

Deadline to register for Mariner Youth Soccer's Fall League approaches

Do you have kids 4-14 years of age that have a passion for soccer? Do they want to learn techniques, tactics and strategies from professionals? Do you want them to participate in a sport where they develop social skills, their competitive juices, and improve their confidence, health and fitness levels?

Mariner Youth Soccer is a non-profit organization run solely by passionate volunteers. Established in 1983, and located at 270 Huttleston Ave, Fairhaven, it is one of the oldest youth soccer organizations on the South Coast and offers a variety of soccer programs for boys and girls between the ages of 4-14.



Think these kids are having fun?

Mariner Youth Soccer has over 25 acres of fields in use and growing – they are in the process of developing another five acres of land that will hold an additional three full size soccer fields. The primary focus of the league is the development of players skills and a love of the game. Importantly, they provide the **appropriate** competition levels for children looking to pursue their interest in soccer. They

know how to craft a curriculum that challenges the kids, but isn't overwhelming. Using just such a progression is the finest way to develop the necessary technical and psychological skills in the game.

With travel teams competing in the Spring and Fall season, that means the kids get to enjoy virtually year round play. In addition, they have recently been accepted into the MAPLE league – a club soccer league that represents the best competition in the state. This Fall, Mariner Youth Soccer will have several teams competing in the league. Mariner recreational games are played on Saturday mornings throughout the Fall. Travel games are held on Saturday afternoons, while MAPLE is played on Sundays.

Time is running out to register for the Fall League at Mariner Fields: the deadline is Wednesday, September 21. Sign up now for a stellar soccer league that has been around for decades, possesses a world class staff dedicated to creating a positive experience and lasting memories for children.

To sign up click visit the Mariner Youth Soccer website.



**Dartmouth YMCA at Camp
Metacomet Celebrates Fall
Festival, Mud Run and 5K Road
Race on Saturday, September**

17th

As Summer begins to close, activities and events on the South Coast don't slow down in rhyme with the season – after short lull, they actually pick up. With the advent of Autumn comes all sorts of celebrations and festivals. One of the region's most popular is the Fall Festival, Mud Run and 5K Road Race on September 17th hosted by Camp Metacomet at Dartmouth YMCA.



The Mud Run is a 1/3 mile course with minor obstacles and challenges.

Camp Metacomet is a large 68 acre site that the Dartmouth YMCA hold a number of what they call, day and specialty camps. Which is a way of saying a slot of time set aside for kids to generally have a blast – all the while learning, developing social skills, and building new relationships. It all takes place in the gorgeous backdrop of rolling green fields, hardwood forest and a real-deal working farm.

The Fall Festival, Mud Run & 5K Road Race is in its 11th year at the camp and anyone who has attended knows why it has become so popular and why it has experienced the success it has: the variety of organized, fun activities is led by a friendly staff of professionals who are experts at FUN in the safest way possible. They know full well how to create an atmosphere and environment that is conducive to bringing out the best in themselves and the kids participating. In fact,

many of the organizers have grown up through the camp program.

Kids have a natural curiosity that needs to be fed, they want to explore and learn but dislike doing it in a dull manner, they crave social experiences and interactions, but want to do it in a medium where it isn't forced. By making the focal point the activities, the kids have the proverbial "ice" broken and it's far easier to relax.



*The festival will have
carnival games, a
craft fair, hay rides,
live shows and more.*

Since everyone is having a complete blast, spirits are higher and the atmosphere is one that makes social interactions effortless – it engenders confidence. The kids **will** form new friendships and ones that will likely last.

What kind of activities are we talking about? Well, the festival itself is comprised of all the classic carnival game favorites that we loved growing up like ring around the pumpkin stem, balloon darts, face painting, pick your own pumpkin and decorate it, and pumpkin bowling. There will be archery, large inflatable bounce houses, a craft fair with local vendors, hay rides. A Children's Fashion Show by Folia, Drone Demonstration and Raffle by Rhode Island Drone Services and an exciting Reptile Show by Cold Blooded Reptiles. Finally, the Oxcart will be present selling delicious festival-style food.

Admission to the festival is completely free, however for some of the activities there will be a nominal fee. Tickets for the

rides/amusements/games can be purchased on site: 5 tickets for \$5 or 25 tickets for \$20. Yes, they accept cash **and** credit cards. 100% of the proceeds from these events benefits the YMCA Annual Campaign. This money allows every child and family the ability to enjoy the YMCA experience regardless of their ability to pay. Scholarship money is given out every year to assist families who would like to register their children for swim lessons, day camp, child care and more. This is a fantastic way for the kids to purge that last bit of summer energy and a super way to put a close on the summer – all the while helping out a great local cause!

Accompanying the Fall Festival will be the 5K Road Race which starts at 9:00am and a Mud Run with obstacles that starts at 10:30am. For the Mud Run participants will be organized into waves by age or family (yes, “big kids” can take part this year) so that there aren’t too many people on the course at once. The road race, of course, can be walked or run. You can compete to win, challenge yourself, or simply take part because it’s a community event or a bonding moment for the family. You simply do not have to be an athlete, in world-class shape to complete the course. People of all ages and fitness levels run the race.



How many times do the kids get to be told “Get in that mud and have

fun?!

The very popular Mud Run will make the kids feel like they are competing on one of the Japanese ninja course television shows. How often does a child get a chance to run, slip, slide and frolic in mud and because they are supposed to? Not only not get in trouble, but encouraged to do so? I'm willing to bet next to never.

The course which is about 1/3 of a mile in length, has challenges and obstacles along the way and a large mud pit which they will have to traverse over by a hanging rope. I guarantee that anyone that participates in the mud run will remember it for a lifetime.

Pre-registration is necessary for both these events and you can easily register online for either or both events.

If you or your children are looking for a fun, family-oriented event jam-packed with activities organized by passionate, dedicated people whose only goal is to ensure that you have a blast and form lasting memories with your kids, then the Dartmouth YMCA's Fall Festival, Mud Run and 5K Road Race is an event that you will not only want to participate this year, but one where you will want to plan for many years to come.

Dartmouth YMCA Fall Festival, Mud Run and 5K Road Race

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Website: ymcasouthcoast.org/Locations/Dartmouth/CampMetacomet

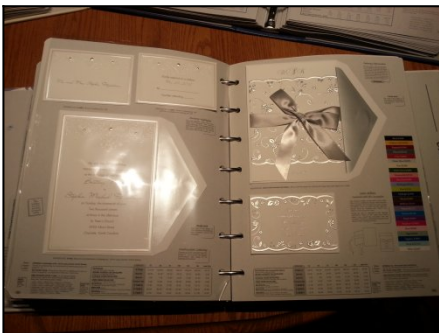
Facebook: facebook.com/CampMetacomet/

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The Surrey Shoppe: closing its physical doors but still charging forward offering old world service – stay tuned!

If you are like me, you've driven by the Surrey Shoppe a thousand times. You've also likely wondered what a "Surrey" is and what exactly the Surrey Shoppe sells, offers or does. The Surrey Shoppe has been in the same location for over 50 years – some of us have driven by it starting as kids!

