

A mission: Workplace Passion

If you are going to pursue anything, why not give 100% of yourself in the process? Is there any other way to achieve results and satisfaction?

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“PASSION: A Powerful force that cannot be stopped.” Moliere

One life. One lifetime and one on-going journey to make a difference. Just stop to consider the possibilities! For those who are fortunate enough to be passionate about their life and livelihood, their day to day journey is filled with excitement, anticipation and reward. If you are going to pursue anything, why not give 100% of yourself in the process? Is there any other way to achieve results and satisfaction?

As a 6th grade teacher in the 70s, there was nothing more exciting than watching children learn and develop. In the course of a school year, the changes from day one to the last day before Summer were so gratifying. The children blossomed under my loving care and instruction; their minds got stretched, they got a bit taller and a bit smarter. I filled my days and years with challenging lessons, warm and loving reinforcement and instilled in each child love of learning and belief they could be anything they wanted to be as long as they were willing to do the necessary work. I was passionate about teaching.

In the early 80's I got the entrepreneur bug, needed a change and decided to buy a franchise. I bought one, then two and before long became the Greater DC Area Developer for Mail Boxes Etc. – which eventually became The UPS Store. Once again, filled with the passion of developing a new business, creating relationships with customers and faced with a large financial commitment, I went all out to create the best service, solidify name recognition for MBE and most importantly become profitable. Twelve years later, I was responsible for supervising twenty-eight franchises, owning 6 of my own! It was my passion for the business, the people who worked with me and who supported the enterprise that

paved the road for a very successful venture. I sold my entire organization in '95 for a sizable profit and moved from suburban Maryland to Atlanta, Georgia.

My next calling - an opportunity to seek *fame and fortune* in network marketing, came rather quickly. From that first meeting, first enrollment and first 'pay check' I was hooked.

Knowing I could live life by passionately helping others was a dream realized.

I loved it. I was introduced to personal and professional development, to the most amazing and giving individuals and to the freedom of time.

What a concept – teach and support others and get rewarded both in the relationships formed and the money generated! I built a sizable team which grew exponentially and gave my heart and energy to my organization. Unfortunately, the bottom fell out when the company closed and most of the individuals in my organization got discouraged and left. Once they hung up their hats, I, too, moved on and made a dramatic shift in direction!

Always passionate about creating and strengthening relationships, I decided to focus my time and energy to support women in business – more specifically entrepreneurs.

I think this was self-evident especially during my Mail Boxes Etc days where I realized that my women franchise owners were more responsive to fresh ideas, female leadership and direction. They were less resistant than their male colleagues and our ability to relate to one another happened naturally.

In 2002 after 3 years of weekly mentoring, I decided to create a non-membership organization specifically to support female entrepreneurs,

business owners and professionals. In August of that year I launched a licensed program: *The Joy of Connecting* – a customer acquisition/marketing venue.

Beginning in Atlanta, JOC has expanded nationwide and specifically serves women who believe in being resourceful, supportive and who are serious about building their businesses.

Women in direct selling and network marketing are deriving huge benefit from owning a license; participants are finding the model to be a perfect vehicle to expand their enterprise.

What has allowed me the good fortune to live life to its fullest, to establish abundant relationships and wake up each morning eager to greet the day? Passion!

The passion of sharing, the passion of having a role to play in others' success and the realization that there is no better way to enjoy the richness of life than by living it with passion! I hope you, too, are equally passionate about who you are and your unique contribution to the world. Passion is the key to a life well-lived. Do you agree?

Until next time,
Bonnie Ross-Parker
CEO/Founder
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Bonnie Ross-Parker, a.k.a. “America’s Connection Diva”, is a multi-dimensional businesswomen/entrepreneur with a background in education, franchise development, publishing, mentorship, network marketing, and community development. She combines vision with a unique set of skills. Formerly the Associate Publisher of *The Gazette Newspaper/Atlanta*, she focuses

her energies on supporting women. Bonnie is a graduate of George Washington University, & earned a Certification in Network Marketing at the University of Illinois. Several of her articles on owning one’s own business and entrepreneurship have appeared in publications including: *Wealth Building, Home Business Magazine, Business to Business* and *Entrepreneur’s Business Start-Ups*.

In 2002 Bonnie received The Athena Award ~ an honor designed to acknowledge women of leadership in cities throughout the United States.

In September, 2005 she was honored by the Women’s Leadership Exchange, a New York based organization, as an Influential Woman of Georgia and currently serves on their Atlanta Advisory Board. Bonnie is a featured speaker with the Direct Selling Women’s Alliance.

Bonnie was honored by The International Toastmaster’s Organization of Georgia with their annual Communication & Leadership Award in May, 2006. She’s the author of “**Walk In My Boots**” ~ *The Joy of Connecting*, and **Y.O.U. Set A High Standard for Being Human**.

Passionate about enriching the lives of business women, in August, 2002, Bonnie licensed an innovative marketing program for women called The Joy of Connecting®. 2000+ women have experienced JOC in her home since launch. Currently, there are locations nationwide for professional women, entrepreneurs and business owners to share resources, establish and strengthen relationships and to grow their businesses by networking with one another. The Joy of Connecting® is looking to expand in additional cities throughout the country. Check out: www.TheJOYofConnecting.com