

# Musical Phenom, Hillary Johnson Takes Her Talent to the World

## 16 year-old Prodigy Delivers Complete Package

(FSN) It is a common, teenage dream to hold a microphone and dazzle an audience with an unforgettable performance. Many dream but few of them achieve. Hillary Johnson has what it takes to achieve and is preparing to take her dream to a world audience. "I can't just lay my heart in front of me for all to see," Hillary sings in her song "Quicksand," from her forthcoming debut album, *Is It Normal*. But this is exactly what this 16-year-old prodigy is about to do.

Born in California, Hillary began singing at the age of four and playing piano two years later. By the time she was twelve, she was writing songs and performing original material at a dinner club in Mt. Kisco, NY. It was there in the summer of 2004 that she was discovered by filmmaker / photographer Tracy Allan, who quickly introduced her to Grammy Award-winning producer / engineers Erik Steinert and Axel Niehaus of Stray Dog Music.

"She blew me away," Allan remembers vividly. "I'd never seen anyone like her."

They immediately got to work on Hillary's first record, expanding her piano-based eloquence with full-band arrangements.

"I didn't know to what length my music could be taken. Erik and Axel introduced me to a whole new realm of possibilities," Johnson says. "It's very exciting."

There is no bubblegum, teen sound lingering in Hillary's music. Instead, her lyrical intelligence reaches beyond her years and her mellifluous voice blends as yet another sweet instrument. She promises to join the ranks of Grammy Nominees, Norah Jones, Joss Stone and Vanessa Carlton by offering more than just a voice but the talent of penning her own songs. Like these other musical sensations, Hillary wants the public to focus on her music and not her age.

Hillary displays her remarkable

songwriting ability throughout the album, from the hopeful power pop of "Beautiful Day" to the infectious "Empty Face," from the gorgeous, string-laden "Superhero" and the emotional first single, "Paradise," to the poignant ballad "Waiting," one of the first songs she ever wrote.

Hillary refers to her musical aspirations when singing, "She's waiting / for that break to come." For her, that break is now. Hillary is preparing to tour the country after the release of her CD -- with a full band. Blessed with a multi-faceted talent, she is sure to take the country by storm.

"I love to be at the piano, and I love to sing, but what I really love is to be up there, front and center, going crazy. It's going to be amazing," she says with a wide-eyed smile. She's now ready to "lay her heart out for the rest of the world to see".

# Direct Mail to Revolutionize Marketing

## Targeted Direct Mail Marketing Promises Relief for Consumers

(FSN) Over the past ten years, the American consumer has been overloaded with advertisements. In a culture that once made ad slogans part of their everyday conversation (i.e. Where's the beef?), today's consumers not only try to forget advertisements, but they are also going through great means to avoid them. With the introduction of Tivo, National Do Not Call lists and spam-mail filters, marketers have become overly aggressive in their methods of advertising. Because of this, consumers have grown tired and frustrated with advertisements that are often meaningless.

Research statistics show that effective marketing is not based upon consumer-based saturation, but on how many of the "right" consumers are exposed to the advertisement. In fact, an over exposure could result in consumers 'tuning out' or directing anger towards a company. The cost of this 'tuning out' effect cannot be estimated, however, the American Marketing Association estimates that legitimate e-mail blocked as spam will cost companies as much as \$419 million in 2008. For this reason, marketing experts are

searching for more effective ways to reach consumers and potential clients.

"Blanket marketing is ineffective," claims Richard Houden of City Publications. "There is no better marketing plan than targeted direct marketing. It's effectiveness entails all the core aspects of marketing. To effectively deliver to your customer, you must first know your customer."

Houden, marketing executive from Atlanta, Georgia, owns and operates a top-level marketing franchise known as City Publications. Houden's company stresses responsible methods of advertising for businesses and has proven them to be more effective than other types of media. "Targeted direct mail advertising programs are designed specifically with the consumer in mind. The success, however, lies in effective research and creating the right mailing list," Houden professes.

