



## STARSEARCHER'S EXPRESS



January, 2011

brought to you by [Be the Star You Are!® 501 c3](#)

PO Box 376

Moraga, California 945456

877-944-STAR

<http://www.bethestaryouare.org>

It is not now, and has never been, our intention to send this free newsletter to anyone who does not want it. If you received this in error, please respond with "REMOVE" on the subject line. Forward this to anyone who you think may be interested in its contents. If this was forwarded to you, and you want to receive it monthly, reply with "SUBSCRIBE" in the subject line. Visit our web site at <http://www.bethestaryouare.org>. Thank you.

### OUR 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.

### MIRACLE MOMENT®:

*"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day."*

Edith Lovejoy Pierce

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## MESSAGE FROM OUR FOUNDER, *Cynthia Brian*

It's a bright new year and I'm sure you have written goals and resolutions that you are determined to complete. Hang in there and just do it. A new year is like opening the pages of a new journal. The space is



empty and it's up to us to write the chapters. The new year is marked by fresh beginnings and novel inspirations. It is the time to adopt a positive attitude towards life and bid good-bye to the passing negatives. New Year is one of the many occasions when you can send inspiring wishes to your loved ones, to lift their mood for the coming year



An important part of being a great parent is to teach our children the importance of giving back, both with time and with money. A simple idea to help kids get in the habit of donating is to put a large empty canister on a table in your family room labeled "Giving". Whether it's earned income or an allowance, encourage that each child puts a minimum of 10% in the jar each week. Promise your kids that you'll match their donation and when the canister is full, choose a charity to receive the gift. We hope you'll choose Be the Star You Are!®

In addition, take your kids to volunteer in your vicinity a few hours a month. Volunteering doesn't just help those you serve. It helps you. People who volunteer have lower rates of depression, possibly because you derive satisfaction from finding a sense of purpose. The Corporation of National and Community Service found that volunteering one two hours a week improved the overall health of the volunteer. You are never too young or too old to get involved. When you give, you receive. The life you save will be your own.

To volunteer or donate to Be the Star You Are!®, visit <http://www.bethestaryouare.org>. **TAX DEDUCTIONS** for 2010 are still available by writing a check to Be the STAR You Are! 501 c3 dated December 31. Send to PO Box 376, Moraga, Ca. 94556.

As we launch into 2011, I thank all of you who have been staunch supporters and look forward to making new friends in our quest to empower women, families, and youth.

Have no fear, it's a bright beautiful New Year of cheer. **CELEBRATE THE MOMENT, CELEBRATE YOU!**

Shine on!

Cynthia Brian



[DONATE HERE](#)



**SPOTLIGHT on VOLUNTEERS**



### **ROBERT MOHR-Videographer**

Robert Mohr is a thinking director who is strongly oriented toward concept development and visual problem solving with an emphasis on simple and effective visual communication.

Mohr Productions provides services to advertising agencies, broadcasters, corporations, design firms, organizations, public relations firms, and publishers. His clients include J. Walter

Thompson Advertising, Hertz Rent-A-Car, McDonald's, ,

Coca-Cola, General Electric, Mercedes-Benz NBC/Universal "Monk", Texaco, and many others. Cynthia Brian and Robert have worked together on projects throughout

the year and are both members of the National Academy of Arts and Sciences. Be the

Star You Are!® is grateful that Robert has volunteered his expertise in spearheading the series, [SHINE](#), plus he plans on making other videos to benefit the charity. Clint

Eastwood, Actor, Director, Producer of Malpaso Productions said this about Robert,

*“You are the most considerate photographer I've met in years!”* If you'd like to

volunteer to assist Robert or book him for your production needs , email

RobertMohr@mohrproductions.com or call 1-(415) 647-MOHR.

[Visit his web site](#) [Watch SHINE!](#)

### **LINDSEY ALEXANDER- Office Assistant**

Twenty-two year old Lindsey Alexander, an employee at Target in San Ramon, has joined our office team. She will spend a couple of hours in the office each week answering phones, organizing, and working on projects.

The office number is 925-376-7126. Lindsey had this to say: *“I am very excited about joining “Be the Star You*

*Are!®” and whatever adventure may lay ahead. I'm ready for anything and I will bring my positive attitude and smile and enthusiasm all of the time. “* Welcome aboard

Lindsey.



### **JENNIFER TAO, former Teen Director**

Until she went away to study at Harvard, Jennifer Tao reigned as the Teen Director of Be the Star You Are!

supervising programs and volunteers. Now in her senior year at Harvard, she stopped our office during winter

break to offer her support. *“Out of the many organizations*



*I've encountered in college and high school, few have evoked the same level of energy and passion as BTSYA.*

*Its mission resounds in numerous communities across the nation, and I plan to support BTSYA throughout college and in the workplace. I urge everyone to contribute time and/or funding--your generosity will enable BTSYA to create immediate impact and lasting legacies.”* Her talented sister, Jacqueline, a high school senior serves as our current Event Chairperson. Service and dedication run in this family.

