



Catch Your Breath

Women's Lung Health Luncheon

SAVE THE DATE

Also featuring goods and services from local businesses that cater to women.

Friday, April 18, 2008
11:30am-1:00pm
Hilton, Downtown Anchorage
Tickets: \$50 luncheon



The number of women living with lung disease is breathtaking. Lung disease is rapidly becoming a women's disease. Lung cancer has surpassed breast cancer as the leading cancer killer among women.



Please join us and help us to find the answers and change this alarming trend. The time to educate, advocate and empower has come.



Catch Your Breath with Mary Marcdante, an enthusiastic and motivational speaker and author of *My Mother, My Friend* and contributing author to *Chicken Soup for the Soul*. Mary will present **'Let Your Laughing Spirit Lead the Way.'** This inspiring program will demonstrate the powerful relationship between laughter, health, and success.

Presenting Sponsors:



For more information or to register please call 276-5864 or visit www.aklung.org by April 11.

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CATCH YOUR BREATH 2008
Post-Event Comments
Keynote Speaker Mary Marcdante

- Great keynote, you left feeling better. It was an excellent way to deal with a hard subject.
- Speaker was well received. Mary did a great job of engaging the audience. Fun topic.
- Everything [was good], especially the guest speaker's presentation and her ability to get lively and fun audience participation.
- It was a beautifully done event with meaningful stories, a great cause, and a strong sense of community and uplifting.
- My pulmonary patient's all commented on what a wonderful luncheon it was. Several even purchased the speakers books.
- The lunch was very good and the speakers really made me think so I'm very glad to have been able to join in
- Bought the book and tested the "fake laughing technique" on staff upon returning to the office.
- I enjoyed myself thoroughly. Hearing Patty Ginsberg and the two other speakers was great... [Mary Marcdante] was very inspirational... Keep up the good work.

Mary Marcdante

From: Marlena Wojcik [MWojcik@aklung.org]
Sent: Friday, April 18, 2008 5:42 PM
To: mary@marymarcdante.com
Cc: Jonalyn Najera; Michelle Ferreira; Marge Larson; kay ashton
Subject: Thank you thank you thank you!

Mary,

You did a fantastic job. Everyone really enjoyed the program and left feeling in a good mood. I can't thank you enough for generously donating your copy of Walter the Farting Dog to our office. It's a huge hit all around (and so is your inscription) and will bring many laughs all the days to come.

I didn't get a chance to tell you this, but Jonalyn, our Office Manager, has a dog named Walter. And it just so happens, he has a little gas from time to time.

All the best,

Marlena M. Wojcik
Director of Development
American Lung Association of Alaska
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<http://www.aklung.org>

Improving Life, One Breath at a Time

In addition to the keynote speech, I also did a radio interview for the local NPR radio station along with the Executive Director.

The testimonial below is in regards to the radio interview.

You can review the podcast by clicking on the link below:

<http://kska.org/2008/04/21/line-one-respiratory-health/>

From: Michelle Ferreira [mailto:mferreira@aklung.org]
Sent: Monday, April 21, 2008 4:05 PM
To: mary@marymarcdante.com
Subject: Thank you!

Hi Mary,

I just finished listening to the radio show. You did a FABULOUS job! Thank you so much!

Keep smiling! :)

Michelle

Michelle Ferreira, MPH
Program Manager

AMERICAN LUNG ASSOCIATION of
Alaska

Improving Life, One Breath at a Time

500 West International Airport Road, Suite A
Anchorage, AK 99518
Phone: 907-644-6417
Fax: 907-565-5587
Email: mferreira@aklung.org
Website: www.aklung.org

From: Mary Marcdante [mailto:mary@marymarcdante.com]
Sent: Monday, April 21, 2008 9:35 AM
To: 'Michelle Ferreira'; 'mlarson@aklung.org'; 'Marlena Wojcik'
Cc: 'Karyn Buxman'
Subject: AWESOME!!!

I'm still smiling!

Michelle, Marlena, Marge,

Thank you so much for the opportunity to be with your team for "Catch Your Breath"!

As I walked around the tables before lunch talking with attendees, I heard many wonderful comments about your organization and the positive attitude and support you bring to the community. I feel really blessed to have been a part of your world.

The time went way too fast, but the laughter lives on. I received so many kind comments following the event and I'm happy to say that you will be receiving a check for \$46 for 10% of book sales donated to ALA-AK.

On a side note, on the flight back from Alaska to Seattle I sat next to a woman from Fairbanks who is a school counselor who told me she was flying to California to see her mother before she lost her hair "again." Turns out she is on chemo and battling ovarian cancer that was diagnosed a year ago. She also lost a son Brian five years ago to lung cancer (Ewing's Sarcoma) who was 19 years old. I felt better equipped to be present to her because of my connection with you and I'm very very grateful for that.

Blessings to all of you and if there is anything else I can do for you, please let me know. It has been a joy to work with you and ALA-AK.

Appreciatively and enthusiastically,

Mary

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Mary Marcdante
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Through Challenge and Change
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From: Marlana Wojcik
Sent: Friday, May 02, 2008 4:10 PM
To: Marlana Wojcik
Subject: With Appreciation, From the American Lung Assoc. of Alaska

Two weeks ago, you took time out of your day to "Catch Your Breath" and "Let Your Laughing Spirit Lead the Way." We would like to thank you for participating in our Women's Lung Health Luncheon and for supporting the American Lung Association of Alaska.

