

The 2018 Shop Military Gift Guide

PRESENTED BY
Military Families



**ARMY WIFE
WANTS YOU TO
#SHOPMILITARY
THIS HOLIDAY**

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Military Families Magazine by AmeriForce Media, LLC, is published 12 times a year for active duty service members and their families. Copies are available through participating family service centers, relocation offices, transition offices, base lodges, libraries, daycare centers, MWR activities and other locations by request.

Unit distribution requests can be made online at www.AmeriForceMedia.com/mf/print-magazines/

Individuals can order a free digital edition of this issue at www.AmeriForceMedia.com/mf/subscribe-free/

Editorial comments can be emailed to Editor@AmeriForceMedia.com

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Why #ShopMilitary

The idea is simple - Shop Military™ is a social media movement to connect military spouse and veteran businesses with Americans that want to support them.

Military spouse and veteran business owners share their businesses on their own social media channels with #ShopMilitary.

America can now search #ShopMilitary and support these wonderful businesses. A purchase, like, comment, or referral - all are appreciated!

Why am I doing this? Because I believe in military spouse businesses; I know my tribe to be incredibly hard working, selfless, and morally sound. I know the cloth we are cut from because I live this life. I have lived in eight different houses in 11 years and, even though we just unboxed our possessions in June, we are already planning to move again in May. I raise my children without the aid of family nearby. I know the stressors that are unique to the military life because this is my world. I turned to entrepreneurship as a career and to find fulfillment in this challenging lifestyle, just like so many others.

And these military spouse businesses? They are our chance to contribute and shine in harmony with our service members' careers.

I am not a political activist, marketing guru, or million dollar company. I married the man of my dreams, who happens to wear a uniform. I wake up every day trying to do my best to raise my children and bring happiness to this world.

Your support would mean the world to me.

Lauren Hope, Founder | Shop Military™ movement

"The transient military lifestyle presents unique challenges that contribute to military spouse under and unemployment. Military families move, on average, every 2.9 years. These frequent moves, often with little notice, force military spouses to quit jobs to then relocate and search for employment at a new duty station. Relocations often result in lengthy job searches and periods of unemployment, which result in resume gaps. Gaps on resumes are not looked favorably upon within the job market and often lead to stalls or setbacks. Ultimately, this string of causes and effects impedes career progression and impacts overall career satisfaction for military spouses."

Bottom line: these sobering stats affect a family's decision to serve our military. Therefore, the issue of military spouse under and unemployment is a societal problem with implications for military recruitment and retention efforts and requires a robust solution.

Jenna McDonald, COO | Shop Military



ONE IN TEN
military spouses is actively looking for employment.

70% 

of spouses who ARE employed believe their education or past work experience is not being fully utilized in their current job.

60% 

of spouses with at least some college experience claim they have experienced periods of unemployment during their marriage to a service member.

80% 

of military spouses and their service member have discussed the possibility of leaving the service, with availability of career opportunities for both spouses cited as one of the top deciding factors.

*According to "Military Spouses in the Workforce," a Hiring Our Heroes report published in 2017.

7 HOT Stocking Stuffer IDEAS from Shop Military



By AFM Staff



You've made your list, and hopefully checked it twice. But wait! Before hanging those stockings by the chimney with care, check out the latest gift ideas created by veteran and military spouse entrepreneurs.

for her

Hey, Sugar! Show your sweetie some love this holiday season with a trip to Sugar & Spruce. Visit them online or in-store. Their displays are brimming full of yummy treats for all your sweeties. From handmade soaps to bath bombs and even bath time ice cream treats, take a dive into their website and choose your favorites.

Shop at: <https://sugarandspruce.com>

sugar+spruce
A BATH AND BODY HYPOALLERGENIC



The Jewelry Republic is a veteran-owned and operated fine jewelry brand that comes to you courtesy of Greg & Emma, a husband and wife team committed to sharing our knowledge of fine jewelry and gemstones with a wider audience. With our experience in the luxury goods industry, we offer thoughtfully crafted fine jewelry using the best raw materials and production methods in modern, wearable designs.

