



Art for the Heart

Please join us for a Community Celebration of the Heart and artist reception on Valentine's Day, **Sunday, February 14, 2016, 2:00 to 4:00 p.m. at NCRD in Nehalem.**

Enjoy artwork by local artists, live music by Eric Sappington and delicious, heart healthy refreshments and sweet treats. Art for the Heart is a community art show in honor of American Heart Month. The show will hang at NCRD gallery through February. Please visit nwregionalheart.com to learn more about heart health.

MORE INFO: 503-815-2402 or email BellM1@ah.org.

Sponsored by Manzanita Primary and Specialty Care Clinic and NW Regional Heart and Vascular

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Author to visit Seaside, Astoria libraries

Gideon For-mukwai to share the art, power of storytelling

SEASIDE AND ASTORIA — Award-winning speaker and author Gideon For-Mukwai will make two appearances in Clatsop County libraries.

He will speak at the Seaside Public Library on Feb. 18, and he will lead a business storytelling workshop at the Astoria Public Library on Feb. 19. Both events are free and open to the public.

For-mukwai holds a master's degree in journalism from the Reynolds School of Journalism at the University of Nevada, Reno.

The art of storytelling

The Friends of the Seaside Library will For-mukwai at 7 p.m. Thursday, Feb. 18 in the Community Room; there will be book sales and signings.

The art and tradition of storytelling has been a key element throughout history. But in our busy, digital age, the practice often has fallen by the wayside.

For-mukwai knows that everyone loves a great story and everyone has a great story. The "Unsung Heroes Program," allows folks to regale and reminisce about momentous things that have happened in their lives as well as the small everyday occurrences that make our world such an interesting place. The author will tell some of his own stories and provide the opportunity for the audience to participate with accounts of their own.

The Seaside Public Library is located at 1131 Broadway. For more information call 503-738-6742 or visit seasidelibrary.org

Business storytelling

The days of hard selling are over; today's customers resent arm-twisting sales people. As a result, many successful businesses are switching to story selling strategies that focus on building rapport and trust.



Submitted photo

Gideon For-Mukwai will speak about storytelling and business storytelling in Seaside and Astoria Feb. 18 and 19.

The Astoria Public Library will host a free Business Storytelling workshop led by For-Mukwai from 2 to 5 p.m. Friday, Feb. 19. The goal of the workshop is to help business owners, managers, leaders and marketers capture and tell captivating stories that sell.

Registration for the workshop is recommended but not required.

Small businesses are increasingly embracing storytelling to engage, educate and empower customers with success stories that enable them to make informed buying decisions.

Legendary Hollywood instructor Robert McKee says, "Stories are the currency of human contact." By using this currency, you earn trust and business from your prospects by showing them how you've helped other customers with similar problems. Neuroscience research has confirmed that, when used effectively, storytelling is one of the best ways to nudge and persuade potential customers to action. More importantly, stories enable you to show empathy toward a prospect, without sounding pushy or desperate to make a sale.

In the Feb. 19 workshop, participants will learn about

four types of business stories SMEs (small and medium enterprises) must tell to generate more leads. They will receive tips on how to add humor to stories to inspire and uplift customers, and how to increase product prices with the science of storytelling. The workshop will include a mini story coaching clinic, during which participants will have the opportunity to craft, tell and critique stories. Participants also will receive a 30-Day Story Sourcing Guide for identifying captivating stories.

For-mukwai is author of the book "The Science of Story Selling: How to Win the Hearts & Minds of Your Prospects for Purpose and Profit." With over 12 years of experience, For-mukwai enjoys working with professionals from across all cultures and continents. Since 2004, he has trained over 16,100 executives from organizations such as Oracle, Dell, Gillette, US Social Security Administration, DBS Bank, People's Association, National University of Singapore, Siemens, Singapore Armed Forces and Great Eastern Life.

In 2009, For-Mukwai was the Speaking Champion at the Inter-University Speech Competition at the University of Nevada, Reno. In 2005, he was Singapore Champion at District 80 International Speech Contest in Jakarta, Indonesia. In both cases, he credits story telling as the decisive factor that enabled him to out speak hundreds of native English speakers and contestants.

For more information about For-Mukwai and his workshops, visit www.businessstorytellingacademy.com

The Astoria Public Library is located at 450 10th St. For more information, call 503-325-7323, or visit www.astorialibrary.org