



Writers' Style Sheet
***InFluential* Magazine**
May 2012

Below are general guidelines and style tips to use when submitting articles to *InFluential* Magazine. These guidelines should help the magazine look consistent and professional as a whole, and also helps for purposes of clarity and with design issues.

Articles shall follow the style points below to be considered.

Formatting and Styling

- Format text in 12pt. Arial font.
- Use only one space between sentences rather than two. Use single spaced lines.
- For articles over 600 words please break the story into an introduction and then use subhead titles to break up the body of the story into easy-to-follow sections. (See sample article on next page.)
- Do not indent paragraphs; instead, insert a full space between paragraphs and keep them left justified as shown below:

This is a paragraph for *InFluential* Magazine. This is a paragraph for *InFluential* Magazine.

This is another paragraph for *InFluential* Magazine. This is another and so on and so on.

- On your first reference to a business and/or individual, use full names and the city or suburb in which they are located, along with any acronym for the name of the business: *Jane Doe, the Business Consultant at Miami Jacobs (MiaJac) in Cincinnati, says, "Blah, Blah."* Additional references to the same business and/or individual can be abbreviated: *Doe claims MiaJac produces seven cases per quarter.*
- Spell "website" just like that - one word with a small "w", and use "email" and "internet" the same way.
- Format websites like this: influentialmagazine.com (do not use "http" or "www" and please use all lowercase).
- Format phone numbers like this: (512) 555-5555.

Please include the following at the top left of your article

- Your Name, Phone Number & Email
- Exact Word Count

- Article Title

Please include the following at the end of your article

- A *brief* bio to be listed in our Contributor's Section for newly approved writers (100 words or less).
- Photos/captions, if any. Please ask your sources for 300dpi photos to accompany the story. They can email them to you, or directly to *InFluential* Magazine at submissions@influential-magazine.com. Most will be happy to supply them!

Submission Process

1. Approved articles should be submitted to submissions@influential-magazine.com.
2. In the "Subject" line include the following:
 - a. Approved Writer designation of "AW"
 - b. Staff Writer designation of "SW"
 - c. Initials of the writer
 - d. Include the title of the query
 - e. Month/Year submitted
 - f. Example: AW/Sally Jones/Austin Zen/04-12
SW/Sally Jones/Austin Zen/04-12
 - g. Files shall be saved with the same naming convention as noted in point F
 - h. Example: AW_Sally Jones_Austin Zen_04-12
SW_Sally Jones_Austin Zen_04-12

InFluential Magazine reserves the right to publish.

(Please see sample article on next page)

Sally Jones
(512) 555-5555
Info@influential-magazine.com

WORD COUNT: 1,026

**Michael Torres is Restoring Homes, Humanity and Hope
By Sally Jones**

Upon meeting Michael Torres you quickly get the sense he has a lot going on. Not only is he trying to save the world (and no, that is not just an expression), but he's a very involved family man who has found a way to balance life. I was eager to learn more about this humble visionary and his family, so I relished the opportunity to be invited into a "day in the life" of Michael Torres. On this particular evening, Michael had the look of a man who spent the day seeking new strategies and enthusiastic collaborators to bring more awareness to the mission of his company *GreenWorld Restoration* and was now looking forward to spending a relaxing evening with his children, eating a good meal, and drinking a glass of wine.

The Impact of Early Influences

Michael credits nurturing grandparents who instilled within him values, lessons of the heart, and not taking life too seriously. Their wisdom gave him the tools to learn from life's lessons and show empathy, and as much as possible sympathy, to the plight of others. When asked if his family taught him how to be a visionary Michael says, in his case, it was not something taught more so than learned from lessons experienced. Nonetheless, motivated by love, his grandparents could not foresee the profound effect their influence would have on their grandson.