[Watch ABC Salute with Jennifer](#)

[Watch SHINE with Jacqueline](#)

### **KATHERINE KIM-Researcher**

Many volunteers find us on a national service called Volunteer Match. We never knew that reviews were written until we were notified of this one penned by Katherine: *“This is a brilliant charity that's truly dedicated to helping out its target groups, which include families, teens, women, and other groups in need. The idea of exerting positive, inspirational media to improve one’s personal growth and achievement is simply wondrous. On top of that, it's an amazing experience working with Cynthia!”*



As a responsible volunteer, Katherine Kim is a smart, dedicated researcher who helps with the radio coordination by suggesting authors who are appropriate for our upbeat [program](#). She consistently meets her obligations with a smile and is such a pleasure to work with. THANK YOU Katherine for taking the time to comment. You have an eye for spotting talent.

[Write a REVIEW](#)

### **KUDOS and THANKS TO OUR VOLUNTEER STARS!**

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WIN \$100 AND A GUEST SPOT ON OUR RADIO SHOW!

**Be the Star You Are!® 2010 SEVENTH Annual  
NATIONAL Essay Contest**

[Sponsored by US Bank](#)



[Be the Star You Are!®](#) 501 c3 charity announces its 6th annual essay contest to promote literacy and positive messages.

**FEE \$10 donation per entry**

**DATES: Now -January 31, 2011**

**FIRST Prize - \$100 plus guest appearance on the nationally syndicated radio program, Be the Star You Are!® (Total value, \$700)**

**www.bethestaryouareradio.com** Additionally, your story will be published in our **Star Searcher Express** newsletter and at **www.bethestaryouare.org**. In the event of a tie, winners share cash prize and both receive publication and radio interviews.

**Winners will also receive an autographed copy of Be the Star You Are!®**

**Runner-ups –Published in our StarSearcher’s Express newsletter and noted on web site.**

### **TOPIC**

**“How do we create more happiness and abundance in our lives through service to others?”**

**[Visit](#) or email [info@bethestaryouare.org](mailto:info@bethestaryouare.org)**



**FREE MONTH FOR ANDROID**

## **PHONE APP-KEEP KIDS SAFE**

Be the Star You Are!® has teamed up with Touch Technologies, Inc. for the Beta testing of a great new phone app called [SAFETYFIRST](#) which turns your child’s cell phone into a unique tracking and emergency alert system. Any parent who’s child has an Android cell phone can register at <http://www.SafetyFirstApps.com> and get a **FREE MONTH** of service.

Once registered, the App can be downloaded onto your child's cell phone from the Android Marketplace.

The entire process takes less than 5 minutes. With our special Be the Star You Are!® promotion code, **BTSYA-2011**, you will receive **ONE FREE MONTH** of service valued at \$9.99. AND as a bonus, for the first 25 people who email feedback on how they like the SafetyFirst App, we’ll send a **FREE T-shirt** valued at \$19.99 (Read, Lead, Succeed) compliments of [Touch Technologies](#) and [SAFETYFIRST](#).

Here are the simple steps: Go to <http://www.SafetyFirstApps.com>

Choose REGISTER. Enter all of the information -- for the **promotion code, use**

**BTSYA-2011**. Choose CONTINUE. Agree to sign up for the service through

PAYPAL (no account required). You may CANCEL the service without being charged

at any time during the next 30 days. After the first month, service is \$99.99 annually, a savings of 20%. Safety First donates \$50 to Be the Star You Are!® charity. To receive your FREE T-shirt, email your comments, reviews, testimonials, or ideas to [SafetyFirstApps@gmail.com](mailto:SafetyFirstApps@gmail.com).

SAFETYFIRST is the ONLY app on the market today that stores the text messages, phone calls, and locations of the child, while sending alerts to you of any possible danger. SAFETYFIRST is more than an app. It is your child's safety traveling companion providing you peace of mind and your child the freedom to be a kid.

Sign up today at <http://www.SafetyFirstApps.com> and get your **FREE MONTH**. Write them with your feedback (Email: [SafetyFirstApps@gmail.com](mailto:SafetyFirstApps@gmail.com)) and get a FREE T-shirt. Thanks for keeping your children safe. It takes a village and we are responsible.

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## WISHING WELL

Borrowing a great idea from our partner charity, [Cheerful Givers](#) in Minnesota, Be the Star You Are!® has compiled a **WISH LIST** for 2011. We hope you can help. Email [info@bethestaryouare.org](mailto:info@bethestaryouare.org)

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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 of our T-shirts and Books (\$15-\$20)



**Please fill our wishing well!**

**DONATE HERE**

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## 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.

[ITUNES;Podbean, Digital;Podfeed;MyPodcast;](#)

[Switchpod;Podomatic;](#)

[Directory;Podcastshow](#)

NEW! Download the Voice America/World Talk Radio APP from the ITUNES or MARKET Store for IPHONE, ANDROID, and BLACKBERRY!

**Email your friends to tune in to [World Talk Radio/Voice America](#)**

For guest guidelines, contact our Guest Coordinator, Angela Siekman at [radio@bethestaryouareRadio.com](mailto:radio@bethestaryouareRadio.com).