Targeted direct marketing is based upon extensive data research of the public sector and using that data to match products and services to the appropriate consumer. Though the data collection is more extensive than other methods of

marketing, the targeted approach brings a higher return on the marketing investment, and average of 85% across the country. This method insures that advertising material is not wasted on consumers that have no appeal for the product. This ultimately saves time and money for the advertiser.

To ensure this type of a targeted data research base, City Publications has obtained Dr. Haoran Lu as Director of Database Systems. "Since it is the backbone of our marketing plan, having someone with 13 years experience in the public sector that has dealt with statistical data on the highest level is the perfect solution to making sure the program runs flawlessly" says Houden.

The success rate of targeted direct marketing is continuing to spread. With its continued success in this type of media, City Publications is offering franchises with a support system in place, which includes the statistical data collection and storage. "We are looking to offer this targeted media to every major city in America!" declares Houden. They have set up franchisees in 40 cities currently, stretching from San Diego, California to New England. According to Lisa Thibault, VP of National Sales, "our success rate in our local markets has gained us recognition with over 25 national franchised companies marketing their products and services with us on a national basis." City Publications' continued growth could result in a major decrease in junk mail in every consumer's mailbox.

# Renowned Veterinarian Charters New Frontier in Animal Care

(FSN) The new age of spirituality has forced many science-based professions to observe and respect the possibilities of 'powers' beyond their understanding. In the area of medicine, doctors have ultimately concurred, the best approach in medical care is one that takes into account the whole person, including spiritual, mental, emotional and physical aspects. Renowned Los Angeles veterinarian, Dr. Agnes Lakshmi Van Volkenburgh, DVM, believes that this is also true for animals and has integrated intuitive healing into her practice.

In a recent study conducted by the American Pet Products Manufacturers Association (APPMA), statistics show the amount spent on veterinary care has almost doubled since 1991 from \$6.9 billion to \$13

billion in 2003. This suggests either American pets have grown increasingly ill or pet owners are caring more for their pets than ever before. As pets are increasingly viewed as members of the family, pet owners feel they have to spend increasing amounts on advanced veterinary medical care, to heal the physical body. As to the spiritual well being of their pets, not many pet owners are concerned.

Dr. Van Volkenburgh, however, has taken her patient care to another level. A trained animal communicator and gifted psychic medium, Dr. Van Volkenburgh aims to heal not only the physical bodies, but also the hearts and souls of the animals she treats. Her Los Angeles practice as well as her website *Psychic Vet.com* ([www.psychicvet.com](http://www.psychicvet.com)) is on the cutting edge of Intuitive Animal Healing.

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"I like to form a deep spiritual bond with the animals. In doing so, my psychic abilities have led me to focus on healing more than just the physical body," says Dr. Van Volkenburgh. "I believe the origin of all disease is spiritual. Disease is simply a physical manifestation of consciousness. Thus, first and foremost, healing must take place on the spiritual level. Healing of the physical body will follow naturally."

A graduate of the University of Illinois College of Veterinary Medicine, Dr. Van Volkenburgh also holds a Bachelor's degree in Communication from Loyola University of Chicago. Due to her tremendous celebrity following, she has been deemed "Pet Psychic

to the Stars" and has been well received in the Los Angeles area. She also offers healing sessions at her private practice in Malibu.

Dr. Van Volkenburgh has worked in international biopolitics, animal welfare advocacy and emergency veterinary medicine. She is closely affiliated with the Animal Welfare Institute, a non-profit organization whose goals include the reform of wildlife control methods, refinement of the housing and handling of laboratory animals, and reform of inhumane production systems for the rearing of farm animals.

In September 2005, Dr. Van Volkenburgh will be taking her message internationally by hosting her own talk show on *wsRadio* ([www.wsradio.com](http://www.wsradio.com)). "The mission of my work is to transform the way we, as humans, see animals. It is time that we recognize animals as the evolved, spiritual beings that they truly are. Only when we can see them as such can we fully appreciate the priceless gifts they bring into our lives."