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**41 Sources You Could be Using
to Increase Website Traffic &
Attract Email Subscribers**

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Today's Host



Kim Mateus

Member Services Director

Mequoda Group

Kim@Mequoda.com

Today's Speaker



Don Nicholas

Executive Director

Mequoda Group

Don@Mequoda.com

Offers: Site Access

The screenshot shows the America's Test Kitchen website. At the top, there is a navigation bar with links for COOK'S ILLUSTRATED, COOK'S COUNTRY, AMERICA'S TEST KITCHEN TV, COOK'S COUNTRY TV, BOOKSTORE, and CUSTOMER SERVICE. Below this is the America's Test Kitchen TV logo and the tagline "Public television's most watched cooking show". A search bar is visible with "Recipes" selected. The main content area displays a recipe for "Almond Sables" from the episode "The Cookie Jar". A registration pop-up is overlaid on the page, offering free access to recipes and ratings for registered users. The pop-up includes fields for email and buttons for "LOGIN" and "START NOW".

America's TEST KITCHEN COOK'S ILLUSTRATED COOK'S COUNTRY AMERICA'S TEST KITCHEN TV COOK'S COUNTRY TV BOOKSTORE CUSTOMER SERVICE

America's TEST KITCHEN TV Public television's most watched cooking show

HOME | RECIPES | EQUIPMENT CORNER | TASTING LAB | SCIENCE DESK | TV ONDEMAND | ABOUT US | BULLETIN BOARDS

Browse Recipes

Current Season

- Starters + Salads
- Soups + Stews
- Vegetables
- Rice, Grains + Beans
- Eggs + Breakfast
- Fish + Shellfish
- Poultry
- Meat
- Grilling
- Pasta, Bread + Pizza
- Cakes + Cookies
- Desserts

Search Recipes GO >

Recipes

Almond Sables

From the episode: [The Cookie Jar](#)

Make sure the cookie dough is well chilled and firm so that it can be uniformly sliced. After the dough has been wrapped in parchment, it can be double-wrapped in plastic and frozen for up to 2 weeks.

Related Content

Equipment Center:

- Baking Sheets
- Stand Mixers (High-End)
- Stand Mixers (Inexpensive)

Tasting Lab:

- Premium Unsalted Butter

The page you requested is available, FREE, to registered users of AmericasTestKitchenTV.com

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Offers: Email Updates

Brooklyn Museum

Community: bloggers@brooklynmuseum

March 5, 2010

The End of the Season

Richard Fazzini @ 10:19 am



In this last dig diary for 2010 I want to acknowledge the hard work, skill and patience of some of the most important members of our team: the Egyptian technicians without whom the work would not be possible. This year we were fortunate to have Abdel Aziz Farouk Sharid, Mahmoud Abbadi, our invaluable foreman Farouk Sharid Mohamed, Ayman Farouk Sharid and Abdullah Moussa, all of whom have worked with us for many years. Excavation ended on Monday, and here is some of what was accomplished this season. ([more...](#))

Filed under: [Egyptian Art](#)
Tagged: [archeology](#), [digdiary2010](#), [egypt](#), [expedition](#)
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bloggers@brooklynmuseum:

Behind-the-scenes blogging at the Brooklyn Museum

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Recent Comments:

[Eileen Schenk](#): Have had the privilege of visiting the Schenk house at Bro...

[Mary McKercher](#): To Krys: I'm glad you've enjoyed the season and found the po...

[Sarah](#): LOVE the photo - really cool!...

[Nicole J. Caruth](#): I might have to join 1stfans for this! Seriously, I'm ahead...

[Deirdre](#): Thank you for your comment on museum experts making connecti...

Offers: Free Downloads

Maternity Leave Laws: 7 guidelines on pregnancy discrimination law, state maternity leave regulations, pregnancy disability leave, plus a sample maternity leave policy



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Yes, I want my FREE Special Report!

"Maternity Leave Laws" helps employers comply with federal pregnancy discrimination law and state maternity leave laws. Find out when an employee is entitled to pregnancy disability leave with this new report from Business Management Daily. Don't forget to look at our sample maternity leave policy, so you don't end up facing a potential pregnancy discrimination case of your own!

It's important to know what you must do—and what you can't do (or say)—under federal anti-discrimination and maternity leave laws. Plus, it's vital to double-check state maternity leave statutes, which may provide more liberal leave benefits.

While no federal law requires you to provide paid maternity leave, most employers

Internal Sources: Navigation Links

The screenshot displays the Investing Daily website interface. At the top, a navigation bar includes links for 'Investing Daily', 'Free Reports', 'Growth', 'Income', 'ETFs & Mutual Funds', 'Global', 'Energy', 'Free E-letters', and 'Investment Experts'. Below this is the Investing Daily logo and the text 'Brought to you by kei investing'. A secondary navigation bar contains 'Home', 'Premium Services', 'Topics', 'Events', 'Free Reports', 'About Us', and 'Contact Us'. On the right side, a dropdown menu is open, listing categories such as '2020 Investing', 'Emerging Markets Speculator', 'Energy Letter', 'Maple Leaf Memo', 'Personal Finance Weekly', 'Stocks to Watch', and 'Utility & Income'. The main content area is divided into three columns. The left column, titled 'Stocks to Watch', features an article with a photo of a Canadian flag and the headline 'Canadian Banks: Can They Continue to Outperform Their U.S. Counterparts?'. The middle column, titled 'Featured Articles', lists three articles: 'Canada's Real Gold Medal' by David Dittman, 'A State of Flux' by GS Early, and 'The Costs of Credit' by Elliott H. Gue. The right column, titled 'Top 5 Free Reports', lists five reports: 'Canadian Income Trusts', 'High Yield Stocks that Pay Dividends', 'Best Alternative Energy Stocks', 'Master Limited Partnerships', and 'Top ETFs for 2010'. A sign-up form for the 'Stocks to Watch' daily ezine is also visible.