Early in his career, Michael served in various senior executive roles. He was the Founder and Executive Vice President for CSIdentity, a company focused on Consumer Identity Protection. He was vice president of Strategic Marketing and Business Development at Infoglide Software Corporation. From these experiences, Michael had to be adaptable and receptive to change. He learned much about the business world and how to respond timely to the ever changing market. It is during this stage of his career Michael recognized his talent for developing solutions to complex problems.

In Response to National Disasters

Shortly after 9-11, Michael was asked to support the US, UK, and Australian governments in designing solutions and system architectures to address complex problems. He later became an advisor to Interpol on International Data Sharing.

The world changed after 9-11 and many of the systems in place were no longer relevant to the new task at hand. Prior to 9-11, many of the systems and agencies operated in silos. Not much different than the way our communities operate today. Homes are in one place, water in another, food somewhere far away, energy somewhere else. Michael's strengths reside in identifying the patterns of these separate systems and bringing them together into fully integrated solution architecture whereby the whole is greater than the parts.

GreenWorld Restoration Leading As a First Responder

Michael has since applied these same skills and vision in creating *GreenWorld Restoration*, a company leading the way as a first responder in restoring homes, humanity, and hope to devastated areas of the globe. To accomplish this, *GreenWorld Restoration* applies an integrated Solution Architecture for Sustainable Communities™ and Community Assessment Methodology™, as well as a Pay-It-Forward model. In this model, up to 30% of profits are contributed to the Worldwide Maniac Foundation with 80% of the funds going back into the communities from which it was generated in order to assist in building sustainable communities.

As Michael says, "Now more than ever, it's time to act." The statistics are staggering. Since 2010, over 12,000,000 people have been left homeless due to natural disasters. The frequency and magnitude of these catastrophic events are increasing at unprecedented rates, leaving millions of families displaced and without shelter. Without a clear solution for sustainable housing and community development, trillions of dollars will be wasted rebuilding in the ways of the past; ways of rebuilding that do not restore balance to our planet and are not scalable on a cost per family basis.

The immediate focuses of efforts for *GreenWorld Restoration* are in Haiti and Texas, where recently approximately 1,700 families lost their homes due to wildfires. It is a daunting and complex challenge to restore homes, humanity, and hope in these situations. It is this vision of hope, love, and humanity to those in need that drive Michael to look for others who share a similar vision. "You can't gift the world out of poverty," says Michael. It will take an immediate response to the call for decisive action. There is plenty of work to be done and Michael wants to be the catalyst for change ensuring there are those eager to recognize the need and respond to the call for action.

Creating a Positive and Lasting Legacy

With so much going on in our world there are so many opportunities for input from *GreenWorld Restoration*, it is important for Michael to maintain a happy medium with his

personal and professional lives. His family is a priority. He encourages his children to realize the first part of helping is healing you first.

Michael looks forward to a world where people respect one another and are connected to and respect the land. When we do this, Michael strongly believes our lives will be much easier. Every citizen can be part of change by starting small by looking within our spheres of influences for opportunities to act and become more aware. Take advantage of local recycling programs. Conserve resources. Become part of organizations dedicated to improving the plight of mankind and the health of our earth.

The legacy this visionary wants to leave is one where people know that through example, they realize they had the answers all along deep inside them.

While building his legacy through *GreenWorld Restoration*, Michael is busy restoring homes, humanity, and hope. He invites us to join him and encourages us to not let our fears get in the way!

BIO:

Sally Jones is the Human Resources Director at the Montclair Family since 2005. Among her list of accolades, Sally has a Bachelor's of Arts degree in Sociology from the University of Montana, a Master's of Science degree in Healthcare Human Resources Management from California State University, a Professional in Human Resources (PHR) certification, Global Career Development Facilitator (GCDF) certification, and is a certified Emotional Intelligence (EQi) trainer and assessor. Sally strongly believes in giving back to her community; therefore, she currently serves as board member for the Montana Workforce Solutions Board and the Lake River Middle School Campus Advisory Committee.

IMAGES:

- 1) Press Photo of Michael Torres