Shop at: <https://www.thejewelryrepublic.com>



Lauren Hope is the owner, designer and artisan behind Hope Design, Ltd @. A military spouse herself, she carefully hand crafts unique military jewelry and accessories to honor our country's service veterans and heroes.

Shop at: <http://www.hopedesignltd.com>



The Rosie Project offers apparel and gifts for the modern military family. Shop at: <http://www.therosieproject.org>

for him



Keep your cell phone handy with Wallabox on your wall in your bedroom, bathroom, car — anywhere you need to be hands free!

Shop at: <http://www.mywallabox.com>



Lucky Shot USA is a family-owned and operated company committed to producing high caliber, handcrafted gear you'll keep in your arsenal for years to come. All of their products are skillfully crafted from 100% American-made munitions once fired by our nation's military. They're not just into making badass barware (though they do say, they thoroughly enjoy it). Lucky Shot execs say part of their civic duty is to preserve history and support our troops, both of which they actively pursue through partnerships with the USO and other deserving organizations nationwide.

Shop at: <https://luckyshotusa.com>



If you love a veteran than you likely are experiencing the post-military trend of growing out that facial hair! Check out the must-have for any beardcare: Beard Oil from Sugar & Spruce. These blends come in a variety of scents, including Bay Rum and Forest Fir.

Shop at: <https://sugarandspruce.com>



At Grant Patton, choose from many products that are thoughtfully designed with military themes, using the highest quality materials, and made right here in the USA. Fight hard, look sharp!

Shop at: <https://grantpatton.com>



The Second Lady announced a new campaign focused on military spouses last month at Fort Carson. *Official White House Photo by Amy Rossetti*



Second Lady Inspires Campaign Ahead of Holidays

By Bianca Strzalkowski

When Second Lady Karen Pence stepped into her new White House role in 2017, she pledged to do as much as she could with the opportunity, placing military families at the top of the [priority list](#). Nearly two years later, she's kept that promise and is expanding what it looks like.

Mrs. Pence traveled to Fort Carson last month to launch a new campaign aimed at elevating, encouraging, and thanking the nation's military spouses. The mom of three, whose son serves as an active duty Marine, has traveled the globe to meet with spouses of all branches of service. She says these listening sessions helped her gain a better understanding of what military life looks like today.

"I'm not a military spouse so there's no way I could presume to know what their issues are, so we started having listening sessions all over the country with all branches, and some overseas," she said. "We asked the spouses, if you could have one thing that we could help you with and we could help to change, or bring awareness to, what would that be? And we asked them, don't give us something that's so overwhelming we're not going to be able to make a difference. Give us something that we could focus on, bring awareness, draw people together for meetings to impact change."

A direction emerges

The feedback from participants offered Mrs. Pence and her team a clearer picture of what to focus on. Some of the topics that surfaced repeatedly

involved careers, a trending topic as the spousal unemployment rate remains in the double digits.

"There were some issues that surfaced over and over and over. One was the licensure issue, including just employment because it's difficult for military spouses because they move so frequently to just get hired even though they are very, very qualified. ... And another was security clearance. It seems to take so long for military spouses to get clearance and be able to be employed on a base or a post where they are stationed," Mrs. Pence explained.

The Second Lady also heard numerous positive stories about what it's like to be married to someone that serves.

"Being a military spouse — it's a

special club. It's a very large club, but also one where only military spouses know what it's like to really be a military spouse," she said. "Some of the experiences that they shared with us, being able to travel and making lifelong friends, and raising children who learn how to make friends quickly because you move all the time."

The campaign's initial impact

Mrs. Pence's announcement has already inspired one military spouse to think bigger in her own career—and with others in mind.

Lauren Hope, Army wife and owner of [Hope Design LTD](#), says Mrs. Pence's announcement led her to create the #shopmilitary movement for entrepreneurs, like herself, in the military space.

Prior to starting her own business, Hope's background was in culinary arts, which included a career at the Ritz Carlton. With each PCS move, she says it was challenging to find opportunities in her field.



