

**Dotsie Bregel,
Founder and CEO of
The National Association of Baby Boomer Women
(NABBW)**



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With

Gayle Carson

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Energizing Your Life With Gayle Carson

Hello and welcome to the call. This is Dotsie Bregel founder of The National Association of Baby Boomer Women, which can be found online at www.NABBW.com. It's the only association that is devoted to addressing issues concerning 38 million of the healthiest, wealthiest, and best educated generation of women to ever hit midlife. In addition to [NABBW.com](http://www.NABBW.com), we also host the number one site for Baby Boomer Women on major search engines, which is www.boomerwomenspeak.com. Again, welcome to the call. We're happy to announce that we have Gayle Carson with us today and Gayle is going to be talking about energizing your life and using power relationships and your uniqueness as the road to success. Hello Gayle, and welcome to the call.

Gayle: Hi Dotsie, it's wonderful to be with you today.

Dotsie: Thank you. I'm glad to have you here. Let me give you a little background about Gayle and then we're going to jump right in and start picking her brain for some really great information. Gayle Carson was born in Albany, New York and she showed managerial promise even at the tender age of 3. While performing a summersault in her first dance recital, Gayle's crown suddenly fell off and rather than finish the show without her full costume, she asked that the music be stopped so she could put her crown back on. The musicians complied with Gayle's request and they waited to continue until she said, "Okay, lets do it again." Thus began Gayle's career as a remarkable show stopping entrepreneur.

After graduating from Emerson College with a B.A. in English and Theater, Gayle moved to Miami and got her first job in two weeks. A year later she bought the business from her boss for no money down and proceeded to profitably diversify its sales base from one to seven divisions. Her business eventually became the largest, independent organization in the industry. As CEO, Gayle managed a diverse staff of over 350 people, graduated more than a quarter of a million students from her training program, and personally managed the company's complex payroll. While serving as CEO of her business, she also received her Doctorate from the Nova Southeastern University and then eventually Gayle sold that business for over twenty times its initial value. Now today Gayle is an expert advisor and she's a coach to CEO's and entrepreneurial mangers around the world. She holds a CSP, which stands for a Certified Speaking Professional, and a CMC which is a Certified Management Consultant, both the highest designations in their respective fields. She is also still the first and only woman to serve as chairman of one of the largest Better Business Bureaus in the United States. She's the developer of a Cable Television series, called Business Today. She has received numerous honors from her peers; including being named in over 40 Who's Who Books. Gayle has been featured in U.S. A. Today and appeared on The Larry King radio show. She captured the steps she followed in

her own successful route to the top, in a book entitled, How to get to the Top and Stay There. So today as president of The Carson Research Center, she serves as a consultant to more than 50 industries on six continents, advising them on current business trends and cutting edge opportunities to stay ahead of their competition. She's also president of the International Association of Information Marketers, which is an association for those who sell digitized information on the Web. Her new book, SOB, which stands for Spunky Old Broads Who Kick Butt, has just been released. She is also the host of Entrepreneur Magazine's radio show, Women in Business. You can find Gayle online at www.gaylecarson.com. Well, there you go Gayle how is that for an introduction?

Gayle: Boy, that's a big one and I hope I can live up to it.

Dotsie: I'm sure you can. O.K. Gayle is here to talk about energizing your life and using power relationships and our uniqueness as the road to success. So Gayle, I just want to get started with the first question. Understanding that you can never be replaced, what is it you can do to have a dynamic impact in your world?

Gayle: Well, I think it's very important to determine what is absolutely the most important thing in your life, and of course, it should be 'you.' If you don't think highly of yourself, or take care of yourself, you can't be of value to anybody else. But understanding and by-passing that, the most important thing I believe is that you have to decide what is the legacy that you want to leave and then build around that; and for that particular purpose you have a uniqueness. I mean there are people who can not be replaced. There are many of them, we have seen in the past, whether it's been a Ronald Regan type or whether it be a Gandhi type or whether it be someone else, a Golda Maier, the whole point is that there are people themselves who will never have that personality or philosophy again, but they are replaced. Other people come in and take their place, but they have left a unique spot. They have left a unique legacy and that's what everybody has to look at. What is the legacy that you can leave that is all about you? Everybody has that uniqueness about them. They may not believe it but it is there and they can find it. And I think that's the important thing that you have to look at, and say, what is it that I can do that will have my stamp on it, that no one else can do?

Dotsie: I think that's a really great point. I really believe that all of us are born into our own greatness, and that all of us have gifts and that we should use them for the good of others, but do you have any suggestions or recommendations for women to get at the core of who they are, figure out what those gifts are and discover that uniqueness?