For a small business to be around and succeed for five years is saying something. Ten years? Twenty? FIFTY? An amazing accomplishment that speaks for itself. When the Surrey Shoppe first opened man hadn't even walked on the moon yet – he was just about to. Beatlemania wasn't a thing yet. Ali had yet to fight Liston, and Nixon had yet to state that he was not a crook.



The Surrey Shoppe

*offers stationary,
greeting cards and
high-quality
invitations for **all**
occasions.*

The Surrey Shoppe is one of the best kept “secrets” in the city. However, if you have been a patron of the Surrey Shoppe, it’s no secret.

Let’s clear one thing up straight away: a Surrey is an old name for horse-drawn carriage with four wheels and two seats. You know those carriages that pop up in all those vintage 19th century photos? Same culprits. While there IS a Surrey inside the “shoppe,” surreys are not sold there. Proprietor Joel Gonsalves inherited the business from his parents who started it. All are avid history buffs, especially fond of New Bedford’s history. The name of the business and the old-fashioned spelling of shop hearken back to, and pay respect to the history here.

So, no surreys for sale. The name has been clarified. Now, what **is** the Surrey Shoppe? The short and simple is that the Surrey Shoppe is a large shop that provides a number of services and sold gifts of distinction – I say “sold” in past tense, because after more than 50 years Joel is closing the physical brick & mortar business and going digital and the services he offers will, of course, continue.

Which type of services are we talking about? Own a watch? You can get it engraved, repaired, or the battery replaced. Have jewelry that you want repaired or even designed? Yes, designed. Own precious metals that you want to sell? Need custom printed invitations for weddings, corporate events, birthdays, anniversaries or **any** other special occasion? The Surrey Shoppe is the destination for these services which have become a lost art. He even includes special order service, complimentary gift wrapping and delivery. Finally, you may

want to sit down for this one: he even does house calls for certain services!



Located at 2161 Acushnet Avenue, the Surrey Shoppe has been servicing locals for over 50 years!

Thus a more accurate way to describe the Surrey Shoppe is to say it is a *who* not a *what*. Joel is an integral aspect of the Surrey Shoppe and he can't be separated. What distinguishes the Surrey Shoppe's services from larger stores and shops is the person – someone who got his start working along side his parents at the tender age of four years old when Therese and Matt Gonsalves borrowed money from Matt's life insurance policy to purchase Mary Lou's Card Shop in 1962.

Matt was a handy woodworker and would create things with Therese at night in the basement of their home and pedal them from the family station wagon on Cape Cod during the day with Joel in tow. Things went so well that they thought that selling these items in their own shop would be worthwhile. Thus the purchase of Mary Lou's Card Shoppe changing the name to The Surrey Shoppe as the building had formerly been a livery stable. Success was rapid and they quickly outgrew the space.

Land next door was purchased and the current 4,000 square foot shop was built and opened in 1965. Joel would observe and learn the art of salesmanship, home staging (before it was

even heard of), and customer service, backed by honesty, integrity, and an unceasing work ethic. Fifty years later he's doing those exact same things his parents did. Fifty years...for the younger crowd, this would make him a grand master. A Jedi!

Fifty years not only translates into expertise, but trust. He's been there fifty years, you can bring your most valuable possessions to him and have complete faith that they are in good hands – that they will not only be in safe-keeping, but the results will exceed your expectations because of the sheer amount of knowledge and experience. Fifty years also means Joel knows **you**. He knows what you prefer, like and enjoy. He knows what he's done for you in the past and what you've mentioned in conversation. He has an uncanny ability to remember all his customers and their history. This is something I have seen first-hand numerous times.

There is no fancy, high-powered computer, no massive file system, there is only Joel's memory. Contrast this to going to a chain store where you are serviced by a different employee each month, because of the high rate of turnover.



The surrey is the perfect symbol to describe the eclectic inventory Joel offers online.

Imagine going to one place for a wedding anniversary and simply stating "I need something for Jane. It's our 10th anniversary." or "It's Bill's birthday, got anything?" THAT is

service you rarely bump into these days. It's one of the primary reasons Joel has been around so long. When you factor in that Joel's prices for his services and goods compete or in most cases, more affordable than what you will find at these larger stores, it's a no-brainer to see what he does and offers. Better service, more affordable prices, and you are called by your name not a number.

This service that Joel provides is something that was commonplace at one time, but has died out sadly enough. This type of service should be the norm, but with the advent of chains and large department stores came high turnover rates and depersonalized service.

If you are a past customer who is concerned about your club cards or gift cards, don't fret. Joel will honor them all. If you enjoyed the eclectic goods he offered, or a new or potential customer that would like to see them, you will still be able to browse and purchase through a phone call or visit to the links below. On September 28th, Joel will be closing the physical building, so that means some rather larger discounts and deals, upwards of 75% off.

Stop in and touch base, see how you can stay connected if you are a past customer, or how to connect if you have never stopped in before. Send him your email to keep abreast of developments, deals, discounts and other aspects. Maybe you can pry and find out some of the new ideas and ventures Joel has that he will be diving into in the near future. Whether an old or new customer, Joel would love to see your face!

Have any old, broken, or unwanted jewelry, coins, or flatware made of gold, silver, or platinum to sell? Mention this page and receive cash for your metals PLUS an ADDITIONAL 10% more in regularly priced Surrey Shoppe merchandise or services as a bonus!

For example, bring in \$500.00 worth of precious metals in any form between now and September 28. Get paid \$500.00 in cash AND receive an additional \$50.00 credit to spend on regularly priced merchandise in stock or services in the store while you're there! Does not apply to previous metal sales. Get in soon as merchandise will go quickly and this offer expires on September 28, 2016 and will have no value after that date.

The Surrey Shoppe

2161 Acushnet Avenue

New Bedford, Massachusetts

Phone: (508) 995-4773

EMail: surreyshoppe@comcast.net

Hours of Operation:

Monday-Saturday: 9:00am-5:00pm

Facebook: facebook.com/thesurreyshoppe

Website: surreyshoppe.carlsoncraft.com/

Photos:: facebook.com/thesurreyshoppe/photos_stream

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Healthy Bites celebrates one year anniversary and now

offers a juice bar and fitness classes

In May, we shared the fascinating story behind Healthy Bites located at 804 Belleville Avenue. Dynamic duo Crystal and Jeff Lister opened their business venture in August of 2015 with the intention of bringing healthy prepared meals to those who were trying to lose weight, or perhaps gain weight for weight lifting. They were also trying to reach those interested in neither of those, just wanted to save time in their busy lives, but didn't want that to mean heading to a fast food chain.

To say they succeeded at this would be an understatement. In a very short period of time, they have experienced significant success.



Fresh pressed juices are made each morning so you don't have to wait.

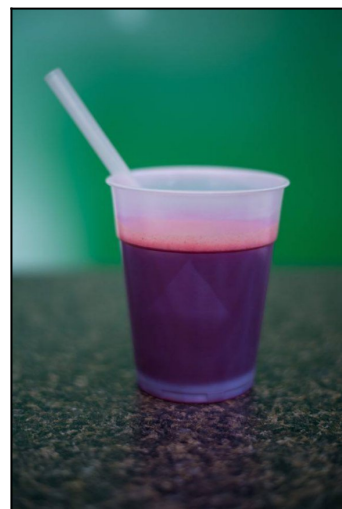
This can be attributed to hard work, passion, above and beyond customer service, and of course, mouth-watering drool inducing dishes like Cheddar & Apple Stuffed Chicken, Turkey Sliders /w Mango and Pineapple Salsa, Creole Style Salmon, or Lemon

Coconut Granola bars. That's a small sample of an ever-changing menu of breakfast, lunch, dinner, snacks and desserts.

