



## Visualize This: Remember Better!

*It happens all the time. You bump into someone you've met before, and you remember the face but not the name. You might need some strategies from memory training expert Harry Lorayne.*

**Names.** Creating a visual image to associate with a person's face can help you remember a name. So if you meet someone with the last name Bentuillio, think of a bent tool. Then search for a notable facial feature and picture a tool in its place—a hammer for the person's nose, perhaps.

This works for common names like Goodman, too. If Mr. Goodman's head looks like Charlie Brown's, think "Good grief" when you greet him at company events.

**Lists.** Using images to link items on a list increases the odds that you'll remember them all. For example, if you head home after work and need to remember to pick up dog food, a drug prescription and computer disks, along the way, picture your dog eating his food and then taking a smart pill so he can type on a laptop.

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## MOMS GROUP

# New York Moms of Twins See Double

OF COURSE, ROSEMARY D'Errico has to say things twice. She's the mother of 6-year-old twins, Colin and Nicholas. "It's not just doing things double, though," says Rosemary, 43, of Theills, NY. "It's having two kids at the same developmental age but not necessarily the same developmental level. And getting both of them packed, ready and out the door on a daily basis? That's a whole different set of challenges."

For help, Rosemary, a childbirth educator, joined the 36-year-old Rockland County (NY) chapter of the National Organization of Mothers of Twins Clubs. "I wanted to meet other moms who could tell me how to get two little ones to sleep at the same time," she says. The local chapter of about 65 women is open to both employed and stay-at-home



mothers of twins, triplets and other multiples. Meetings are held monthly in the town hall from September to June, with summers off. "We have our share of laughs," says Rosemary. "Like when a new member comes in and asks, 'Will I ever sleep again?'"

## OUR HERO

# Edith Mayo, Women's Historian

WHEN EDITH MAYO WAS 4 years old, she longed to be a school patrol guard but was told girls weren't allowed. Now, 60 years later, Edith, nicknamed Edie, has made a career of going where the boys are: the halls of fame. As a curator emeritus of the Smithsonian's National Museum of American History, Edie is the force behind landmark exhibitions that highlight women's contributions to our culture. Her "First Ladies" exhibit—now touring the country—moves beyond ball gowns to diplomacy and social causes. "Enterprising Women," another traveling collection, illustrates business contributions made by women—from Martha Coston, who perfected a handheld



night flare that was used in the Civil War, to media mogul Oprah Winfrey. "I want to bring both visibility and legitimacy to women's history," Edie says. What especially interests her is the way parents can make a difference. When one of her granddaughters got a school assignment to write about a famous American, her homework list of 25 potential subjects included only two women. After Edie's daughter protested, a second list with more women was distributed. It included soccer star Mia Hamm, whom her granddaughter wrote about. As Edie says—and as her trailblazing career shows—"Every little victory counts."

## INDUSTRY TREND

# More of Us Work Right at Home

Telecommuting is on the rise—from 4.2 million home workers in 2000 to more than 12 million in 2004. Robert Smith of the International Telework Association and Council predicts that smart bosses will continue the trend. "Flexibility really affects how you motivate, attract and retain employees."



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