Gayle: Well, you know it's almost like a dream. I think you need to ask yourself, what you would do if you won the lottery. You know a lot of people dream about winning the lottery, but very few people do. Interestingly enough there are many people who have won the lottery, who then are broke two or three years later because they did not have a plan. So if you were fortunate enough to win the

lottery and you did not have to worry about bills, responsibilities, or things like that, what would you do? I cannot believe that any of the people listening to this would just vegetate. My son said to me the other day, "Mom, you know if you sold everything, you'd never have to work another day in your life and you could just lead a life of leisure." And I said to him, "That would last 48 hours because I would be so bored. I can't just sit around doing nothing." So whether it's charities, volunteer organizations, or a business - or whether it's people that you want to meet, or places that you want to go, or whatever it is you want to do, if you have nothing to worry about, how would you live your life and that is what you have to look at first and then work backwards from there. A lot of people say, "Oh, all my problems would be solved if I had the security or if I had this special person in my life or this or that." That's not necessarily true. So if everything being equal was taken that you could do anything in your life that you wanted to do, what would that be, and that will give you a good clue on how to start positioning.

Dotsie: Very good. And actually it also has to do with, even if it's a legacy of love that you want to leave for your family. Because I have to tell you, I speak with some women who are transitioning at midlife, and they're like, oh gosh, I just don't know what I want to do. I know what I like to do, I know what I don't like to do, but I've got to figure out what it is that I'm really passionate about and how I can work that into a way and make it profitable, or not. If you don't have to make money, it could be volunteering, which is something that's really needed in the world right now because so many women are working. A lot of us were the volunteers of years past.

Gayle: Absolutely, I totally agree with you Dotsie. I think there are a couple of things that you said that I would just like to respond to. Number one, if it is volunteering, there's no reason why they themselves can't start their own cause, or their own charity, or their own passion. For example, one of the things that I'm working on right now is developing a line of workout clothes for breast cancer survivors. Because I'm a three time breast cancer survivor myself, and there's really nothing out there. So it's very important for me to do that. That's something I want to do because I want women to be able to feel good about themselves when they go into a gym and workout if they are missing a breast. The second thing is, if there are people who know what their passions are but can't quite figure it out, I think they should take 6 months or a year and try a lot of different things in the particular arena of interest that they have and see what's good about it and what they don't like about it, and that will kind of sort it out for them as well.

Dotsie: Yes, great idea. Well, let's say you come up with an idea or feel like you're heading in the right direction - how can you remain positive when there are so many negative things going on and not just events, but people. How do you remain positive when you have a friend, well, whether it's a friend or not, say something like, "Oh my gosh, you think you can do that?" or "How are you going to do that?" and "Do you think you can make money at that?" And just all the Nay

Sayers, all the doubters and all the people that are just negative. How can you remain positive in those situations?

Gayle: Well, there are a couple of things involved with this. You've got a lot there. Number one, I think everybody needs to know that in terms of stress studies, they have found that five minutes of negative thinking takes the body 24 hours to recover. So it's really important not to think negatively and it's really important not to have negative people around you. That's very hard to do in this day and age with everything that's going on. Whether it's your own personal life, or just life events. So I think that's a crucial entity.

The second part of that is that we all experience approximately 100 abrasive incidents a day. In other words, like all the little things that come into your life and every time you have a 'ugh,' there's a negative reaction and that's about 3,000 a month. And whether it's getting all the red lights, or getting in your car and somebody didn't put gas in it, or going for that special something you wanted in the refrigerator and somebody got there before you did. Whatever it is, there's a hundred of them that happen in your day. So you really have to have a lot of positive things going on around you to make sure that you don't get affected by all of these things.

Now, the most important thing again, is feeling good about you. If you feel good about yourself, then that's the most important thing and it's okay to have friends that question whether this is a good idea for you to do or not, and those people keep you balanced. And there's nothing wrong with that, but the point is if those people who say, you can't do those things, that's different than saying, why do you want to do that, or are you sure about this; but someone who says you can not do this, or you don't have the ability to do this that is a whole different issue.

So you have to take a look, in fact I have been truly looking through my friends, because I have some who have been around me for a long time and they are not positive people. And I'm just tired of listening to their travails. Now I need everybody listening to this to understand I am not immune from this. I lost an older son; he died out of the country. When we had a service for him here, I had it as a celebration of his life because he accomplished a lot of wonderful things and he made a lot of people very happy and so we had a celebration of his life. I also got custody of a granddaughter; not his child, my daughter's child, but I had custody of her for awhile. It wasn't easy raising someone who is 12 to 13 years old, but you did what you had to do. And certainly going through cancer was not a fun thing three times, but when I used to go in for my treatment people would call me Little Miss Sunshine and I'd say, "Why?" And they'd say, "Well you always have a smile on your face." And I said, "Well, why not?" And they said, "Well look what you're going through." And I said, "Yes, but I'm getting cured so that's the important thing." So I think it's a lot of how your own philosophy is positioned because there is so much stuff out there that will bring you down if you let it. You have to know that you have been put on this earth to accomplish

something for other people and for yourself, and that is why you are here.