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Stocks to Watch

Featured Articles

Canada's Real Gold Medal
By David Dittman | March 9, 2010
Canada's prudence obscures what could be an explosive upside in coming years--particularly for US-based investors who will get the added benefit of putting greenbacks to work in loonie terms.

A State of Flux
By GS Early | March 8, 2010
American ingenuity and innovation offer hope in the alternative energy space.

The Costs of Credit
By Elliott H. Gue | March 8, 2010
I've always been more interested in what private-sector companies are doing than in the nefarious machinations of governments. Sovereign debt markets remain a key longer-term macroeconomic risk, but the more interesting

Canadian Banks: Can They Continue to Outperform Their U.S. Counterparts?
By Jim Fink | March 10, 2010
Canadian banks emerged from the global financial crisis relatively unscathed, resulting in significant outperformance over U.S. banks. Some smart investors think U.S. banks may finally be ready to have their day in the sun.

Hang Up on Cellcom Israel

Top 5 Free Reports

Canadian Income Trusts:
The Top 6 Canadian Oil Trusts or Canadian Energy Trusts to Buy Now

High Yield Stocks that Pay Dividends:
5 High Dividend Stocks that the Prudent Investor Must Own

Best Alternative Energy Stocks:
Top Green Energy Stocks to Buy Now

Master Limited Partnerships:
High Yields and Low Taxes

Top ETFs for 2010:
Gold, Commodities and Asia ETFs


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Internal Sources: Embedded Text Links & Includes

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TSI NETWORK PRODUCTS

In today's economy, it's more important than ever to have clear investment advice that is tailored to your own personal goals. This is where Pat McKeough's conservative safe-investing philosophy comes in. Through TSI Network, you get access to reports, monthly newsletters and premium services that go beyond the daily headlines to give you all the advice and information you need to build a portfolio with long-term growth potential. Simply click on the links below to discover which service is right for you.

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[Capital Gains Canada: 7](#) | [Inner Circle Membership](#)

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- Capital Gains Tax
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- Conservative Investing
- Gold Stocks
- Green Stocks
- Growth Stocks
- Income Investing
- Income Trusts
- Investing for Beginners
- Investment Counsellor
- Market Analysis
- Mining Stocks
- Mutual Funds
- Penny Stocks
- Portfolio Management
- Real Estate Investing
- Retirement Planning
- Royalty Trusts

How to cut your tax on capital gains — and keep more of your money working for you

MARCH 12, 2010
POSTED BY: PAT MCKEOUGH FILED IN: CAPITAL GAINS TAX

In Canada, capital gains a advantage of that — and s investments so that more

(Our new free report, "[Cap Capital Gains Tax Liabilitie](#) more of your income to ca [right away.](#))

You have to pay capital ga asset can be a security, su buildings, equipment or ot of your profit. The "capital



Several years ago, the Canadian government cut the capital gains inclusion rate from 75% to 50%. This cut taxes on capital gains by one-third, and had the effect of lowering the overall rate you pay on capital gains to one-half of what you would pay on income or interest.

[The Successful Investor](#)
[Wall Street Stock Forecaster](#)

In his new FREE special report, "[Capital Gains Canada: 7 Secrets for Managing Your Canadian Capital Gains Tax Liabilities](#)," Pat McKeough shows you 7 powerful strategies that could save you thousands in taxes. And they couldn't be easier to put into practice. Don't miss out on this one-of-a-kind offer. [Click here to claim yours now.](#)

Internal Sources: Free Downloads Marketplace

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List of Free Reports

Mediation Secrets for Better Business Negotiations: Top Techniques from Mediation Training Experts

Helping you build successful agreements and partnerships

SPECIAL REPORT

Mediation Secrets for Better Business Negotiations: Top Techniques from Mediation Training Experts

In this Special Report, we offer a sampling of advice from past issues of the Negotiation newsletter to help you learn the techniques you need to resolve your disputes through mediation. You will learn to:

- Select the right dispute resolution process.
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- Learn the steps your mediator is likely to follow.
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Manage Conflict on the Job and at Home

Helping you build successful agreements and partnerships

SPECIAL REPORT

Manage Conflict on the Job and at Home

In this Special Report, the experts and editors from Harvard's Program on Negotiation offer a sampling of advice from past issues of Negotiation to help you learn to:

- Foster relationships by building rapport
- Manage conflict in long-term relationships
- Negotiate business decisions with family members

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To order the full set of these articles or to order individual articles, call 800-521-5228 or 617-495-6242, or write to: order@negotiation.org. Online ordering is available for members of the Program on Negotiation. For more information, visit www.negotiation.org and to download the Negotiation newsletter.


