



FREE

Western
Massachusetts
& Connecticut

FABULOUS LIFE AFTER 50!

Jan/Feb 2021 Issue 1

SOMETHING SPECIAL IS BREWING

FRESH HOW TO
RENEW &
REINVENT
YOURSELF
START

**EAT BETTER
MOVE MORE**

**NEW... Need
Some Advice?
Ask Jill**

**Take Love Up
a Notch this
Valentine's Day**

www.thejoymagazine.com



Greetings and welcome to the first issue of Joy 2021. While we have been battered and bruised from 2020, I have hope that we will witness renewal, revival, rejuvenation and find more reasons to rejoice.



Joy Magazine was conceived as a lifestyle publication to encourage and inspire midlife women to live their best life.

We also focus on supporting women owned businesses by sharing their stories, products, services and bringing women together to be successful. This has been and always will be our joy and we thank you for reading and supporting Joy Magazine as we grow our Joy community of wonderful women.

In this issue, we are delighted to share with you Rhythm Brewing Co. founded by Alisa Bowens -Mercado, read her story on pages 8 and 9. We have some fresh ideas for Valentines' Day, as we keep safe while sharing love during this pandemic, and if you are in need of another dish to prepare, check out Joy in the Kitchen – got something good cooking up.

There is something for every woman packed in this little magazine of joy. Don't miss – "Ask Jill" A new column sharing womanly advice, full of grace, honesty and humor.

Celebrate Black History Month and experience poetry from two of America's greatest women poets. Last, but not least, we want you to stay Fit and have Fun with some new fitness ideas.

We are off to a brand new year and so let's get going strong .

"Stay Joy-ful"

Cheryl Jones, Editor in Chief

Contents

January/February 2021
This Month in Joy

On the Cover

8-9/ Rhythm Brewing Co.
“The New Taste of Lager!”

Health

16-17/ Have fun with
your Fitness Program

Living

4-5/ Time for Renewal
6/ Time for a Bubble Break

What's New—

7/ Ask Jill! Get your
Questions Answered here

Recipes

10-11/ Joy in the Kitchen

Editorial News

2/ Editor's Message
20/ Go Red

In Your Area

12-13/ Shop Local



Time for Renewal—More Joy

A new year is a good time to think “Renewal”. Plan to continuously rebuild your spirit and claim your joy.

Invite a calming moment into your life, stepping away from the hurried pace and chaos to center yourself and to calm your mind, is easier said, but you can achieve it.

A recent study shows that midlife, the age range that spans between 50 and 65, can be quite tumultuous for women. Women are not only dealing with biological changes, but they’re also dealing with issues of family, finances, health and personal goals.



The words “midlife crisis” can put a negative spin on this period. But it doesn't have to be bad.” “It can be an opportunity to reevaluate your life” say’s psychologist, Susan Albers, Psy.D “It’s the chance to pause and spend time and energy figuring out what’s meaningful to you.”

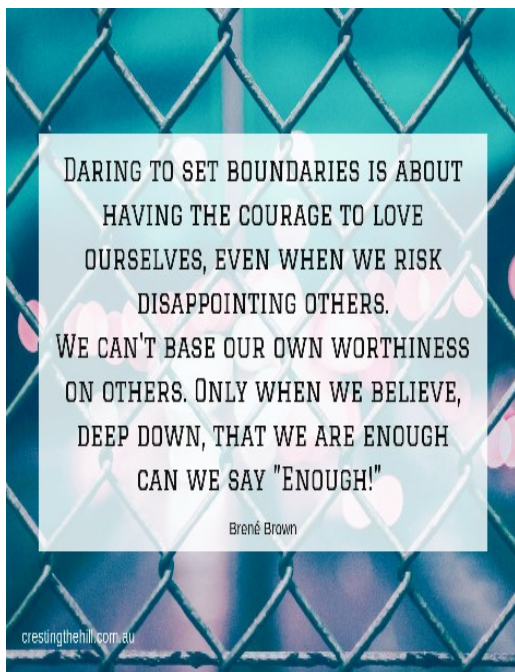
It’s a good time to “take an assessment”. Think about where you spend your time and energy to determine “what’s sucking out your energy instead of energizing your life?” “You may need to realign relationships; letting go of toxic ones, finding new friend groups, thinking more about your spouse in new ways or even finding a new hobby to excite yourself,” notes Albers.

