

# An instruction manual on snagging men

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CanWest News Service

It's rough out there in dating land: in the United States, for instance, there are 28 million single women for 18 million single men

Forget Cupid's arrows. If you're a woman over 35 looking to get married, you need a 15-step action program.

Denver, Col.-based marketing whiz Rachel Greenwald has scored a publishing hit with the ungainly-titled *Find a Husband After 35 Using What I Learned at Harvard Business School*.

"A strategic plan is not a set of 'tricks' or 'games,' but rather an organized, smart approach to achieve a goal," says Greenwald in her book, which is now No. 7 on the *New York Times*' advice bestseller list.

In Britain, where the book will debut in January under the revised name of *Find a Husband After 30* (the Brits consider 30 to be the "best-before" date), *The Guardian* has dubbed her "the hottest sex to hit America's dating scene since *Sex and the City*."

Greenwald reportedly got a huge advance for the book — and there are a dozen foreign language translations on the way. According to the Hollywood

trade journal *Variety*, Paramount Pictures plans to make a movie out of it. Kind of a cross between *The Rules* and *How To Lose a Guy in 10 Days*.

It's a rough world out there in dating land: in the U.S., there are 28 million single women for 18 million single men, says Greenwald, who believes marketing yourself is a lot like marketing bottled water or fashion jewelry, both of which she has hawked in the past.

"All around me I saw single friends who wanted to get married and dated occasionally, but after college their lives became more insular," she told *Fortune* magazine. "To me that sounded like a marketing challenge."

Greenwald started out with individual clients and moved on to seminars. Finding a husband is like landing your dream job, she says. You have to be determined and energetic. The truly dedicated who follow her formula will get that engage-

ment ring in a year to 18 months.

But it's not for the faint of heart. If you're willing to do anything — provided it's not illegal or immoral — to snag a husband, The Program is for you.

First of all, she recommends dropping between 10 and 20 per cent of your annual income into a "husband search" bank account and consider it "investment spending." And you might want to start off by buying a push-up bra.

Look like a woman. "I believe most men seek women who exude feminine qualities," says Greenwald. "I've learned from my marketing career that if you want to succeed, you have to sell what customers want to buy."

Next up, find a Program mentor to give you advice and monitor your progress. Cast your net wider. Never mind limiting your candidates to tall doctors who do modelling work for Calvin Klein on the side. Too short, too fat, too old? "What

type of man are you looking for? Answer: Someone wonderful."

Network. Join an online dating service (it's efficient, fast and inexpensive) and try "guerrilla marketing" — go to a different dry cleaner or coffee shop. You never know who you'll meet. If you're signing up for a night class, make it building log furniture, not designing greeting cards.

Carry a conversation starter, such as a book. Telemarket yourself. "You are going to call up everyone you know (and Greenwald means everyone, including your grandmother's neighbour) and directly ask them to fix you up."

If you're not comfortable doing this, then you're not ready for The Program.

"If you wanted to lose weight, you'd abide by the required sacrifices and rules. The Program is like a combination job search and strict diet: There are commitments, sacrifices and rules involved."

Throw a Program party or "strategic networking event" for yourself. Do a quarterly performance review. Conduct "exit interviews" — find out why men dumped you in the past.

And when you find a likely candidate, don't have sex right away, advises Greenwald. If you wait, it encourages him to think of you as a potential wife or "big-ticket item" and not a one-night stand or "impulse buy."

Sure the system sounds contrived, she says. But think of it as "strategic."

"I assume you want results more than you want to believe in fairy tales," she says. "The romance comes not in the search process, but when you've found a wonderful man."

The proof is in her own success. Greenwald, now a mother of three, married her husband Brad 11 years ago at 28 after she met him at a party she threw for herself.

"I was precocious: I knew I didn't want to be single after 35, so I planned ahead. I was on my 'pre-Program' called Prevention 101."

## No need to feel like a sex expert

**Dear Rhona:** I'm a 19-year-old girl concerned about my sexuality. Boys pretty much ignored me growing up because I was really shy and skinny. I also have a history of depression that's better now. I talk to my friends about my sex experiences and I don't feel normal. I go out on dates but act like an overgrown child. I'm concerned that if I do meet someone special I'll convince myself not to pursue it because I feel too inept to be in a relationship. My parents have very archaic views and are not supportive of relationships. Could this be part of my problem?