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- ★ [The New Conflict Management: Strategies for Dealing with Tough Topics & Interpersonal Conflicts](#)
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Strategies & Tips

 **Business Negotiations** (72)

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Internal Sources: Free Downloads Index

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Current Tips

Become World Famous

Essential tips for building brand awareness

March 8, 2010
Edited by: Ken Beaulieu in: [Internet Brand Building](#)

What makes a brand-building campaign unsuccessful? More often than not it's a lack of strategic planning, says David Tyreman, a [brand strategy](#) expert and founder of World Famous Company. For years, he has helped companies discover their true [brand identity](#) and launch more powerful branding campaigns. He shares these tips to help you make your business "world famous": [\[Read More\]](#)

Playing the "Green" Card

SEARCH

KEYWORDS...

Discover Powerful Marketing Secrets in These Free Reports

[4 Powerful Tips for Internet Brand Building](#)

[Email Marketing Tips to Increase Your ROI](#)

[Proven Ways for Getting New Customers](#)

[Effective Sales Techniques: How to Sell in Boom Times or a Recession](#)

[The 5 Best Direct Mail Marketing Ideas for 2010](#)

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[Better Than Good: Customer Service Tips That Boost Profits](#)

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Internal Sources: Most Popular Downloads Index

The screenshot shows the Investing Daily website interface. At the top, there is a navigation bar with categories: Investing Daily, Free Reports, Growth, Income, ETFs & Mutual Funds, Global, Energy, Free E-letters, and Investment Experts. Below this is the Investing Daily logo, with the tagline 'Brought to you by KCI investing'. A search bar is located on the right side of the header. A secondary navigation bar includes links for Home, Premium Services, Topics, Events, Free Reports, About Us, and Contact Us.

The main content area is divided into three columns:

- Stocks to Watch:** Features an image of a rabbit and a turtle on a race track. The headline is "So, You Want to Be a Value Investor? - Think Businesslike" by Jim Fink, dated March 5, 2010. The text states: "Value stocks have significantly outperformed the general stock market over time. Find out what it takes to be among the few and the proud who successfully practice value investing." Below this is another article titled "Is AIG A Sinking Ship?" by Jim Fink, dated March 4, 2010, with the text: "Has Jim lost his mind? He thinks a stock trading for \$25 should be trading for zero! Withhold judgment until you have read this strange-but-true story of American International Group (AIG) and its incredibly shrinking shareholder equity. A battle royal and flin-flap concerning stock v-
- Featured Articles:** The top article is "The Costs of Credit" by Elliott H. Gue, dated March 8, 2010. It includes a small portrait of the author and the text: "I've always been more interested in what private-sector companies are doing than in the nefarious machinations of governments. Sovereign debt markets remain a key longer-term macroeconomic risk, but the more interesting story in the near term is the corporate bond market." Below it is "Were the Week's Big Gains a Snow Job?" by Benjamin Shepherd, dated March 5, 2010, with a portrait and text: "Stocks rallied in the wake of February's jobs report, but some analysts question whether inclement weather paradoxically produced signs of a false spring." The third article is "Big Yield Hunting" by Roger S. Conrad, dated March 5, 2010, with a portrait and text: "Everyone wants to buy into a big yield. The trouble is most people aren't willing to put in the time to tell the good from the bad and ugly. As a result, they're either overly skeptical--
- Investment News and Alerts:** Promotes a free daily e-zine. It includes a form for "Email Address" and a "SIGN UP" button.

The "Top 5 Free Reports" section lists:

- Canadian Income Trusts:** The Top 6 Canadian Oil Trusts or Canadian Energy Trusts to Buy Now
- High Yield Stocks that Pay Dividends:** 5 High Dividend Stocks that the Prudent Investor Must Own
- Best Alternative Energy Stocks:** Top Green Energy Stocks to Buy Now
- Master Limited Partnerships:** High Yields and Low Taxes
- Top ETFs for 2010:** Gold, Commodities and Asia ETFs

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An afghan worked from the center out, beginning with...

Feb 18, 2010

Five Way Cable Wrap from Knitting Daily TV Episode 402

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KNITTING DAILY BLOGS

These Are the Textiles of Our Lives

A Note from Kathleen: Between my mom and me, we have quite a collection of textiles. There are the many, many monogrammed handkerchiefs, one of which is framed and displayed proudly in what I like to call...

Internal Sources: Order Forms in Navigation

Feb.
15
2010

Play Pebble Beach Golf Links in US Open Conditions

by Craig Better

Share / Save

If you caught the ATT Pebble Beach Pro-Am this past weekend, you got a little taste for the many changes to Pebble Beach Golf Links that have been put in place for the 2010 US Open (to be played June 17 to 20).

One thing is for sure, the course set up for this past weekend's Pro-Am is going to look like a cakewalk compared to what the USGA has planned for the US Open. I am willing to bet a lot of money that someone is not going to need to shoot 16 under par (like Dustin Johnson just did) to win golf's most valuable prize.

I know many of you are Golf Odyssey subscribers, and before I summarize some of the changes to the golf course, I wanted to highlight a very special and exclusive travel opportunity that I heard about last week.

Golf Odyssey has secured a limited number of openings for their subscribers to play Pebble Beach the first day it is available for play after the 2010 US Open. Golf Odyssey subscribers on this "trip-of-a-lifetime" will be able to experience the golf course just like the pros, from the throttling rough down to the lightning-quick greens.



Golf Odyssey subscribers have the opportunity to experience Pebble Beach under US Open conditions (See article for details.)

