

# All About Public Relations: How To Build Business Success On Good Communications By Roger Haywood

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Winter Market By Amanda | November 13, 2012 I was so delighted when I discovered that Brookline is hosting its own Winter Farmer s Market this year. It is held at the Coolidge Corner Arcade on Sundays from 12-5 just around the corner from my house. The market is testing with just a few select vendors, but I was so happy with the choices. Silverbrook Farm was such a great surprise with both micro beets and cranberries (photos at the bottom). And I was blown away by Clear Flour s awesome bread display (see below). It was like they transported their store to the arcade! More photos posted over at flickr! Leave your comment November Tagged as: Food Share on Twitter, Facebook, Delicious, Digg, Reddit Bicycling Thoughts By Amanda | September 9, 2012 Now that I m without a work subsidized T (subway) pass, I ve been biking absolutely everywhere. Read: I m a grad student and refuse to pay for a T ride in tiny Boston. This has been pretty obvious to my classmates as I show up to class, bars and other events on a bike\*. The reactions have been intriguing. Some are surprised I ride to and from bars and others don t understand why I will not ride the wrong way down a street. It has made me think a lot about bike safety and culture in Boston and professional life. First a fun bit on safety. Helmets make my hair gross. I have to run into the bathroom once I get to school to fix my hair before class. Obviously once I start going for interviews, I ll need to reevaluate transportation preference vs. looking professional. However a solution is currently in the works: Via Apartment Therapy The technology is very impressive. I have a lot of questions regarding the safety of it, size and convenience. But it is promising to think the helmet as we know it may be changing. I was also happy to read Jonathan Simmon s piece in the On Biking column at Boston.com. Titled How to Encourage Cyclists to Ride Safely, Simmons approached how to make other bikers follow street laws and make the road safer for everyone from a behavioral science perspective. The ultimate recommendation was that of social sanctioning. Put crudely people will follow by example. This is my current m.o. I ll sit at a red light to make a point that while it stinks to wait, I recognize that as a biker on the road in Massachusetts I need to follow traffic laws too. I m not just showing other bikers, but also cars. I want other bikers to recognize that it s in their own interest to stop at lights and to show cars that I m respecting you, so you need to respect me on the road. It s small but a start. This article makes me wonder what else I can do. \*Sometimes I end up with well done bike shop marketing in my basket like the awesome postcard above from UrbanAdventours. Leave your comment 2012 September Tagged as: Bicycles Boston Share on Twitter, Facebook, Delicious, Digg, Reddit The Camera Dress: Final Result By Amanda | August 10, 2012 Now that I have a break between stopping work and starting grad school, I finally have time to share the camera dress! It turned out pretty fantastically. I altered the pattern a bit to create the criss-cross straps in the back and had to take out a good 4 inches of the bodice to accommodate my very short torso. There are a few places that are not perfect, but I m so happy with the final result. As for the wedding I was wearing this too.. beyond spectacular. Tim & Kim out did themselves in not just their attention to detail and style, but also in making sure that every single person who came felt loved and happy to be there. I was in charge of photographing the main event. It was a huge honor to be in charge of those photos, but also made me a nervous wreck! Thankfully I got a hold on my nerves and I think the pictures came out wonderfully. Thank goodness Tim