Lauren Hope built Hope Design LTD after facing the challenge of maintaining a culinary career at military posts. One of her products was worn by Mrs. Pence during the campaign announcement.



Mrs. Karen Pence arrives in Colorado Springs for an engagement with military families at Fort Carson. Official White House Photo by Amy Rossetti

"When I married my husband, our first duty station was Savannah so I managed to maintain what I'll call worthy jobs there, and after that every duty station was just a chip away. At Fort Knox, Panera Bread was the most fine-dining place I could find, so I worked there. And then at Fort Hood there weren't jobs available so I ended up decorating cakes at the commissary," she explained.

She realized it was time to pivot her career, and jewelry making was something she had done since she was little. Since then, Hope Design LTD has allowed her to build a flexible career for herself. And, it was during Mrs. Pence's Fort Carson event that Hope's products reached 'elevated' status. The Second Lady wore one of Hope's handcrafted brooches.

"It was amazing because I know I am one of many, many military spouses who hustles hard to just feel like I make a difference, whether it's for my family or at a larger scale. To just have someone of such stature

validate that work was an incredible feeling," Hope shared.

Within 24 hours of that event, Hope got the idea to encourage consumers to buy products and services made by small business owners with a military connection. The #shopmilitary movement will also rally together military entrepreneurs to get them in front of Americans.

Looking ahead

Mrs. Pence plans to continue traveling to gain insight from spouses at military installations. She says quality of life is vital for military retention efforts.

"We want to spread the stories that these military spouses are amazing men and women, and we want to help them be fulfilled in their role because it's only having fulfilled and happy military families that's going to encourage our service members to stay in the service," Mrs. Pence said.

She adds that her office is determined to walk "alongside" military spouses through this campaign, while showing appreciation for the sacrifice made by the entire military family. ●



To learn more about the Second Lady's campaign and her efforts, follow her at <https://twitter.com/SecondLady>.

Meet the military entrepreneurs behind the #shopmilitary movement at <https://www.shopmilitary.org>.

Gift Ideas

from Vet-Owned and Spouse-Owned Businesses

If it's the thought that counts, you are going to love these options.

By AFM Staff



Santa is feeling extra patriotic this year and wants to deliver holiday cheer from small business owners around the globe—and we mean globe! Greg Boudah, of [Jewelry Republic](#), is a veteran growing his company in Thailand.

Each year, Americans spend their hard earned money on thoughtful

gifts with a special person in mind. This year, we are encouraging readers to tackle those shopping lists with a camouflaged twist.

Our gift ideas are crafted from veterans and military spouses who had the entrepreneurial spirit to launch their own ventures. Whether you're shopping for the

unit FRG leader, friend who pulled you through a deployment, or neighbor that helped you prep for a hurricane; or, if you are determined to surprise your own military spouse or service member, we gathered our favorite suggestions from #shopmilitary vendors.

For the person on the go.



Hello Rosie Co.



Alpha Coffee

**For your
moto man
or woman
in uniform.**



Navy Paddles



**Charlie Madison
Originals**



**Custom Wild
Ponies**

For the littles in your life.



Sugar & Spruce



Pop It Pal

**For
unique
skincare
needs.**

For the
FRG leader,
rockstar
volunteer
or proud
mom-in-law.



Hope Design
LTD.



Home6Designs



Heroes Vodka

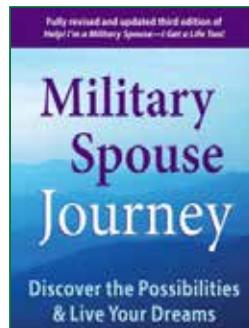


Lucky Shot
USA

Because it's
5 o'clock
somewhere.



Alex's Handmade
Design



Elva Resa

For the
page
turner.



