

**FOR IMMEDIATE RELEASE**

Contact: Sandra Call Sultan  
Call Productions, Producers of Women of a Certain Age Events  
707-254-8508 fax 707-251-8329  
[scall@call-productions.com](mailto:scall@call-productions.com)  
[www.call-productions.com/woacac2007html](http://www.call-productions.com/woacac2007html)

**“IN FULL BLOOM”**

**FOR WOMEN IN THE MIDDLE OF THEIR LIVES AND BEYOND**

**“OUR GENERATIONS JOURNEY TO WISDOM”**

Napa Valley (February, 2007) – “In Full Bloom” a one-day retreat for midlife women and beyond, will be held on Saturday, April 28, 2007 from 9am to 4:00pm at the Marriott Napa Valley Hotel & Spa. *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.*

Leaders of “In Full Bloom,” Drs. Carol Orsborn and Jimmy Laura Smull, base their guidance on studies drawn from their recent book, *“The Silver Pearl: Our Generation’s Journey to Wisdom.”* They have developed an interactive program that shares and recreates the process of personal development exemplified by the women in their groundbreaking study: women in their late forties, fifties, and sixties and beyond who are defying stereotypes about their age to achieve life mastery in one or more areas of their lives, regardless of the circumstance with which they are faced.

As an extra attraction Susan Swartz, author and newspaper columnist 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.”

“This is a remarkable retreat that has been receiving rave reviews,” commented the director, Sandra Call. It 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.

Comments from previous participants of “In Full Bloom,” include: Shelly K. (60, Direct Sale entrepreneur, widowed) “This is the first time I truly felt connected to the women of my age group. I thought I was the only one who had these insecurities.”

Kelly M. (47, Executive Coach and mother of two grown sons) “It was an incredible gathering together with

like-minded women. I got an abundance of validation, encouragement and loving support. A spiritual experience.” Cindi

E. (43, Bookkeeper, single). “By looking at my life through your mirror, I have grown to accept that change is okay. Thank you for all your research and hard work, and for sharing this with us!”

A welcome reception on Friday, April 23, 2007 is optional and includes: wine tasting and discussion groups. A minimum attendance of twenty is required with an additional fee of \$30 pp for the reception on Friday. Anyone interested in signing up for a Friday reception please contact S.Call at 707 254-8508 or [scall@call-productions.com](mailto:scall@call-productions.com).

“In Full Bloom” will be held from 9am to 4:00pm at Marriott Napa Valley Hotel & Spa, 3425 Solano Avenue, Napa, CA 94558. Early Bird Registration is through April 18 and is \$120 pp for two or more registering at one time and \$135 for one person registering. Regular Registration is after April 18 and is \$135 pp for two or more registering at one time and \$150 for one person registering. To register go to [www.call-productions.com/woacac2007html](http://www.call-productions.com/woacac2007html) or [woaca@regdesk.com](mailto:woaca@regdesk.com) or 650-548-9949 for registration questions. Lunch is included on Saturday the 28<sup>th</sup>. Please contact [scall@call-productions.com](mailto:scall@call-productions.com) to sign up for the Friday Reception.

Overnight accommodations can be arranged at the Marriott Napa Valley Hotel & Spa, 3425 Solano Avenue, Napa, CA 94558, 707-253-8600. Please indicate you are with Women of a Certain Age Retreat...”In Full Bloom.”

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