

FOR IMMEDIATE RELEASE

Contact: Sandra Call Sultan
Call Productions, Producers of Women of a Certain Age Events
phone 707 254-8508 – scall@call-productions.com
www.call-productions.com

NATIONAL EXPERTS ON BABY BOOMER WOMEN WILL MEET IN NAPA VALLEY

FOR A ONE-DAY RETREAT FOR WOMEN OVER 40 – 50 – 60 AND BEYOND!

Northern CA., (May 11, 2007) Dr. Carol Orsborn and Dr. Jimmy Laura Smull, two of the “In-Full Bloom” retreat leaders, base their guidance for the retreat on studies drawn from their recent book “THE SILVER PEARL: Our Generations Journey to Wisdom.” The retreat delivers a message to women that is simple but transformational: *unlike physical development, the older you become, the more possible it is for you to achieve your fullest spiritual and psychological potential.* Lunch is included on Saturday, June 23 from 9am to 4pm at the Napa Valley Marriott Hotel along with discussion groups focused on: **empty nest, career change, resilience, menopause, health, weight, opportunities and meaning in the second phase of our lives.**

Dr. Orsborn is Senior Vice President and co-chair of Fleishman-Hillard’s FH Boom, the first global marketing-to-boomers practice by a top five PR firm, where she serves as chief blogger. Most recently she co-authored “BOOM: Marketing to the Ultimate Power Consumer – the Baby Boomer Woman.” Dr. Jimmy Laura Smull, Ph.D, a cultural anthropologist with a doctorate in philosophy of human science is an authority on the subject of adult development. Her area of specialization is helping women identify and break free from destructive childhood ideologies and religious programming to advance psychologically and spiritually.

Also speaking is Susan Swartz, author and newspaper columnist, who will share her journey to “Full Bloom.” Her latest book on lush middle aged women is ***“The Juicy Tomatoes Guide To Ripe Living After 50”*** This is her second book on the mid-life women she calls ***Juicy Tomatoes***. They’re not just any woman over fifty. They have daring and confidence and they can be wonderfully ironic about life because they’ve been around to see so much. At the very least, as it says in her book, “they have survived teenagers, aging parents, multiple downturns in the economy, dubious mammograms and the half century mark. AND THEY ARE UNSTOPPABLE.”

“IN FULL BLOOM” is both an inspirational and rejuvenating retreat for women at midlife and beyond in which participants have the opportunity to identify and address mutual and individual issues, concerns, and opportunities such as: **Preparing For The Future, Ambitions, Unfinished Business, Beauty & Health, Parenting Grown Children, Love & Relationships, Inevitabilities, Creating A Legacy** and **more!**

Nurture your whole self! A discount spa package will be available to all attendees Friday through Monday (6/22-6/25) at Amanda's Massage & Bodycare in historic downtown Napa. Advance registrations required - go to www.napamassage.com or 707-252-7079. Go to our website for more details on the spa package – www.call-productions.com.

"In Full Bloom" will be held from 9am to 4:00pm at Marriott Napa Valley Hotel & Spa. Early Bird Registration is through June 18 and is \$120 pp for two or more registering at one time and \$135 for one person registering. Regular Registration is after June 18 and is \$135 pp for two or more registering at one time and \$150 for one person. For more details and to register go to www.call-productions.com or 707-254-8508 or register at 650-548-9949. ***Lunch is included.***

Anyone interested in overnight accommodations please contact the Marriott Napa Valley Hotel & Spa, [3425 Solano Avenue, Napa, CA 94558](http://3425.Solano.Avenue.Napa.CA.94558), 707-253-8600. This is high tourist season so if you need additional assistance with overnight accommodations and restaurants contact the Napa Convention & Visitors Bureau at www.napavalley.org.

You may also try www.napavalley.com, or www.napavalleyreservations.com or www.sallys-place.com. Anyone interested in a spa package for yourself or your friends contact www.napamassage.com or 707-252-7079. Please mention "Certain Age Special" when booking a spa appointment.

To register or for any further information call 707-254-8508 or go to www.call-productions.com or contact 650-548-9949. (For more details on the speakers go to www.call-productions.com/speakers2007.html and for participant's testimonials go to www.call-productions.com/testimonials.html.

###