolt of caffeine was exactly what I needed to find my way out of that place. I know that the mall is a way of life and income for many, so I am not knocking it. But looking back, I don't remember seeing many happy people. Out of 15 stores, I encountered only two friendly salespeople. I saw stressed moms, lax department store employees, and teens sprawled around the fountain listening to iPods. Maybe things will brighten up after Santa arrives.

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She doesn't want to "overshare" by confessing personal issues to almost strangers.

She Buzz Words

- Pumpkin Spice
- Pilgrim
- Tailgate
- Snow

Right now she could be...

- Shopping for a reasonably priced holiday dress that fits
- Receiving a free turkey for spending a specific amount at her grocery store
- Working a charity event
- Raking leaves
- Working with a children's choir
- Painting ceramics

She eeeeww?

According to a recent Listerine research study, one-third of Americans have gone to bed without brushing their teeth because they are too tired. Log onto www.Listerine.com for coupons.



She could be a...

- Web designer
- Accountant
- Factory manager
- Department-store ladies' room attendant
- Cheese shop worker

She top of mind...

- President-elect **Obama**
- The revival of store layaway
- Holiday plans and expenses
- Thanksgiving meal countdown
- Kids' report cards

She's totally ready for...

- Her frog to turn into a prince.
- The Macy's Thanksgiving Day Parade

She questions..

- What does she collect?
- What do her kids collect?

She site...

Trumpette Baby Moccasins are the cutest little shiny shoes for baby. www.whotelsthestore.com

She's working on...

Saying "no" instead of pretending she's more than one woman. Learning this could save her from a lot of holiday stress.

She travel...

Health clinics are joining the spas at the airport. Travelers looking to fill a prescription or get a flu shot are able to use their health insurance, too.

She travel...

Java-Logs are made from recycled coffee grounds (probably not from Starbucks), which produce 80% lower harmful emissions than wood. For info, log on to the site www.acehardware.com

She-bama

Washington DC restaurants are booking up so fast that they are calling their regular customers to see if they need reservations during the week of the inauguration. Tickets to this historic event are going at a premium price even though they are supposed to be free to public officials. And because **she** can't hear enough about the president-elect, here is a list of "Obamanyms" taken from numerous websites, publications, and provided by the Associated Press:

- Obamaphoria (post-election feeling)
- Obamanation
- Obamarama
- Obamanos (fix things fast!)
- Obamatopia
- Obamalujah
- Obamatrons
- Obamascope (as in "under the...")
- Obamanator (sorry, Arnold)
- Obamalicious
- Obamaloha
- Oh-Bama
- Bamelot
- Obamerika
- Barrackstar

Kids TV

Preschool

- *Super Why*
- *Curious George*

Elementary

- *Martha Speaks*
- *The Emperor's New School*
- *Star Wars: The Clone Wars*

Middle school

- *Weird, True and Freaky*
- *The Bill Engvall Show*
- *Einstein's Big Idea*



She cooks

Here is a list of handy websites that will help with her holiday cooking:

- www.Butterball.com (1-800-Butterball)
- www.bcturkey.com
- www.kraftfoods.com
- www.perdue.com
- www.reynoldskitchens.com
- www.foodtv.com
- www.marthastewart.com
- www.allrecipes.com

She quote

"Thanksgiving dinners take 12 hours to prepare. They are consumed in 12 minutes. Half-times take 12 minutes. This is not coincidence."—Erma Bombeck

She's gonna need

- Ornament hooks
- Tape
- Matches for fires and candles
- Stamps
- Gift tags
- Batteries
- Boxes
- Stain remover
- Extra ice

She beauty

Brooke Shields is sharing the team that helps her stay the beautiful working mom that she is. They show women that they can have it all, along with achieving total wellness, without making sacrifices. There are three experts on this team who cover beauty, fitness, and dental care, hence the reason Colgate is sponsoring this site and Brooke is their latest spokesperson. She can read up on new ways to stay fit and well, plus ask questions and get coupons at www.colgatetotal.com.

November is...

- Peanut Butter Lover's Month, for those who don't have the dangerous peanut allergy. www.foodallergies.net
- National Diabetes Awareness Month: www.diabetes.org and www.jdfr.org
- National Adoption Month: www.childwelfare.gov/adoption/nam

She vent!

"Could we please talk about something besides the economy and how early Christmas marketing starts?"

