

The Riel Family Newsletter

Catch the News

February, 2004

RFNL 155



San Diego



Beautymaker

MEET THE PERMINATOR

“Chemical Stylists are the new *Power Perm*ers,” says Francie Sorem - an expert at waving and curling hair



Francie Sorem

SAN DIEGO - Francie Sorem, an international educator for the ISO company, is enjoying a new taste of popularity as more and more salon clients are coming in asking for texture with a twist. *Salon City Star* asked Francie - known in the biz as The Perminator - to comment on how she and other power permers are blowing away the old fashion ideas and stereotypes of perming:

“I’ve been doing this work for 32 years and loving it. Everyone in my family was an academic scholar, but I told them I wanted to do hair! I got myself a scholarship, and when I finally made the artistic team for ISO, it was amazing. I realized at that moment that you can do whatever you set your mind to do, and be the best at it if you work hard and stay focused.

“I first got excited about hair texture because the line was the shortest in school to sign up for something. I am so analytical! I know what texturing the hair can do, and working with ISO I now have the confidence to make me so much stronger as a person.

“I was always worried about the parts - yet now I know I am not an editorial finisher. Instead, I realized that I am the one who can share with others, teach them and inspire them to be better. And so, in this process have learned so much about myself, and that I can pull my strength from within to make things happen. It’s interesting that hair

reacts in the same way. With perming, we utilize techniques that maximize volume, direction, curl, wave patterns, memory, separations, erratic movement, textural enhancement and more. All to create a curving style and a finished look that clients love. Perms are chemical styling tools, and clients need to use this new language like beauty-makers are doing - that will put us both on the same page.

“I am so proud of ISO for their innovative technology when it comes to chemical styling tools. ISO features a positively charged molecule. Most curling takes place on the outside of hair, whereas the ISO wave actually penetrates deep into cortex. That is why we are damage free - we bypass the cuticle and go right into the hair. It can do the job right without irritating the cuticle, which of course allows you to see color much more clear and vibrant to the eye.

“There’s no doubt about it, chemical styling - waving and perming - is a lost art. Actually, it was never really an art, it was a service. But now it is definitely an art. Clients are so excited when they see all the things we can do with their hair: When they see how much control they can have over their hair texture they want more.

“Texture looks for 2004 will be absolutely beautiful - very sexy - and easy for clients to get at their favorite salon. Forget stereotypes, it’s a new world out there! If you’re 20, 30 40 or whatever, you can have your hair chemically styled - curly or straight - whatever your heart desires.

“The next time you’re with your stylist, talk our language like a power perm. Ask for ‘demi-texture’ looks that last 5-6 weeks. Ask for NEO and ISO texture styles. Ask for a ‘wrinkle’ and ‘bump’ ‘memory’ to be put into your hair texture. Surprise them with your awareness. Today, clients have the power and knowledge of professionals at their fingertips. Beautymakers and clients: we make a great team!” *

days in and out of airports, lugging a ton of stuff and loved every minute of it. I so love to travel, even when work is involved.

I presented at some trainings, some trade shows, worked on a photo shoot, and filmed in a video. I worked with marketing on some newer designs I have developed which will be part of a company promotion in the spring. I will be writing and appearing in several new technicals for the spring collection on Texture which were designed by me as well.

In October my schedule included trips to Minneapolis (where I was forced to stop at the mall of the Americas!), Kentucky again, Portland and then on to LA. In November I will also be going to Connecticut for 10 days or two weeks. I guess my only real address is my e-mail address!!!!

But I thank God everyday for the many strengths he has given me that somehow inspire the energy I possess. Wish all of you could come along for the ride!

Francie

During all this activity Francie has so impressed her management team that they have sent her several nice complimentary letters, which we print, as follows.

Dad - I thought you would enjoy seeing the letter I received from the CEO of ZOTOS INTL. Head of ISO/JOICO:

Francie

I have been remiss in acknowledging your fine work and unbridled loyalty to our company - you are a terrific talent and asset to our company who continues to demonstrate wonderful work !!!