Unique Pl8z



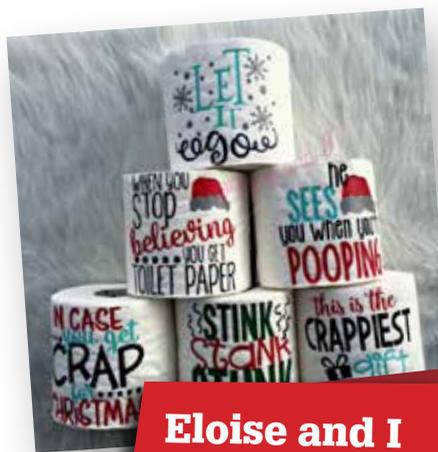
The Rosie Project



Juliet+Echo

For the military spouse who PCS'ed (a lot!).

For the jokester.



Eloise and I



OCONUS

Families Celebrate Holidays with New Traditions

By Meredith Flory

During the holidays, separation from loved ones or missing a favorite seasonal treat from your hometown can leave you searching for ways to find new traditions and avenues of joy. For military families experiencing life abroad, the winter season presents a chance to experience the sights, sounds, and celebration of holidays in a different culture, and the following families have embraced this opportunity wholeheartedly.

Traveling in Korea

Stephanie Hutaff is currently living in Korea with her husband, Major William “Rhett” Hutaff IV, and their daughter Charlotte. She shared that while both Buddhism and Christianity are widely practiced, Christmas is broadly celebrated as a national holiday with the day off — in part because of the long influence of the American military in the region. The decorations feel similar to home, but she admits “the lights here are probably even more spectacular than in the states” and there are distinct celebration differences, such as traditional foods, Santa in blue, a preference for going out with friends to celebrate, and monetary gift giving.

The Hutaffs enjoyed viewing the lights and storefront decorations in Seoul last year, as well as the lights along the Han River. She expressed that spending the holiday overseas allows a unique opportunity “for experiencing familiar things in a new way, like seeing the Garden of Morning Calm lit up in Christmas

lights or the Nutcracker performed by the Korean National Ballet.”

The Korean New Year is a significant cultural holiday, and while the dates change based on the lunar calendar, it establishes the longer winter break for school and work, with traditions that focus on family. The Hutaffs were able to see some of these traditions when they were invited to attend a Korean-U.S. Friendship celebration and



Stephanie and Charlotte at an event learning about local traditions. Courtesy photo

have been grateful to make both Korean friends while spending time getting to know KATUSAs (Korean Augmentees to the U.S. Army). The family has also learned about their community through their realtor, who brought them a traditional Christmas cake last year. Stephanie shared that unlike realtors in the

States, their relationship with clients, especially foreign clients, extends past finding a home, acting as property managers, organizing trips, and helping with translation or cultural questions.

While abroad, the Hutaffs made the commitment to forego holiday gift giving to each other and instead “give each other trips.” Their travels have included Australia, Japan, and Bali, and they want to “continue to use holiday vacation time and funds to explore other parts of the world” making it a part of their family holiday traditions. One of these experiences was the 2018 Winter Olympics, and being at a gathering with so many nations represented, Stephanie observed shared values, “we all appreciate spending time with loved ones, sharing our own stories and traditions with others, and feeling acceptance and kindness from a community, whether the individuals you are surrounded by are family and friends for generations or strangers who don’t speak the same language.”

These observations led her to encourage other military families to focus on “what you do have and where you are” to enjoy the holiday season.

Socializing in Belgium

Carrie Parker, a military spouse of over 20 years, is enjoying living overseas in Belgium, particularly when it comes to holiday fun. The biggest difference she witnessed with how Christmas is celebrated in Europe is the popularity of Christmas Markets, explaining that “all of the streets are loaded with Christmas lights and decorations” and people visit, shop, and eat, enjoying local treats and hot mulled wine to warm up. Families relish in gift giving and treats for children



The Hutaff family enjoying the 2018 Winter Olympics in South Korea. *Courtesy photo*



Carrie enjoys the treats of a European Christmas market. *Courtesy photo*



Carrie practices the recipes she learned at a holiday baking event in Belgium. *Courtesy photo*

with St. Nicholas Day traditions. She notes that decorations and store displays go up later than in the States, and that there are holiday sales, but they span throughout a month rather than a “panic Black Friday.”