Both Jeff and Crystal absolutely love what they are doing and if you spend one minute with either, their passion and knowledge will be immediately evident. This is something they take rather seriously. Something they are always trying to improve upon. Always trying to bring what they offer to the next level.

It's in this vein that they have added new certifications to their credentials: Personal Training Certification and Fitness Nutrition Specialist Certifications. The biggest news of all that they are excited to share? They are complimenting their prepared food service with a full service juice bar! That translates into healthy, nutritious pressed juice drinks prepared each morning meaning you don't have to wait upwards of 10 minutes for your drink. No waiting, no preservatives, all delicious. In addition, you can get your favorite snacks and sit, sip, and enjoy right at the counter or table.

The benefits of pressed juice drinks for those living a healthy lifestyle or trying to lose or gain weight are manifold. You get all the nutrients, anti-oxidants, and vitamins that come from the juices very quickly, which means you get energy almost straight away.



The new juice bar

*means you can sit
at the counter or
table and enjoy!*

Your immune system gets a boost from all the vitamin C, and since juices are lower in sodium, cholesterol and fat that means they are heart healthy! You can keep that high cholesterol in check, lower that blood pressure, and the hydration is great for your kidneys and skin health.

Here's the kicker you don't need to drink pressed juices because you are trying to change your weight or live a specific lifestyle: these are so delicious that you can drink them for that reason alone!

Sound like something you may be interested in? Don't believe me about how good these are? Well, on September 10th from 1:00pm-3:00pm Healthy Bites will have their grand opening of the juice bar and you can try FREE samples of the juices and food that made them so popular.

You'll become a believer.

In addition to the juice bar, Healthy Bites is now open every day to better service their customers with restricted or limited schedules. You asked, you shall receive. And since many of you **are** living a healthy and fit lifestyle or have taken losing weight seriously, you'll be ecstatic to know that Healthy Bites has connected with "Keeping It Moving Fitness" headed by fitness instructor Marlene Gomes.

How will this benefit you? Bundles and package deals always means discounted prices. The convenience of being able to get everything set up in one place instead of going to several.



Healthy Bites is now connected with “Keep It Moving Fitness” to better help you achieve those goals.

You save on the drop in rate which is typically \$10: all weekly Healthy Bite customers get HALF off and only pay \$5. Motivated and plan on going to lots of classes? Grab yourself a class punch card: get 10 classes for \$50 as a weekly Healthy Bites customer – the regular price is \$70!

Classes are at 9:00am starting September 3rd and take place at 79 Brook Street 4th. There is a 10:30am partners class which is \$10 to drop in and you can get a punch card for 10 classes for \$70. Lastly, if you don’t care much for group classes and/or need some individual attention, you can get 1 on 1 personal training – call Crystal or Jeff to get a package deal for both training and food.

Healthy Bites has become the one stop place for the active lifestyle. Whether that activity is for fun, health, fitness, losing weight, or bulking up, you have a team on your side with the knowledge and passion to nudge, push and encourage you to reach your goals. Goals which can be incredibly difficult when you are trying to nail them alone.

There's no need to go solo when experienced, dedicated, experts are right around the corner.

Healthy Bites Meal Prep

804 Belleville Avenue

New Bedford, Massachusetts

Phone: (774) 305-4172

Website: healthybitesmealprep.com/

Facebook: facebook.com/healthybitesmealprep

Instagram: instagram.com/healthybitesmealprep/

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Cafe Portugal is the quintessential Portuguese restaurant offering delicious standards in a friendly, old-world atmosphere

I can't imagine a life without the presence of Portuguese culture. Having lived in many states and countries, I've learned how uncommon Portuguese enclaves are and how much we can take Portuguese food for granted.

Growing up, I thought everyone in America had linguica, chourico, kale soup, "pops," quezadas, boiled dinner and many

of our other favorite Portuguese dishes. Once I started traveling, I discovered how rare it really is. In fact, I've even had someone ask "What do Portuguese people look like? Are they black or white? Do they eat weird food?" There are wide swaths of America that have absolutely no idea where Portugal is on a map, what Portuguese people look like, let alone what they eat.



*You've probably
driven by Cafe
Portugal a
thousand times!
(Fernando Costa)*

These poor deprived souls.

The idea of relocating to another part of the country or world and not having access to Portuguese food, Fado, festas, or hearing last names like Pereira, Gomes, and Fernandes is horrifying to me. So, I relish this community and certainly do not take it for granted. I go to the various feasts, I listen to Fado whenever I can, and partake in one of my favorite aspects of the Portuguese culture: eating at many of the absolutely fantastic Portuguese restaurants. I honestly cannot think of a **bad** Portuguese restaurant.

So, I've done what any good foodie does when he has to make the difficult choice of where to go – I designate each restaurant as the one who makes the best of a particular dish or particular dishes. I go to one place because, in my opinion, they make the best boiled dinner, the best Chourico Bombeiro, or the best Alentejana. That way I get to support

them all, as they deserve.

A hidden gem in plain sight

One of my favorite spots is a hidden gem – one less frequented because it doesn't have a massive presence. A quiet little place that is perhaps skipped over because some people may think they aren't Portuguese enough. You know, those Portuguese places where no one is speaking English and when you walk in, it's like you are no longer in America, but in Portugal?

Thing is, that we all know that that means the food will be authentic and we also know that it will be good. The kind of food that is so good that when you eat it, you feel like you are doing something wrong. Well, one such place is Roberto and Grace Calderon's Cafe Portugal at 1280 Acushnet Avenue. It's a place we've all driven by countless times because of its location.

I made the above mistake for years, but I kept hearing how darn delicious the food is and how I simply had to try it. I'd hear it again. Then again. I knew I had to smarten up and get there.

Walking into Cafe Portugal reminded me of those many tiny back alleys in a rural European town – could be Portugal, France, Belgium, or Spain – that I had passed through. The archaic looking old world sconces on the wall were mnemonic triggers. The front dining room and bar have a very rustic, warm, and homey feel to it. Like you just walked into avó's living room. The aromas coming out of the kitchen are the same – a signal that you are about to feed your soul.



*The Chicken Mozambique
is as good as it
looks.*

Warm welcome, first impressions

Roberto and Grace both happened to be there and greeted Mike and me straight away. They didn't know who we are, but their warm welcome, made us feel like we were regulars. A nice start to things.

They worked in tandem taking our drink order, bringing a bread a butter basket and setting up for some major event that night. From where we sat, there was a massive dining area that looked like it could seat 150 people or more. Roberto noticed my interest and explained that there was going to be a celebration that night featuring a band from Brazil. He mentioned something about a "Dos Anjos" celebration, but my Portuguese isn't fantastic so I don't understand the "angels" reference.