**Might Miss Out**

**Dear MMO:** Your parents have not exactly made either relationships or sexual

ity very appetizing choices. You have no idea how much power their views have over your self-acceptance and choices in life. A counsellor would be a helpful start, although there are things you can do on your own. First, it's difficult, but try to see your family as a group of individuals trying the best that they can as opposed to counting on their views as the absolute truth. By recognizing that your folks are fallible human beings, you could take back some of the options they've crossed off your life's list. Nineteen is just the beginning of your journey into adulthood — you have lots of time to gain knowledge and experience. No one expects you to be an expert, so stop listening to those cranky scolding voices in your mind that tell you what a fiasco you are. You aren't. You deserve genuine feedback and solid support. Best wishes.

**Ask Rhona**



RHONA RASKIN

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**Dear Rhona:** I've noticed that you get a lot of letters from women who are involved with — and usually sleeping with — men who only pop over a couple of times per week for sex and then leave. The women don't understand why these guys won't make a commitment. You generally ask why they're allowing themselves to be used by these pigs-in-men-suits and suggest they lock their doors until they come up with some answers. But what you should really say is: "There's no magic solution for getting what you want. He obviously doesn't have the same life goals as you. When you have sex with him, you're giving him what he wants in the hope that he'll change his mind and give you what you want." As a former family lawyer, I've witnessed the end of many such relationships. Invariably, the women felt victimized even though it was obvious from the start their partners would never be partner/father material. The men whined and felt victimized because the women had gotten pregnant and "trapped" them (they never seem to 'get' that sex causes people). It's always ugly — especially for the kids. And the saddest part is that most of this unnecessary grief and misery is preventable.

**How I See It**

**Dear HISI:** You are right that often people are unrealistic about attempting to bake couple-cupcakes out of pretty thin ingredients. Why is that? Perhaps it's because we're generally unsophisticated about the psychological power of attraction. Relationship building is not part of any required course load to graduate from school. Maybe we could start by making sure even young children understand how human behaviour is shaped. Then it would be easier to make healthier choices. It makes no sense that we're exploring distant galaxies while ignoring the highly populated one in front of us. Thanks for sitting on my stool and providing another perspective on the "Relations Gone Bad" show.

## Match: Finds missing pieces of puzzle

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Her youngest client is 33, her oldest 86. "A lot of my clients are widowed or have been in a long-term marriage and divorced. And they haven't dated in years and don't know how to go out and do it."

"My clients are happy, they're not desperate. Their careers are on track, but one of the pieces of the puzzle is missing."

Sometimes she thinks she's lined up the greatest match possible only to have the twosome tell her there's no zing. That happened to her when she was a Hearts clients many years ago in Toronto: "I met some really nice guys; I just didn't get the chemistry," she recalls.

Now she's wearing the antique wedding ring she received this summer after her second marriage to Ralph, a man she first knew many years ago. And she's opted to use his last name professionally. "I'm so happy that I've found the man of my dreams. I'm a real believer in marriage."

She started out working with Hearts founder and her best friend, Ruth Claramunt, but for most of the intervening years branched off into corporate work in information technology management.

They're not so far apart, she points out — both involve a lot of "matching solutions and people to problems."

The in-house Hearts questionnaires she fills out with people touch on several sensitive issues: Will you date a physically handicapped person? Have you ever been treated for mental illness? Will you date someone of a different race?

The questionnaire also asks for signed declarations about drug use, sexually transmitted diseases or criminal infractions.

People are not taken aback by the personal questions. "In fact, they really like the fact that I ask the questions," says Carstens. "They want to know that the person I'm going to match them with is not a drug user, doesn't have an STD, doesn't have a criminal violation. So they're very forthcoming in information, absolutely."

It's not that she rejects flat-out a person who has an STD such as herpes, because they have had a few. But she'll want to know whether it's under control and she reinforces that they must divulge the information to any potential sexual partners before she can feel confident in

arranging a match. "Then we get them to sign that application form. ... People who do have it, step up to the plate and say they know their responsibilities."

She doesn't use a computer to compare candidates, relying instead on a card catalogue.

"I actually go through their file every month and then go through the men that I have and handpick the gentlemen I'm going to match them with."

If clients want more control and speed to the process, Hearts will place prominent "executive search ads" in newspapers. One of her clients spent close to \$15,000 on that. She then screens the responses and matches them with the likely candidate and the dossiers include a photo.

"I quantify which ones are the best, but they can meet one, two or all of them." Recently, one man met 20 of more than 60 responses to such an ad.

And do they make a perfect match? "Sometimes they do; sometimes they don't."

In that way, the West Coast is a "different" market from the East, she finds. "People are more relaxed and analytical and take their time."

Toronto is jump right in and go."

One 40-something Vancouver woman who answered one of the ads found Carstens' at-home interview "really comfortable ... and certainly professional," but she said she was very disappointed that she wasn't notified about the status of her response. Because of that, "she (Carstens) wouldn't get my business — there was no closure to the process."