*“What a great interview! You are a consummate professional. Loved the interview (you star) and would be happy to do it again sometime. You are worth listening to again.”*

***Tony Richards***

***Personal and Business Development Consultant***

*"Cynthia, it was the PERFECT first interview for my book. You made it really comfortable and easy and brought out everything I was hoping to bring out in such a short time. I could not have had a better time. You are GREAT!" Brooks Olbrys, Author, The Adventures of Blue Ocean Bob*

*“YOU are AMAZING! Thanks so much.” Christianna Capra, Publicist, Krupp Communications, NYC, Spring Reins of Hope*

*“I just listened to your entire Power Hour and I enjoyed it very much! You and your daughter certainly do a lot of research in order to be able to repeat all of those facts. You work very hard, but I already knew that.” Susan Ten Bosch*

*“I received terrific feedback on the show and I thank you so much for having me. By the way, you are a great interviewer, and I shall certainly recommend your*

organization to other interested people.” *Edith Marks, Author, Glaucoma, Patient to Patient*

**A STELLAR SHOUT OUT** to [Brooks Olybrys, guest on Starstyle-Be the Star You Are!® on December 16.](#)

He wants to set a great example for his son and make a difference in the lives of kids with his book, *The Adventures of Blue Ocean Bob*. Brooks has committed to donating his books to the charities we serve and has already shipped several cases to Cayce Charities in Thorton, Arkansas. Thanks Brooks for being the star you are and increasing literacy.

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## FROM GUIDESTAR

### IRA Holders Can Still Make 2010 Charitable Distributions



Note: The following discussion is provided for informational purposes only and is not intended to serve as legal or tax advice. For specific information about provisions of the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010 affecting charitable contributions, consult your tax adviser or attorney.

Persons aged 70½ or older can again enjoy tax savings by making charitable gifts directly from their Individual Retirement Accounts (IRAs), thanks to a provision of the [Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010](#), which was signed into law December 17, 2010. The act also allows charitable distributions made from an IRA in January 2011 to be declared as 2010 gifts, should the IRA holder wish to do so.

The December 17, 2010, law extends legislation [originally adopted in 2006](#) and [extended in 2008](#) (that extension expired December 31, 2009). For a charitable gift made from an Individual Retirement Account (IRA) not to be taxed as income, the following must be true:

- the gift was made in 2010 or 2011;
- the IRA holder is age 70½ or older;
- the gift totals \$100,000 or less each year;
- the charity that received the gift is eligible to receive tax-deductible contributions;
- the charity is not a section 509(a)(3) [supporting organization](#); and
- the withdrawal goes directly from the IRA to the charity.

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The donor does not need to itemize his or her taxes to benefit from the distribution. If the donor does itemize, however, he or she cannot also take the distribution as a

deduction.

[DONATE HERE](#)

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## BOOK REVIEW SERVICE for AUTHORS



Are you an author who needs a book review?

Be the Star You Are!® provides 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 and testimonials. [info@bethestaryouare.org](mailto:info@bethestaryouare.org)

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### Conceive, Believe, Achieve

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.

Advertisement

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[http://twitter.com/BTSYA\\_Radio](http://twitter.com/BTSYA_Radio)

<http://twitter.com/StarstyleRadio>

[http://www.amazon.com/shops/be\\_the\\_star\\_you\\_are\\_charity](http://www.amazon.com/shops/be_the_star_you_are_charity)

<http://www.igive.com/welcome/warmwelcome.cfm?c=30993&m=421262>

<http://mycause.com/BTSYA>

<http://www.givebackamerica.com/charity.php?b=768>

[www.myspace.com/starstylebethestaryouare](http://www.myspace.com/starstylebethestaryouare)

<http://www.redroom.com/member/cynthiabrian>

<http://www.facebook.com/pages/Moraga-California/Be-the-Star-You-Are/38096443724>

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<http://www.flickr.com/photos/btsya/>

# BE THE STAR YOU ARE!



*Wishing you an abundant, happy,  
healthy, and prosperous 2011!*

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## CONTACT US



[Be the Star You Are!@ 501 c3](mailto:Be%20the%20Star%20You%20Are!%40%20501%20c3)

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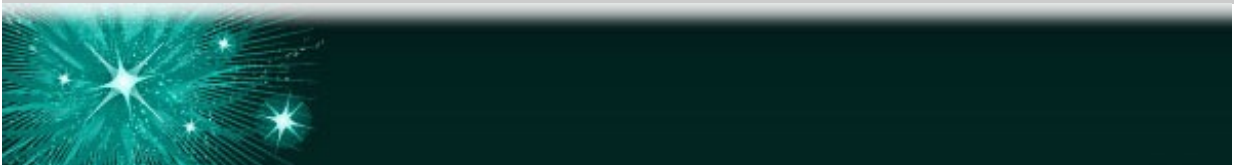
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**CELEBRATE NOW!**

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[Read](#) the VerticalResponse marketing policy.