s friend Karen was also on camera duty. She managed to get all of the details of the wedding beautifully. Tim edited all the photos himself and made them even more beautiful. Leave your comment August Tagged as: diy Photo Sew Share on Twitter, Facebook, Delicious, Digg, Reddit Ten Thousand Buddhas By Amanda | July 10, 2012 Alternative title for this post: The Day I Spent Lost in a Cemetery While Ian has had to start work this week, I still get to spend my days exploring Hong Kong. Since knowing I'd be visiting here, Ten Thousand Buddhas Monastery in the New Territories area of Hong Kong has been on the top of my to do list. While I knew that the site had little official signage in the village where it is located, I figured that a huge temple with thousands of gilded Buddhas couldn't be that hard to find. After the final metro stop however I realized this was easier said than done. I followed a few what I assumed were tourists for a while and was so thankful when I ended up at an impressive looking gate and temple. The guard didn't seem to object my entering so my excitement grew as I approached what felt like thousands of steps to the gigantic fortress. (Side Note: I've found that the act first ask questions later method works well here. I've certainly been yelled at more than on other trips, but the photos have been worth it. However I'm still mad that the largest Muji I've ever been to wouldn't let me document its splendor!) As I climbed the many many steps however I didn't notice many Buddhas. Finally at the top I realized (due to seeing my actual objective over a hill) that I had just spent the last hour in a cemetery walking around with what I thought were other tourists visiting their dead relatives ashes Finally myself and two French women in the same predicament found out we had to walk all the way back down and up an entirely different set of steps to reach our ultimate goal. The sign we missed It was worth the the extra trek. The hike up was lined with life size Buddhas of every kind. In my overly heated exhausted state of mind they received amusing names: overly excited Buddha (above), high Buddha, suave Buddha, etc. I'll post the full gamut on Flickr after I have time to edit them. The one below is a favorite. All along the trail there were signs strongly encouraging tourists not to feed the monkeys. While some folks may have been excited by the idea of monkeys, I am not. I've heard and had too many horror stories of run ins with evil drink stealing monkeys in India. I was therefore so excited when upon my walk back down I realized that I had not run into a single one. Until It's like the wicked witch released them! I trotted down the rest of the trail to safety surely looking like a foolish girl afraid of monkeys. Despite this it was a day well spent and one followed up with a much deserved bubble tea! Leave your comment July Tagged as: Travel Share on Twitter, Facebook, Delicious, Digg, Reddit Fantastic Developments By Amanda | July 3, 2012 It's been a long crazy few weeks since I've last had time to share my meanderings, but the time has been well spent. Ian has taken a new position with his company in Hong Kong! And while I'll be staying in Boston to do my MBA, I'm here now helping him get settled in. We've looked at lots of apartments so far. The views in some are incredible. Others have very unique setups that do not seem plausible for an Ian sized person. It is stunningly beautiful and hot. Our relocation agent is fantastic! She took us to our first dim sum and gave us a driven tour of Hong Kong island. This experience of being taken care of and shown around is so different from our last vacation of biking around the west coast of Ireland and staying in hostels that it is comical. But we are still exploring as much as we can! The food has been incredible. The noodles are beyond comparison and give me a sudden urge to watch Tampopo (although then I'll just want to go to Japan.) Leave your comment June Tagged as: Travel Share on Twitter, Facebook, Delicious, Digg, Reddit The Great Expanse By Amanda | May 22, 2012 I've been itching to travel to someplace vast, epic, and greater than oneself. This sums that up. Plans are in the works for a big trip to Hong Kong and China as Ian is moving there for work! This will be an entire new set of adventures. More on that to come. Leave your comment 2012 May Tagged as: film Travel Share on Twitter, Facebook, Delicious, Digg, Reddit I Can Sew! By Amanda | May 9, 2012 Two of my best friends are getting married. While it may seem trivial, finding an outfit for this event seemed too daunting to be possible. He's a graphic designer and my photography confidant, she's my design/biking/baking too many things to list soulmate. So instead of salivating over Anthropologie dresses, I decided to take my sewing skills to the next level and attempt a dress: Very Easy Vogues V8725 Dress B and for fabric? I searched and searched and finally came upon Spoonflower. How had I never discovered this amazing website any print you could ever want. I first purchased four test patches. Three different colors of a pretty bike design and this: Coquita's Cameras. It won by far. Did I mention I'm also doing the photography at the wedding? I'm going for a Miss Firzzle look I guess. (No worries I didn't purchase really adorable camera earrings I found on Etsy.) I'm just putting the finishing touches on the dress now. You'll have to wait for the wedding photos to see it! Also this exists . Things Miss Frizzle Would Wear. It's almost as awesome as WWZDW. 1 comment 2012 May Tagged as: diy Sew Share on Twitter, Facebook, Delicious, Digg, Reddit When Time Lapses By Amanda | May 8, 2012 So what was so important over the last few months that I neglected

my duties here? Oh just getting into grad school! Hooray! It was a tough choice between schools and programs, but I m so happy to say that I ll be going to Boston University for the Public and Non Profit Management/MBA program. It is quite possibly the most perfect program for me a full MBA plus a specialization in non profits and a strong international presence. What more could I ask for? To celebrate my staying in

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