Dotsie: Gosh, that's great. And it's amazing that you can remain positive through some of those hardships. My gracious, what did you use during those times that helped you remain positive, if you don't mind sharing?

Gayle: Well, I think first of all I'm an exercise fanatic, so I think exercise had a lot to do with it. I kept my body as strong as it could possibly be and I called a friend of mine who was a doctor of nutrition and I said this is what I'm going to have to go through, how do I keep my energy up, and he told me what to do. I read every piece of literature I could, so I could be aware of what I was going to go through and what I needed to do to keep myself healthy. By the way, I went through all of this, even though I am married, I went through all of this by myself. My husband did not meet my doctors; my husband did not drive me to chemo treatments or bring me home. I did this all myself because I could. So it's just a matter of I knew that I controlled my destiny. The doctors were doing the best that they could do for me, and I had to do the best for me by keeping myself as healthy and strong as I could going through this.

Dotsie: Great point. Very good point. And the fact that you recognize it, you know others can only do so much for you. But then you also have to do your share. That's so important. I think a lot of people don't recognize that. You state that the various twelve step programs all have something in them that work. What do you mean by that?

Gayle: Well, it's interesting. I want you to know I've never been through a 12 Step Program, so I am just going by what I have read that is part of their programs. I think the most important thing that I have found that they have in common is really just one thing, and it is something that I have really practiced my entire business life and that is, accountability. I think that's what's missing in a lot of our young people today, and I think just generally speaking, we even see it in politics all the time, accountability. Taking responsibility for what is your charge. Whatever that may be. Whether it's raising a family, taking care of grandchildren, having responsibility in business or whatever it is, its accountability. If you promise to do something, you do it. If you made a mistake admit it. If for example in AA, if you don't apologize to people you have hurt, or go to them and say, this is what I did and I need you to know that I did this, then you can not really be healed. Well, that's basically it in a nutshell. If you make a mistake you need to take responsibility and if you tell someone you were going to do something for them, then it needs to be done. And to me hiring an employee, or myself as a sub-contractor, or myself as a business person, or myself as a wife, or a mother or a friend, my responsibility is accountability. If I say I'm going to do something, I need to do it.

Dotsie: And then also another thing that I think people need to be reminded of is that life is full of choices and when you were talking about accountability it

reminded me of this a little bit and that you know we have the choice to make those amends or not. And should we choose not to, then I believe we're choosing to hurt ourselves. But in everything we have a choice. We can choose to be happy, or we can choose to be sad. We can choose to take the time to get at the core of who we are and try to figure out, you know what it is that we might want to do with the rest of our life, or do tomorrow. But that's a choice and a lot of women at midlife have recognized this. We are looking at life and saying, I can live this way, or I can live this way. And we are choosing to be more intentional about the way they live.

Gayle: Well, I think you're absolutely right Dotsie and I will tell you that I think this is the biggest issue in terms of peer pressure that teens have. And that is making the choice of friends and again when I talk to my son, and remember my son now is 42 years old, my youngest one, and I said to him you know there's so much peer pressure. He said, Mom there was peer pressure when I went to school too, but you chose which kids you wanted to pal around with. You either went one direction or you walked the other way. If you walked in one direction you didn't get into trouble and you have the best of everything at the school. If you chose the other direction, you were always in trouble and you were always part of something that you didn't want anyone else to know about. And I think that's true in anything. You're absolutely right. I do believe there are choices to be made every single day and again, this is an important thing I think when you're talking about midlife or mid-career and that is relationships that women have as well. Very often if they've had a bad marriage or they've been in a relationship that has not treated them well, they'll very often choose someone just like that again. It's something they just haven't learned from and again, it's a poor choice. So, whatever it is, whether it's relationships or whether it's business or whether it's friends, or whoever it is, there are choices to be made, absolutely. I totally agree with you.

Dotsie: I also remember you talking about looking at some of your friends and making a choice between the ones who are negative and the ones who are positive because negative people can really pull you down. And we have the choice, you know.

Gayle: They can. Remember what I said about five minutes of negative thinking takes the body 24 hours to recover? Just think about when you have been around somebody who's negative, how exhausted you are. And it's so true. I think as we're busy in our lives raising kids and working and taking care of a household, we don't have time to think about the negative people because we're so busy we don't have time to think, but at this point in our lives when we assess what's going on around us, this is when we realize there's a lot of people in our lives who shouldn't be there.

