

Produced by Hal Mattern - hal.mattern@arizonarepublic.com

SEEN & HEARD

Handwriting on wall, consultant says

Also, Mustang car show is roaring into Goodyear soon and apartment renters give much help to the homeless

Think for a minute. When was the last time anybody sent you a handwritten letter or note, except maybe for a Christmas card with a little scribbled greeting?

Probably not for quite awhile because e-mail is now the preferred, if a bit impersonal, method of communication.

That pretty much makes **Cindy Zimmermann** of Scottsdale a voice in the wilderness. She is on a mission to reintroduce handwritten notes. Or, as she puts it, she is "pushing the envelope."

Zimmermann consults businesses and others about the power of handwritten notes, writes a newsletter and has a DVD, *Sincerely Yours*, that features the Founding Fathers struggling with a computer to write the Declaration of Independence. They give up and grab pen and paper.

And now, Zimmermann has taken her cause to the rest of the world with a column in *Pen World Magazine*. Yes, that's right, there is a magazine devoted to writing instruments, and it circulates internationally.

She landed the gig after meeting the magazine's publisher, **Glen Bowen**, at a stationery conven-

tion (yes, they have those, too.)

Her first column, in the January issue, challenges people to make it one of their New Year's resolutions to start sending handwritten letters.

"Handwritten messages are much more powerful," Zimmermann said.

For information on her cause, check out writinginstyle.org.

Tricked-out ponies

If you are a Ford Mustang lover, get ready to rev up your engine and head for Goodyear. Pioneer Ford is holding a Tricked Ponies Car Show from 9 a.m. to 4 p.m. on Jan. 13.

Owners of 1964 to 2007 Mustangs will display their cars and compete for trophies in five categories.

The show is open to the public at no charge, and there will be giveaways, a live broadcast of **Mark Salem's Under the Hood** radio show and a chance to experience the new **Chip Foote** edition Mustang.

Mustang owners who participate in the show will be charged



Cindy Zimmermann of Scottsdale, who is on a mission to reintroduce handwritten notes, is writing a column for *Pen World Magazine*.



Cover of *Pen World Magazine* for January.

\$20 if they pre-register and \$25 the day of the show.

Proceeds will benefit Ryan House, a local non-profit that provides care for children afflicted with life-limiting conditions and their families. **Ryan Cottor**, for whom the home is named, will attend the show.

Pre-registration forms are available at www.trickedponies.com.

Not to mention ...

... *Help for the homeless*: Apartment renters in the Valley and in Tucson donated more than \$102,000 to help hundreds of homeless children and their

families over the holidays.

The money was raised to help provide needed services at two transitional housing facilities, UMOM New Day Centers in Phoenix and New Beginnings for Women and Children in Tucson.

This was the second-annual Big Hearts for Little Hands fund-raiser sponsored by the Arizona Multihousing Association, a non-profit trade organization for the rental-housing industry. More than 350 apartment complexes participated.

Contributor: Carol Sowers