



You Rock Newsletter

The Power of Vision

Vision Is the Heart of Change



Welcome



to our premiere issue of You Rock Academy; a place where new ideas, friendships, artistic expression, cultures, businesses, opportunities, hopes, and dreams converge from multiple pathways. These pathways not only provide a view of all the possibilities, but also act as a catalyst for much-needed change. With a vision of making a real difference, it is hoped this newsletter empowers all those who read it with shared stories of strength, talents, gifts, and differences.



Melody Cofield, Founder

Having a personal vision is the cornerstone of personal mastery and one of five disciplines necessary for social and community success. To achieve personal mastery, one must begin with a dream. It is within our dream the real secret lies; a gift waiting to be opened. It's there, you know it, you feel it, it's waiting to be propelled into the real world, yet you ignore it and find yourself drifting through life as it stays inside you. The world needs your gift; in fact, it doesn't serve any purpose if left inside of you. The question we then ask ourselves is: how can I get it out in the open and put it into action in meaningful ways? Relax. Most of us ask this question most of our lives. Even when we know the answer, we often find it a challenge to talk about or express our gift to others. Once you know it though, there is a strong desire to manifest that dream, to make it real. The next step is to use your passion to transform your dream into a concrete vision so its purpose comes to life. There are many who have achieved the benefits of this process, seeing and feeling their dream making a real difference as it touches, moves, and inspires others. Now it's your turn. This is the Age of the Entrepreneur. Now more than ever your ideas and creativity make a difference. While change is the hardest thing to do, it is the one thing that is inevitable. It's journey starts with a single step.



Dream to Vision with Intention™

Coaching/Workshop will help you capture and clarify the essence of your dream and then transform it into a clear and tangible personal and business vision with a powerful intention to make it happen! For more information or to register go to: DreamToVisionWithIntention.com

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Focus on Talent

Lawana Jones' business vision was to start a not-for-profit agency that provides support services for people with autism. The impetus for her dream? Her daughter Lauren (Marsche) who has autism. Over the years, Lawana found schools to be particularly challenging as educators and administrators focused on her daughter's weaknesses rather than on her talents. What's more, many programs lacked creativity. A good example of this was when Lauren was in high school and preparing for her next career step. Lauren's teachers were encouraging her to transition into a housekeeping job, rather than fostering her love and gift of music.

To realize Lawana's vision, she attended You Rock Academy's Dream to Vision with Intention workshops, where she researched what was needed to start a not-for-profit agency. In November 2007, she filed DBA and corporation papers to start up a new not-for-profit agency... the Autism Council of Rochester Inc... with a mission ... to act as a resource and advocate for parents who have children with autism. In November 2008, she officially received 501(c)(3) not-for-profit status from the IRS and opened a small office at 11 Centre Park. By the end of 2008, she recruited board members and has held several board meetings using You Rock Academy's incubation services to help build her council.

Lawana Jones says You Rock Academy was instrumental in helping her realize her dream saying, "We are often our worst enemies in terms of placing limitations on our selves. You Rock's workshops gave me the courage and knowledge to understand and use my gifts and talents rather than give into the "You Can't" messages you hear from within and from others placing limitations on capabilities." What's more, she said she learned, "if you can dream it and focus on it, then you can make anything happen." Particularly memorable were movies the program reviewed to expose undesirable habits. Without realizing it, we can live the same day over and over again. Or maintain illusions that keep us from changing our realities. In addition to the workshops, Lawana says the Internet

was a great research tool and social networking with other participants sharing a common cause was also very helpful.

Lawana is the first to admit her life has changed in extraordinary ways. Previous to starting up the Autism Council of Rochester, she was an Engineer at Xerox for 15 years. Lawana says she continues to build social capital to reach out to other agencies for potential partnerships. What's more, she says the knowledge she's gained from her experiences has given her greater confidence in putting herself and her agency out there.



Lawana Jones

Founder of the Autism Council of Rochester, Inc.

Lawana says that up until now, her agency has been self-funded and has relied on the generosity of volunteers. She's now looking for funding from grant funding organizations. She is also asking board members to share this leadership role. She has also secured partnerships with the Association for Higher Education for Disability (AHEAD) for which she is the only New York State partner; the NYS Community Council of Disabilities; as well as the Autism Music Education Foundation in Boston so individuals with autism, like her daughter, who have a gift in music can attend the Boston Conservatory of Music, or other post secondary music education programs. Last, but not least, she has secured collaboration with Rochester Institute of Technology to conduct Computer Classes /

job readiness skills training in a lab in the library for students with disabilities. When asked whether she's accomplished all the goals she set out to achieve, she answered an emphatic, "No." She says "My goal is *Autism Zero*; meaning no autistic individual leaves high school without a comprehensive Community Integration Plan encompassing work, transportation, financial, social/recreational opportunities.

