

'B Nice' message inspires Weston Girl Scouts

Written by Kathy McFarland, Weston Girl Scouts
Thursday, 23 July 2009 00:00



Some 20 sixth-grade Cadette Girl Scouts recently participated in a two-part workshop with Weston entrepreneur Carrie Wittenstein.

Ms. Wittenstein has been a marketing professional, writer and creative director. Now, as founder of her new company, Wouldn't It B Nice? LLC, she defines her role as "optimist."

Her new company promotes a philosophy of kindness through casual apparel and accessories that are "inspiring to wear and fun to share," sold on her Web site, at trunk shows and a few select boutiques. She also conducts workshops for kids of all ages and consults with companies interested in creating cultures of kindness.

All of Ms. Wittenstein's merchandise carries a "b" message (inspired by her son, Ben). "The 'b' is a simple, fun way to talk about the power of our actions," Ms. Wittenstein says. "Our way of 'b-ing' — what we do — can influence and inspire others. So why not make it positive and empowering?" she said.

Some of her messages include, "b a friend," "b at peace," "b inspiring," and "b green," among others. There are items for men, women, children and babies, and range in price from \$2 for a set of bookmarks to \$40 for a sweatshirt.

Ms. Wittenstein's goal in working with the Girl Scouts was to talk about how they may become vehicles for inspiration, appreciation and for creating positive change through deliberate action.

During the first session, Ms. Wittenstein talked about how a "bad day" influenced her to start her

'B Nice' message inspires Weston Girl Scouts

Written by Kathy McFarland, Weston Girl Scouts
Thursday, 23 July 2009 00:00

company.

"I was driving to a new client's office and I was driving very slowly," she recalled. "I pulled over to let another car pass and the elderly driver leaned on her horn, cursing through her open window as she peeled by me!"

Life's too short, thought Ms. Wittenstein. On the way home that day, she witnessed someone losing his cool at a traffic light when the driver in front of him didn't realize the light had changed. "I wondered why people had so little patience for each other," she said.

The last straw was hearing that a child at school had said something unkind about one of her kids. "I thought, 'Wouldn't it be nice if everyone were just more compassionate, patient and kind?'" she said.

Her sons, Ben, soon to be a seventh grader at Weston Middle School, and Jack, going into fifth grade at Weston Intermediate School, are actively involved in the business. "They're my muses," Ms. Wittenstein said. "They have great ideas and really 'get' what Wouldn't It B Nice? is all about."

As part of her "B a Link in the Chain of Kindness" workshop, Ms. Wittenstein had the Girl Scouts brainstorm ideas for service projects they'd like to work on and then write their ideas on strips of paper, which they then attached to make a giant paper chain.

Some of the ideas included cutting down on global warming in Weston, feeding starving children in Africa, collecting useful items to donate to a local animal shelter, and writing letters to U.S. troops abroad.

For homework, the girls were asked to keep a journal and record any "random acts of kindness," or RAKs, they performed for the next 21 days.

'B Nice' message inspires Weston Girl Scouts

Written by Kathy McFarland, Weston Girl Scouts
Thursday, 23 July 2009 00:00

"It takes 21 days to form a good habit," Ms. Wittenstein said. "I try to get the kids to see that by making RAKs an intentional practice, it becomes second nature and their lives will be filled with rewarding experiences. The giver gets as much out of performing RAKs as the recipient."

At the second meeting, Ms. Wittenstein had the girls share what RAKs they had written down with the group. She even held a drawing for some of her colorful "Wouldn't It B Nice?" T-shirts to reward those who worked consistently on their RAKs between her visits. The girls did some team-building exercises and talked about continuing to perform and record their RAKs.

For more information about "Wouldn't It B Nice?" visit www.wouldntitbnice.com.