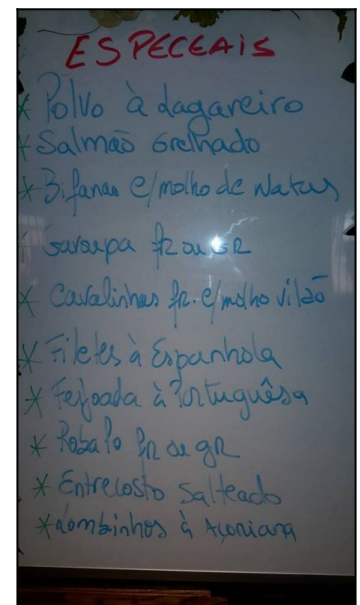
The menu was very straightforward and modest. If you're looking for a menu that has 50-100 dishes, this isn't the place. That's certainly not a bad thing. The menu suggested "We offer only what we specialize in." They know what they know and serve exactly that. However, they had a marker-board of daily specials (most were \$6,95) to keep happy those who want to change it up now and again.

Mike and I discussed a concept we feel strongly about. When it comes to restaurants, there is always a dish or two that are signature to that culture – something that is the benchmark

for everything else on that menu. The dish that is quintessential to that ethnicity – if they do that right, you know that everything that follows is going to be good.

Appetizers – a teasing of what's to come

So, ordering the **Shrimp Mozambique** to start with seemed an obvious choice. For an entree, I decided on the Azorean Steak – I only order steak about twice a year and it had been a while, so I opted for it. Besides Mike was nudging me towards it. He is a “Mozambique guy” – he orders something Mozambique pretty much every time we go to a Portuguese restaurant. In fact, he chose the **Chicken Mozambique** for his entree.



*A fantastic
standard menu is
complimented with
daily specials*

However, he is also a steak guy. I think he was torn, so by suggesting that I order the steak, and knowing I would share, he could have the best of both worlds. So I guess I “had” to order the steak. Cruel, right? Is there an organization that fights for the human rights of brothers in a first world?

The Shrimp Mozambique came out in a flash and with its aroma

leading the way. My, my.

Approximately ten plump, tender, **fresh** shrimp taking a bath in that famous, tangy, garlicky, signature sauce garnished in parsley, Portuguese black olives and lemon slices. I have never made the dish myself, so I am not familiar with every ingredient, but there always seems to be a hint of beer or perhaps wine – it's always the one thing that puts the sauce over the top and separates it from a simple, crude hot sauce. It is this complexity that has made the dish so popular and made this particular one so fantastically divine.

The one thing I want to be sure to mention is that these shrimp were not processed, but fresh. I find it insulting to the food and the customer when seafood is processed. Charging people a premium price when you are cutting corners is insulting to the customer, and removing the flavor is insulting to the food itself.

Just unadulterated, sweet and succulent, fresh shrimp that could have stood alone without any sauce whatsoever. Just amazing. A great start. After we pummeled these in a matter of a minute, we stared at the serving plate of sauce. I know what Mike was thinking and surely he knew what I was thinking. "Would it be considered rude to pick up that plate and drink that sauce like it was bottled water?" Or more importantly, could we do it without anyone noticing? When I finally thought the social penalty an even trade and was about to sip – even slurp – the waiter came to take the tray away to make room for the coming entrees. A moment passed is a moment lost. I just stared longingly at the plate as it was whisked away.

The main event, entrees

Sadness turned to joy when the entrees arrived. Again the powerful aroma was the vanguard of deliciousness. Mike and I were both pleasantly surprised at the ample portions. You definitely get your money's worth.

The steak came smothered in a translucent-brown, broth style sauce – sort of a Portuguese Au Jus – half and whole roasted cloves of garlic, julienned Portuguese red and yellow peppers, topped with an egg over-easy and garnished with fresh parsley. A modest pile of golden-brown, crispy fries and yellow rice garnished with more parsley accompanied the steak.

I ordered the steak medium-rare and it was cooked exactly as ordered, yet they still managed to get char on the outside. That demonstrates care and skill when it comes to cooking steaks. This steak was simply one of the best steaks I have ever had. This was the quintessential steak: savory, juicy, and tender. The sauce didn't compete for attention, but was the perfect compliment. Together they were a match made in steak heaven.



Cafe Portugal's mouth-watering Azorean Steak

The rice was perfectly cooked and the an excellent way to sponge up any excess steak juice. The fries were crispy on the outside, piping hot and creamy on the inside. Yep. I was in my happy place.

The centerpiece of Mike's entree was a square bowl of large, plump chunks of all white meat chicken in the same amazing, tangy Mozambique sauce that the shrimp were served in and garnished with a lemon slice and fresh parsley. It was also accompanied with rice and french fries.

Again, this was the quintessential Mozambique dish – when you

think of Chicken Mozambique, this is the standard. One of the best versions I've had on the South Coast – which might as well be the world when it comes to Portuguese cuisine outside of Portugal.

Summary

The portions were large enough that we had to pass when we were offered dessert. The service was friendly, fast, and attentive. The ambience was old world and the prices were right on the money – pardon the pun. I can't believe that I waited this long to try Cafe Portugal. I now have a new place to mention when people say "Let's eat Portuguese!"

I not only plan on coming back again and again for lunch or dinner, but I'd like to come during one of the musical events that Roberto says he has frequently. A restaurant that not only serves phenomenal Portuguese food – some of the best in the city – but also serves Portuguese culture on a regular basis?

I'm all for it.

Cafe Portugal

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Family owned and operated Paul's Place has been servicing the area's car repair and used car needs for over two decades

People ask a lot of questions on the New Bedford Guide Facebook page and we get an unbelievable amount of messages in our inbox. Almost daily people will ask us about the best neighborhoods to rent or buy a home, where to get ice cream, best places for a date, who to talk to about noise complaints or potholes, etc.

Two of the most asked questions are "Who can I go to for car repair?" and "Where can I go to get a used car without getting ripped off?" Car salesmen and repair shops aren't trusted institutions because we've all been bilked, ripped off, and overcharged. Often, we hop from one to another.



*Paul's Place is
located at 364
Dartmouth Street in
New Bedford.*

It's gotten to the point where we got to friends, or friends of a friend and even then, that can turn out to backfire. No

one trusts and advert and when you've been burned enough, you learn to rely and trust family or word-of-mouth.

We don't all have family that do car repairs or work at a dealership. So who do you go to that is reputable, can be trusted to charge the right price and **only** for the work needed? We're here to help those who have asked!

One family owned and operated place that has built a reputation on these very things is New Bedford's own, Paul's Place at 364 Dartmouth Street. Proprietor and mechanic Paul J. Duarte opened his door more than 20 years ago and have been on Dartmouth Street for the past 16 years.

His son Dillon and close friend Kevin Currin form a solid team with synergistic efficiency and together they have provided a one-stop shop that provides performance upgrades, tire & wheel packages, as well as sell quality used vehicles. They have the tools, knowledge and ability to service all makes and models especially Volkswagen and other European brands.

Paul was always mechanically inclined and growing up he was always working on cars. He would graduate from Greater New Bedford Vocational-Technical High School in 1988, and further his knowledge base by completing a number of education classes offered by various automotive manufacturers, parts companies and industry leaders in order to stay current on trends and innovations in automotive service.

