



L. Alan Cruikshank
Publisher

THE FOUNTAIN HILLS
TIMES

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Section
THE FOUNTAIN HILLS
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Talking about 'The Times'

By now you must realize it's National Newspaper Week.

There is a day, week or month for celebration of just about anything.

But since it is our industry's time to toot its own horn, I thought I would use my column to tell you a little something about your award-winning community newspaper, The Fountain Hills Times.

Our first edition was published on June 27, 1974. We've had our ups and downs financially since then, but we've never lost sight of our role in the community.

That is to provide all of the news of our town in a fair and objective way. Traffic accidents, break-ins and other illegal activities are reported each week in the Law Enforcement Report on Page 4A. You'll also find the obituaries and Lost & Found on that page.

We cover all of the news from the various town government departments, the council, commissions and special committees.

We are a paper covering news of the School District including board decisions, inside-the-classroom activities and student awards are all a part of our coverage.

Clubs and organizations are also covered from adding new members to publicizing any special events they may hold in town.

Also getting coverage are our Town's award-winning Fountain Hills Theater, the Community Band, the Community Chorus, the Chamber Players, the O.K. Chorale and various other entertainment.

High school sports coverage is an important part of our paper. We also cover golf and tennis tournaments at the local clubs and courses.

The Verde Communities are regularly covered with their own page of news each week. Business news gets more coverage in our paper than you'll find in most community newspapers.

We think it is important to inform you about new commercial projects, business openings and closings, the local real estate market and people receiving awards.

There is a religion page where you can be informed about what local churches are doing.

Then there is the Fountain Spouts page. On this page you can tell your neighbors what trips you have been taking, new baby announcements and weddings and engagements. You can talk about guests who are visiting and special parties.

Occasionally we have special sections, such as the Pets edition in last week's Fountain Hills Times.

We call our paper, "Your Award-Winning Hometown Weekly Newspaper" because it is just that. Throughout the 30 years we've been members of the Arizona Newspapers Association and the 27 years we've been members of the National Newspaper Association we have participated in their Better Newspapers contests.

We have won numerous awards over the years. This year we were judged the Best Classified Section for all non-daily newspapers in the state. The same was true for the Public Notice Section. Nationally, we finished in the top five weeklies in the General Excellence category in each of the past three years.

Over the years, we have won numerous individual editorial and advertising awards.

Our advertising department can create a marketing plan to help jumpstart your business.

We want you to subscribe and become an informed reader about your hometown. Give us a call at 480-837-1925.

More than words

Body language expert analyzes Trump, Clinton on movements

By Barb Charzuk
Times Reporter

It's not only what presidential candidates Donald Trump and Hillary Clinton said in their first debate.

The unspoken body language between the two at the first presidential debate Sept. 26 was equally revealing about them as their words, said Renate Mousseux.

A body language coach for 10 years and former Fountain Hills French and German high school teacher, Mousseux analyzed hand gestures, facial expressions and body movements.

She said she evaluated their body language without any regard to the political message.

"I am totally neutral. I assess and interpret," said Mousseux.

Studies have shown that 65 percent of communication is non-verbal, she said.

Although she does not know for certain, Mousseux suspects that the candidates were coached on body language.

"Absolutely, because there are certain things you should do and certain things you should avoid.

"You need to assess somebody from top to toe. Not just the upper part or one arm movement," she said.

As soon as the candidates took to the stage and walked to their podiums, Mousseux said she noticed a "softer, more feminine" Clinton. She kept her hands at her side.

"Usually she has her hands in the air, wide eyes and has this huge, fake expression on her face... she did not do that this time. She had a very feminine entry and looked very self-assured."

A genuine smile or true emotion lasts eight seconds, no longer, said Mousseux. After she and Trump shook hands, Clinton pivoted

away from her opponent to get attention.

Clinton's choice of red, an aggressive color, was a well-chosen decision.

Trump sought to reassert his power and dominance with both hands on the podium, said Mousseux. His posture and gestures reinforced a message of power, along with jutting his chin upward.

He underscored an aggressive debate style by dipping his shoulder and leaning into the podium before some responses, she said.

"If you lean in with one shoulder, it's usually before you attack verbally or physically."

Trump frequently touched or readjusted the microphone, an unspoken signal of control.

At times during the 90-minute debate, each candidate displayed body language associated with discomfort or unease, Mousseux said.

In some exchanges, Clinton blinked repeatedly. More than 12 blinks per minute can be perceived as a sign of unease, she said.

Mousseux referred to Trump where he repeatedly licked his lips, a body language cue associated

with discomfort or a desire to take back a comment.

At times when Trump did not agree with Clinton's response, he squinted his eyes, grimaced and pursed his lips to show uncertainty, interrupting her by saying "Not."