The Keys to more Joy

Organize your life – finding order and balance for yourself can make your overall life improve. Everyone complains about being over extended nowadays. Our most precious resource -time-

is becoming harder to control. But are you busy doing things that are really important to you. Try a simple exercise to look at where your time is going on an average day. Divide a paper into 4 boxes– in one box write down things you have to do, next things you want to do, other things you currently do and things that take up your time each day. Review your boxes and make adjustments, delegate as needed.

Set Boundaries—You may have expectations that you don't voice to others. Taking control is necessary so that your second half of life is one filled with joy. Keep in mind that that taking control isn't the same as being controlling. Setting boundaries isn't about trying to control other people; instead, it's about being clear about what you will and will not accept in your life in order to keep good care of "you".



Perfect Saying "No" - The people pleaser in you, makes you compelled to say "yes" to everyone's request. But the more confident "you" learns to say "no". The more you say no, the easier it gets. You must place a value on your own health and happiness.

Celebrate your successes– It's the society that we live in that pushes us to move from one thing to the next without clearly assessing a moment or achievement. The celebration of successes and victories, big or small is a pause to say "I did it" and "I can do that and more."
#MoreJoy #It's Your Time #CelebrateYou



There is a National Bubble Bath Day Yes, it's true!

By Rachael Elmy

Holidays are known to have rules. Halloween, you dress up. Christmas, you deck the halls. National Bubble Bath Day, you obviously take a bubble bath!

We know you've been looking for an excuse to treat yourself for surviving all of 2020, so you should celebrate January 8th properly and treat yourself to a bath bomb and a tall glass of wine.

If you're still not convinced that celebrating National Bubble Bath Day is as important as having a turkey on Thanksgiving, why not take a look at its numerous health benefits? According to Town & Country magazine, baths can help relieve muscle pain, elevate your mood, and help you sleep better! I mean, isn't that what we all need after enduring 2020?

You may be thinking to yourself, "Isn't this a little self-centered?" make it your New Year's Resolution to throw that logic out the window.

I am talking "self-care"! When you take care of yourself, you're making sure that you're mentally and physically well enough to take care of others. You deserve self-care.

When January 8th rolls around, get your scented candles and bath oils and anything else you need to "totally" relax, because you are taking some time for yourself for the good of others.

I've searched for the best Bubble Bath products to share with you.

"Coconut Frosting Bubble Bath," and "Raspberry Sorbet Bubble Bath" by Philosophy, shop Macy's.

VitaBath's "Lavender Chamomile Bubble Bath," "Shea Butter and Almond Oil Foaming Bath," and "Dr. Teal's Eucalyptus and Spearmint Bubble Bath," shop Ulta Beauty.





Have you ever wanted an unbiased answer to your life's questions? Well, we have an answer for you.

Woman to woman, Jill will take your question and tell it to you straight with humor and grace! She offers up her best advise in a refreshingly honest and fun response.

Introducing Jill P., she will be your best friend. At 60+, she has experienced some of life's highest and lowest moments. She is creator of "Happy Hours and Then Some" singles group, has been mentioned in the Hartford Courant and New Britain Herald. Jill is the author of an award winning meatloaf recipe published in "The Great Meatloaf Recipe book"!

So Jill needs to hear from you. No question is off limits. Submit your questions (anonymous aliases are welcome, ie. "angry annie") at www.thejoymagazine.com/contact. Put "Ask Jill" in the subject line.

Select questions will be answered in our Joy magazine (and may also appear on the website).

Yours truly, Jill

NEW FOR YOU! Need a little advice... ASK JILL #staycalm



Alisa Bowens-Mercado



has beautiful memories of her grandmothers. She remembers sitting amongst her grandmothers's and watching their relaxing ritual of drinking beer -Pony High Life to be exact. She also recalled enjoying music with her Nana and was told "you need to find some type of rhythm and put your heart into.