(continued on page 2)

Francie on the move

The above article was copied from the *Salon City Star*, a Beverly Hills based magazine published nationally. As you can see, Francie was featured in an article in which she describes some of the new concepts in hair styling she has developed.

Actually, Francie has been on a rather frantic schedule, going back and forth across the country, doing trade shows and promotional photo shoots, plus a little vacation on the side. Some of her recent travel itinerary is summarized in the following e-mail.

Dad,

It would be easier to talk about my days at home than my days away. I have been on the road more than half the month of Sept. and will do the same in Oct. and Nov. In Sept. I visited Kentucky, Hollywood, Wisconsin, NYC and Lake Tahoe. Lyle joined me in Lake Tahoe and got in a couple of days of golf and relaxation while I worked and stressed. It wasn't the ideal situation, but he insists if he wants to see me he has to travel out of town to find me. I spent 17

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Thank you for choosing to be part of our company and delivering the high quality & caliber of work that has come to define you as a person and a talent.

We are privileged to have you on our team.

Best regards,

Bob Seidl

Dad,

These e-mails are from the director of education for ISO/JOICO and the vice-president in charge of marketing. It is very exciting and I can't wait to see the finished product. No academy award possibility, but it feels good to do your job well.

francie

The video is amazing... well done! [Angelia Polsinelli](#)
Director of Education

[Joico/ISO](#)

From: Gold, Glenn

Sent: Friday, December 19, 2003 12:08 PM

To: Frantc1111@aol.com

Cc: Albanese, Mary; Polsinelli, Angelia

Subject: Urban Texture Video

Francie-I wanted you to know that we just finished viewing the Urban Texture video and it is great!! You did a terrific job and come across perfectly - you look great and sound both authoritative and approachable (from looking at it one would think that everything had been scripted in advance, though we obviously know that this was not the case). I really appreciate your involvement in this piece and believe that it truly sets us apart from all other players in the market.

If I do not speak with you, I hope that you and your family have a very happy holiday and a healthy, prosperous New Year.

Glenn

As you can see from all of the above, Francie is getting quite a reputation in her field, and obviously is getting a great reputation in her company.

After her latest visit to New York City, for another photo shoot, Francie headed for Jamaica for a much needed vacation. Other than working with her wealthy friend, she had nothing to do but enjoy the pleasures of a fancy resort hotel owned by

her friend. When she arrived in Jamaica she was met at the airport and flown in a private jet to the resort. Lyle joined her there, and for a token fee they enjoyed all of the amenities offered by this high class resort.

On her return Francie stopped by so we could see the CD recording of the show put on by ISO, which included many appearances by Francie. She does a very professional job, and you would think that she is a trained actress. The CD will be distributed throughout the country, as a part of the ISO promotional program. Be sure and see it when you get a chance.

Update on Grandpa's health

In the January RFNL we included a brief note that Grandpa had experienced a mild stroke shortly after lunch on January 2nd. Here are a few more details, and an update on the current situation. The symptoms experienced were loss of some control of the right forearm and difficulty in maintaining balance when walking. The symptoms lessened after an hour or so, but returned again about 5:00 p.m. At that time we decided to seek medical assistance, and were advised at the urgent care facility to go to the Sharp Memorial Hospital emergency room. After being hooked up to a monitor and an IV, the doctor ordered some immediate tests. I was given an ultrasonic scan, an X-ray, an EKG, and an MRI, plus some blood chemistry. At about 2:00 a.m. the doctor informed us that everything was normal except that the MRI showed an indication of one or more strokes. The official diagnosis was "transient ischemic attack" commonly known as a TIA. (ischemic means localized anemia). I was released to go home at 2:30.

In a follow-up visit to my regular doctor he confirmed the diagnosis, and recommended a daily dose (325 mg) of aspirin. This medication thins the blood, thus helping to insure adequate circulation. Also, because of a 140 level of LDL (bad) cholesterol he prescribed a cholesterol reducing drug, Lovastatin. This drug has the curious restriction that I should not drink more than a quart of grapefruit juice each day. Fortunately, this will not be a problem. After a month I will have another cholesterol test to see if the level drops to the target of 100 or less.

