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*Parental Wisdom – Emails
Writing to the Audience*

Parenting is the world's most challenging on-the-job training. Many of us try to read ahead; after all there are thousands of books available.

A few years ago, I was out to dinner with some highly regarded child development experts. They had done groundbreaking work and received praise from the academic community.

But there seemed to be a problem translating their work to something parents could easily understand and apply. After all, parents have one thing in common - a lack of time.

I explained to the experts that parents need information in a clear, helpful and actionable format. If we have to break open a thesaurus to understand what the author is trying to say, they've lost us. I suggested the KISS method, which means **Keep It Short and Simple**. After all, the only 800 page book a parent is going to read is *Harry Potter*.

After that meeting, Parental Wisdom applied for and received a certification mark from the U.S. Patent Office. That means Parental Wisdom's members evaluate parenting material, awarding the certification to those found to provide clear, helpful and actionable content to parents.

Simply put, it's like the Oprah Book Club meets the Good Housekeeping seal. Parental Wisdom calls it the Good Parenting seal.

The most recent award winner is Ellie Taylor for her brilliant nutrition book, *Feeding the Kids*. Thanks to our members who provided such helpful evaluations. Please visit <http://www.parentalwisdom.com/Public/GoodParenting.aspx> to see all the books that have been awarded the seal.

Some of our advisors are currently applying for the seal. As always, we look to our parent community of members to participate in the evaluation process. Please read below to see which books up for evaluation. If you would like to participate, please send an email to info@parentalwisdom.com Be sure to include the book(s) you're interested in evaluating, your name, phone number and time zone.

I look forward to hearing from you! Please read a brief description of the books that will be reviewed:

YolandaBaby "A Pooch Finds Her Purpose"

by Jo Ann Bennett-Boltinghouse

illustrated by Jenniffer Julrich

YolandaBaby is the story of a greyhound who, despite her best efforts, does not win races. It is a fun, whimsical tale of a this retired greyhound dog whose experiences, feelings and adventures are those any child can identify with . . . This book demonstrates how our self-esteem and self-confidence grows when we are met with unconditional love and acceptance from those who care for us. It is a "must read" for children of all ages. It opens communication with children about their feelings. "How do you feel when you are teased? made fun of? or loved and accepted?" They identify feelings of insecurity, fears, heartache, happiness, friendship, and love with those of YolandaBaby. A parent/adult tutorial is included to help parents use the book most effectively.

Big Slick Daddy: Poker Strategies for Parenting Success

FINALLY - a parenting book men will want to read. Why? Because author Mark Borowski uses the language and strategies of poker and relates them to parenting. This entertaining and helpful resource provides practical, hands-on information that is easy to read and easy to use. Chapters are only 5 to 10 pages long and each one ends with questions that allows readers to answer and take action, making it easy for any father to apply.

The *Dr. Hippo Series* is a group of picture books written by a pediatrician in order to entertain, educate and reassure both parent and child about those childhood illnesses that affect tens of millions of American families annually: ear infections, colds, fevers, sore throats and gastroenteritis.

Each story features a kindly pediatrician hippopotamus, Dr. Hippocrates--Dr. Hippo for short--and takes a child from his first symptom to resolution of the illness at hand. Each story also includes a separate Parent Guide which answers such questions as: "How can I comfort my child at home?" "When should I call the doctor?" and "When may my child return to school?" Thus, while the stories serve as a source of comfort for sick children, the accompanying Parent Guides educate and reassure worried parents.