The second of three presidential debates is scheduled for Sunday, Oct. 9, at Washington University in St. Louis. The format will be a town meeting where half of the questions will come from participants and the other from the moderators, CNN anchor Anderson Cooper and ABC News "This Week" co-anchor Martha Raddatz.

Mousseux's website is bodylanguage4success.com. She also can be contacted at 602-910-3450 or email at renatem@cox.net.



Presidential candidates Donald Trump and Hillary Clinton shake hands Sept. 26 before the start of their debate. Photos from CNN website.



Hillary Clinton gestured in explaining her viewpoint on a question.



Republican presidential candidate Donald Trump pursed his lips and closed his eyes in response to comments by Democratic candidate Hillary Clinton.



Body language coach Renate Mousseux of Fountain Hills analyzed gestures and facial expressions of the two presidential candidates at their first debate, Sept. 26.

Memoir reflects inspiring woman

A desire to leave a legacy for her 25-year-old granddaughter became the motivating factor for Renate Mousseux to write her memoirs.

The former French and German language teacher in Fountain Hills and Scottsdale schools wanted the young woman to know about her perseverance and survival against seemingly insurmountable obstacles.

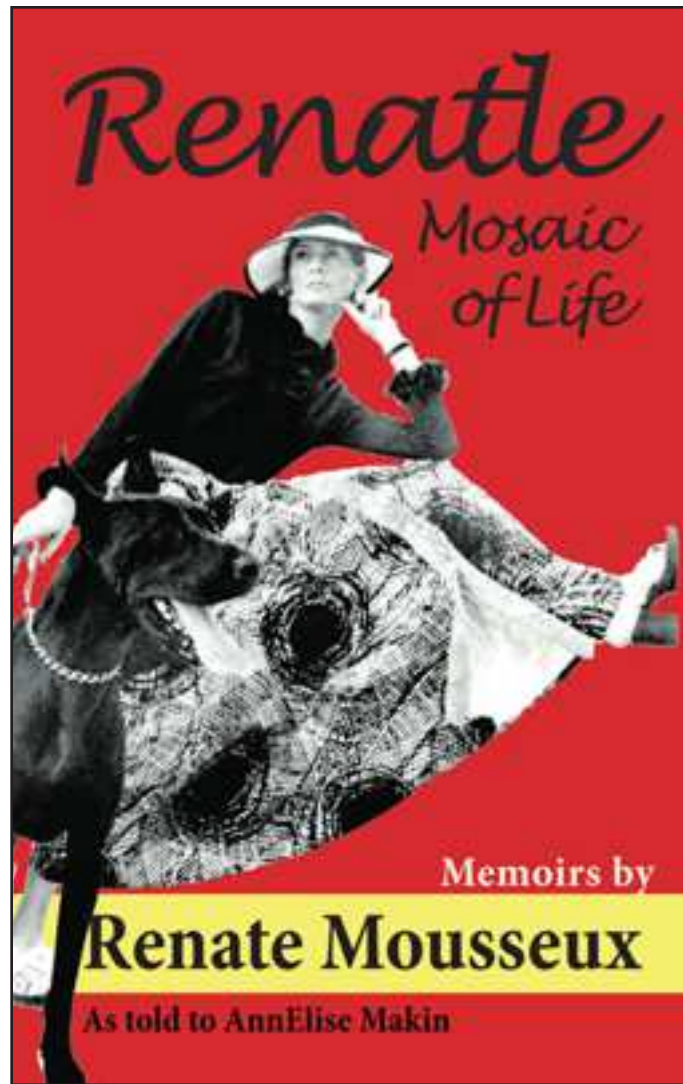
"Renatle Mosaic of Life" is the title of the autobiography, as told to AnnElise Makin. The book will be available on Amazon.com later this month.

As a toddler, Renate survived the bombing attack that left her family home in ashes in Freiburg, Germany. The family was forced to evacuate to the Black Forest for three years.

Her mother died when Renate was five years old, and her father abandoned her to an aunt who raised her.

Mousseux earned a teaching degree and spent two years as a governess for nobility in Italy and France. She met and married her first husband, an American, who brought her to Santa Barbara, CA. She and her third husband have been together 43 years.

Ten years ago, she started studying and interpreting body language. Since then, she has been called upon to interpret body movement and gestures in court cases, assist lawyers in selecting jurors, educate employees dealing with foreign cultures, and entertain.



Renate Mousseux wrote her autobiography of growing up in Germany during World War II, her early career as a governess for nobility in Italy and France, and moving to California with her first husband and son. Her memoirs, as told to AnnElise Makin, emphasizes Mousseux's can-do attitude and determination to survive turbulent and difficult times. "Renatle Mosaic of Life" will be available this month at Amazon.com. The publisher is iMakinNations, a bilingual editorial service agency based in Phoenix.

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