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Businesses Look For Positives in a Negative Economy

by Loreen Berlin
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“How to be positive in a tumultuous time” was the topic of discussion recently at the Business Networking International group that meets at El Dorado Golf Course coffee shop, Wednesdays at 7 a.m.

Educational Coordinator Dr. Lorraine Urbina, D.C., and licensed aesthetician, addressed the topic and shared success stories from her practice in Los Alamitos.

She also discussed marketing for the next year, which she said should include parties and fundraisers, open houses and educational seminars – to create a positive impact in the community.

“As educational coordinators, we focus on creating power teams that concentrate on working together to produce referrals that are passed on to other members of the networking group,” said Urbina. “Teams choose two or three members they want to give to and receive referrals from on a regular basis.”

The group’s motto is: “Givers gain.” BNI is the world’s largest referral organization that offers its members the opportunity to share ideas, contacts and business referrals, and networking education. New members and guests are always welcome.

“In reference to networking, networking groups are a cost-effective manner of building small businesses in a tight economy,” Urbina said. “Look for the positive in your small business, however minute, and announce that to your customers and suppliers on a regular basis. They will want to do business with you because you have ‘good news’ for them.” Urbina said she learned that during a recent BNI International Conference held in Long Beach.

BNI participants and members of the community shared some of their

success stories, after having one-on-one time with Urbina, which included mineral body wraps and her Natural Facial Enhancement® non-surgical face lift she created.

“I walked in feeling like my face looked tired and worn,” said Diane Simmons. “I walked out feeling refreshed, face very alive, looking awake, and feeling fantastic,” Simmons said. “I feel like I look 15 to 20 years younger.”

Joni Marchere said, “I enjoyed my first visit with Dr. Urbina. My skin looks a hundred times better – more vibrant and alive – after the Natural Facial Enhancement® treatment I honestly feel I look at least six years younger. Dr. Urbina is a loving, caring person.” “Oh my, where do I start,” said Leyla Fiallos. “As the body wrap came off, my mid-section was gone – I saw the difference right away – I was honestly shocked,” Fiallos said. “I also saw a huge difference in my chin. It was amazing how it lifted my chin.”

Fiallos also experienced the NFE®. “After the Natural Facial Enhancement, I cannot believe the difference in my eyes. They look wide open and fresh. It’s amazing.”

Marisol Chesmore of Buena Park said she had heard about mineral body wraps through her mother. “I was going on my one year wedding anniversary trip and decided I needed to look good for Hawaii,” Chesmore said. “Dr. Lorraine was very informative of not only the wraps, but of other health issues, and I was shocked at the positive results. My skin looked healthier and brighter, the cellulite decreased and I lost inches – I was so amazed at the difference that I couldn’t wait to tell my girlfriends.”

“Wow! What a difference half an hour makes,” said Sandra Hahn. “I had the most relaxing time and the outcome of the body wrap was amazing. I brought in jeans that were way too tight – barely able to button them up - let alone zip them.



(Photo by Loreen Berlin)

Members of the Business Networking International leadership team that are pictured (from left to right) include Ann Marie Reggie, Martha Vasquez, Donna Miller, Dr. Lorraine Urbina, D.C., Kristi Cirtwill and Rob DePass.

I wanted to test it out.” This was Hahn’s first experience with a body wrap. “Believe me, it will not be the last – I lost six inches and my jeans were not only easy to put on, but comfortable to wear,” Hahn said. I was somewhat skeptical at first, but thought, “why not just try it,” but now, looking, seeing, and feeling the results, I am such a big fan of body wraps – seeing is believing.”

Megan Sachs said she found the body wrap, relaxing and rejuvenating. “Dr. Urbina took the time to listen to me to find out how to help me,” Sachs said. “I was very comfortable and relaxed throughout all of the treatment, and I left feeling refreshed and glowing. I am eager to continue to take good care of my body.”

“I had a facial treatment and my face feels fantastic,” said Kristi Cirtwill. “Dr. Lorraine has a magical touch. I had the Natural Facial Enhancement® and my face feels tighter, my eyes feel lifted without surgery, and my eyes look and feel more open - I feel great.”

Martha Vasquez said she went to Urbina for a simple target body wrap. “I could not believe when Dr.

Urbina took off the body wrap that I had lost over five inches,” Vasquez said. “Dr. Urbina took the time to explain what was happening to my face and body. It meant so much to me.”

Vasquez also tried the NFE®. “I was so surprised to see my face looking so much better and I actually felt healthier. What a great experience this was for me. I’m so glad I got to experience how great the treatments are, and I know I’ll be sharing this with my family and friends – I feel like a princess who is 10 years younger.”

For BNI information, visit social-bni.com

Dr. Lorraine Urbina, D.C., License Aesthetician, and Registered Trigenics® Physician, owner/operator of Suddenly Younger & Slimmer Wellness Spa, works with a medical team at her facility.

For information: Suddenly Younger & Slimmer Wellness Spa, 4132 Katella Ave., Ste. 202, in Los Alamitos, at 562-596-1019 or visit www.suddenlyyoungerandslimmer.com, or view The Wellness and Rejuvenation Show on Los Al TV3, at various times.