7 Days to Complete 1 Round: A New Twist on Golf Vacations - 17 comments

World's Oldest Golf Course Playable on a Scotland Golf Vacation - 15 comments

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Internal Sources: Free Offer Floaters

The screenshot shows a website with a yellow header and a white pop-up window. The pop-up window has a yellow header with the text 'Fenster schließen X'. The main content of the pop-up is as follows:

Das Mini-Anti-Stress-Programm

52 einfache Übungen, mit denen Sie wieder zu sich selbst finden – in Stress-Belastungs-Situationen oder zur regelmäßigen Entspannung



Abonnieren Sie jetzt unsere kostenlosen E-Mail-Tipps simplify Stress und Mentaltraining und wir schicken Ihnen außerdem Das Mini Anti-Stress-Programm — absolut kostenlos!

Fordern Sie noch heute Ihren kostenlosen wertvollen Ratgeber Das Mini Anti-Stress-Programm — 52 einfache Übungen, mit denen Sie wieder zu sich selbst finden — in Stress-Belastungs-Situationen oder zur regelmäßigen Entspannung und den kostenlosen E-Mail-Newsletter simplify Stress und Mentaltraining an!

Kostenlos und Unverbindlich! Sie können jederzeit kündigen.

Ja! Ich will mein kostenloses Anti-Stress-Programm und den kostenlosen E-Mail-Newsletter!

Unser Versprechen: Wir werden Ihre Adresse weder verkaufen noch an andere weiter geben – niemals!

The background website shows the 'simplify' logo, navigation links like 'Home', 'Stöbern in', and 'Glossar', and a section titled 'Herzlich willkommen' with a welcome message. There are also checkboxes for newsletter preferences: 'Gartentipps mit dem simplify Gartenbrief', 'Arbeitsorganisationstipps mit simplify Selbstmanagement', and 'Anti-Stress-Tipps mit der Coaching E-Mail'.

Internal Sources: Editorial Mentions



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July 17, 2009

Good Writing Skills Matter in Every Course, Not Just English Composition

By: [E. Shelley Reid](#) in [Teaching and Learning](#)

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At the end of English composition, I ask students how what they've just learned in my class might be useful in their other classes. They're often bemused and surprised to learn that professors in other courses care about their writing. To encourage them to take responsibility for succeeding in their future [writing assignments](#), I hand out a list of 20 questions that they might ask to better understand "what the professor wants," and thus continue to apply what we've been practicing.

I'm sharing this list in the hopes that it will help you help students transfer good writing skills from English composition to your class. By answering these questions about your own writing assignments, you may cue students to write better by building on some learning principles common to first-year composition classes.

Questions students could ask a professor about getting started with a writing assignment:

Excerpted from 20 Questions about Writing Assignments, The [Teaching Professor](#), August -September, 2008. To see the complete article, [download a copy of our free report Keys to Designing Effective Writing and Research Assignments.](#)

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Internal Sources: Banner Advertising

The screenshot shows the Motley Fool website interface. At the top, there's a navigation bar with 'Fool.com Got Stock?' on the left and 'Welcome! Premium Advice Help Join Now or Login' on the right. Below this is a search bar with the text 'Enter Keywords or Ticker' and a green 'Search' button. To the right of the search bar is a market data table and a 'Sponsored by: Scottrade' logo. The market data table shows:

Updated: 03/08/2010 04:02 pm			
▼ DOW	10552.52	-13.68	-0.13%
▼ S&P 500	1138.50	-0.19	-0.02%
▲ NASD	2332.21	5.86	0.25%

Below the search bar is a navigation menu with links: Home, How To Invest, Investing Commentary, CAPS Community, Retirement Planning, Boards, Premium Advice. Underneath the menu is a sub-navigation bar with links: All Fool Headlines | Motley Fool Funds | Fool Labs | About The Motley Fool.

A prominent banner reads: **57,631** Fools are interested. Only 2,500 will enroll. *Special Ops* opens Tuesday, March 9! [Click for details ▶](#)

The main content area is divided into sections. On the left, there's a 'News and Commentary' section with a list of articles:

- 7 Reasons Not to Worry This Week
- Must-Read Mutual Fund News
- Really, Rick Santelli? Really?!
- In College? Want to Visit the Fool and...
- Google's Getting Poached!
- Latest Derivatives Abuse: The Hollywood...

Below this list is a link: [More from TMF Editors Desk »](#)

On the right, there's a 'What Fools Are Saying' section with a link: [New Designs for your MvCAPS Page](#)

The featured article is titled **The Death of the PC**. The text reads: 'The days of paying for costly software upgrades are numbered. The PC will soon be obsolete. And *BusinessWeek* reports 70% of Americans are already using the technology that will replace it. Merrill Lynch calls it "a \$160 billion tsunami." Computing giants including IBM, Yahoo!, and Amazon are racing to be the first to cash in on this PC-killing revolution. Yet, two little-known companies have a huge head start. Get their names in a free report from The Motley Fool called, "The Two Words Bill Gates Doesn't Want You to Hear..." [Click here for instant access to this FREE report!](#)

At the bottom of the article box, it says: BROUGHT TO YOU BY THE MOTLEY FOOL

Below the article box is a section titled **Research and Analysis**.

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FACULTY FOCUS

...ED ON TODAY'S HIGHER EDUCATION PROFESSIONAL

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10 Principles of Effective Online Teaching: Best Practices in Distance Education

One of the things that draws people to online learning is also one of its biggest challenges. Without the familiar time and space parameters of a traditional class, it's hard for students and faculty to know exactly what's expected of them. As a result, each side gets frustrated and the teaching and learning experience suffers.