She facts

Approximately 8% of working women born since 1956 took one year or more off from work during their childbearing years. (Source: *American Sociological Review*)

Here is *Parade* magazine's list of "America's Favorite Stars" – Is her star on the list:

- Will Smith
- Tom Hanks
- Reese Witherspoon
- George Clooney
- Meryl Streep
- Brad Pitt
- Julia Roberts
- Johnny Depp
- Jennifer Aniston
- Patrick Dempsey

She travel

Even with gas prices starting to decline, it still factors in with the cost of a holiday car trip. www.roadtripamerica.com can help figure out how many miles and price per gallon she might expect to pay along her route.

She keeps telling herself...

"I've got to buy batteries."



She vocabulary

- Pound rebound: what happens after you lose a lot of weight and take it easy for a while.
- Oversharing: confessing personal issues to people we don't know that well.
- Stevia: a zero-calorie all-natural sweetener made from a South American shrub, which has not been approved by the FDA.

She money

- The *Journal of Consumer Research* reports that grocery shoppers who used a credit or debit cards spent 30% more than those who use cash.
- Most credit-card minimum payments are only 2.5% of the actual balance, making it a grueling task to pay off. www.Kiplinger.com and www.Bankrate.com have debt calculators that shows how long and how much more per month it will take to pay it off sooner (and cheaper)

She saves

With holiday shipping rates another added cost, she can figure out the cheapest way to ship a package at www.shipgooder.com.

Discount codes can help ease an online shopping cost. Here are some sites that may get some additional savings:

- o www.currentcodes.com
- o www.keycode.com
- o www.rather-be-shopping.com
- o www.shoppingcodes.com

She travel

Just because airfare is beyond her budget does not mean she can't travel. Luxury bus service and trains are more affordable than she may think. Here are some links to try and not fly:

- www.megabus.com
- www.boltbus.com
- www.neonbus.com
- www.amtrak.com

She never stopped to think about this

Washing produce is essential and usually a few outer leaves of the lettuce get thrown away as a result. These outer leaves can be used to cover foods in the microwave instead of a paper towel, plus the leaves provide a little extra cooking moisture. For more uncommon thoughts like this and a chance to win a trip for two, log on to www.think-thinkagain.com.

She's loving!

Cheerios Spoonful of Stories. Cheerios is including five million free books inside its cereal boxes, plus providing 50 community organizations with a year's supply of new books for the kids they serve. The award-winning books available are: *Duck for President*, *When Dinosaurs Came with Everything*, *Romeo and Lou Blast Off*, *Monkey and Me*, and *Diego's Wolf Pup Rescue*. Check your cereal aisle.

She facts

- Almost half of personal bankruptcies are due to illness and high medical bills. Maybe it's because the average American eats about 54 apples, 42 servings of broccoli, and 96 cups of ice cream a year. (Source: *Reader's Digest*)
- Worldwide, 40 million people are infected with HIV.
- More than one million Americans are likely to be infected with HIV.
- About 20% don't know they are infected
- There are 50,000 new infections each year.

(Source: www.hiv.com)

Holiday help

- Get stamps at <http://shop.usps.com/>.
- Get makeup, jewelry, and accessories at www.drugstore.com.
- Get movie passes at www.cinemanow.com (recipients can watch movies online)



She diet

She can get current info on her favorite fish right before she purchases or orders it. The Blue Ocean Institute tracks more than 90 marine species and updates its data base regularly. All she needs to do is send a text to see if her fish is safe to eat. She sends a text to 30644 with the message "FISH" and the name of the fish she is considering having. This non-profit institute will text her back with any environmental or health concerns considered with that fish, sushi included. For more info: www.blueocean.org.

She mom

"Momversation" is a site where moms blog, converse, and video their *real* feelings about parenthood, husbands, and the like. These ladies take no prisoners and tell it like it is. She can use the site to vent, laugh, commiserate, or do research. www.Momversation.com

She fit

Don't wait till the new year to lose those few extra pounds. Get immediate incentive at www.weightview.com. After uploading a picture, she can see what she'd look like after she's reached her weight goal.

She site

"The Dollar Stretcher; Living Better for Less" is a great site written by the everywoman who shares her tips on topics like beating high energy costs, creating a home on a budget, freezing food properly, and so on. This is great content and vital information in these hard economic times. www.stretcher.com

She's listening



She serves and saves lives...



She can sign up to be a blood donor and receive texts or email messages when her blood type is needed in her area at the site www.takesalltypes.org.

She's not so sure...

Botox for teens! A recent beauty article, featuring some of England's beauty clinics, tells of aesthetician consulting teens on the benefits of Botox as "a brilliant prevention method."



Foot detox? Kinoki Patches are adhesive patches that are worn on the bottom of your foot to aid in a better night's sleep. Made with bamboo vinegar, herbs, and minerals, the maker claims users will feel more energetic after sleeping with these on the soles of their feet. www.BuyKinoki.com