Dotsie: Right, that's so true. And I think that until this point, we thought that we didn't have a choice as to whether or not we should include them or could have

them in our lives. At this stage of the game, we're recognizing the fact that we don't have to hang on to every person.

Gayle: That's so true. Absolutely, I agree.

Dotsie: After reading your little introduction, I think you must be an incredibly busy woman and I can see how the accountability piece has really played into what you're doing, because you must be very accountable, and very busy. Now, is your work fun?

Gayle: Oh, my work is absolutely fun Dotsie. That is the one thing I never compromised on. If I did not enjoy what I was doing, I changed it. Now, I had that luxury because I've always worked for myself and I've never, ever received a paycheck from anybody, in my entire life. Even as a kid, my first job was, well actually I had broken 22 pair of glasses and my father said to me young lady if you break another pair you're going to buy them. Do you understand? I went to the optometrist's office and I picked up my twenty third pair. I walked down the steps and my father was waiting by the curb. I got into his car and I sat on the glasses and we hadn't even pulled away from the curb yet, so I had to go back upstairs and order another pair of glasses which I was going to have to pay for. So, the only thing available was babysitting at the age of 13, and I just didn't want to do that. So I said to my father, "Can I go out and get a job?" He said, "If anybody will hire you." It was the 50s and so I went through the newspaper and decided I would make a perfect Avon lady. I started selling Avon cosmetics door to door, at 13 but I loved it because I knocked on doors and loved meeting people. I love people so this was right up my alley. People were home because it was the 50s so they let me in and I would sit down on their couch and I would not get up until they bought something. They could not get rid of me until they bought something. So that's what I did. I always created my jobs. I worked in a radio station and I was there every day for two weeks and had to take two buses to get there, two buses to get home, and the general manager came out and said, "Who are you?" I told him I wanted a job, and he said, "We don't have a job for you." I said, "I know you don't, but I'll be here every day until you find one." And he did.

Dotsie: Oh my gosh.

Gayle: I would get all my little jobs like that. I was director of choreography, dance and drama at a camp and they said we don't have anybody like that. I said that's why it's lopsided and I gave him all my reasons why he needed to have this, because he had the swimming and the sports, and the this and the that. And he hired somebody for twenty years after that until he sold the camp, to do what I did. But I only did it once because I wanted the experience and so forth. And that's kind of how I created everything. So everything I've ever wanted to do, I created. And if I didn't like it then I created something else. And officially I've been in business for 47 years and now of course I've got this 'Spunky Old Broad'

thing going and I love it. And the interesting thing is women have taken offense to the word old. Some people take offense to being called broads, and I decided they're not my market. I want someone who wants to be a 'spunky old broad', and you would be amazed what you can get away with when you're a spunky old broad. People say to me, "Well you can do that because you're a spunky old broad." It's really interesting so yes my work has always been fun for me.

Dotsie: What do you recommend for women who are feeling like their work isn't so fun or life isn't so fun. What do you recommend for them?

Gayle: Well, I think everybody has to find their own fun, but I think it depends on whether you have to work at a specific job, and you don't have a choice. Whether you're the sole support of your family, whether it's a financial thing for yourself, whether you're three years away from retirement and you don't want to give that part up, whatever it happens to be, then you need to go back to that, if I won the lottery question. What is it that you would do if you had the choice to do it and then do it in your spare time? For example, one of my fun things is exercise. I get a kick out of it. I really work hard at it, but I enjoy it. And that of course gives me more energy to do everything else. The other thing I really enjoy is animals. I support the Humane Society and I just love animals so when I'm with my animals I talk to them and I just have the best time. So, whatever it is and also, this is going to sound very shallow, I don't go to movies that have a message. I go to movies that are entertaining.

Dotsie: Right, to laugh.

Gayle: I like to laugh. So that's what I like to do. Those are the things that I do. I much prefer going to a musical on stage than a heavy drama on the stage. So those are the things I do for fun. So whatever anybody else likes as a hobby, or as an interest or whatever it happens to be, that should be their fun.

Dotsie: Good idea. Now, how does balance have anything to do with energizing your life?

Gayle: Well, if someone is out of balance, I mean if you can visualize the scale, even the lady of justice, if something is out of balance you are not going to have energy because you are going to be drained. Because you're going to be really upset about what you're doing, you're going to be stressed about what you're doing, and you're going to have that negativity, which is going to take the energy out of you. But what I need everyone to understand is what balance is for one person is not balance for another. And what was a balance for you at 20 is different than what is a balance at 50. And what's a balance at 50 is different than a balance at 70. So, it depends on what balance is for you. My work was always number one in my life. Luckily I'm married to a guy who likes that; I mean he's fine with it. So there's no problem. He was always the one that was in the home. I mean he worked, but he was the primary caregiver as far as the kids

were concerned because he really liked that. So it just depends on your own particular situation. For instance, one of the things now he's not well at all, and so I am his caregiver and when I go out of town, I'm going out again in two days, and I'm arranging all his medications so that he gets them when he's supposed to get them. I have someone come in who makes sure he is taken care of and so forth, and that's something I have not wanted to accept in my life, but it is one thing that has happened so I need to take care of that. What's very important to me is that I work out two hours every day to give me the energy to do that.

