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Make a Life, Not Just a Living!

Do others tell you that you should "Get a life?" What do they mean by this anyway? The daily struggle for most people is virtually the same. We get up in the morning, eat breakfast, get the kids off to school and ourselves off to work, we then pick up the kids, make dinner and then go to bed. Every day is the same. When do we have time for ourselves? We don't even have time for hobbies. What is the point of it all? The point of it all is to make a life, not just a living!

Sacramento, CA (PR Web) October 24, 2005 - Getting a life may not be as easy as it sounds. Where does one start and who can help? Those are some of the big questions people ask themselves. Lorraine Rinker of Rinker & Associates is one of those 'go to' people. She has literally made it her business to help people make a life, not just a living.

Rinker & Associates had its own transitions from the start. As a former IT executive, Lorraine Rinker "lived" in corporate America for 22 years until she decided it was time to do something new and different. She went through a year of job hunting and landing within minutes of getting into another executive level position with a highly respected firm when she opted for the road less traveled. Rinker is very familiar with change in that she is a Navy daughter who spent most of her formative years growing up in exotic places such as, Hawaii and Tokyo, Japan.

With these worldly experiences, the years of corporate business know-how behind her, and her personal drive, Rinker decided to trade in her employee persona for a business license. She found that many people in the Baby Boomer age bracket had the same desires she did—to trade in the corporate career and do something new and different and definitely something that spoke to their souls...possibly do "good work."

"Good Work" has been loosely defined as soulful, giving back, doing work that speaks to the heart rather than working for the money. Rinker is now able to give back as a consultant and business owner of Rinker and Associates. She is doing her soulful work offering 'Real World Career Strategies' to her clients so they can 'Stay on Course' with their life.

Rinker and Associates helps people through phased retirement, advance their current careers, or even start a new one. Through Rinker's vast business, life and worldly experiences, she helps her clients navigate transitions easier, market themselves in the best ways possible, and also create down-to-earth, real world methods of looking at business and their place in the world of business.

Make a life, not just a living.

About Rinker & Associates

Rinker and Associates is focused on business advancement and career transition. Servicing people who are planning their next career step or re-entry to the workforce; Rinker and Associates specializes in the niche market comprised of "Baby Boomers". Contact Rinker & Associates if you would like Lorraine to speak with your group. She can be contacted via (916) 952-9938 or Lorraine@RWCS.biz.

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