-- Theresa Fischette

Develop Your Entrepreneur's
Compass™
EntrepreneursCompass.com



Be a financial force in your own world

Studies show that women are most likely need to provide for themselves financially for more years of retirement than men and for many of those years ... women are likely to be on their own. Yet women tend to earn less than men and participate in the work force less steadily. As a result, they lose income and job seniority; are less likely than men to fully participate in a pension, profit-sharing plan, an employee savings plan (401K, 403B); or accumulate maximum social security credits. All of these circumstances deplete a woman's retirement assets.

When women do build up funds, they tend to borrow against their balances, or tap them when they or others near and dear to them need money. The new reality check of corporations withdrawing benefits from existing retirees reminds us that we live in a world of independence and self reliance. To have what you need at age 65..70..80, you need to have a strategy now! The following are six critical considerations to any financial game plan:

1. Attitude is everything. Decide to be a financial force in your own world.
2. Know "the number". Actually, know two numbers. First calculate your net worth on an annual basis. Next, find your target net worth. How much should, could, would you have for future use when there's no earned income.

3. Know your cash flow. What does it cost to make your current life work? Create a financial diary. Invest a minute a day to jot down exactly what was spent during the day.
4. Live below your means. What forces help us strengthen our resolve to spend responsibly and tune out the powerful media engine? Savings comes from income kept. Memorize the following: "A part of all I earn is mine to keep." There will be a test...it's called the future.
5. Start early/save a lot OR Start small/ think big! OR Start now! It's never too late. A good rule of thumb is to consider a 5% annual withdrawal from funds for retirement income.
6. Work your game plan. Have a logical savings and investment strategy you understand then work with a professional in implementing it over time.

Investment savings are necessary to purchase the freedom to change course when we want. Plan to succeed and hold that intention in the forefront of your mind. Be willing to do what's needed to be a financial force in your own world.



Kathleen Roth

Financial Counselor

RETIRING IS REWIRING

Kathleen will be conducting workshops throughout the month of April. In just 90-minutes she will help assess your readiness and resources for the life change known as "retirement." This program will help step you through a personal exercise that will give a sense of your own preparedness for this next phase of life. You will find a way to focus and gain clarity, explore potential opportunities, and achieve a powerful awakening. For more information and to register go to:

www.RetiringIsRewiring.com

TALENT DEVELOPMENT TIPS ALL CHILDREN ARE ARTISTS

Ask them and they will tell you so. Ask a group of adults and you will not get that answer. The concept of wrong is the misuse of human imagination. Grownups use their imagination to worry with, and this is a breakdown with relationships. Children use their imagination to create with. Great relationships come not from the heart but the imagination. Great relationships are built with imagination so use imagination to create your relationships.



Great Food For Thought

"Sometimes it's the smallest decisions that can change your life forever."

--- Kerri Russell, Actress



Good Old Fashioned Pancakes

1. In a large bowl, sift together the flour, baking powder, salt and sugar. Make a well in the center and pour in the milk, egg and melted butter; mix until smooth.
2. Heat a lightly oiled griddle or frying pan over medium high heat. Pour or scoop the batter onto the griddle, using approximately 1/4 cup for each pancake. Brown on both sides and serve hot.

For variety, add one or more of the following:

- Blueberries
- Raspberries
- Bananas
- Strawberries
- Applesauce
- Walnuts
- Chocolate Chips
- Almonds

“Haven't heard from you, so I thought I'd share my morning breakfast with you along with 'Great Food for Thought!' I'm having good old fashioned pancakes with blueberries and almonds, tea and lime. A nice change from the unhealthy greasy bacon, eggs and sugar coated pancakes!

I was thinking, have you ever noticed how the small decisions, the little passionate ones, are sometimes where we house our deepest drives? Like the time when my brothers and I were cleaning our parent's home in preparation for sale and discovered mom's journals dating back to 1938. I thought I saved them for sentimental reasons when I decided to keep them.

But then, three weeks later I found myself offering journaling workshops. Now, explain how three years later I find the greatest joy facilitating these workshops! I think there was more in that decision moment, don't you? Have you noticed a time when your small decisions impacted your life forever? ”

You Rock Cafe is a cozy place where you can sit down and relax at the start of a new day to share thoughts and stories about everyday life over a cup of coffee, and some good old fashioned pancakes. You are encourage to join us and share your thoughts and stories about what a quote means to you by **BLOGGING** us at www.YOUROCKCAFE.com

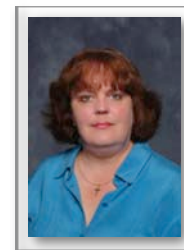
MESSAGE FROM THE EDITOR

In this issue, we shared stories on how dreams can be realized when you have a clear vision of your goals and the passion to use your talents in a positive way to transform all life areas. In sharing our "Women Who Rock" story about Lawana Jones, we learned "if you can dream it, you can achieve it."

As with all dreams, they are not without challenges. As Lawana learned, achieving our goals

requires much of us; it not only requires us to go beyond our comfort zone, but it also requires us to let go of some of steadfast beliefs to embrace non-traditional ways of thinking.

If you would like to submit an article in an upcoming newsletter, please e-mail us at Lauren@yourockacademy.com with You Rock Contribution in the Subject Line. Or call, 585-442-1704



Theresa Fischette
Editor

