

# Re-Discovering Christmas

## American Businesses Finding Ways to Bring Back the True Spirit of Christmas

In days gone by, Christmas was proudly celebrated by expressing peace, love and goodwill towards men. The Christmas of the new millennium, however, seems to be mainly focused on commercial success and business revenue. Corporate America practically bypasses Thanksgiving seeking revenue for Christmas as early as October 15. The Christmas season, full of "joy", has fallen away to the quest for the new "toy" or newest gadget. The 'gift of giving' has been transformed into the 'obligation to buy'.

Still, the spirit of Christmas has somehow survived. There are still businesses that embrace the true meaning of Christmas and incorporate it into their products. One such business is Rise and

Shine Designs, Inc. founded by entrepreneurial mom, Nancy Vaughan. Based in Newport Beach, California, Rise and Shine has created "The Magic Elf", an educational product spotlighting the meaning and spirit of the Christmas season.

"The Magic Elf looks like Santa Claus, however, it has wings and 25 Christmas message cards," says Vaughan. "Every night from December 1 till December 25, the Elf 'hides' (with a parent's help) in a different spot in the house. Each morning, children search and find the elf then read his Christmas message for the day."

Each message card has historical facts and information about the true spirit and meaning of Christmas. Messages like,

"Christmas is a time for kindness. Do something kind

today. . . share a toy, let a friend go first, or hold a door open for someone". It is through the seeking, finding and sharing of the message that families grow closer and develop the true spirit of the holiday season. This makes "The Magic Elf" not only a wonderful gift but also a family heirloom.

Rise and Shine Design has become a pioneer in creating life-enriching products for families. With positive and continually growing sales, its model may become a trend accepted by many other commercial corporations. For more information about Rise and Shine, visit [www.riseandshinedesigns.com](http://www.riseandshinedesigns.com) or [www.themagicelf.com](http://www.themagicelf.com).

# NBC's "The Apprentice" Candidate No Stranger To Success



If you've seen the show, you know the story. A cast of eighteen successful entrepreneurs competes for the chance of a lifetime, an opportunity to hold a position within The Trump Organization and become Donald Trump's apprentice. This season Donald Trump only wanted the best, so he hand-selected the candidates who would have the honor of being on his show. What was he looking for? How does he measure success? We took a closer look into the life of one candidate to find out.

When we decided to feature a candidate we looked for someone who truly defined the word "successful". The candidate whose name kept popping up on our radar had already

met his target net worth of over a million dollars at the tender age of thirty-five, his name is Mark T. Lamkin.

Mark is founder and CEO of Lamkin Wealth Management, a highly successful financial planning firm with securities through Linsco/Private Ledger (LPL). He specializes in retirement planning, 401(k) funds management, and is among the top two percent of LPL firms nationwide. His firm provides many other services including wealth planning, trust services, estate planning, risk management, small business planning, and financial management workshops. Mark says he started Lamkin Wealth Management with one goal in mind - to help make the financial world clear and understandable for his clients, so they can avoid costly mistakes.

His love of business and negotiation are obviously among the things that caught Donald Trump's eye. Mark attributes his success to challenging himself every day. He believes that the greatest rewards come to those who are willing to leave their comfort zones. You have to think of every challenge you face like an opportunity. If you don't take it head on, it passes you by. Mark says that his experience on "The Apprentice" has proven this theory to

be correct.

Mark's achievements are so well known that business owners across the country are approaching him to give motivational speeches. He now offers businesses and organizations a specialized speech named, "Where Have All The Butterflies Gone?" It's a speech that's aptly named since Mark believes that the uncomfortable feeling of having butterflies in your stomach is the best sign that you are ready to move to the next level of real achievement. Designed to connect with individuals, and inspire them to achieve their dreams, Mark delivers to the audience the tools needed to succeed.

He also has written a guide to assist retirees in obtaining financial freedom called "Millionaire's Roadmap". It's a step-by-step guide that explains all you need to know about planning a successful retirement. He offers this guide and his other services online at his website [www.marklamkin.com](http://www.marklamkin.com).

Donald Trump was right on the money when he picked Mark to be on the show. Mark's success is apparent in every aspect of his life. "The Apprentice" offers a life-changing opportunity, and I think we all know what Mark Lamkin does when opportunity comes knocking, he answers.

## ADVERTISING IN THE WASHINGTON INFORMER WORKS!!!

I was reading your paper one day and saw the advertisement to attend Southeastern University's Certificate in Entrepreneurship Program. I thought about it over the weekend, and on Monday morning I called. I was told that the deadline was 5 pm to apply for a scholarship. I wrote an essay stating why I needed a scholarship and was told the following day that I'd been awarded one. This is so exciting as I am building an e-commerce business and am so thankful for the opportunity to develop stronger business skills. At the end of this class, I will have a complete business plan. Thank you, Washington Informer, you are the best. Every time I read your newspaper, I learn something that helps me take my life to the next level. Everyone needs to read your paper! Again, kudos, Washington Informer, for the outstanding job that you do!

Mertine Moore  
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## MONTHLY MEETING NOTICE

The newly organized "Bellevue Neighborhood Civic Association, located in Southwest, D.C. — has designated its monthly meetings on the:

Date: 2nd Saturday, monthly

Time: 10:00 A.M. until 12:00 Noon

Place: Washington Highlands Public Library  
— Lower Level

115 Atlantic Street, Sw.  
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