While the country is divided into French-speaking and Dutch-speaking regions, Carrie has found locals who do speak English and an abundance of picture signs helpful for navigating places and expected behavior. At the crowded markets “most people are social and it is quite common to share a table space with complete strangers” helping to develop a holiday spirit of community. She advises that one thing to consider when celebrating holidays abroad is how to behave respectfully in houses of worship. As an example, she learned that during masses there people may not enter or exit once it has begun.

This is not the first station abroad for the Parker family, and Carrie shares that her “favorite part of being overseas is how easy it is to travel” — she loves getting to try the foods and taking part in celebrations in different areas.

For holiday gift giving, she makes an

effort to support local artisans, but reminds others that if you want to mail packages back home to loved ones, you must plan ahead as the markets open later in the season, but there is a cutoff date to mail packages from the APO in time for the holidays. Carrie has enjoyed adding to their family traditions as they’ve moved around, including an Advent calendar and gift giving on Christmas Eve. Last year she attended a cookie making event in a local Chateau, learning recipes that “will forever be a part of our cookie routine.”

Bringing home to wherever you are

Melanie and Joe Horst have been stationed in both Germany as newlyweds and Japan as parents of young children. While now stateside, they are grateful for the experiences of traveling and learning to build community with locals and military families.

In Germany, Melanie was an Army musician and Joe worked for AAFES. They spent holidays navigating both living abroad and deployments. Much of the memories she shared are similar to what Stephanie and Carrie are experiencing now, and she

loved the markets in Germany and the lights in Japan. However, she posits that the “first major difference in being stationed overseas during the holidays is within the military community itself.” Due to traveling costs, many soldiers choose to stay instead of visiting family, and so “the sense of community is really special” as coworkers and neighbors spend time celebrating together — something that she misses a bit in the states. Military families bring their favorite holiday dinners and traditions to each other’s homes, connecting in a much deeper way than a traditional “office party.”

While now in a different field, Melanie also treasures how being a part of the Army Band allowed for more involvement in holiday celebrations both stateside and abroad with concerts, caroling, and a variety of audiences.

The experiences of all three families highlight how even though military families may face trepidation regarding beloved holidays away from family and comfortable traditions, opening your heart up to the magic of the season regardless of where you are calling home might just enrich your own traditions. ●



Tips to Keep Your Holiday Spending on Track

By Andia Dinesen, AFC®

The holiday season is here. Whether you were walking around in October wondering why the Halloween and Christmas decorations were occupying the same space at your favorite retailer, or if you and your family were busy putting up winter decorations on November 1st, there is no denying that the holiday season has arrived.

There is also no better time than right now to think through your holiday spending. When planning for your holiday expenses, it may be easy to overspend if you haven't thought through all the little (and big) things that may add up during the holiday season.

Here are some tips that may help you keep your holiday spending on track.

1. Make a list. Check it twice.

Make lists of gifts for friends and relatives. If you need to, pare the list down, or think of other things you can give those on your list, like household chores or time. Sometimes that is all your friends and relatives want from you.

2. Make a budget. Keep to your budget.

If you only want to spend a certain amount, write it down and stick

to it. If you need to, reach out to family and friends to set limits on gift-giving costs. Also, include the costs for shipping, if needed. That is an expense that can be easily overlooked.

3. Cards for the season.

Remember to include holiday cards and stamps in your budget. Stamps went up in price again, to 50 cents this year. That can be a big expense if a holiday card list is 100 people long, equaling \$50 just in stamps! Not to mention the cost of cards and/or photos.

4. Food for the masses.

Whether you have a house full of guests or you keep it small and intimate, chances are you will spend more over the holidays in food and drinks. You may do holiday baking, treat yourself and your family to a special meal out, or purchase more groceries than usual. Add it all to your budget.

5. Consider cutting back on your routine "wants" during the holidays.

When you know you may be spending more on eating out, gift-giving, stamps, postage, groceries, etc., think about what items you

can cut back on during the holiday months to keep on track. Maybe your daily latte fix needs to be altered for the month of December?