Alisa and her husband enjoyed attending beer festivals, tasting, and sipping, and she was quick to see that only few women were in attendance and very few people of color. Even more, Alisa did not taste a beer that was as pleasing as the lager beer she had experienced. Then she had a revelation and shared with her husband "I will make my own beer" and after 3.5 years of intense research of the industry, Alisa found her rhythm.

Today, Alisa Bowens-Mercado, founder of Rhythm Brewing Co., located in New Haven, CT tells the story of these beautiful women through her lager beer brewing enterprise. Entering the \$114 billion dollar brewing industry, historically, a male dominated industry was no small feat for Alisa. The Rhythm Beer portfolio is different and unique. The use of South African hops ties them back to Black heritage. Alisa describes the unique taste – one that will keep you wanting more, "clean, crisp, light and refreshing palate pleasing." Unfiltered lagers- keeps the goodness in.

You can find the unfiltered lagers in 350 locations throughout CT, including Big Y, ShopRite, Total Wine, Trader Joe's, Wine Cellar.

Alisa Bowens-Mercado, keeping the lead during a Pandemic.

Alisa has a rich history of persevering against the odds, making her own way and she is no stranger to success. Among her many accomplishments is being founder and salsa dance instructor of "Alisa's House of Salsa". She has just celebrated the 20th year of this business and continues to run both businesses at the same time. Her love of dance is also an inspiration for the name of her beer business.

How has the pandemic affected her business? Alisa describes 2020 as a year of blessings for her beer business. Like all businesses, Alisa had to dig deep into a game plan, having to temporarily shut down the salsa business and pivot into growing Rhythm Brewing Co.

She found the sun amongst the shadows of the pandemic to be more connections, “chaos breeds opportunity” say’s Alisa, people were willing to reach out and help entrepreneurs. Alisa says of Black businesses, “we are resilient people and we run companies just like everyone else.”

Her future vision for Rhythm Brewing Co., is to be the first nationally distributed Black owned beer business. She wants to help create space in industries that are under-represented by women and people of color and to create job opportunities.

Deliveries throughout CT!

www.rhythmbrewingco.com





EAT BETTER – Eating the Rainbow Roasted Vegetables and Herbs

Ingredients

- | | |
|--|----------------------|
| 1 large carrot | 4-5 brussels sprouts |
| 2 beets | 1 sweet potato |
| 1-2 broccoli stalks | 1/2 red onion |
| 1 red bell pepper | |
| Additional: 1 cup cherry tomatoes, 1 lemon, olives | |

Chop first group of veggies and place on a parchment paper lined baking pan. Drizzle veggies with olive oil.

1. On a separate baking pan, add chopped cherry tomatoes, lemon (peel included) and olives.
2. Roast veggies 375 degrees for 15-20 mins until tender. Roast the second pan of veggies 15 mins.
3. Allow veggies to cool, then combine all veggies in a bowl. Add fresh cilantro, parsley, basil and mint. Combine juice of 1 lemon and 1/4 cup tahini.
4. Add lemon/tahini dressing to veggies.

Sweet Heart Breakfast

Love Toast



Spread mayonnaise or butter on 2 slices of bread, and using heart shaped cookie cutter, cut center from the bread. Brown the bread on one side and turn over. Drop an egg into the center and cook 5 to 7

mins until egg has cooked. Sprinkle with salt, pepper and chives!



CRANBERRY SIPPER

Combine pink lemonade, cranberry juice, white wine or lemon-lime soda, mix well. Add crushed ice and add a cranberry stick or lemon twist for decoration!