Then also I am bi-coastal person, so I have a place in California, in San Diego and of course in Miami Beach. So I go one week a month to my place in San Diego. Now he originally was supposed to go with me, but now he doesn't like to travel. He doesn't like all the hassle and all the things that I go through to get from one place to the other and so he stays home, but I still go. Occasionally, he'll comment that this was to be for us, but he no longer goes, but I need to keep going. I go and have a lot of activities out there. I know a lot of people and I'm very involved out there, but that's my balance. I never would have done that before, gone one week a month to another location. But at this point in my life that's balance for me because my two favorite places in the world are Miami Beach and San Diego. So, if I never went anywhere else, I'd be perfectly happy.

Again, I think everybody has to consider how they want to live their own life. Some people want to be totally involved with their grandchildren. Some want to be totally involved with a charity. Some people want to be totally involved with their home and gardening and flowers and cooking and devising wonderful recipes. I've never even used my stove in San Diego, because I don't cook. So I think balance is different for everybody and that's why I can never tell anybody else what to do. I can only advise them or mentor them if that's what they want, but everybody has to seek their own balance. I think that when you are balanced, when you are in balance, whatever that means to you, then you feel good about yourself and you have energy.

You know what the most important thing is Dotsie? I do think there is something your listeners really need to be aware of and that is, that we can't control everything. And stress does not come from too much work or too much responsibility, or being a part of the sandwich generation, taking care of parents as well as grandchildren. It comes from high demand and low control. And when you are asked to do things that are really, really difficult and you have no control over how they are done, or how they happen, that's when you're life comes out of balance.

Dotsie: And has that – I've got to think that that has happened to you at some point in time.

Gayle: Oh, absolutely. I'll give you three or four examples; number one when I was doing a lot of traveling. I was on the road 50 weeks a year, I found that I

could not control the airline schedule, and this was before 9/11; I could not control the airline schedule, I could not control weather. They were not going to change things just for me, that's when I did my writing, that's when I did my reading, in the airports, in lounges, because there was nothing I could do about it. And so that was how I solved that.

When I had custody of my granddaughter, there were lots of issues there, and lots of court demands. I had no control over the legal system. It was very stressful. Even some other things for example, my husband's health. He causes a lot of his circumstances and I try to do the best job for him in terms of watching what he eats and making sure he takes his medication on time, but then he goes off and does something on his own, that is totally bizarre, that ruins all of that. I don't have control over that. I have learned to say that I am happy married to you for 44 years, long time, and I want to have another 44 years, but I can't live your life for you. And that's where I think a lot of women get in trouble. They think they can live everybody's life for them, and you can't.

Dotsie: Right. Well, during these times when you feel overwhelmed or any of the women listening were to feel overwhelmed, how do you stop those feelings? I mean we've talked about balance and we've talked about how to remain energetic and looking at things that have like a high demand, and you have low control, but we also know that there are definitely times when we feel overwhelmed. So how do you stop those feelings of being overwhelmed?

Gayle: Well, I think that you have to find out, what are your stress reducers. Now, I've mentioned two of mine. Number one was the animals, I mean I really talk to my animals and they make me really feel calm. The exercise is another way to work out my frustrations. I think everybody has to find their Mecca, whatever it is, as long as it's not alcohol, as long as it's not drugs.

Dotsie: Right, as long as it's healthy.

Gayle: That's right, legal and healthy, whatever that is. It might be painting for some people. It may be working in the garden, planting, or designing something. I mean it could be anything at all. But the point is people have to find the things that make them feel good. It could be any number of things. It could be you know again, volunteering. It's an interesting thing when you see people who are not as well off as you are, for example in hospitals or kids wards or things like that; it makes you forget your own troubles. So whatever it is that's a stress reducer for the individual is important. Now, it's been different things for me at different points of my life. The animals have always been a constant and exercise in one form or another. I'm a very big swimmer and water skier. I think someone has to be able to go to that zone. Now I don't do this well, but I know there are people who meditate and it totally reverses all the stress that they have and the overwhelming feelings. I have not been able to conquer meditation because I'm too hyper. I know that it works, because it has worked for several people who I

know very well; so it could be meditation. There's just a whole bunch of different things that people can try.