Paul comes from an era where your word was "bond" and your business and your good name were synonymous. That's why he didn't come up with a snazzy name for his business – he purposely put his name on the sign flying outside.

"When you come to Paul's Place you know that you are getting quality service at a reasonable price. And you know that I am going to stand behind the work because my name is on the sign.

As a customer you want to be confident that you are making the

right choice buying a car from me or entrusting your vehicle to me and my staff, I want to make that experience easy for you. I don't ever want a customer to feel as though they made a mistake in choosing to purchase a car from us or have us service their current vehicle."



If your car is giving you grief and you need some repairs or want to replace it, give Paul's Place a call.

Paul couldn't be more pleased when it comes to his son's presence in the business. He really had a "This is why I am doing this for a living." moment when his son first came to work with him. It filled him with a sense of pride to be able to do something he loved for a living *and* have family involved.

Kevin Currin is extended family and the trio are like proverbial pigs in mud when it comes to car repair and selling the used cars on their lot. Each car is given a thorough going over and anything and everything that can be done to improve the car is undertaken. No shortcuts – Paul feels that word-of-mouth is the best way for his business to grow and every problem-free car sold is the best advertising possible. In fact, the used car aspect has been growing like gangbusters and this September he will be expanding his inventory substantially.

If your car is giving you grief and you need some repairs or

want to replace it, give Paul a call. If you want someone trustworthy that won't charge you an arm and a leg, but will charge a fair and accurate price, Paul's Place's twenty plus years speaks volumes.

Paul's Place

364 Dartmouth Street

New Bedford, MA 02740

Monday-Friday: 8:00am-5:00pm

Saturday: 9:00am-12:00pm

Sunday: Closed

Appointments Available

Phone: (508) 991-4489

Email: Paulsplace364@gmail.com

Website: paulsplacema.com/

Facebook: facebook.com/pauls.place.752

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**Holy Family Holy Name
School's well-balanced
curriculum has been producing
excellence since 1973**

Holy Family-Holy Name School is one of the five Catholic Schools in the Greater New Bedford Deanery. A "hidden gem" in a very urban neighborhood, it was established in 1973 when Holy Name School merged with Holy Family School. Since that

time, it has provided a safe, loving place where inspired teachers and staff are dedicated to helping children from three years old through Grade 8 reach their academic and social potential as well as become responsible, loving, service-oriented members of society.

In addition, the students can talk to each about their shared faith. They can speak freely and unabashedly about their religion without feeling pressured or making others feel alienated.



Teacher and kids hard at work!

This is one aspect of parochial schools that is different from public schools. Vice-Principal, Ralph Tripp, who has been with the school these past six years stated, "Our school isn't solely about academics. We provide a rigorous education in a Christian-based environment that encourages respect for and value of every person. We celebrate diversity. The family atmosphere in our school is clearly evident the minute you walk in.

It is extended beyond the school and reaches into the lives of all our students. We are here to help them in time of sorrow or need and we are here to celebrate their happiness and success." This sense of "family" comes from dedicated and vested faculty and staff who do not have "a job", but rather, "a vocation." Their passion is all about children. They were born to do what they do. They strive daily to make sure the

whole child is educated, nurtured, respected, valued, kept safe, cared for, and loved. All while receiving a top educational experience filled with interactive activities and just plain fun.

Inspiration for educators like this come from a variety of places, but central to them all is the children. For Cecilia Felix, an educator (at HFHN) for 13 years and the principal here for the last 27 years, it was her family background in teaching combined with highly devoted educators that inspired her. "In elementary and high school I witnessed the importance of their vocation to serve children through education. It was a value I keyed into.

Catholic Education is my vocation and it is a way I can model my deep faith to children. How gratifying it is to watch students grow spiritually and academically in an environment that strives to serve others as Jesus did." Sr. Muriel Lebeau, an educator for over 50 years, summed it up succinctly, "Jesus said, 'Let the little children come to me.'



HFHN provides a rigorous education in a Christian-based environment that encourages respect for and value of every person.

What greater ministry is there?"

Holy Family – Holy Name School is a Christ-centered academic community instilling Catholic beliefs and gospel values; nurturing student's gifts of faith and intellect by surrounding them with a family of faculty, staff, and volunteers whose vocation is to serve.

While the educators at Holy Family-Holy Name School take their faith-based curriculum very seriously, they also understand the value non-academic events have in helping students form relationships. These school functions let them hone their social skills and gives them a sense of community. There is always some type of special event going on like our annual Cabaret to benefit academic resource needs. Every April, we have a Penny Sale and host a "Spring Fling" which is a night of fun, dancing, raffles, and more. Here is the detail for a Golf Tournament and a form for those interested in hosting a crafting table at the upcoming HFHN Holiday Fair.

These fun occasions have helped us purchase 90 Google Chromebooks for our classrooms. With future funds we hope to add more iPads for use in the younger grades.

In May, we hold an Educational Fair with a musical performance by Junior Choir students followed by classroom displays of themed work, units, and more.

Parenting in this day and age is an extremely difficult job. Holy Family-Holy Name School is cognizant of this fact and works very closely with all of our parents to promote a partnership with them. This team-work, established with trust and mutual respect, ensures that our children know that everyone around them "has their back." This is confirmed when we receive parental comments like, "Positive character development and education are essential for children to succeed in this ever-changing world. HFHN hits it out of the park on both accounts", "I chose HFHN for my children because I want them to understand that kindness, compassion, and basic human decency are hallmarks for making the world a more

peaceful place”, and “You get an immediate sense of family and community connection as soon as you walk through the doors of HFHN.”



While the educators at Holy Family-Holy Name School take their faith-based curriculum very seriously, they also understand the value non-academic events.

Holy Family-Holy Name's motto is: "We are a family you can count on to serve as Jesus did." In this vein, part of our students' Catholic educational formation is to encourage them to be involved in service opportunities at school and in the community. We want them to see the value and the importance of doing for others.

Holy Family-Holy Name School offers today's children a way to develop many areas of their life: academically, socially, physically, emotionally, and spiritually. It has a well-balanced approach that successfully addresses the complex aspects of all individuals.

The education given and received here at 91 Summer Street is centered on the teachings of the Catholic Church and how Jesus led His life. It engages children and it encourages them to build a strong foundation of knowledge, kindness, tolerance, and service. This foundation will serve them well in the

future. Visit us or call us sometime soon. We look forward to welcoming you into our “family!”

Holy Family – Holy Name School is a Christ-centered academic community instilling Catholic beliefs and gospel values; nurturing student’s gifts of faith and intellect by surrounding them with a family of faculty, staff, and volunteers whose vocation is to serve.

Holy Family Holy Name School

91 Summer St

New Bedford, Massachusetts 02740

Office Hours (Mon-Fri): 7:30am–3:00pm

School Day Hours: 8:00am–2:30pm

Phone: (508) 993-3547

Facebook: facebook.com/pages/Holy-Family-Holy-Name-School/352322248282049

Website: hfhn.org/

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Foodie’s Guide to Regional Gastronomy: The Humble “Queijadas” or Portuguese egg

tart pastry

The Hieronymites Monastery Mosteiro dos Jerónimos in Lisbon, Portugal where the “queizadas” was first created by Catholic Monks. Photo by Alvesgaspar.