When planning for the holidays, consider your budget and how to enforce your own restrictions on your spending. This may help you feel less overwhelmed by it all. The last thing you want is to start 2019 feeling underwater or overextended with a large bill to pay from the holidays. While you are celebrating this time of year, keep in mind that it is likely the time with friends and family that matters most. The holiday season is a great time to relax and enjoy friends and family, and staying on-track financially may help you enjoy the season just a bit more.

Hint for 2019 holiday spending: After you've added up all your expenses from the 2018 holiday season, start out 2019 with a small "holiday" savings account that you can use next year. Take the total amount you spent this season (say \$500) and divide that amount by 10. Save that amount (\$50) every month from February – October. You can set up a transfer with your financial institution, so it will go into your savings account automatically, each month or each time you get paid. That way you will never see it in your transaction account. Viola! By November next year you'll have a little extra cash for the holidays. ●



Tracking Santa

By Jennifer G. Williams



A misprinted number in a 1955 Colorado Springs newspaper led to what has evolved into a holiday tradition that today sees more than 1,500 volunteers each year help track the popular and elusive man in red each Christmas Eve.

A Sears department store ad gave a number for children to call Santa Claus directly — but the number printed instead was a nonpublished emergency number to the then-Continental Air Defense Command (CONAD). Luckily for the first young caller, Colonel Harry Shoup was the Crew Commander on duty and answered the phone. Once he determined the call was not a joke, he instructed his crew to give all the other children who called in the “current location” for Santa and his sleigh.

NORAD was established in 1958 and the tradition continued, with service members using their specialized radar systems to determine Santa’s whereabouts on December 24. In the six decades since, more sophisticated technologies have been introduced, including satellites that can track Santa worldwide using the light from Rudolph’s red nose! Fighter jets stand ready all across North America, and give Santa a special escort on Christmas Eve.

The NORAD Santa Tracker website www.NORADSanta.org, started in 1997 and goes live December 1, with various games and activities. The “big show” goes live at 6 a.m. Eastern Time on December 24, and kids can call or email NORAD for Santa updates. Volunteers will man the phone lines and email until about 2

a.m. eastern Time, December 25.

“We essentially dedicate an entire floor of our building at Peterson Air Force base to our Santa Tracker operations,” says Capt. Cameron Hillier with the PAO office at NORAD and USNORTHCOM. “We will have more than 1500 volunteers cycle through shifts throughout the day on Christmas Eve, volunteering their time to make this happen.”

The local community also gets very involved, he says, with some families making it a holiday tradition to help man the phone lines and internet to answer curious children’s questions about Santa, his sleigh and his reindeer. “We could not do this each year without the support of our community, our volunteers and our sponsors,” says Hillier. ●



To contact NORAD's Santa Trackers:
 The phone number is **1-877-HI-NORAD (446-6723)** and the email is noradtrackssanta@outlook.com.

Spouses

Build Rewarding Careers in Direct Sales

By Bianca Strzalkowski



Tis the season to #shopmilitary and support the small business owners in your life. We all know one—or 12—and among those building their version of an American dream are direct sales entrepreneurs. And if there is one fact that exists about this group of professionals, it's that they are incredibly passionate about what they do. Why not support that enthusiasm as you get through your holiday shopping list?

Entrepreneurship is all the rage in the military community. Not only because of the natural leadership abilities derived from the service branches, but it is a portable career option for military spouses. Within the segment of veteran-owned and spouse-owned companies fighting to grow a business, are direct sales entrepreneurs working for a sale while fighting stereotypes.

We all have that military spouse friend. The one whose home smells good from Scentsy, or the one with the perfect skin thanks to their line of Mary Kay products. As you build out a game plan for holiday shopping, do not discount the option of buying products from the direct sellers in your life. In fact, you have millions to choose from.

The [Direct Selling Association](#) found that there were 18.6 million representatives across the US in 2017. The figure includes a diverse demographic who sell part-time and full-time, with wellness being the largest category.



The perfect military spouse career?