I think the important thing is to admit you're overwhelmed. You know a lot of us don't want to admit that we can't do it all. But as I get older, I admit I can't do it anymore. I used to work 12 hours a day. Now I still work 12 hours a day, but I was focused on my business. Now I only have four hours maybe five max out of the 12, where I can focus on just my business because I run our real estate business since my husband can no longer do it. I have to manage his health care. I'm managing four homes that we have; I mean I have property managers in some of them. But the whole point is I can't devote myself to my single entity business any more, it's impossible. So I've admitted that I need help.

Dotsie: I think something that's important that you mentioned too is the shifting. I think it's important that we always evaluate and re-evaluate and then shift and make the necessary changes so that we don't feel overwhelmed at a certain point in our life. So that we can still feel like we have energy and are able to do what needs to be done, but sometimes what needs to be done, changes.

Gayle: I've got to tell you a cute story Dotsie. I was away speaking this past weekend, and my husband evidently found a box of old pictures. Last night he said, "Honey you've got to come in and see these." I saw them and oh, Dotsie, it was when I was at my most beautiful. It was when I was in the modeling business, and I was just really a golden girl, really slim and tiny. I'm not heavy now, but I mean I was slim and tiny. So I brought it to the gym this morning and I said I want you all to see how I was beautiful at one point in my life. They laughed and said, "You look gorgeous then, but you also look gorgeous now. And I said, "Yes, but I don't look like that." And they said, "Yes, but you have a different kind of beauty now and it's wonderful." And I thought, you know, isn't that interesting because I know I look pretty good for my age, but still you know when you go back to those old photos and you see what you really looked like in your prime, I had to say – wow. We do shift. The problem is a lot of us don't want to accept the shifts that we have to make. For example I cannot wear high heels any more; I can't wear any kind of heels. My feet are so bad. For example, when I do aerobics, I have to do very flat footed aerobics; I can't go hopping all over the floor. And I have limited ability in certain portions of my body because of all the surgeries that I've had, but you know I'm still moving around and that's what counts.

Dotsie: Good, that's interesting, because I think that the more we mature, the more we have to realize that we can continue to do many things but sometimes we have to shift the way we do them.

Gayle: You know that saying, shift happens, right.

Dotsie: Let's see, we've talked about energizing the life and using our

uniqueness as a road to success. But you also mentioned using power relationships. Can you tell me what you mean by that? Using the power relationships and your uniqueness as the road to success.

Gayle: Absolutely. I think there are a couple things. First of all, I think you need to challenge yourself with the people that you meet. I think you need to ask yourself, who you would really like to have in your life that will bring you up to the next level. Now at this workshop I was at this weekend where I spoke, guess who was one of the speakers there and I got to meet her and talk with her and it was really quite interesting, and that was Theresa Hines Carey. Now there's a great example. Theresa Heinz is a brilliant woman, but she wasn't called to the plate until her first husband died, in a plane crash, I think, so she had to take over. She was left all the Heinz money and she had to decide what to do with it. She's the one that created the foundation. She has taken an active role in the environment. She has had a big part in cleaning up the city of Pittsburgh. I mean she's done a lot of things that people don't even know about and she's very quiet about them, but she had to learn how to do that.

I'm going to use somebody else too, and that's my Mom. My Mom just celebrated her 97th birthday and she had never written a check, had never driven a car until my father died. And she's been a widow for over 35 years. Thirty five years ago is when, in fact I think it's even longer than that, she learned to drive a car, she learned to write a check, she can balance a checkbook with the best banks in town and that's the kind of woman she is, even though she never graduated high school, because in those days, you didn't do that because the brothers did it. She's the one who has made me who I am, because she made me face everything. I remember when I was in college, I tried out for a musical and they wanted my partner and I to split up and they asked us if we would, and he said no, because he thought, oh, no we won't, and I said yes, because I thought they wanted me. But they didn't want me, they wanted him because there were no male dancers in the 50s. So I was just devastated and I called my mother up. I was bawling my eyes out, and she told me to get over it. She said this is not the big time, this is college. If you can't make it in college, you're not going to make it anywhere. That's how I was brought up. I think you need to challenge yourself by the people who you choose to be around. I think you should aim for one level up from where you are, or two or three levels up from where you are, and if you keep aiming for that, you're eventually going to get there. The other thing is that when people oppose you or tell you that you're wrong, or question your thought processes, or your research or whatever, you need to stand up for yourself in an assertive way and not in an aggressive way. Aggressive is when you shout and you yell and you carry on, and passive is when you sound like a meek little nothing. Assertiveness is when you say I believe this is so, and these are the reasons why. I don't deserve to be talked to like that and I will not accept it. And those are the ways that you create these power relationships. It's by standing up for yourself and stating your case in an authoritative manner. If you can't do that, or you don't know how to do that, I really suggest people get a little old tape

recorder and listen and practice statements. Have people ask you things to antagonize you and answer back, and listen to how you sound. Of course anyone who has ever heard themselves on tape knows, they say well, that's not me, but it is you. That's exactly what you sound like and you learn about your own voice. I was very lucky because I was trained in speech and theatre. In college, I had to give about 17 public appearances a week. I had all "Ds" when I started out. I asked my grandmother if she would she buy me a tape recorder. Those are the days of the reel to reel, not the little ones you get now. I practiced three hours a night for three years to be able to speak authoritatively and well. It is in your verbal and your nonverbal communication that people communicate their power.

