

# When you're smiling

TWO YEARS AGO, Anthony Pennimpede decided that he had some advice about goal setting that might benefit others, especially teens.

The result of those musings is his first self-published book, *Finding Your S.M.I.L.E.* (Success Means I Love Everything), available at his Web site, AP3media.com (based on his initials plus his lucky number).



JDC PHOTO STUDIO

"I have a younger brother and nephews. I put myself in their shoes and give the kind of advice that I could have used myself. Big-brother, big-sister advice," says the self-employed chartered accountant, who loves listening to motivational tapes.

The Montreal Costco member dredged up his own experiences, lessons and quotes from those who've inspired him, such as speaker Anthony Robbins.

The book is divided into three parts: (1) plan your goal (e.g., lose weight); (2) go to the Web site and fill out specifics on what are you determined to do (e.g., give up sweets), and what you are prepared to do (e.g., go to the gym); and (3) remember to smile and enjoy life. All this is interspersed with pop culture references such as how the main character Neo in *The Matrix* had to go into the matrix and conquer his fears.

Next up? Pennimpede plans to release the book on CD, conduct Webinars, speak at universities and write two more books about goal setting and overcoming fears.—Shana McNally



Left: Rosemary and Mel Sole. Inset: Mel (in orange) gives customized instruction.

BOYKIN POWERS

# Love links

GOLF IS A GAME of traps, doglegs and blown shots. One might say the same about marriage. Mel and Rosemary Sole beat par on both counts.

The South African Mel, a professional golfer, was on a ski vacation in Austria when he met a beautiful Canadian named Rosemary. Three days later he proposed.

Mel quit the PGA Tour and started teaching the game, eventually landing a position in Myrtle Beach, South Carolina, working with his former coach/mentor Phil Ritson. Not sure it would work out, Rosemary stayed behind in Canada, keeping her job as a paralegal at a law firm.

"I could see Myrtle Beach was a golf haven," he recalls, "and a golf school would do very well here. I told Rosemary to come on down. We've been here ever since.

"At first, she came in and answered the phones," Mel says. "I worked for the salary."

Mel eventually bought out Ritson, and Rosemary, his partner in life, became his partner in business as well.

"Even though she wasn't a big golfer at the time, she could talk the talk," says Mel. The Phil Ritson-Mel Sole Golf School ([www.ritson-sole.com](http://www.ritson-sole.com)) is consistently ranked among the top 25 golf schools by *Golf* magazine, and has additional locations in North Carolina, New York, Georgia, Missouri and Mexico.

One of the reasons for the school's success is Mel's philosophy and teaching style, in which all his teachers are trained. Approaching the game as much mentally as physically, Mel says, "The average golfer expects too much of themselves." He advises people to keep it simple. Good marriage advice as well.

For Mel and Rosemary Sole, combining marriage and business equaled a hole-in-one.

—Steve Fisher

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IF YOU HAVE a note, photo or story to share (it should be about Costco or Costco members in some way), you can send it to "The Member Connection," The Costco Connection, 415 West Hunt Club Road, Ottawa, ON K2E 1C5, or e-mail to [connection@costco.com](mailto:connection@costco.com) with "The Member Connection" in the subject line. Submissions cannot be acknowledged or returned.

## Dog lover

ON MAY 5, 2009, Lethbridge, Alberta's oldest resident, Yvonne Harris, woke up and decided she wanted a Costco hot dog.

Her daughter, Costco member Elaine Remington, says that her mother, who will be 105 in November and insists on telling people she's 104 and a half, is still quite spunky, and that the day was magical.

"It was a highlight for all of us because it was so unexpected from the usual routine," Remington says.

Harris (seated) is pictured here with three of her daughters and one son-in-law at the Lethbridge warehouse, where she had a Coke and a hot dog, eating all but a bite of the bun.

—Stephanie E. Ponder



COLIN GILO AND LESLIE WHITLOW