(recipegirl.com)



Shop Local

CRAIG'S KITCHEN

**Authentic Southern
Comfort Food**

**13 W Main Street Vernon, CT 06066
(860) 871-6099**

**Fried Chicken, Waffles, Gumbo
Pickup/Delivery
Chef Craig Wright
www.craigssoulfood.com**

SAFE HARBOR

**Adult Day Services
Specializing in Alzheimer's &
Dementia**

Cynthia Clemons, BSN,RN

Announcing the new location
**1661 Suffield Street
Agawam, MA
(413) 426-4481**

JODI—Cup of Health

Www.jodicupofhealth.com

**Natural Skincare Products
Lavender, Peppermint body
butters, bodywash, and more!**

**Receive 21% off purchases
Use code: DivineLove21**

DRESS FOR SUCCESS WESTERN MASSACHUSETTS

**Diane Jacobs
Volunteer Engagement Manager**

**[dressforsuccessspringfield@gmail.c
om](mailto:dressforsuccessspringfield@gmail.com)**

**Phone: 413-732-8179
Fax: 413-733-1524
Eastfield Mall 155 Boston Road,
Springfield, MA 01129**

Robert L. Jones, Realtor

(413) 328-8542

Bob.LJones4@gmail.com

**First Time Homebuyers
280 North Main Street, Suite 3
East Longmeadow, MA
Licensed-Insured-Bonded
Serving the Pioneer Valley**



KEEP YOUR SKIN GLOWING ALL WINTER



Time Control Restoring Night Cream
Anti-Aging
Firming, Restoring
Retinol complex "vitamin A" and
Dead Sea Minerals
www.edomcosmetics.com



COCONUT WATER HYDRATING FACIAL MASK

Boosts moisture and replenishes the skin.
No parabens, no phthalates, no mineral
oil, no Gluten, no Sulfates, no dyes

www.palmers.com

Valentine's Day 2021
will take on a whole new
meaning this year. Having
another reason to extend love
is a welcome pleasure.

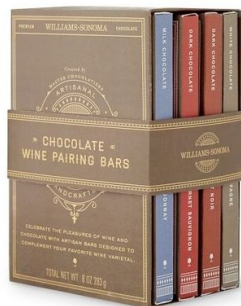
The separation from loved
ones, no hugs, no kisses, no
handshakes, showing love and
appreciation is the key.



Love knows no boundaries, whether it is your children, neighbors,
essential workers, those inside your pod and out, remember to
make someone feel special on this day of love.

Celebrate Valentine's Day while keeping safe, visit a scenic
outdoor spot and enjoy the fresh air.
Take a zoom class together with loved ones and create a new
hobby. Listen to music together-old cd's and records

A Sweet and Savory Adult Treat by Williams -Sonoma
Wine Pairing Chocolate Bars
Different chocolate bar flavors that pair
perfectly with different wines.
www.williams-sonoma.com



We asked some special couples “how to
maintain the spark” in their marriages?”
Check out what they shared on our
website @thejoymagazine.com





How long has it been since you received a handwritten letter?

Valentine's Day is the perfect time for a return to handwritten notes. At this time, when we are still faced with social distancing and longing for hugs, a handwritten note can be a beautiful and personal touch.

Today, we hardly write letters anymore. Technology has become our strongest form of communication— choosing our laptops vs. pens, sending texts and emails, skyping and zooming, as efficient as it is, for me, the personal touch of snail mail makes me feel more connected to people in my life.

It's one's feelings, thoughts, passions written in their own form. It's a meditative welcomed break from the screens that dominate our days. I hope we don't lose letter writing and the simple joy it brings.

Whatever you choose to write it will be a very auspicious moment—"it's from the heart".

BE FIT/MOVE MORE

Treat Your Body Like a Savings Account

Deposit into your account by moving more and eating well. Each day you deposit something good and look forward to yielding a high return! Your investment will yield a better mood, better fitness, better overall health, lower risk of disease and more energy and oh, better fitting clothing, says Leslie Bonci, R.D., Dir. Sports Nutrition, UPMC Center for Sports Medicine.

Make each day “Fit Fun”

Grab 30 index cards (the colored pack adds a little excitement)

On one side, number a card Day 1, next card Day 2 and so on.

On the reverse side write down one of our suggested quick power strengthening exercises on each card. You might have a few of your own or repeat exercises on several cards.

Place the stack of cards (day side up) in a location you will see first thing each morning. Each day, pick a card and perform your fitness for 10 mins or whatever length of time you prefer.

Rejoice everyday, you have deposited to your savings account.