Dotsie: Right. One thing I believe is that some women think that because they don't know someone to help them, that they don't already know that person, it means that, that's the end, and I don't agree with that. I agree that you can go online and research what you need and then you just email the person, contact the person to help take you to the next step. I just like to encourage women to really put themselves out there and not feel restricted by boundaries because there are some people who feel like, I can't take this next step because I really don't know anybody who can help me.

Gayle: That's true and you are absolutely right. The Internet today opens the whole world to you, but not only that it also gives you the ability to see what else is out there and who is doing what. But if you put the word out there whether it's to people you know, or going to a meeting first time, or whatever it is, if you put the word out there, someone will get back to you with the right contact. It's amazing how that happens. And I think today there are more and more women who are finally helping other women.

Dotsie: Oh my gosh. You're not kidding. I mean everything that I have done online, I just started by reaching out to other women online, and they do the same to me and I just think it's been an incredible networking situation. Women are willing to help other women.

Gayle: Absolutely, absolutely.

Dotsie: It seems to me that most of your businesses are not your traditional business, so how do you continue to think outside of the box and how do you encourage women to do the same?

Gayle: Well, in terms of thinking outside the box, I think that's where a lot of reading comes in and a lot of associating with people unlike you. You may not like them, but you don't have to like them to appreciate their knowledge. As long as you respect what they do and how they do it, it may not be your interest but it gets you to think a different way. I think if you associate with people who do not do things exactly the way you do them, that's the best way to have that happen.

I happen to be friends with and study with a lot of people who say, if everybody is doing it this way, then you go the other way. I don't want people to be reckless about that, but it's just looking at something in an entirely different manner than anyone every thought of before, but you can't do it by associating with the same people who are like you, because then you think you're 'yes' people. You have to have people who can challenge you and who can say, have you ever thought about doing it this way. And that's one of the values of coaches or mentors, or organizations for that matter because they show you different ways of doing things. For example, you mentioned that I was president of an Internet Information Marketing Association, and understand I never got on a computer until I was 60, so this was not something that I loved and my partner said to me "Gayle, you don't know anything." And I said, "You're right, what do I do?" And he said, "Go to a high school and get yourself a kid." I said, "What are you talking about?" And he said "Go to your local high school and get a kid who is web savvy." So I said, "Goodbye." I literally said goodbye, closed my office, got in my car and went to the local high school, got past the security guards and went into the business classrooms. The teacher asked me, "Who are you?" And I said, "Well, I'm here to get a kid." She said, "What are you talking about?" I told her I needed somebody who was web savvy and that I wasn't going to leave without one. And I did, I actually walked out with a kid. Then he got me another kid who is still with me, but the point is that this kid who is just now 18 started with me when he was 16. He challenges me every time he comes in because it takes him exactly two seconds what it takes me two hours to do. And I watch him and I see how he thinks and it gives me a whole different perspective. He does not read a newspaper, he does not watch television, and he's an advanced placement kid who is going to college this year, but he gets all his information online.

Dotsie: Right, oh boy that's very typical of the younger generation. But one of the things that I think is so important from listening to that story is that you don't have any boundaries, and that's really important. Now some people might – someone else may have gotten that same advice and they would have said, "Oh, I can't do that. I can't go to a school and just get a kid to teach me how to use the internet." But you have done all of this because you are willing to think outside the box, take chances, take risks and just do it, without thinking you can't.

Gayle: Well, the thing though Dotsie, is that I don't think of it as a risk.

Dotsie: Oh, very good.

Gayle: It's just that. That's what you have to do to be successful.

Dotsie: Right, that's a great point. But I think that a lot of times we get to a certain point, and we don't go any further because we are afraid that we can't take that next step. Or we don't know enough to do the next step and I think that's why a lot of women can get sidetracked with this whole re-inventing themselves at midlife. You have to be willing to listen to people who think differently than you,

and take their advice.

Gayle: But you know, there's another part of that too, and that is, I don't think they have the passion for what it is they say they want. They say it because it's convenient to say it, or they've been told to say it, or enough other people have said it to so they think they should say it, but it's not something that they are passionate about for themselves.