[Download your copy of 10 Principles of Effective Online Teaching: Best Practices in Distance Education](#)

This special report explains the "rules of the road" for online teaching and learning and features a series of articles by Dr. Lawrence C. Ragan, director of instructional design and development for Penn State's World Campus.

10 Principles of Effective Online Teaching will help you establish online instructor best practices and expectations, including explaining core behaviors related to:

- instructional design
- time management
- communication strategies
- course management
- online security
- quality assurance

Achieve the performance expectations required by today's top institutions with **10 Principles of Effective Online Teaching: Best Practices in Distance Education**. [Download it today!](#)


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Internal Sources: Online Buyers

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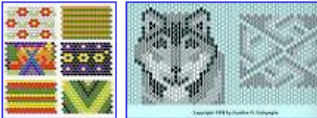
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In this clip from Knitting Daily TV Episode 209 "It's in the Bag," Liz Gipson introduces knitters to a fun woven bag made from recycled grocery bags, originally shown in Handwoven magazine, and shows the many variations this easy-to-weave bag has. The pattern for the original bag is available for free online at <http://www.knittingdailytv.com> (Episode 209). [... \(more info\)](#)

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Proper keyword research may additionally help you discover keyword phrases your audience is searching for that you were unaware of.

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What Guys Really Want for Valentine's Day

By **David Zinczenko** - Posted on Mon, Feb 11, 2008, 10:32 am PST

I know, I know: Valentine's Day is all about women, and deservedly so. Women absolutely have earned the flowers, the cards, the love notes, the sensual kisses, and everything else they have coming on that day, aside from the typical three-hour restaurant wait.

The focus should be on women (not maitre d's). But as long as guys are chauffering the love limo on that night of nights, maybe we could take a look at what they might like, as a kind of side trip on the way to destination You? Consider this his wish list for the day. And relax. No chocolate boxes, fading roses, or \$7 Hallmark cards will be necessary! But he'd love it if you'd offer up...



Romance Lite. He knows he better come up with **innovative ways to show his affection.** Some guys will go with a flowery card, some will pile on the rose petals, and some will even pull out their guitars and write a sappy song (thanks for making the rest of us look bad, guys).

He's not asking you to interrupt his morning foreplay before you even because of it.

A Thank You-In Early march, if your man goes out on Valentine's Day-dinner, with candles, a table-side violinist, and a special dessert from the kitchen, you won't have much of an opportunity to launch your own romantic agenda. He's already planned the big show.

But you are free to demonstrate your appreciation in a number of ways, and one of the best is by planning a darn good time for the two of you a few weeks later. A woman who takes the lead (especially in response to the man doing so) is one of every guy's greatest turn-ons.

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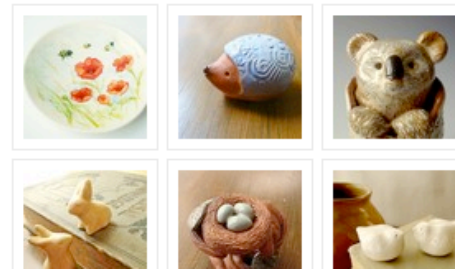
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Seven Keys to Reduce Cholesterol

Authors:


Roger Blumenthal, M.D.
Associate Professor of Medicine in the Division of Cardiology at the Johns Hopkins Hospital.
Director of The Johns Hopkins Ciccarone Center for the Prevention of Heart Disease.
An official national spokesperson for the American Heart Association (AHA).


Simon Margolis, M.D., Ph.D.
Professor of Medicine and Biological Chemistry, Johns Hopkins School of Medicine and Medical Editor: Johns Hopkins Medical Letter:

Yours FREE: Seven Keys to Reduce Cholesterol



A FREE guide from Johns Hopkins' specialists on how to reduce your cholesterol.
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Dear Friend,

If you or somebody you love needs to reduce cholesterol, this is a pretty simple proposition:

Would you like FREE information on how to reduce cholesterol sent directly to you from Johns Hopkins, ranked #1 of America's Best Hospitals?

As you probably already know, a high level of blood cholesterol is considered to be a leading risk factor for heart disease and heart attack. In fact, an estimated 65 million Americans should reduce cholesterol, and fully 35 million of them should be taking cholesterol-lowering medications. Of the 15 million Americans taking statin drugs to reduce cholesterol, most of them are actually taking doses too small to help them meet their optimal cholesterol levels.