Series Introduction

In this series, we hope to highlight and showcase in as interesting a way as possible, the stories behind our favorite, mouth-watering local dishes. While we'll focus on greater New Bedford and the South Coast, we will occasionally “travel” to places like Plymouth, Providence or even Boston. I will attempt to keep it light-hearted, fun and easy to read. While I can't promise to keep you compelled and pull you along with prose – that would take a professional writer – I will promise to be liberal with the drool-inducing images of these dishes.

I grew up in a Sicilian household where everyone – man, woman, child – was participating in preparing meals. It was a “trick” to get everyone together, talking, laughing and of course, the occasional heated debate. Food was a huge part of our identity, where we came from, who we were. There was something special about the atmosphere that revolved around a meal that **we** prepared.



You haven't lived until you've had at least one...or ten "queijadas"!

This is certainly not unique to an Italian or Sicilian household. Every ethnic group in the country has a proud culinary tradition that they grew up around. You can easily replace “Sicilian” with Irish, Vietnamese, Portuguese, Ethiopian, Greek or anything else. This is why food as a topic is always so popular. We humans love our food and that passion goes beyond the gustatory or taste – we crave the aromas, delight in the presentation, are fueled by the atmosphere, and relish – pardon the pun – discussion about our favorite dishes, restaurants or cuisines.

One thing that is often not discussed, is glossed over, or barely touched upon, is the history or background of these dishes. Now, to some, this conjures up the voice of the guy from the “dry eyes” commercial. The terms, for many, are synonymous with “boring,” “dull,” or “It’s time to go.” However, the background can be interesting, fun, or funny and it can be so without being facetious, dumbed-down or popular. I will make every attempt to maintain a fresh balance with this series.

As always, feedback is encouraged. Anecdotes are wanted. Discussion is paramount. **Please** join in.

Creamy and sweet, with a warm, almost hot center, flaky crust and a tinge of “burnt” flavor on the top. This describes the quintessential *pastel de nata* (mainland Portuguese name), *queijadas de nata* (Azorean name), or as they are known colloquially, *quezadas* or *natas*. Whatever you decide to call them, they are tiny morsels of life-changing deliciousness. Bite into one, your life is changed. You are whisked away to a stress-free existence and everything is vales of lavender and lilies and in the distance you can hear angels sing.

Well, not really. I exaggerated the part about the lilies.

This Portuguese egg tart delicacy is a favorite anywhere that there are Portuguese enclaves on the the planet, e.g. New Bedford, Fall River, parts of Hawaii, Florida, Brazil, Mozambique, and even China in Macau. How did they come about? Who made the first ones? Has someone paid tribute with a statue or monument? Where are the best places to get them? Because I want these bakers to take my money.



*You so want this to be
a picture of your
hand.*

Believe it or not the pastry is a merger of two giants of the culinary world: France and Portugal. One famous the world over, the other known only in certain communities like our own. Having traveled over the world, I am always astounded how little people know about the Portuguese, their culture and cuisine. Especially astounding since they have made some of the greatest contributions to these areas.

In 1501, a Hieronymite monastery called *Mosteiro dos Jerónimos*, was erected in Lisbon in the parish of Belém, under the supervision of a Frenchman by the name of Diogo Boytac. The Hieronymites were a Catholic enclosed religious order – a fancy way to say Catholic “hermits.”

The monastery was started by a Frenchman, but after he passed away, local Portuguese took over, most importantly João de Castilho, Diogo de Torralva and architect Jérôme de Rouen, son of the renowned French sculptor Jean de Rouen. In all, it would take nearly 70 years to complete and finally finished in 1600.

However, I digress. These monks had a connection to France, not only through the original builder, Diogo Boytac, but the order itself was originally based in France. Those French monks favored a local pastry, called in French, the *flans pâtissier*. The French version was “pie sized” and not the little “two-biters” we’ve come to know.

Once the monks had settled in at the monastery and their normal lives would resume, they of course would create French dishes. Since the monks used egg-whites for starching of their clothes they would be “stuck” with a lot of egg yolks. When you have lots of egg yolks, what do you do? Well, you make custard! So, it was a no brainer to begun cooking *flans pâtissier*.



The French flans pâtissier that gave birth to the Portuguese “queijadas de natas.”

In 1820, a revolution struck Portugal changing the political and social landscape of the nation. The “Liberal Revolution of 1820” would temporarily, adversely affect the economy of the country and lead to the extinction of many religious orders. Without funding and having to generate revenue themselves, the monks decides to take their surplus of eggs and make smaller, more affordable versions of *flans pâtissier* to reflect the economy of the time. People who couldn’t afford an entire pie, could afford a vastly smaller version and the “grand” *flans pâtissier* became the *pasteies de natas* found in Portuguese bakeries and *pastelarias* around the world.

The revolution finally reached the monastery in 1834 and the order was resolved. The local sugar refinery where the monks had been buying their sugar to make the pastries ended up purchasing the building and in 1837 they re-opened it, not as a monastery but the “*Fábrica de Pastéis de Belém*,” roughly translated as the “Bethlehem Pastry Factory” or “Bethlehem Factory of Pastries,” named in tribute to its parish.

Guess what? They never stopped making them: you can still visit the *Fábrica de Pastéis de Belém* to eat one, made by the same family that purchased in the the 1830s.

And, no – don’t ask me to discuss the abomination and cousin of the *pasteis de nata*, called the *pastel de bacalhau*. Don’t ask!

Want to make your own egg custard pastries? Here is one of the best recipes with step-by-step pictures and instructions. Have a recipe to share? Please do!

Clean Eats Delivery – Health and Results, Without You Sacrificing Time or Flavor

Meal preparation or meal delivery services are more popular than ever. Haven’t heard of them? Haven’t considered using them? Why should you?

In this day and age, we are busier than ever. Between hectic work hours, raising a family, managing a business, keeping the house and yard maintained, exercising, and the myriad of other

responsibilities in our lives, we are always pressed for time. There doesn't seem to be enough time in the day to get it all done, let alone "me" time or time just to HAVE FUN. Remember that?



Michael Glassman and his team have made it possible to eat healthy, save time, and do it in an affordable way.

More often than not we stop at a drive-thru or order a pizza. If we can't stop for lunch we grab a candy bar instead, just to keep going; Months down the road we've packed on some extra weight, elevated our cholesterol levels and raised our blood pressure.

So, based on the modern American lifestyle, we're always on the go and pinching pennies where we can, while still trying to maintain a healthy diet. This is how meal preparation companies began. You're simply not interested in eating poorly, but you might feel that meal preparation or delivery service is too expensive, you put aside time to make your own meals – which *really* puts a time constraint into the picture and added stress.