Please take a moment to respond to our brief online survey at http://www.surveymonkey.com/s.aspx?sm=NuKFO5D7SqBQ9sRaHbnwJw_3d_3d (copy and paste link in Web browser if it does not link automatically).

We hope you enjoyed the program, and we feel especially fortunate to have had you as a guest at our event. Our Keynote Speaker, Mary Marcdante, has provided a few follow-up suggestions on how to continue living with enthusiasm (copied below).

Best wishes and many thanks,

The American Lung Association of Alaska

Hi There!

"I let it go and I feel the flow."
"I let it go and I feel the flow."
"I let it go and I feel the flow."

It's Mary Marcdante and it's been two weeks since we were last together at the "Catch Your Breath" luncheon. I have to tell you that I have the most wonderful memory of being equally deeply touched and full of your laughter that afternoon and still today, it makes me smile, shake my head and snort to myself. Thank you for that. It's priceless.

The ALA-AK Team and I were talking and both wanted to offer you additional thanks for attending and share a few more tips and resources to help continue the laughing spirit in your life.

Can I ask you a few questions that will increase your health and happiness right now? :-)

* How is your Smile Diet coming along? If you bought a copy of Living with Enthusiasm, thank you for supporting ALA-AK. You can follow the 21-Day Smile Diet in the book. If you'd still like a copy, you can order online at www.marymarcdante.com and 10% of your purchase will still go to ALA-AK if you order before Mother's Day. Just be sure to put ALA-AK in the "special instructions" box.

* Have you tried the 16-second smile when you wake up? Say the words "I love you, thank you," to your smile and you'll not only increase the natural pleasure chemicals (endorphins)

in your body, you'll also stimulate positive memories that will keep the good feelings flowing and help you through challenging moments.

* Have you shared a 30-second laugh with anyone? Smiled or laughed whenever you see someone else smiling or laughing? This is really simple and really powerful. It's surprising to most people to discover how little they really do laugh or smile and how much more fun their lives are when they do this.

* Have you done a laughing body-shake to your favorite song? In less than three minutes you can re-energize your body, get the lymph flowing, and put a smile (or smirk) on the faces of everyone around you!

In appreciation of your support, I'm including two things for you:

1) Attached is a resource list, 7-day Joy Journal to record your daily joy highlights, and a 24 hour Smile Diet routine called "The Super Smiling Enthusiasm Extraganza Daily Delight Ritual." There are seven different positive routines that can be done throughout the day that take from one minute to fifteen minutes to create a super-charged positive day. It's really a lot of fun and great for teams and families to do together.

2) You're invited to subscribe for free to my "Inspired Action" newsletter. You can read past issues and subscribe at www.marymarcdante.com/newsletter.

I'd love to hear from you about how you're using any of the ideas from our time together or answer any questions you may have. And if you haven't done anything yet, the good news is, there's still time! And the sooner you start, the better you'll feel and the happier, healthier and more successful you'll be. How about a 16-second smile right now. I'm sending one your way.

Grateful for you,

Mary Marcdante

PS. Remember to sign up for your complimentary newsletter subscription at www.marymarcdante.com/newsletter and email me with any questions or comments. I always love hearing from you. My contact info is below.

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The Super Smiling Enthusiasm Extravaganza Daily Delight Ritual (SSEEDD)

Excerpted from *Living with Enthusiasm* by Mary Marcadante

Get ready for a rich day filled with positive thoughts, feelings, actions, and surprising results. At first glance, this SSEEDD Ritual may appear overwhelming. Start small; do one section until it's a daily habit, and then add another. Take your time. The more you practice this routine, the better you'll feel and the more you'll make time to do it. Give yourself permission to let it work.

Morning Wake-up (20 minutes)

- 16-second smile
- 1-5 minutes of smiling/heart breathing/blessings meditation/desired outcomes
- 1-2 pages of inspirational reading in bed
- Loving and/or enthusiastic self-talk in the bathroom mirror
- 5 minutes of stretching or yoga
- 3-minute body shake, jumping jacks (flushes the lymph glands) and/or free-form movement to your favorite music

Morning Wind-Up (5 minutes)

- 16-second smile and 30-second laugh on way to work
- 3-minute call to a friend for shared appreciation and a 30-second laugh
- Create/review goals and expected outcomes. One each for the day, week, month, year.
- Look for something beautiful to admire – "Ohhh Factor"

Mid-Day Energizer (5 minutes)

- Shared appreciation
- 16-second smile and 30-second laugh

Noontime Energizer (5 minutes)

- Random act of appreciation and kindness
- 16-second smile and 30-second laugh
- 1-5 minutes of smiling/heart breathing/blessings meditation/review desired outcomes

Mid-Afternoon Energizer (5 minutes)

- 16-second smile and heart breathing meditation during a brisk 10-minute walk (alone or shared with a friend)
- 3-minute body shake and dance to music

Early-Evening Revitalizer (30 minutes)

- Body shake and dance to music or take a 20-minute creative nap
- Appreciation with others at dinner – 5-10 minutes during a 15-60 minute meal
- 16-second smile and 30-second laugh

Late-Evening Reverie (20 minutes)

- 5-15 minutes of stretching or yoga
- Positive self-talk in bathroom mirror
- Inspirational reading
- 1-5 minutes of smiling/heart breathing/blessings meditation/review desired outcomes
- Body relaxation with a 16-second smile
- 1-minute thank you meditation while smiling (if you're still awake!)