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The screenshot shows the GolfLink.com website interface. At the top, there is a search bar and navigation links for HOME, GOLF COURSES, GOLF TRAVEL, TIPS & LESSONS, MY GAME BETA, EQUIPMENT & REVIEWS, and GOLFERS. A 'Sign In' and 'Register' button are also present. Below the navigation is a banner for South Carolina with the text 'South Carolina is made for vacation. Made for Vacation'. The main content area is divided into two sections: 'Member Sign In' and 'Register Now in One Easy Step'. The 'Member Sign In' section includes fields for Email Address and Password, a 'Sign In' button, and a 'Keep me logged in' checkbox. The 'Register Now in One Easy Step' section includes fields for Email Address, Confirm Email Address, Password (6+ characters), Confirm Password, First Name, Last Name, and Display Name. A 'McAfee SECURE' logo is visible. To the left of the registration form is a promotional banner for 'Take Your Game to the Next Level' with 'Over 1,400 Exclusive Videos & Tips' and a 'SIGN UP NOW!' button. Below the registration form is a large promotional banner for a free golf book, 'Planning the Ultimate Golf Vacation', with a 'Yes, I want my FREE golf book' button. The banner text reads: 'Complete your registration and get a FREE welcome gift! Yes, I want my FREE golf book (regularly \$27.95 at Amazon.com)'. Below this, it says: 'Complete your GolfLink registration and our friends at Golf Vacation Insider will send you their coveted, 40-page book, Planning the Ultimate Golf Vacation, absolutely FREE! This essential guide, containing insider secrets and priceless advice for planning unforgettable and hassle-free golf vacations, sells for \$27.95 on Amazon.com, but it's yours, FREE, just for completing your GolfLink registration.' A small image of the book cover is shown on the right. At the bottom of the banner, it says: 'Complete your GolfLink registration and our friends at Golf Vacation Insider will send you their coveted, 40-page book, Planning the Ultimate Golf Vacation, absolutely FREE! This essential guide, containing insider secrets and priceless advice for planning unforgettable and hassle-free golf vacations, sells for \$27.95 on Amazon.com, but it's yours, FREE, just for completing your GolfLink registration.'

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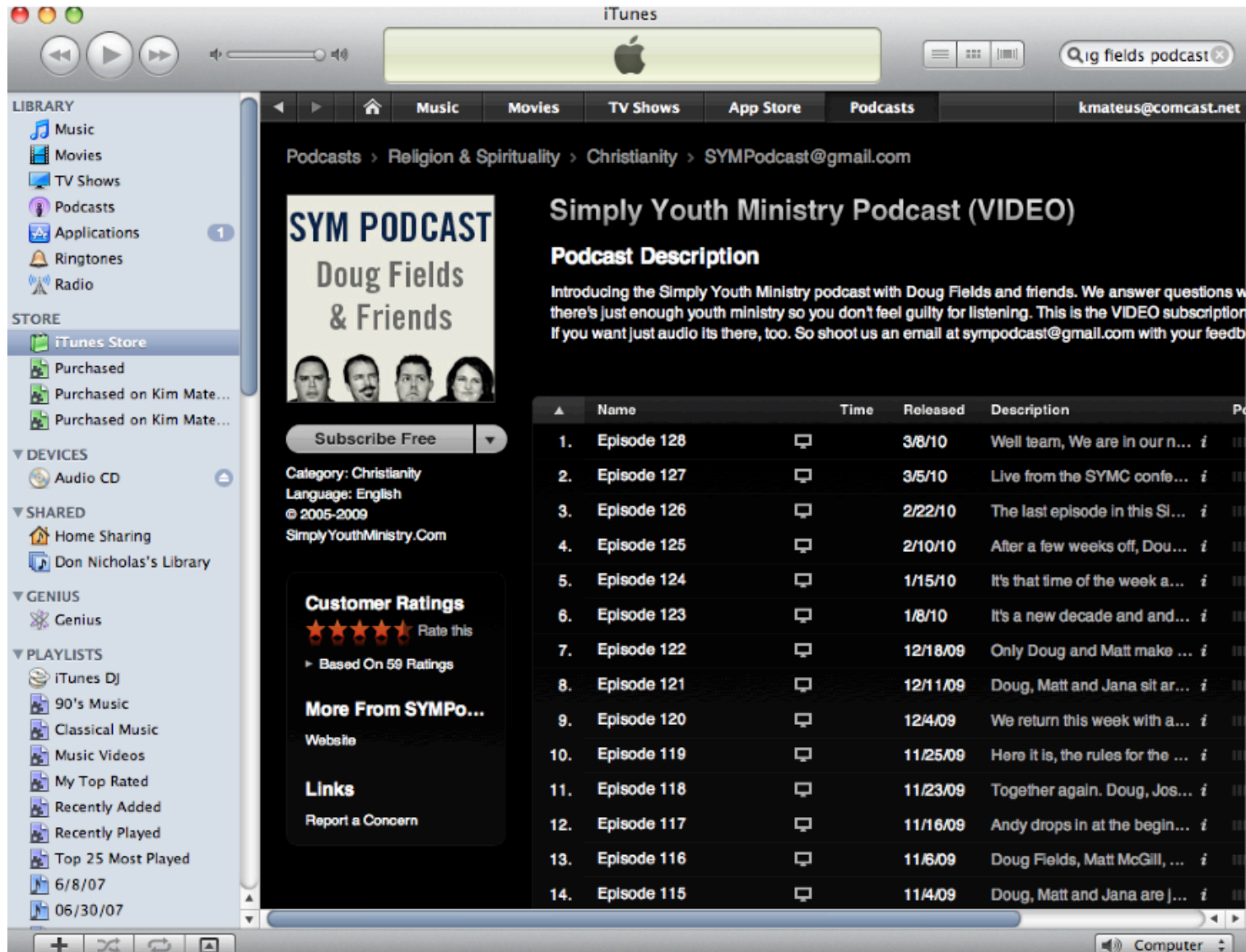


