

COURIER-POST THIS WEEK

IN VOORHEES, GIBBSBORO & BERLIN TOWNSHIP

THURSDAY, MAY 5, 1994

TOWN TALK

Voorhees

A contribution to the arts



Corporate donation: Lyle Williams of Voorhees, manager Atlantic Region Marketing at Star Enterprises in Moorestown, presents a check to Denise Creedon, assistant director, Perkins Center for the Arts. The contribution is earmarked for the center's 'community outreach' project. The program is designed to expose young people to a series of intensive workshops in music, poetry, dance, pottery, cartooning and paper-making.

Poetry in motion

Participants have been enjoying the works of living American poets in an exciting, free library discussion series. Designed to stimulate interest in the poetry being written today and encourage poetry reading and appreciation by people in all walks of life, the programs are winners.

Under the program, each poet presents his or her work through the audio series *Poets in Person*, a project of the Modern Poetry Association, the publishers of *Poetry Magazine*.

The final audio and discussion session will be held Wednesday, May 11, 7 p.m. The session features Adrienne Rich, *American Female identity*.

The workshop will be held at Camden County Library, 203 Laurel Road, Voorhees, N.J. 08043. Advance registration is strongly encouraged. For more

Giving direction

His program shows how to develop emotional muscle



Mario Pinaro, founder of Achievement Dynamics Institute, Inc., speaks about self-confidence and self-esteem during a recent visit to a school. "Our mission is to teach people how to take responsibility for improving the quality of their lives," he says. "And it's very important for children to keep self-esteem."

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THIS WEEK, Thursday, May 5, 1994

Program teaches the how-to's of developing self-esteem

By LESLIE WOOD
For This Week

Without self-esteem and self-confidence, Mario Pinaro, founder of Achievement Dynamics Institute, Inc., would not have been able to reach the goals he has achieved.

These two very important ingredients, which are not officially a part of a school's curriculum, are what fuel Pinaro's programs at the Institute. "It is hoped that these characteristics are somehow a by-product of the traditional school subjects (reading, writing and arithmetic) — but they are not," says Pinaro. "With all the disruptions in schools, on the streets, in the daily doings of life,

the lack of direction and the lack of personal self-appreciation is evident."

Pinaro recently spoke before a group of 7th and 8th graders from the Alice Costello school in Brooklawn. According to Pinaro, the program was so well received he was invited back to speak to the 5th and 6th graders.

"Our mission is to teach people how to take responsibility for improving the quality of their lives," he says. "And, it's very important for children to keep their self-esteem."

Struggle for self-esteem

Pinaro is no stranger to the struggle with self-esteem. At one time, according to Pinaro, he

was an overweight, short kid who was always put down by his peers and teachers. "My appearance didn't help any as my parents had to go to the men's portly department to shop for my clothes," he says. Because they were men's clothes, they had to be altered to fit a big child and Pinaro says he always looked like a little man striding down the school halls.

"As I was growing up, I started to work on my self-esteem and realized there was a science to it," he says. He says he learned through his own efforts, trial-and-error, and persistence to develop goals, belief in himself and confidence. This is why he feels he is qualified to teach those

concepts to others.

While addressing the 7th and 8th grade students, Pinaro talks about what you can do, not what you can't do. He tells them to make choices which are right for them.

"Do not be afraid to make mistakes," he says. "Look at failure as an opportunity to begin more intelligently."

One of the students who attended the seminar said Pinaro taught her how to not be afraid and that she can do anything she puts her mind to do.

Programs for educators

In addition to teaching the students, he arranges programs for educators. The program for

teachers includes conquering fears, dealing with failure, building self-esteem, personal goal setting, communication skills and positive thinking techniques.

"The program does not focus on the problems; it works on the solutions," he says. "Higher self-esteem means higher achievement."

In addition to the educational programs, Pinaro develops effectiveness training programs for corporate America. The idea behind these programs is to increase productivity and reduce stress. The principle, says Pinaro, is the same as a health spa. "At the gym you build physical muscle — during these

programs we help the participants develop emotional muscle," he says.

Other classes developed by the Institute are available at area continuing education programs titled "Activities For Success." These courses run approximately seven weeks and cost between \$35 and \$55. They are presently being offered at Pennsauken High School, Cherry Hill High School, Burlington County College and Rowan College.

If you're interested in learning more about these and other programs, free workshops for the public are held at Achievement Dynamics Institute, 1040 Kings Highway, Cherry Hill. For more information, call 428-4276.

Article Transcript Below

South Jersey Courier-Post

By Leslie Wood
(USA Today Network)

This Week Section

Thursday, May 5th, 1994

Giving Direction - His program shows how to develop emotional muscle.

Mario Pinardo, founder of Achievement Dynamics Institute Inc. speaks about self-confidence and self-esteem during a recent visit to a school. "Our mission is to teach people how to take responsibility for improving the quality of their lives", he says. "And it's very important for children to build and maintain self-esteem." His program teaches the "how-to" of developing self-esteem.

Without self-esteem and self-confidence, Mario Pinardo, founder of Achievement Dynamics Institute Inc. would not have been able to reach the goal he has achieved.

These very two important ingredients, which are not officially part of a school's curriculum, are what fuel Pinardo's program at the Institute. "We would hope that these characteristics are somehow a by-product of the traditional school subjects (reading, writing and arithmetic) – but they are not." Says Pinardo. "With all the disruption in school, on the streets, in the daily doings of life, the lack of direction and the lack of personal self-appreciation is evident."

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Win the struggle for self-esteem.

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"As I was growing up, I started to work on my self-esteem and realized there was a science to it" he says. He says he learned through his own efforts, trial-and-error, and persistence to develop goals, belief in himself and confidence. This is why he feels he is qualified to teach those concepts to others.

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