During the emergency room experience we were fortunate in that Richard happened to be on the way to visit us on the evening of the 2nd, and drove us around on that cold and rainy night. We thank him much for staying with us through the entire treatment procedure.

As a part of the follow-up treatment, I also was examined by a neurologist, who determined that there was no permanent damage. Both doctors stated that there is no way to predict the future, and a repeat may occur soon or never again. So, we will go on playing golf and doing the things we enjoy, and see what happens.

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Innocent Bystanders announce screening of candidate new member Lyle Hall

Now that Lyle has survived being married to Francie for the last half of 2003, he becomes eligible as a candidate for full membership in the esteemed group known as the Innocent Bystanders. During the entire year 2004 he will be on probation and each of the charter members will be observing his behavior on each and every family celebration. Official approval requires full compliance with the official creed, and each full member must observe his performance and agree that he has met the rigid standards set forth in the creed. Some organizational background, plus the conditions outlined in the creed are reproduced, as follows.

The Innocent Bystanders

The Innocent Bystanders organization was formed as an alternative to expensive psychotherapy. It provides new focus and stability to those naive but well-meaning men and women who succumbed to the charms of the wily Riels. To this day the members rely on the strength of their numbers in matching wits with those trained from birth in various urban survival techniques, such as not being last at the dinner table, and carrying on and understanding many conversations at once.

The Innocent Bystanders Creed

Each member in good standing must swear to the following statements by answering "I do".

1. Do you acknowledge experiencing momentary disorientation, cold clammy skin, and rapid heartbeat upon first observing the chaotic three ring circus like activity within the Riel household?
2. Do you promise to take to your grave your knowledge of the state of Robert's bedroom on Lyndon Road?
3. Do you understand that Pic and Save is vital to the Southern California economy?
4. Do you understand that even though you have thoroughly dominated every athletic activity in which you have been pitted against the Riels over the past twenty years, you must pretend that they have won convincingly?
5. Do you understand that even though you may struggle mightily for you life at Riel gatherings over the last turkey wing, or risk being trampled for a bit of mud pie,

you will nevertheless experience the true meaning of Christmas and Thanksgiving at those times?

6. Do you realize the value of knowing a good mechanic, other than Bruce, by his or her first name, and do you concede that virtually anything can or will happen to any car driven by a Riel?

7. Do you treasure and proudly display the scars you bear as a veteran of annual white elephant exchanges.

8. Do you secretly believe that the Riel Bowl commissioner is a big wimp?

9. Do you understand that Edith and Frank Riel, tonight celebrating their 50th wedding anniversary are in fact responsible for this psychotherapy, that is, support group?

Assuming unanimous approval at the end of 2004 there will be an induction ceremony (ice cold Gatorade?) at Riel Bowl XIV, on January 1, 2005.

News from a former neighbor

In December we received the following communication from Bill and June Fixon. Our children will recall their living on the corner of Lyndon Rd and St. James for many years. They sold their home and moved to Illinois for the reasons noted in their Christmas letter. We miss seeing them at church, but wish them and Patrick all the best in their new locations.

December 2003
Holiday Greetings

2003 has been a year of transition for the Fixsens. After 43 plus years in San Diego and 33 plus years in the same house at 4025 St. James Place, Patrick is attending Blessed John XXIII National Seminary in Weston, Massachusetts and we (Bill and June) are residing at 201 W. Ravinwoods Road in Peoria, Illinois.

In March, Patrick was accepted as a Seminarian of the Peoria, Illinois Catholic Diocese and from that time until August, he worked in parishes in Wenona, IL (my home parish) and Granville, IL. It was a rewarding experience for him and a "mutual admiration society" was formed between Patrick and the two priests for whom he worked. Being a student again has been an adjustment for him, but he's doing fine. He likes the Boston area and has found a Costco Store nearby, so he's happy! He was with us for Thanksgiving and will be here for three weeks at Christmas. Since he will be working in the Peoria diocese after ordination in 3 1/2 years (God willing!) we thought we would like to be in the area. So here we are!