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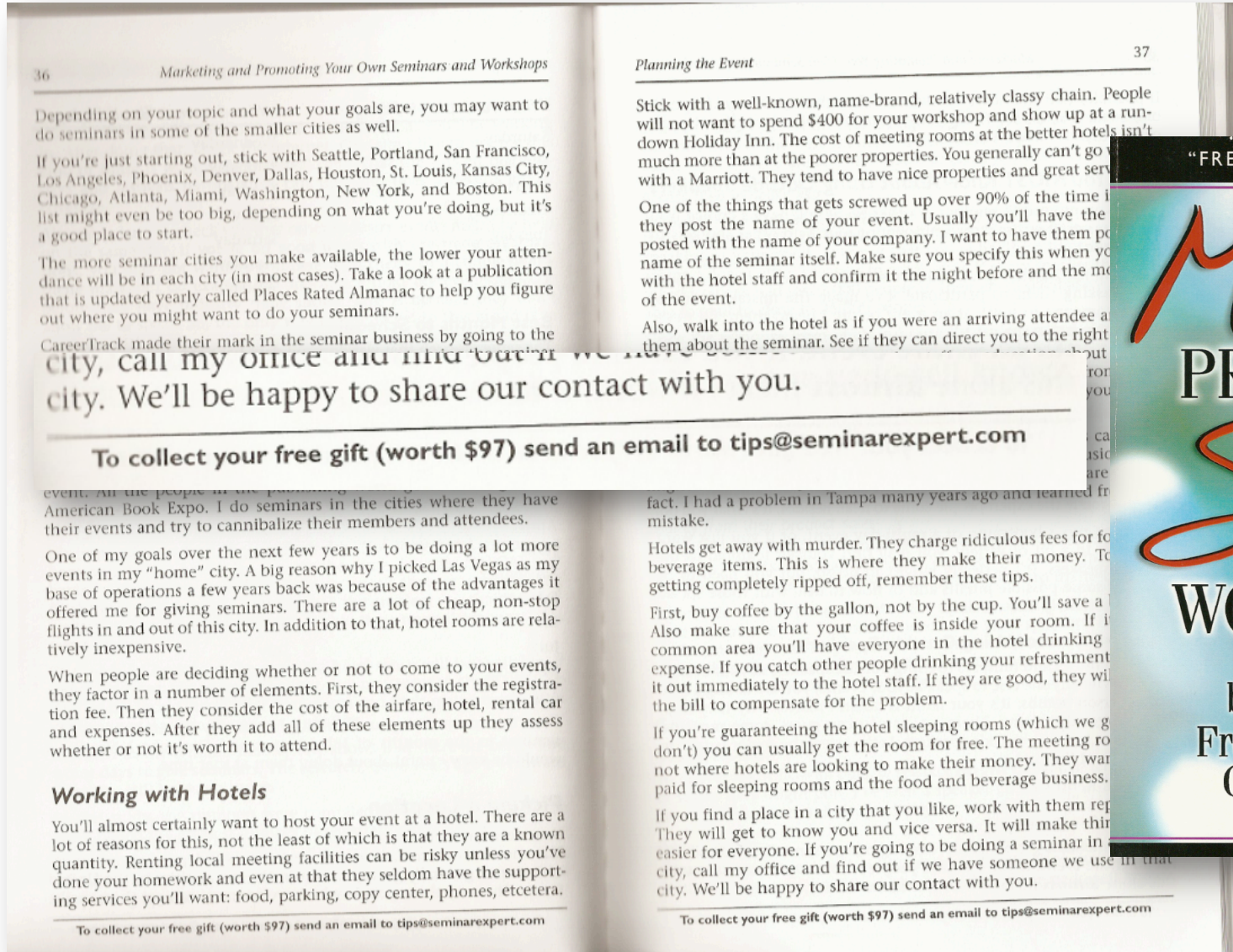
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External Sources: Podcasts



External Sources: Books



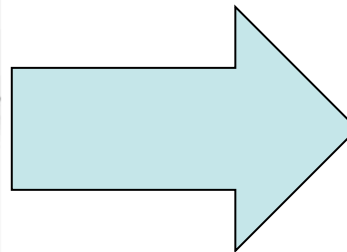
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Business

Business News | **The Motley Fool** | On the Move | Networking | Business Briefs

Frightening Findings

Fool's School

The folks at the CCH Group, which provides tax services, surveyed more than 1,000 adults nationwide — and had some frig

Name That Company

Born in Charlotte, N.C., in 1959, today I'm a Fortune 500 company with 6,600 stores in 44 states. I'm a Fortune 500 company that serves mainly low- to middle-income customers. I sell everything from cat litter to hair clips and I'm a variation of Kinfolk Bill or Clan Pelf. I'm worth \$1 billion annually, and I've been paying a dividend since 1998. Name that company. [Full Story](#)

IBM Gets in Shape

The Motley Fool Take

Most of the coverage of IBM's (NYSE: IBM) recent fourth-quarter earnings report relates to whether its expectations-busting quarter is further evidence of a tech rally already under way. [Full Story](#)

Too-Small Profits

My Dumbest Investment

My most recent dumbest investment move has been selling anything after March 2009. Several times I've sold when stocks had come down 10 percent off a high only to see them go back up above their previous highs. I figured the market had already risen nicely, and I'd already made a good profit on them, and I didn't want to lose my earnings. [Full Story](#)

Last week's trivia answer

I'm the world's leading producer of primary aluminum, fabricated aluminum and alumina, serving, among others, the aerospace, automotive, packaging, building and construction, commercial transportation, and industrial markets. [Full Story](#)