Former military intelligence officer Holly Hayden, a current Army wife, is a

distributor with [Young Living Essential Oils](#). She started using the products four years ago, fell in love, and launched her own business two years ago. She says it was exactly what she needed to fulfill her professional ambitions.

"I was tired of searching for a new job



ever two-to-three years as we moved. I needed a challenge, a professional outlet, and something that would lead to personal development. I had already been using essential oils and had seen other military spouses succeed. I learned more about it and decided the Young Living business was a perfect fit for me," Hayden explained.

This opportunity has also empowered Hayden to avoid the exhaustive process of job searching every few years.

"In fact, moving no longer means starting over, it means expanding! I have an advantage over non-military spouses because my sphere of influence changes and grows with every move. I have long-term work and financial goals, and I'm in a position to be able to have those goals...it's not just a dream, it's reality for me," she said.



Overcoming misconceptions

Her passion for her products has helped her ignore the negative speak often surrounding direct sales.

"Two misconceptions that I struggled with in direct sales are people thinking it's a 'get rich quick' scheme that will be short-lived, and that I'm no longer Holly the friend, but Holly the sleazy saleslady," she said. "For some reason, the word entrepreneur often comes with a negative connotation and can lead people to think that an entrepreneur doesn't have a 'real job.' But then I realized I have a passion for the product, for helping others, and caring about their health and wellness. It's not what I think of as sales if I'm sharing what I love about a product with people that I love."



The unexpected right path

Katie Richards, Independent Director with Thirty-One Gifts, never envisioned herself on either of her current life's paths, as an Army wife or entrepreneur. But 19 years of marriage and seven

years of business later, she says God's hand guided it all.

"My background is in Public Policy. I lived in Washington DC when I met my husband and because I had gone to grad school at Georgetown University, was very well connected. I thought I was there for the entirety of my career," Richards shared. "This was a really hard transition for me, but I can look back and really see God's hand in it all. He was teaching me some things I needed to learn. ... God brought Thirty-One into my life during a particularly challenging time, especially in my marriage.

I had young kids and was out at the bus stop one day when my neighbor brought out a Thirty-One catalog. I immediately fell in love with the products and wanted to place a huge order. Out of the blue, another friend told me that I should join as a consultant. Honestly, I was offended. What kind of person did she think I was? I had had bad experiences with pushy direct sales people and certainly did not want to be one of them. Another friend challenged me to pray about it. I literally said to her, 'I don't need to pray about it. God tells people to go to Africa. He does not tell them to sell bags'. Long story short, I felt God calling me to "just sign up and see what I do," she added.

Six months later she was promoted to director and it quickly turned into more than a career, she added.



Shop small. Buy local.

As holiday shoppers set out to find the latest deal or coolest new gadget, Richards encourages buyers to take a first look at friends in your own circle.

"We are all going to buy holiday gifts this holiday season. I like to encourage people to shop from their friends who have direct sales businesses. While we all love Amazon Prime, we love our



Holly Hayden



Katie Richards

friends more. It is more meaningful to give your business to someone who you know, who can give you unique gift ideas tailored to the people on your list, and great white glove customer service (we call it "pink glove" customer service in Thirty-One). Even more significant, your business means the world to them and you get to see and know the impact first hand. Shopping from your direct sales friends, is like giving them a holiday gift through your business," Richards said. ●

How to Make the Cut in the Military

WAHL®
HOME PRODUCTS

AL FAW PALACE

Not sure what to get your military man or woman? We have the perfect suggestion.

On his very first day of deployment in Baghdad, Iraq, in 2005, U.S. Air Force Captain Mark Harper received an unexpected crash course in U.S. military grooming policies. It occurred when, as Officer In Charge of the Joint Combat Camera team, he was assigned to the joint environment of U.S. Army headquarters at Camp Victory.

“I found out that there’s a big difference between what the Air Force deems an appropriate haircut and what the Army does,” Harper said. “It’s my first day on deployment and I know I’m going

to be spending it entirely with the Army, so I make sure my uniform looks its best and I’m clean shaven. As I’m walking into headquarters, literally every single soldier turns to look at me and laugh. Apparently, my Air Force hair wasn’t up to the standards of the United States Army. I’m mocked ... and it stings. I wasn’t going to endure this ridicule on day two, so that night I had a plan.”

