



In the News

Sandra Steen & Associates, Inc.

Joy for the Mind, **Body** and Spirit:

Sandra Steen Mixes Simplest Pleasures and Creates a Cookie Recipe for Joy

Ever wonder what joy tastes like? To San Antonio's Sandra Steen, joy tastes like the perfect oatmeal cookie. An award-winning motivational speaker and author, Steen has made a career out of encouraging people to seek joy in everyday life. Think of her as San Antonio's own Oprah Winfrey. Her latest project, Ms. Steen's Oats to Joy™ is a delectable composition of bakeable oatmeal that cooks up helpings of joy in every bite.

"I love oatmeal and always wanted to find a way to take a bowl of oatmeal and bake it," says Steen. "So I came up with an oatmeal cookie that brings people joy when they eat it."

Steen found a way to transform her favorite food into the latest gourmet cookie sensation. Ms. Steen's Oats to Joy™ is a result of hours Steen spent cooking up the perfect oatmeal cookie recipes in her kitchen. Cookie lovers only need to add butter and apple juice to bake up their own homemade batches of joy.

"The apple juice gives the cookies a unique flavor," Steen explains. "It makes them sweet, but not so sweet that you lose the taste of the oatmeal. Oatmeal cookies shouldn't taste like sugar, they should taste like oatmeal."

Four Joyous Flavors

Because variety is the spice of life, Ms. Steen's Oats to Joy™ comes in four tasty flavors colorfully packaged in glass jars like you'd find in grandma's kitchen. All of the dry ingredients are pre-mixed, so baking homemade cookies is easy. To some people, joy tastes like chocolate. To others, joy tastes like nuts or raisins. Everyone can find their joy in these gourmet batches of cookie flavors.

For the purist, there is Oatmeal Pecan, which is the most traditional version of the treat. For those who want a hint of chocolate, there is Oatmeal Chocolate-Chip, which creates a sweeter flavor. There's also Oatmeal Chocolate-Chip Coconut, which effectively blends coconut and chocolate flavors. Finally, there's Oatmeal Raisin Cranberry.

"The sweetness of the raisins is complemented by the tartness of the cranberry, creating a unique contrast," Steen explains.

The Taste of Joy

They also taste like joy. For years, Steen has made the treats for friends and family, who have come to expect her to visit bringing oatmeal cookies in hand. She is always met with the same reaction.

"Everyone says these cookies taste like pure joy," says Steen. But, she never thought about packaging the raw ingredients until a trip to Los Angeles to visit friends.

The Joy of Oatmeal Cookies

Some of the best ways to indulge in a piece of homemade joy

1. Bake up a batch to spread joy at holiday cookie exchanges.
2. Curl up in front of a fireplace with some oatmeal cookies and warm apple cider.
3. Fresh-out-of-the-oven, the aroma of joy fills the house with enticing scents.
4. Get the kids involved with the fun of baking in an easy, hassle-free way.
5. Savor all four oaty flavors with a glass of cold milk.



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“I had the cookies in the oven, lost track of time and accidentally burned them,” Steen recalls. “I didn’t have time to make a new batch, so I packed up the ingredients and baked them when I got to my friend’s house in L.A.”

Baking up Edible Joy

That was the happy accident that gave Steen the idea to package the ingredients for others to bake on their own, but Steen’s book, *Who Stole My Joy* provided the real launching pad for the concept of edible joy. The story follows “Joy,” a character who encounters life’s joy robbers and joy enhancers on a quest to find life’s happiness. One of the characters Joy meets is “Celebration,” who says every day is a reason to throw yourself a party.

“Joy invites Celebration to have an oatmeal cookie,” says Steen. “It’s the everyday simple pleasures that are in themselves cause to celebrate.”

Also, Steen points out that the very act of eating is a positive experience. “Food is tied to some of the most joyous events in our lives,” she says. “You can’t think of any celebration that doesn’t come with food, but as in everything, moderation is important.”

Creating Joy for the Whole Family

While eating Steen’s oatmeal cookies is a joyous experience, mixing them up and baking them creates joy as well. It’s a way for families to have some quality time together preparing and eating these special treats.

Parents only have to add two ingredients, butter and apple juice, and kids can get involved by rolling the dough into balls. Plus, since the dry ingredients are already mixed, there’s not a big mess to clean up when it’s done.

“Baking is something that transcends generations,” says Steen. “It’s something that the whole family can enjoy together.”

Also, because everybody is unique, the cookies can be baked in a variety of different ways to accommodate individual preferences.

“I like my cookies thin and crispy, but other people might like them thick and chewy,” says Steen. “People can make them any way they want.”

More Joyous Flavors in the Works

In addition to the four varieties currently available, Ms. Steen’s Oats to Joy™ will soon come in two new flavors, including Oatmeal Peanut Butter, and Oatmeal White Chocolate Banana Nut.

“One of the great things about oatmeal is that it meshes so well with other flavors,” says Steen.

The Tasty Details

Ms. Steen’s Oats to Joy™ retails for \$18 and yields between 2 1/2 and 3 dozen cookies when baked. They can be found in a number of locations in and around San Antonio, including Dillard’s department stores at North Star Mall and River Center Mall, Bering’s and two Honey Baked Ham locations. Steen is also in talks with other stores to pack Ms. Steen’s Oats to Joy™ on more shelves soon.



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Sandra Steen's **Joy for the Body** *Oats to Joy™* Oatmeal Cookies Mix feature:

Oatmeal Pecan
Oatmeal Chocolate Chip
Oatmeal Chocolate Chip Coconut
Oatmeal Raisin Cranberry

Sandra Steen's **Joy for the Mind** Training Sessions include:

The Joy of World Class Customer Service
Telephone Etiquette
Professional Presence: Joyfully Submitted
Coaching the Coach
Training the Trainer
Teambuilding and Communication
Diversity: The Power of Identity, Parts 1 and 2
Bridging Sales and Service

Sandra Steen's book, *Who Stole My Joy™* is due in bookstores soon.

Sandra Steen's **Joy for the Spirit** Motivational Keynotes include:

Mission P.O.S.S.I.B.L.E.™
Championship Living™
Who Stole My Joy?™
Finding the Joyous You
Forgive and Grow Rich: Reconciling Your Forgiveness Account
You're Fired? A Message to the Joy Robbers™ in Your Life
Joy Builders™ in Your Organization
Sowing the Seeds of Purpose
Joy: A Key to Raising Performance
Beyond Great: Seven Secrets to Successful Leadership
Celebrating the Difference™
Finding Your Place Called There

For More Information

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