

Letter from the Publisher



Dear Readers:

As an observer of how businesses and professionals treat the Baby Boomers and Seniors, I have amassed an enormous amount of research and will continue to compile this data, which I use in my Sensitivity Training for companies. Eventually, I hope to write a publication that explains how an environment that is more appropriate and conducive for people, but especially for older adults, will be a win/win for all.

An example of this occurred recently when I went into a small restaurant for lunch. There were only a few couples seated and the hostess and wait staff seemed to be very polite...that is until I heard the blaring radio. Unfortunately, I had already sat down and ordered before I realized that the talking and music coming from some local radio station were very disturbing. When I politely asked the hostess if she could turn it down (or off), she acted as though she never heard me. Although the food was quite good, I would never return. I hope that everyone that reads this will contribute to my research about similar circumstances, whether it was noise, rudeness of office staff, lighting, signage, telephone messages, etc. Please just jot down some of your complaints and send them to me so I can help educate professionals and businesses about their misunderstanding of what makes their customers happy or unhappy.

Let's use this month as an indicator of how we are going to March into our dreams and deserving desires. All it takes is a pencil, paper and a quiet place for reflection.

And our outstanding advertisers would love to have you write or email a letter to them or us of how much you appreciated their attention, services and products.

Get some green stuff, have some fun celebrating March 17!

—Anita Finley, Publisher

A handwritten signature in red ink that reads "Anita Finley". The signature is written in a cursive, flowing style.