

## FEATURING Valencia Kef-Kamara and PAINTSOUL



By Michael George

February 9, 2011 – New York City – The ParentJobNet Toot Your Own Horn networking event held recently at Starbucks on 34th Street in Manhattan, brought out an enthusiastic crowd, and was a unique opportunity for several participants to pitch their products and services to a rapt audience.

After the pre-selected participants had a chance to pitch their perspective products, services or businesses, PJN, with the help of sponsors like Starbucks, TD Bank and even a few of the presenters, held raffles with various prizes. One of the raffle winners was Valencia Kef-Kamara.

Kef-Kamara was there with her husband, Sheku, who happened to be one of the select participants pitching their products. Kef-Kamara's Brooklyn based company "PAINTSOUL - Create a life of color" does hand-painted custom designed clothing and lifestyle wear. They had their wares on display at the networking event, and even contributed to the raffle, giving away one of a kind hand painted tee shirts and a CD of their music. Valencia, a partner in their company, was happy to have the opportunity to pitch their products to a new audience.

"This was a very interesting avenue to get the information out there," Valencia, a former elementary school teacher, said. "It's hard to get your business out there in such a personal way. It's not like blogging or having it on the internet."

Unfortunately, Valencia had to take a leave from teaching because of an auto accident, however she finds herself in the midst of a new venture with her husband. She took the time off to start to follow her bliss.

"I think people have to follow their dreams." said Valencia, who took a floral design class four years ago and is putting it to use in their business. "If you have an idea, go with the talent you have. I miss my students but I have a new joy of creating with my hands. I can still do both."