Thanks to the San Diego real estate market, we were able to find our "dream home" on a visit to Peoria last June. It is big and beautiful (we think) and we are enjoying it very much. We are almost settled and the boxes are almost empty! There are still some things missing, but they'll turn up eventually.

When anyone asks Bill why we moved from San Diego—he says "For the climate." Since we have been here (Oct. 24th) we have had temperatures ranging from 75 to 18 degrees and have had snow flurries also. We realize we've only just arrived, but we are enjoying the different climate (so far). Our backyard is full of trees and we got here in time to see the colors and now that the leaves are almost gone, it is still beautiful.

We have lots of room and we invite all of you to come to visit us. Peoria is a very nice city and has no traffic congestion—what a change for us!

Patrick is happy and we are happy and we thank God that we are where we are! God bless each and every one of you and we wish you blessings, peace and joy at Christmas and in the New Year.

Love,

Bill, June and Patrick

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Riel Bowl XIII
Frank Riel

Dec 10, 2003

Across

- 1. Let's Fine Helper
- 2. Listy has this many
- 7. Handy Handle Mounter
- 9. Ed's Dog Type
- 12. Don't Go
- 13. Michael's Team
- 14. Jet Landing Place
- 15. She's in Medical Research
- 17. City on Amalfi Coast
- 18. ... drug store with grandma for a 5 cent ice cream cone
- 19. Town Walker
- 21. It was Left Out
- 22. WOW! It's upside-down
- 25. An Italian Place
- 26. Mom got a new one
- 27. Birdy says "let ... am done watching survivor"
- 30. For Edith (Abbreviated)
- 31. Softball Whiz
- 33. Maribeth's Favorite Doll

Down

- 37. A Favorite Restaurant
- 38. Hungry Place
- 39. Denise Floor
- 40. Grandma Got Rid of it
- 41. A money container in *CAMBODIA*
- 42. It was Rainbow Colored
- 45. Editor
- 47. Birthday Present Show
- 50. Birdy Lost It
- 51. An RPNL Recommendation
- 52. Picture Hangers
- 53. New Job Place
- 54. Birthday gift to Robert at age 3

Across

- 10. Buona Giounata
- 11. Riel Girls have this about shopping
- 15. Ice Cream Sunday
- 18. Mom's Granddaughter
- 19. Fridays food
- 20. Champaign Toast Place
- 23. They Celebrated 50th
- 24. Jeopardy Winners
- 27. Birthday Celebration Restaurant
- 29. She Jumped
- 29. Fitness Lunch Place
- 32. She Was Pretty Sick
- 34. He had A Severe Form
- 35. Champ Swimmer
- 36. Family Holy Grail
- 43. Gift from God
- 44. He Had two Majors
- 45. Grandma's College Roomie
- 47. Egg Collector
- 49. Italian Mom

with Grandpa plus Listy and Birdy. We all enjoyed lunch at the California Pizza restaurant in Fashion Valley, where Kristy was on duty as the hostess. By a coincidence Carol, Jeff, and one of Carol's friends also were there, so we had a chance to visit with them.



Riel Bowl XIII crossword puzzle solved

The official solution to the Riel Bowl XIII is shown above. For those of you who did not get the e-mail typo correction, the clue for 41 across should have been "A money container in Cambodia". No doubt this will make that item clearer. However, in the event that you still are confused, the currency in Cambodia is called the "Riel". We all thank Robert for this fascinating bit of trivia.

Some family celebrations

The Riel Bowl XIII activities somewhat overshadowed the fact that Grandma also celebrated her 79th birthday, although it actually falls on the 2nd day in January. On the 2nd, we held a small surprise celebration,

So, we all wish Grandma a happy birthday, and look forward to celebrating her eightieth, comes next January .