

“Books are still a favorite American pastime. And reading, is still fundamental.”<sup>SM</sup>

# Lessons For Life Books



PUBLISHERS

## FOR IMMEDIATE RELEASE

DATE: 25 March 2013

As a staunch advocate of the small, community-based mom-and-pop business, Author/Expert Keith Hammond is throwing his hat into the proverbial ring with a new bookstore.

*“I believe that as brick and mortar book retailers continue to close stores, the small, relationship-based bookstores are what book buyers will continue to patron and support.”*

Hammond has written dozens of books that provide practical and purposeful pathways for growth and maturity in many areas of life. Books are available on Amazon, and the author’s website, LessonsForLifeBooks.com.

*“Although eBooks are reaching tremendous heights, there are still vast numbers of people who believe in and value turning the pages of a physical book, while sitting by the fireplace, in their den, curled up in their favorite chair. That’s who we serve first.”*

The new bookstore, **Books ‘N Tea** opens its first location at 895 Randolph Avenue in St. Paul. The Grand Opening, in open house fashion, takes place Saturday April 20th 2013.

In addition to the author’s own tea brand, his staff is selecting the finest of teas, choosing a handful of his most popular books and bringing it all together to create a welcoming atmosphere in a simple storefront.

Visitors at the grand opening can register to win a free Kindle. And there will be many free books given away during the day. Hammond is scheduled to be in and out to sign books as well. The author says, “*Books ‘N Tea yes, but we do coffee and cocoa too.*”

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**L e s s o n s F o r L i f e B o o k s . c o m**

# West End Growth & Progress

## Books 'n Tea (Coffee and Cocoa Too)

BY JERRY ROTHSTEIN

Keith Hammond's new Books 'n Tea on Randolph is already attracting neighborhood attention since it opened quietly last month. May Zannmiller of Watson Avenue came in for the first time because her friend Juliet Branca is a tea drinker. For 26 years these friends have been meeting at various spots for tea or coffee and talk, and Juliet had asked Mary to find a new place. "I was intrigued by the book angle—a place with books to meet," Mary said.

The story of how Books 'n Tea came to the West End can't be separated from Keith Hammond's life journey, which includes authorship of dozens of books as well as a path to pastorship and the establishment of a new church.

He started in Chicago, studied broadcast communications and computer science at MST Business College, and journalism at Chicago State. He came to Minnesota in 1991, and in 1993 he began writing for the *Spokesman-Recorder*, and his wife Annie began working for Head Start, a position she still holds 19 years later. They alternated day and night work so that one would always be home with daughters Rochelle and Kisha, both of whom now spend time working at Books 'n Tea.

In 1993, Keith did a story about a local Minneapolis pastor, who became the greatest influence on his life — Pastor Arthur Agnew of Bethesda Baptist Church. When Annie attended a three-day revival meeting there, Keith could not bring himself to attend — yet that experience opened him to his long-standing grief over his parents' death and other deep issues from which he saw he had been running. Pastor Agnew listened, and encouraged Keith to join the church. Not only did he join, but also he became a trusted "right hand" to the Pastor, and served there the next ten years. As an adult Sunday School teacher, he challenged the congregation to take their study of evangelism into the real world and find ways to do outreach in the community.

In 2003, motivated by this experience, he wrote his first book, *Church on Sunday, Nothing on Monday: An Evangelism Manual*. Many other books followed, and at the same time Keith started seminary at Bethel, moving to United Theological Seminary and then Logos Theological Seminary, and will



complete his doctorate in church leadership within the year. So far he has written 82 books, the most recent of which, *Success After Setback*, launches soon. His books were accepted as satisfying the dissertation requirement for his degree.

Keith has taken ten years to write and edit his books, which are the foundation for his Lessons for Life Books, Inc. When the integrated series was complete, he began to place them in libraries where the public could have free access to them.

The publishing company also did market research to see how distribution could be improved, and the potential for a "books and tea" connection was confirmed. "The shops are also my way of giving other authors a way to be heard." He plans to open locations on Grand Avenue, in the Longfellow neighborhood, downtown Minneapolis, East Lake Street and finally the Mall of America. Keith

will expand into the entire lower floor of the building, allowing him to host local book clubs, book readings and signings by poets and prose writers, group meetings and other promotions. The Books 'n Tea brand, which offers high quality tea and an all-natural sweetener called Honey Pearls, is just being launched. What is unique about the store is curb service for coffee and tea lovers in a hurry — from 6 to 9 a.m., and also a Plug 'N Print service for anyone needing access to a laptop and printer on the fly.

Finally, Keith has registered and launched the Gospel and Grace Christian Church to house his pastorship. He wants to open in an area of high need, and is considering East St. Paul, North Minneapolis, and the West End neighborhoods centered on Sibley Manor.

**BOOKS 'N TEA**, 895 Randolph, 651-224-6323.  
Hours: Mon-Fri 6am-6pm, Sat 10am-6pm.



Peg Rich of Merriam Park has been coming to Patricia's for nine years.

## Patricia's Salon

BY JERRY ROTHSTEIN

Patricia Leonard is a stylist and much more. She offers facials, pedicures and manicures, facial waxing and in-chair massage. Her work has emerged from years of study and training in Reiki, Qi-gong, myofascial release and other forms of energy work, which she intuitively blends to offer each client the right mix.

Patricia has been at her Randolph Avenue salon for fourteen years: from 1999 to 2006 working with the previous owner, and since then on her own as sole proprietor. As you enter her space, a subtle sense of calm and peacefulness is evident — because she has paid attention to the feng shui of the place, Patricia says.

She grew up cutting her mom's hair — just took to it naturally. In high school and college she focused on her creative side, studying a lot of art history, dance and singing, and went on to earn about hair styling, cosmetics and skin care, facial massage, aromatherapy and energy work, as well as formal massage training. Her interest is to go far beyond haircutting to work holistically for the health of her clients. She sees many approaches to healing.

Patricia was cutting Peg's hair during the interview. Peg first met Patricia when bringing a friend, who was dying of cancer, in for a haircut. Her friend came out feeling refreshed and energized, and Peg has been coming ever since.

Patricia often takes her skills to people at home or in hospital or nursing care. She says that she gets a lot of emotional support from the people she works with — many become friends. "I have met a lot of great people through the work," she adds.

**PATRICIA'S SALON**, 893 Randolph Avenue, 651-222-2714 or [patriciassalon.pl@gmail.com](mailto:patriciassalon.pl@gmail.com).

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