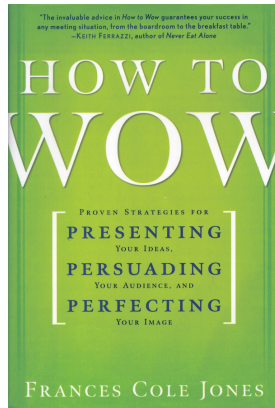


Book Review Courtesy of Halton Hills Library

**How to Wow: Proven Strategies for Presenting your Ideas
Persuading your Audience, and Perfecting your Image**

By Frances Cole Jones ISBN: 978-0345501783
Review by Beverley King, Halton Hills Public Libraries



Are you brave enough to try the pumpkin/raisin exercise right now? Be warned - you'll look like a goof. Here's the author's explanation of the pumpkin/raisin exercise, "First, you make your face as big as a jack o'lantern: stretch your mouth into an enormous grin, open your eyes as wide as you possibly can, stick out your tongue as far as you possibly can. Next, you make your face as small as a raisin: purse your mouth as tightly as you can, squeeze your eyes closed, suck your cheeks in, furrow your brow."

The idea is that you switch between pumpkin and raisin again and again. If someone is staring at you and you still feel brave, try switching between pumpkin and raisin even faster.

You better stop now. The point of that goofy exercise is to warm up the 44 muscles in your face that normally don't get much exercise. This is part of the "Stand and Deliver" presentation section of the book. You can use this exercise before you speak to a group. It will

encourage a broader range of facial expressions and that will make you more interesting to look at. It's similar to varying your voice so you are more interesting to listen to.

How to Wow is loaded with short one or two page tips and insights to help you be more confident and persuasive in situations you encounter every day. Here are just a few: presentations, lunch meetings, manners, introductions, job interviews and writing (e-mail and on the wall, yes writing on the wall).

Frances Cole Jones makes it fun to see how small things can help you improve in business, at work, and everywhere else in your life. Plus, each idea has a sub-heading and is neatly bundled up in three pages or less, so you can easily read it a bit at time or come back to it again and again.

How to Wow is easy-to-follow and funny. Plus it could have a positive impact on your life, but it might mean making goofy pumpkin faces before your next presentation.

Smart Commute Program

Join Halton Hills Chamber of Commerce on January 27 from 7:30-9:00 a.m. to learn how Smart Commute Halton can benefit your business.



Smart Commute Halton is a free service that works with its members to develop customized carpooling, cycling and walking programs for their employees. Smart Commute Halton offers a variety of services and tools that make these transportation alternatives viable for commuters. As a member, local businesses can take advantage of any or all of the following services:

- **Site Assessment** (provides an evaluation of existing commuting policies and infrastructure.)
- **Employee Survey** (provides statistics and maps regarding transportation patterns, insights and mode choice by employees.)

- **Customized Commute Plan**
- **2 outreach Events** (prizes and incentives offered to employees)
- **Exclusive Carpool Zone subgroup** – www.carpoolzone.ca

Smart Commute is a partnership between the Cities and Regions of Greater Toronto and Hamilton Area that began in 2004. Now with support from Metrolinx the program will continue to reduce traffic congestion and take action on climate change through transportation efficiency.



Announcement

Georgetown Fiat Ltd. will have a 2012 Fiat 500 and 1969 Fiat 500 available for viewing this Thursday, Jan, 20th, from 9am - 9pm. First arrivals for sale will start to land end of February ~ now accepting factory orders on this highly anticipated launch!

Georgetown Chrysler has a Quick Lube Lane!

No Appointment is necessary...just drive right up to the door and we'll take it from there. We also offer FREE fluid top-ups and FREE 15 point inspection!

MOPAR
flat wiper blade
\$45⁹⁵ /pr

Service includes Ultra Flat, All Season wiper blades designed to fit your Chrysler Canada vehicle. Optimal visibility, quiet operation and built-in wear indicator

<p>Wheel Alignment</p> <p>\$79⁹⁵</p> <p>When combined with "Buy 3 Tires Get the 4th Free" Offer</p> <p>Service Includes:</p> <ul style="list-style-type: none"> • Setting tire pressure • Computerized alignment • Tow adjustment • Steering and suspension inspection 	<p>Peace-of-Mind Maintenance Service</p> <p>\$64⁹⁵±</p> <p>Service Includes:</p> <ul style="list-style-type: none"> • Up to 5 litres of 5W20 or 5W30 Mopar, Oil • Mopar, Oil Filter • Rotation of 4 tires • Peace-of-Mind Inspection of cooling system, all fluid levels, electronic battery test, front and rear brake systems, exhaust system and suspension system • Written report on findings 	<p>Automatic Transmission Service</p> <p>\$94⁹⁵*</p> <p>Service Includes labour to:</p> <ul style="list-style-type: none"> • Drain and fill transmission fluid • Remove and replace filter and gasket • Make necessary band adjustments (if applicable) • Electronic quick learn on applicable vehicles
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