

## Scrapbooking, a new movement!

Ola Mijas! How many of you have heard of the hugely popular hobby called scrapping or scrapbooking or making scrapbooks?

Everyone who has gotten bit by the bug can remember the first time she got in to it and this hard-core "scraper" is no exception. Mijo was nine-months-old and I was down in LA, visiting my mom so she could gush over her only grandchild. (My sisters eventually got in on the action and added three more grandkids since then). I called mi prima to see what she was up to and she said "I'm having a party about scrapbooks tonight. Come over!". Huh, scrapbooks? Since her mom, my nina, was also going to be there, we packed up the baby and went to visit.

A couple of hours and almost \$300 dollars later, I walked out with a photo album, paper, adhesive and other cosas, and there was no turning back. That was more than nine years ago and my closet is now officially a craft closet - no room for clothes. My personal reasons for finding scrapbooks such a fulfilling pastime are many. First, I just love the idea that you can sit and create your own presentation about your world with paper and paints, stamps, pens, etc and in doing so, energize your life by expressing your creative side and also having something tangible after you've finished. I constantly hear "I would love to do scrapping but I just don't have time". I say, give scrapping one hour for every five you spend watching tv and not only will you find you *do* have the time; at the end of one year, you'll have something of value. After a year of watching television, what do you have? Nada.

For me, much of the passion I have for scrapping is the desire to see that *our* stories and experiences and perspectives are preserved, not just for our own families but also the larger society. There is so much I do not know about my grandparents' and parents lives and the sacrifices they made to build better lives for their families in an often, hostile society. So much has been lost and I hope that more and more Latinas will jump into this not only to preserve their point of views but also because the industry could use more of our input and we could be taking better advantage of some of the financial opportunities provided by the scrapbook world.

48 hours previous to writing this article, I was a single-mom with a full-time job. Now I'm just a single-mom. I've been laid off by my former employer after more than five years of service. In the past 13 months, while I had that full-time job, I managed to become one of top ranking consultants in the fastest-growing direct sales scrapbook company in the US, if not the world. I think I can safely say that I have the most successful team of any Latina with the company but that only means we need more MIJAS there! Why? As I said before, I think the scrapping industry needs us.

The prevailing official sentiment in the industry is that there are "no rules" when creating scrapbook layouts but on the other hand there are almost countless books and magazines explaining the "correct" way to scrap. So many of my clients get all hung up about doing "it" the right way. But not the Latinas - they jump in and come up with their own styles almost effortlessly. They can see what the magazines put out there and while they don't necessarily reject those ideas, they have plenty of their own and they aren't afraid to go there! They keep me grounded and motivated at the same time as a scraper and as an instructor.

As we all know, Latinas have enormous purchasing power and many companies are starting to recognize that influence in a variety of industries. Finally, a few scrapbook companies are figuring that out as well, including the company I work with which will be introducing a line of Spanish-theme layout designs. (At the time this article was submitted, the designs had not yet been announced at the company convention in Las Vegas, April 25, 2005). Not only am I completely excited that I chose such a savvy company to work with but I'm going to do my best to see that we make it a very successful investment to demonstrate not only to Top Line

Creations, just what Mijas can do in a business setting, but also get the attention of the rest of the industry!

I also hope more and more Latinas will be inspired to get started on their own scrapbooks and begin the process documenting their experiences. I hope Mijas everywhere will look into the very real financial rewards that can be had with steady effort, No one is going to get rich overnight but it sure takes the sting out of getting kicked out the door by an employer. Ok, so grab that camera or get those photos out of their envelopes and let's get started!!

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