Dotsie: Good point, because when you are passionate, you don't even think about the next step, you just start doing it. Okay now what do I do; now what do I do, and there's just this momentum and the desire to just keep doing. That's a good point, that's a really good point.

Gayle: That's one of the things like I talk about in my SOB, the Spunky Old Broad; I talk about the fact that I teach women the nine secrets of living a regret free life. And the whole point of it is, whatever that means to them and how they do it is up to them. But why should anyone get to a point in their later years and say, I wish I had. There is absolutely no reason for them to do that.

Dotsie: That's a good point. We are really coming close to the hour here, so one other thing that we should throw in at the end is how do you set limits for yourself with others, that others will respect.

Gayle: Well, you have to walk your talk. In other words if you say no, it's no. For example let's say you've been asked to baby sit your grandchildren. You know you love your grandchildren. You want to be with them, but you don't want to be the person that they rely on to sit for the kids all the time. You need to say, "You know I'd love to do it and I'm available as often as I can be, but there are times when I really have things that I want to do, or places I want to go, or tickets that I want to take advantage of, or reservations that I have. I really don't want to do it more than three or four times a month." Then you need to stick to it. And if you really don't enjoy doing an activity or being a part of something, then don't say yes, out of obligation. I will give you a really personal example. When my grand daughter came to live with us, I had certain rules. They were not difficult. They were: the phone for five minutes, keep your room clean, and basically, keep everything straight. The rules weren't difficult. She found them very difficult to stick to, and when she went back to live at home, then called about six months later and wanted to come back, and I told her she couldn't. And she said, "Why not?" I said, "Well, your grandfather has had open heart surgery. Your great-grandmother is coming down, and you would have to share a bathroom with her, and you don't know how to keep a bathroom clean. Third, my rules haven't changed. They are the same. You don't like them, and they're not going to change."

Dotsie: Wow! Good for you.

Gayle: It was not easy, but I had to do it. So I said one of the things you're going to learn in life is that it isn't fair, and you might as well start learning it now because it's going to be that way the rest of your life. You choose how you're going to lead your life and you choose what it is you do, so you need to start learning that now.

Dotsie: Wow, that's a perfect example and it's interesting, because some of the topics we've talked about on this call today are topics that women are always talking about in the www.boomerwomenspeak.com forums. In fact, one of the most recent posts from just last week was about a woman who really didn't want to live in the same town with her family. While lots of boomers are moving to live in the same town, she's thinking oh, my gosh, what if they move to my town? It's an interesting post because she knows the boundaries that she has set and she's fretting because she's afraid that she may be asked to kind of step up to the plate and be more available to grandchildren. It's interesting to hear you say that because it's just so true that a lot of times we end up saying yes, when we mean no and we really need to make our 'no's mean no. We need to set those limits that other people will respect. I appreciate that comment. Gayle, there isn't much else other than I wanted to know if you have any books, or resources, your website – anything that you want to offer to women on the call today?

Gayle: Well, actually there are two or three things. Number one is yes, I have a lot of resources available, so there's two different websites they can go to. One is my business website, which www.gaylecarson.com. Then there's the one for women over 50, that's www.spunkyoldbroad.com and if they go to that website they can see my book, they can sign up for my newsletter, they can do whatever they'd like there. We have SOB clubs forming and things like that, so certainly they can do that. Another website I think they should be aware of is AARP has started a foundation for women and that website is www.AARP.org/foundation/wlc and then they would have to click on get involved. But I would also like to offer, since I do mentor women over 50, I would say if anybody contacts me at gayle@spunkyoldbroad.com and mentions you, Dotsie or the NABBW, I will give them 50%, that's half of my regular mentoring/coaching fee for 90 days. In other words they will have three months of me at half price.

Dotsie: Wow, that's quite an offer. Thank you so much. This is a timeless offer because this is something that people can listen to in a few months, and you're aware of that. I would also just like to mention the association again, which is the National Association of Baby Boomer Women, www.nabbw.com. If anyone that's listening is not a member of the association and would like to join, you can me contact at dots@NABBW.com. The membership fee to join is \$75 and I'll be happy to send you a link to join for \$60, but you have to send me an email in order to get that link. I just want to thank you Gayle for being on the call and I look forward to maybe doing another one with you in the future. I hope some people will take advantage of your offer and I just wish you all the best.

Gayle: Well, thank you so much Dotsie, and the same to you because you are really providing a wonderful forum for women, worldwide really, and I think it's really important for women to take advantage of the things that you offer, the resources that you offer and also the contacts that the Association has, so I want to applaud you as well.

Dotsie: Thank you so much. It's fun; I'm living my passion. All right Gayle, well thanks again for being on the call and I'll be in touch shortly.

Gayle: Thank you.