Quick Power Exercises

Squats

Lunges

The Plank

Sit to Stand Squat

Pushups on the wall

Ankle Circles

Cat-Cow Pose

Neck Stretch Side to Side



Check with your doctor. Before you start training, run it by your doctor. They may have recommendations for or against certain types of exercise according to

Grab a Ball for a Great Stretch!

Remember when playing with a simple ball was hours of fun. Well it still is. Try using an exercise ball, it can be challenging but a fun way to enjoy exercising.

Exercise balls are also known as physioballs, swissballs or fit balls. Large vinyl balls you can use to strengthen your entire body.



“One great benefit of working out with the exercise ball is stimulating the core muscles, pelvic, abdominals and low back muscles. These muscles are essential for good posture, balance, and movement control,” says Neal Pire, MA, FACSM.

Exercises to try with the ball - Squat & Birdog



JOY BOOK CORNER

Celebrating Black History Month

America's great Black Women Poets to Fuel the Soul!



Lucille Clifton (1936-2010) was an American poet, writer, & educator from Buffalo, New York. From 1979 to 1985 she was Poet Laureate of Maryland. Clifton was a finalist twice for the Pulitzer Prize for poetry.

Poetry Feature: “How to Carry Water” Selected Poems of Lucille Clifton.

A book of poems celebrating womanhood & resilience filled with insight, humor and joy.

This book of poems are timeless and fitting for today's tumultuous moment.
Editor, Aracelis Girmay

Maya Angelou (1928-2014)

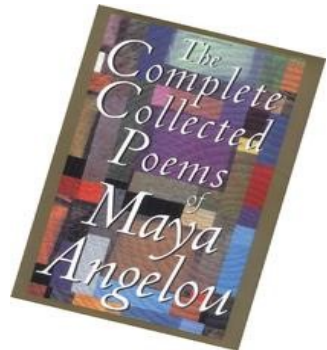
Maya Angelou was an American poet, memoirist, and civil rights activist. She published seven autobiographies, three books of essays, several books of poetry, and is credited with a list of plays, and movies. She was the First Black woman director in Hollywood.



Maya Angelou is one of the world's most exciting women. Her poems are like her shadow, painfully revealing, honestly enraged and hurting with the pain of being a woman.

Louise Meriwether

Poetry Feature: The Complete Collected Poems of Maya Angelou



NEXT ISSUE

LOOK
FEEL
LIVE
THE..



FABULOUS LIFE AFTER 50!

Publication Dates 2021

Winter– January/February

Spring– April/May

Summer– July/August

Fall– September/October

Holiday– November/December



Contact for Rates and Submission information:

www.TheJoyMagazine.com

Joy Magazine is a free publication with 5 publications per year. Lifestyle content for women 50 +

Circulation includes: towns in Western Mass and Connecticut.

Pickup a copy at select locations

Subscribe for direct mail -\$6/year

Contact: freejoymagazine@gmail.com

Editorial Team: Rashonda Black, Brittany Allen,
Alia Ambrose, Rachael Elmy

Contributor: Dianna Gonzalez

Design: Black Market Media www.theblackmarketmagazine.com

Distribution Team: IC Delivery Systems

Editor: Cheryl Jones, (860) 856-0712

SHARE YOUR JOY....

We love to have your comments, submissions or suggestions
freejoymagazine@gmail.com,
or mail to P.O. Box 174, Ellington CT 06029



February is

American Heart Month

#HeartMonth



Why do we observe American Heart Month every February?

Well, every year more than 600,000 Americans die from heart disease. The number one cause of deaths for most groups, heart disease affects all ages, genders, and ethnicities. Risk factors include high cholesterol, high blood pressure, smoking, diabetes, and excessive alcohol use.

Do you know how to keep your heart healthy?

You can take an active role in reducing your risk for heart disease by eating a healthy diet, engaging in physical activity, and managing your cholesterol and blood pressure.

This is a great time to start some heart-healthy habits!

[Nationaltoday.com/heartmonth](https://www.nationaltoday.com/heartmonth)

*Live Healthy, ♥
Stay Young at Heart*