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Business

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External Sources: Newsletters

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STUDIES

Special points of interest:

- Sign of the times
- Online resources
- Sherry Kull
- Wimba
- SafeAssign
- Sandi Rapp
- BSN News
- Links

Inside this issue:

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Wimba

Webinars

Sign of times 3

Sandi Rapp

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Workshops

SafeAssign

Blackboard 6

Sherry Kull

Blackboard 7

Class Rosters

Eastern University Faculty Development Newsletter

Volume 1 Issue 2 Spring 2009

Role of Faculty During Uncertain Economic Times

I know what it is to be in need, and I know what it is to have plenty. I have learned the secret of being content in any and every situation, whether well fed or hungry, whether living in plenty or in want. I can do everything through him who gives me strength. (Philippians 4:12-13)

A startling notice published by the Bureau of Labor announced mass layoff actions involving 237,902 workers in January. Meanwhile, layoff events decreased by 48 over the month. Claims increased by 11,785. Sadly, my own un-scientific research has noted an increase in the number of empty my hometown. I watched the bakery, pizza parlor, nail joint, and (gulp) coffee shop close their doors. I can't help the small business owners who are victims of a slower economy. The result, the Portland Press Herald (1/12/09) reported a spate of layoffs to community colleges and adult education programs. This may be an indication of a downturn in the economy as the workforce soon to be unemployed seek to retrain and retool in order to support themselves and their families.

With consideration of the impact on higher education... economy affected our students? Will there be less interest in a degree from a private Christian university? Can individual students afford books, fees, and tuition? Sadly, I had a conversation in one of my students who nervously admitted that while she was approved for her financial aid, she was afraid to open her request was rejected. I could picture the student forlornly looking at books and too afraid to crack the binding. As I contemplated the realities of the job market, economy, and its impact on education, I vowed to create a haven in my classroom that would be minimizing the stress of the day, and incorporate the tools to assure the students that they have chosen wisely to do a degree at Eastern University. I want them to feel that they invested wisely in themselves and in the Department of Nursing. Continued page 3

Traditional Nursing Program Approved by PA State Board

February 2009: The Pennsylvania State Board of Nursing approved Eastern University's Department of Nursing application to offer a traditional undergraduate nursing program. To be specific, the University may admit pre-nursing freshmen in September 2009. Admission to pre-nursing does not guarantee a position in the nursing major. The process is based upon grade point average, science grades, references, and evaluations.

During the freshman and sophomore years, students will complete the core requirements. During the sophomore year, eligible students will apply for entrance into the major. Students are encouraged to maintain a grade point average of greater than 3.0 for consideration.

The traditional nursing program joins the second degree BSN Two+, accelerated RN to BSN, Korean Nurse BSN, and Nurse Refresher program. For more information, contact the Department of Nursing located in the Gatehouse.

Faculty Development Websites

Faculty Focus: [Tips to Improve Faculty Development Plan](http://www.facultyfocus.com/free-report/12-tips-for-improving-your-faculty-development-plan/) (URL: <http://www.facultyfocus.com/free-report/12-tips-for-improving-your-faculty-development-plan/>)

Dalhousie University: Centre for Teaching and Learning: [Educational Development Centres](http://learningandteaching.dal.ca/ids.html) (URL: <http://learningandteaching.dal.ca/ids.html>)


Mid-America Christian University: [Faculty Development Plans](http://library.macu.edu/faculty-development.html) (<http://library.macu.edu/faculty-development.html>)

Wimba Training Events: <http://www.wimba.com/company/events/cts/>

External Sources: Packaged Goods (CITB)



External Sources: Telemarketing



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Greg E. Lindberg

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External Sources: Email Compilers

The screenshot shows the homepage of Broadlook Technologies. At the top, there is a navigation bar with links for Home, Products & Solutions, Resources, Client Center, About Broadlook, and Contact Us. The main header features the Broadlook Technologies logo, a toll-free number (1-877-977-8080), and a meeting ID input field. The central banner image shows a road stretching into the distance under a blue sky with clouds, with the text "Find People and Opportunities Faster." and "Use Broadlook Profiler to leverage the internet as a dynamic data source, and mine deep web sources for key contacts and information." Below the banner, there are five numbered navigation buttons (1-5). The main content area is titled "The World's Most Advanced Internet Research Tools" and includes a paragraph about the benefits of Broadlook Profiler. To the right, there is a "Broadlook's Monthly Newsletter" section with a list of benefits and a "SUBSCRIBE NOW" button. Below the main content, there are three columns: "What Is Your Role?" with links for Recruiting, Sales, Private Equity, Venture Capital, Marketing, and IT/CRM Management; "Broadlook Suite Tour" with a "View Flash Demo" link; and "Broadlook Corporate Video" with a "View Flash Video" link. At the bottom right, there is an "Upcoming Events" section listing a NAPBS event in San Antonio, TX on 3/07/10.

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Upcoming Events

NAPBS	San Antonio, TX	3/07/10
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Data Enhancement

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Find new customers perfect for your business with our online and specialty mailing lists.

Free Lookups

Locate the business information you need such as ZIP Codes, address verification, maps.

News & Press

Melissa Data Closes Out 2009 Record Sales
Multiple sales in December of the [Total Data Quality Integration Toolkit \(TDQ-IT\)](#) helped close out the year ahead of forecast. [Read more.](#)

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Additional Resources

Email Tips in Mequoda Daily:

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