The thing is that most of these services are thriving *because*

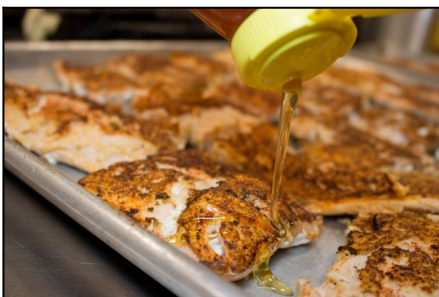
they are affordable, on top of being convenient. Their idea is to provide healthy, nutritious, affordable meals that free up your time to do more important things.

Reputation of consistency and quality product, mouth-watering flavors with fresh ingredients.

One meal delivery service that exemplifies the quintessential meal preparation and delivery service is CleanEatsDelivery.com based out of Tiverton, RI. President/CEO Michael Glassman started CleanEatsDelivery.com in 2015 and built the company on a reputation of consistency and quality product, mouth-watering flavors with fresh ingredients.

If the name sounds familiar it's because Michael was the owner of the popular Healthy Grille (started in 2002) in Dartmouth, the town where he was raised. After 12 years at the Healthy Grille, he took what the customers were saying to heart: "Please deliver!"

Glassman and the team have had such dramatic success because they not only listen to their customers, but they reach a wide range of people – from homemakers and housewives, to the elderly, athletes, and the common man or woman. They feel that health and wellness is for *everyone* and made it their personal mission to educate the consumers through food and the medicinal benefits that lead to wellness. The feedback, testimonials, and reviews on the website and Facebook speak for themselves as evidence that what CleanEatsDelivery.com is doing simply **works**.



*Honey drizzled Salmon
getting the treatment.*

He has accomplished this mission and continues to do so with the help of a team of like minded, equally passionate individuals: Randy King, Sr., (Vice President and C.O.O.), Jennifer Pacheco who is the V.P. of Operations, Jessica Caldas V.P. of sales, exercise physiologist and Personal Trainer, as well as owner of CrossFit Dartmouth and Crossfit Bridgewater Jason Caldas, Dr. Todd Dersham, a movement specialist and Chiropractor, Vada Boulay – Executive Assistant and Rene St. Laurent who is a nutritionist, biochemist, and a compound pharmacist.

The newest addition to Clean Eats is Ashley Bendiksen who has helped the company add plant-based, vegan meal options for customers. Ashley is a native of the South Coast and has been advocating for plant-based and vegan food choices for more than nine years. She has experienced the power of plant-based nutrition firsthand by curing her own health ailments, and now continues to see it help others as well in her role as a fitness and nutrition coach. She has been featured in news publications as an expert on health, and will be offering additional guidance, support, and education to Clean Eats' followers and clients.

With Ashley on board, Clean Eats has now launched a vegan menu line of delicious, hearty, and nutritious meals. Despite any 'stereotypes' about what vegans eat, her meals are packed with protein, whole grains, nutrient-dense veggies, and healing herbs and spices that leave you full, but also full of energy. This brings Clean Eats one step further in providing the best options to customers for optimal health and wellness.

As you can tell, they form a network of health and wellness professionals united on a mission to make the world healthier through movement and nutrition. Their goal is to educate the public and the consumer with information of how to move, how

to eat properly and how it will make their body thrive.

Motivation, inspiration, and passion to eat for health, wellness, and fitness

Glassman's inspiration and motivation sprung from personal experience: his father had pancreatitis since before he was born and his first memories of his father are of a scar that ran from the middle of his chest down to his stomach 8 to 12 inches long accompanied by two puncture holes with tubes for drainage. He recalls the many surgeries and suffering he had to go through.

"I didn't know the why or what I just knew that when dad had bad foods, he would have a pancreatic attack and then possibly end up in the hospital."

This pushed the family to eat healthier – growing up Michael's mom would make sure everyone had three square meals a day – including packed lunches for school – all freshly made, without any processed ingredients.

The problems for Michael developed when he strayed from his mom's direction – once he was a young adult and began attending junior high school and high school, he would prepare his own breakfast, mostly comprised of a sugary breakfast cereals from a box.



Homemade lean ground turkey & veggie burger served bun-less and topped with Organic

*Tomato Sauce. Sided
with our Famous
Roasted Cinnamon Sweet
Potatoes and a mixed
vegetable stir-fry*

"I assumed I had some sort of stomach issue because every day around 9:00am-9:30am I would end up in the nurse's office with a terrible stomachache. Every morning I was consuming refined, sugary, processed foods and dairy. Little did I know that my stomachache was caused by the food I was consuming."

Because of his smaller build and passion for sports he started a weight training regimen and began the process of learning how diet affects health in hopes of finding out the source his stomachaches and how it could improve his muscle development. Throughout high school he made dramatic, improvements in both areas and began to excel at sports.

When high school ended, he went off to university – in this case UMass Amherst – and wanted to focus solely on academics. However, his passion for nutrition and exercise served him so well, he decided to revolve his studies around them choosing exercise science and nutrition as areas of study. So, he decided to make his electives revolve around these aspects and chose exercise science, food science, nutrition and anything else that was related. For four years he studied how the body works, moves and what it needed to be fueled by food.

Catering a plan that suits you and no one else but you

This led to a **lot** of cooking. There was a lot of exploring and researching – finding out ways to transfer the book knowledge into real world applications that got results. Not just results, but good tasting food, as well. He would enjoy a meal so much, that if he shared some of his food, people would rant and rave about how good it was and not even realize that it

was “healthy.” Sadly, many people equate eating healthy with bland, tasteless, boring food. It’s a misconception he enjoys proving wrong.



Yes. This is an actual image of Clean Eats' "Triple Play Chocolate Delight" being prepared. There is dessert!

This is something that CleanEatsDelivery.com has become known for and one of the reasons they have had so much success. In addition, another contributing element to this success is how he takes this customization that he did with himself and applies it to the business model – he doesn't believe in a “one size fits all” model. Each individual gets their own meal plan after a complete consultation. It's individualized to the point that the team at Clean Eats likes to call themselves “personal chefs.”

What is involved in this consultation? Michael stated that “ A complete consultation is when we sit down with a client and find out exactly what their lifestyle is, how they have been eating, what their goals are and while we're there we perform a metabolic test with the same machine that was used with great success on the show 'The Biggest Loser.' ”

He will find out what your resting metabolic rate is – the exact amount of calories you need to simply exist. Then they delve into your lifestyle: how much sleep do you get, what is

your exercise plan consist of, what do you do for a living, what are your caloric demands?

Once all the information is gathered, he will devise a plan with dates and goals. Week by week, day by day, everything is mapped out so you get a sense of accomplishment, stay fired up and motivated, and have a clear visual of the progress. They give you all the tools you need to succeed and know exactly how to keep you motivated and inspired – something oft ignored, but incredibly important.

Furthermore, you will be educated and learn how your body works optimally, how energy sources function, clear up the many misconceptions about how calories really work, how fat is stored, the role of endorphins, enzymes and amino acids, how to get through plateaus, prevent crashing, how to effectively and healthily utilize the vegetarian, vegan and gluten-free diets, and much more.

How to get started!

Clean Eats offers two options. Customers can order and pay as they go, saving them time and money and making healthy eating convenient. The second option is to contact Clean Eats for a customized plan. Clean Eats does not require contracts or commitments. You may order, stop, or continue, at any time. Orders are a 5-meal minimum and should be placed by Friday nights at midnight.