A busy schedule didn’t allow for a trip to the base barber but, thankfully, the Post Exchange sold [Wahl clippers](#). Even though Harper had no experience cutting his own hair, his new Wahl kit was easy enough to use that he not only gave himself a 2 A.M. trim, he even managed to taper it on the sides, as well.

“So, I walk into the Army headquarters (the next day) and it’s silent,” Harper said. “Someone stands up in the back and starts a slow clap, which turns into a standing ovation.”

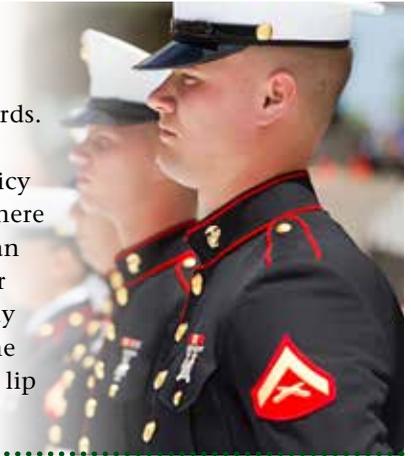
Harper’s experience indicates why Wahl clippers have become such a welcomed C.A.R.E. package or homecoming gift.

Whether it’s assignments to joint environments, off-FOB missions, preparing for leave or simply trying to adhere to branch grooming standards, Wahl clippers and trimmers (many have long-lasting Lithium Ion power) can be invaluable for any member of the military.

Wahl clippers include attachment guards and taper guides, making it easy to adhere to the standards of any military branch. Here are some quick reminders:

MARINES

The Marines are the most particular branch when it comes to grooming standards. They typically require weekly haircuts but, contrary to popular belief, they are not required to be shaved down to the scalp on the sides and back. Marine policy calls for the bottom of the hairline to be cut at "0" but tapered as it goes up. There is actually leeway for some style on top because hairs on the top of the head can measure up to 3 inches extended, while bulk hair (the measurement of the hair resting flat) can be up to two inches. Hair should not protrude beneath properly worn headgear in an unsightly manner. Sideburns are not permitted beyond the top of the opening of the ear, while mustaches can't be bushy, cover the upper lip line or extend past the corners of the mouth.



ARMY

Army grooming standards are slightly more relaxed than the Marines and there's room for a bit more style. Hair must be tapered as it goes up and it can't touch the eyebrows, ears or collars. AR 670-1 stresses a "neat or conservative" look but it is ultimately up to leaders to determine the appropriateness of a particular hair style. Mustache regulations are the same as the Marines but sideburns can be longer, as long as they don't extend past the bottom of the opening of the ear. Sideburns should be no longer than 1/8" and can't be styled to taper, flair or come to a point.



NAVY

Navy grooming regulations allow for even more choices and styles than the Marines and Army, although it still must be tapered from the bottom on up (up to 3/4"). While hair can't touch the ears, eyebrows or collars, it can measure up to 4 inches extended and 2 inches in bulk. Sideburns can't extend past the middle of the ear but mustaches may be longer than the other branches, as long as the length is 1/2" or less and it doesn't extend more than 1/4" past the corners of the mouth.



AIR FORCE

Typically, the envy of the other branches, the Air Force tends to have more relaxed grooming standards. The bottom line is that haircuts must be professional looking, although the word *professional* is never formally defined. There is no restriction on the length of the hair but the bulk must be no more than 1 1/4" and hair must not touch the eyebrows, ears or collar. Sideburns must be an even width with a horizontal bottom and can't extend beyond the bottom of the ear opening. Mustache regulations are the same as the Army.

As Captain Harper showed, Wahl helps you adhere to the standards of each military branch. Visit WahlUSA.com for the cutting, trimming, shaving and grooming products that will help any enlisted man look his best, as well as lots of helpful video instructions and tips. ●



From Our Family to Yours,

Merry Christmas & Happy Holidays to All!

**Military
Families**