The woman had disclosed a lot of personal information to Carstens, and was expecting to hear back. She didn't, and neither did a girlfriend who responded to the same ad.

Carstens, who underscores there is no charge to respondents, says that typically a letter goes out if the person hasn't been chosen thanking them for their time and interest. But "something obviously fell through the crack" with these two.

Then again, she said she doesn't like to close off candidates too quickly because the client might want to take a few months to meet various matches.

"He might not even be completely matched yet. Having said that, I probably should have sent something that said it's still in progress."

## Different raspberries require different pruning techniques

**Q.** Two years ago we planted three varieties of raspberries — Heritage, Tulameen, and Qualicum. As our garden books suggested, we cut the canes to the ground last fall. This year we were disappointed to find that while Heritage produced well the other two bore no fruit at all. No one has been able to explain why.

**A.** You are dealing with two different kinds of raspberry in your three varieties.

Tulameen and Qualicum are summer bearing raspberries. They yield fruit on canes produced the previous year. Removing all the canes in the fall eliminates the next summer's crop. Only the canes that have finished producing berries are cut down to the ground. This pruning is done right after harvesting is finished. It cleans the patch up and makes room for full development, in uncrowded conditions, of the new canes that will give the following year's berries.

Heritage is a primocane-fruited raspberry. This type is more commonly called ever-bearing. It fruits on the current year's canes, in late summer and autumn. If the canes are left, they will produce some berries in late spring or early summer of the following year, lower down on the canes. However, since this crop is small, the usual practice is to cut the canes to the ground in winter, after the fall harvest is over. New canes that grow in the spring will repeat the pattern of producing raspberries late in the season.

**Q.** Two of my apple trees, the most vigorous growers, produced large apples this year. But the fruit is marred by small, greyish spots on the skin. Though the spots are barely noticeable at harvest, the flesh under them is ruined. What is this, and how can I prevent it next year?

**A.** The condition you describe is called bitter pit,

for the small pits resembling miniature bruises. The pitted spots are grey, brown or black and the flesh beneath is dry, brown and spongy. Bitter pit is most common on vigorous trees bearing light crops, and is especially common on large fruit. It is typical for the condition to go unnoticed on the tree, to become apparent after picking.

As with blossom end rot in tomatoes, apple bitter pit is a disorder caused by an inadequate supply of calcium to the developing fruit. It often occurs during hot, dry summers if the soil is not kept evenly and deeply moistened — a necessary condition for calcium to stay available to the plants.

Bitter pit can be reduced by pruning sparingly in the dormant season. Excessive pruning at this time stimulates tree vigour, which in turn fosters bitter pit.

Summer pruning controls growth. Thinning out weak growth and shortening new growth in July also improves circulation of air and sunlight penetration to all parts of the tree.

Watering regularly but not excessively will avoid fertilizing with too much nitrogen and help to control vigour in the trees and reduce the incidence of bitter pit.

### GARDEN EVENTS

**Rhododendron meeting:** The next meeting of the Victoria Rhododendron Society will be held on Thursday at 7:30 p.m. in the Garth Homer Centre, 811 Darwin St. Speaker Glen Patterson will explore the topic of rooftop gardening.

**Mason bee workshop:** How to Have Success with Mason Bees is a three-hour workshop being offered on Saturday from 1 to 4 p.m. at Cedar Heritage Centre, 1644 MacMillan Rd. in Nanaimo. Cost is \$20.87. Bee condos and a book on pollination and mason bees will be for sale. Please register ahead by phoning 1-800-794-2144.

**Orchid workshop:** The Horticulture Centre of the Pacific, 505 Quayle Rd. is offering an Orchids 101 workshop on Monday, Nov. 10 from 6:30 to 9 p.m. Learn how to grow these exotic plants from an expert. Cost is \$22 for members, others \$27. Register and prepay in person or by phoning 479-6162 between 10 am and 4 pm. Early registration is recommended. Workshops fill up quickly.

### Garden Notes



HELEN CHESNUT

## Nanoshells may hold key to fight against cancer

WASHINGTON (AP) — Tiny gold shells that absorb certain types of radiation may become a new weapon in the ongoing battle against cancer.

Called nanoshells, the golden balls have a bit of mica in their centre and can be designed to absorb radiation at various frequencies.

A group of Texas researchers injected the nanoshells — so small it would take 5,000 of them to reach the size of a poppy seed — into tumours in mice. They then exposed the tumours to near infrared radiation, heating them enough to kill the cancer but without injuring nearby normal tissue.

Their results are reported in this week's online issue of *Proceedings of the National Academy of Sciences*.

Nanoshells should work in most soft tissue tumours but would be most effective on cancers that can't be removed surgically because they're in an awkward location, such as in the brain, the researchers said.

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