*Seasonal Berries,
Walnuts, Almonds and*

*Grilled Chicken Breast
over a bed of Fresh
Baby Spinach with a
side of house Olive
Oil Vinaigrette.*

CleanEatsDelivery.com has the ability to be a main food choice not only for those who want to eat healthy, or to improve sports performance for you athletes, but it can be just for someone who wants to save time and money. The average meal cost somewhere around \$10. That's \$10 for a meal that is ideally suited to **you**, and has the most nutritional benefits.

Lastly, these meals are delivered every Monday from the CleanEatsDelivery.com kitchen to your home or business, so there are no lines, no waits, no dealing with frustrating customer service. The website is an amazing source of information whereby you can see the CleanEatsDelivery.com team biographies and credentials, set goals, make a goal-oriented plan, even browse and order from the menu which is replete with mouth-watering images that have the description, calories, and nutritional information.

The website and Facebook also have plenty of testimonials for a real kick in the pants to get you started today on the path to health, wellness, or your fitness goals!

CleanEatsDelivery.com

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Website: cleaneatsdelivery.com/

5 Best Ways to Engage With Consumers and the Community To Grow Your Business and Brand

Running a business takes work, but in today's world, it takes more work than ever. Why? There's been a fundamental shift in how people interact and connect, where they gain their information, and what messages interest them.

Let's face it. Businesses can follow the standard blueprint and succeed. The steps needed to start and run a business, manage its finances, create a vision, create product, etc. are all pretty universal. However, it is undeniable that two major changes exist today, and both of these impact businesses.

First, the internet has changed everything. Everyone is on the web. It's where they seek information and where they engage and build relationships. Many businesses, who perhaps have always done well, may start to see a decline in their numbers. They haven't changed a thing – so what's the deal? It's often because seasoned business owners rely on old marketing models. They fail to realize that the modern consumer is on the internet. If that's not the case, they may not understand how to leverage this new platform – or they fail to understand how to engage and convert followers to paying customers and clients.



The popular Newport Folk Festival last weekend was chock full of superlative businesses, personalities and organizations engaging consumers and community..

Even more, it's critical to understand what these consumers are engaging with on the internet. They're not liking and sharing infomercials. They don't want to see another ad pop up on their news feed. Consumers today are hooked on social media – which makes it THE marketing platform, however the keyword here is 'social.' They like content that is fun and engaging. They like photos and videos – not ads.

Second, millennials have brought widespread changes in business, consumerism, and lifestyle. There is a difference between what appeals to millennials versus what appealed to the generation before them. Millennials are leisure driven, inclusive, interested in social justice, community, relationships, technology, freedom, lifestyle, and fun...

So if this is true, how can companies work with today's trends? How can companies leverage creative techniques to reach more clients/customers where they are, and convert them to paying customers?

The answer is this – corporations and companies need to

engage. Even more, they need to engage on a community level, and in ways that build real relationships. People value companies that they trust. They value companies that are down to earth, and have community platforms. They remember these companies over others, and will ultimately engage with and support these more.

Here's just one example – The health food brand CLIF Bar joined up with the Newport Folk Festival we recently covered. How and why would CLIF Bar market at this? Sure, they can hand out samples of their new product – CLIF Nut Butter Filled energy bars. They can get people to love and hopefully buy them later at the store. However, this wasn't their ultimate goal. Their goal to engage, build lifelong consumers, and build a brand.



Folk/Pop singer and songwriter Brett Dennen signing his newly released album at the Newport FOLK festival exemplifies direct face-to-face engagement.

The real payoff was the image and impression they left on

everyone that interacted with them. During the entire festival weekend, CLIF creatively engaged with festival attendees (in ways having little to nothing to do with their product). They hosted artist meet-and-greets and record signings to bring people to their tent. After that, CLIF leveraged their festival involvement by giving engaged festival-goers exclusive access to various after parties they hosted. They talked, took selfies, built relationships, and hooked them up with sold-out tickets. Plus, they still went the extra mile to creatively market their products, staging them in fun ways all over festival grounds. They posted these, plus fan photos, record signing photos, and other 'we're cool' photos on social media. This is creative advertising – indirect advertising – and it works.

The result is this – people might remember the barely bite-sized free samples, but they absolutely remembered all the fun they had hanging out at the CLIF tent and at the company-sponsored after-party. Even more, when CLIF Bar isn't on site, offering tablings and free samples, and hosting fun events, they're hosting health and fitness conferences and expos as another way to engage with consumers.

The point? Do more. Don't just be an infomercial. Be creative. Engage and connect with consumers, and infuse a little fun. This is what builds your brand today and gets you remembered.

Here's 5 steps you can take to start engaging to build business and build your best brand:

1. **Directly interact and engage, face-to-face, with consumers...** and have fun! Get involved in the community. Become a sponsor of a community event or set up a table somewhere. Offer free food. Engage families and children. Do something creative and different... and have fun too!
2. **Incorporate a social justice platform into your business model.** Is there a charity that relates to your business?

Perhaps there's an important local cause you'd like to support. Consider hosting an annual charity event or fundraiser to support a cause you value.

3. **Be more social. Don't worry about being 'all business, all the time.'** It's okay to be funny, vulnerable, and imperfect at times. Think about this when you send emails, post blog content, or create social media posts. Also, engage consumers in social media posts. Ask them a question. Ask for their feedback. Get them talking to you and remembering you. (Did you know this will also make you appear in their news feed more often?)



CLIF bar understands the pivotal role these 5 elements are to getting their healthy, delicious product out to the masses.

4. **Use social media to show off your 'feel-good' efforts.** If you sponsor an event, or host one of your own, don't fail to take photos or promote your good work. If you make a donation somewhere, take a photo and share the news. Good works alone are great, but if you want to really build your brand, you have to show people what you're doing. Think photos, videos, quotes from people you interact with, shout-outs to partners, and more.
5. **Engage and form real relationships with people.** Don't send blanket emails or messages. Don't bombard people with ads about your business. Start conversations. Learn about their family, work, leisure, and interests. This will help you develop lasting relationships. Engaging

with consumers is about knowing them – not throwing ad copy at them.

So which of these can you start incorporate into your efforts? Or, what obstacles do you face? Is it time? A lack of staff? ... Perhaps you just don't know where to start!

We have two options for you:

Talk to Ashley Bendiksen. When Ashley isn't working for New Bedford Guide, she is helping small businesses, people, and ideas succeed. Her expertise is in public relations, marketing, and development. All consultations are free. Contact her for a brainstorming session. You can then work on your own to put things into action, or continue with her for training, coaching, consulting, and more. Contact Ashley at ashleybendiksen.com.

Let New Bedford Guide help. Accomplish big results with little to no effort by sponsoring our "feel-good" live stream videos. For a low price, businesses can sponsor our live stream videos. We cover everything from local events, to live music, parades, animal shelters, school athletics and more. You can even tell us what you want covered. All 78,000+ NBG followers will be notified, and we'll highlight you in the post and link your business information. Brand yourself on our feel-good stories. Make your business a household name. Email ashley@newbedfordguide.com.

Give us your ideas! What works for you? Do you have a social justice mission, a community platform? What is it?