

CUENCA expats magazine

issue
seventeen
free - take one and enjoy!



Family, Faith & Ophthalmology

The Three Passions of Dr. René Cabrera

celebrating life together

NEED A VISA?

Go to the Expat Visa Experts



INTRODUCING GRINGO VISAS

We specialize in Visas, nothing but Visas. Why call a lawyer, if you only want a Visa? But, with the ever changing Immigration requirements and procedures you need an expert.

So call Gringo Visas, the Expert for Expat Visas - that's all we do.

Easy, Fast, Affordable
We guarantee it!

Our English speaking staff is dedicated 24/7 to making sure you get your Permanent Resident Visa as easy, fast and affordable as possible. Our in-house legal advisors keep us current and compliant on all Visa related issues. Our excellent customer service staff, return phone calls and emails promptly.

We have processed hundreds of Visas for expats from around the world, with 100% success rate. We guarantee it, or your money back!

<<< Call today for a free consultation <<<

We have offices in Cuenca, Ecuador and in the United States.



GRINGO VISAS
PERMANENT RESIDENT VISAS

MAITE DURAN
FOUNDER

www.gringovisas.com

EC 098 915 3622 | US 203 648 4511
info@gringovisas.com
Ave. Ordóñez Lasso & Los Claveles
RIVER SIDE Building

BELMAR BEACH ESTATES IN PLAYAS

New Construction for under \$ 120,000!

A get-a-way from the rain and cold of Cuenca. Just 31/2 hours from here (1/2 hours from GYE). Minutes walking distance to the beach. Each two story single family home has 3 bedroom/3 1/2 baths (1500 sq. feet of living space). Plenty of room for a weekend away or year around living. Plus an open shared communal area, and of course plenty of security. These units won't last long, so call or email today for more information and an appointment.



PLANTA BAJA
Área: 61.44 m2



PLANTA ALTA
Área: 72.55 m2

CONTACT:

Walter Silva

📞 099 085 9798

✉ complejobelmar@outlook.com

TABLE OF CONTENTS

- 02 Publisher's Letter / Contributors
- 04 US Consulate Message
- 05 Educational Feature - Beer of the Month
- 06 Cover Story - Dr. René Cabrera
- 10 Citizen Journalism - Craft Lady
- 11 Business Spotlight - Megahierro
- 12 Photo Essay - Statues of Cuenca - Av. Solano
- 14 Expat Profile - Aubrey Jean Sorteberg
- 15 Culture - The Waterbearers
- 16 Things to See and Do - Pool League
- 17 Culture - Yoga Retreat
- 18 Meet your Neighbors - Henry & Veronica
- 20 The Healthy Expat - Your Anti-Inflammatory Diet
- 21 Educational Feature - Cheese of the Month
- 22 Expats in the News
- 26 Culture - Chamber of Commerce
- 28 Culture - Miss Cuenca Doménica Polo

CUENCA expats magazine

ISSUE

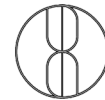
17

Cuenca Expats Magazine
Cuenca, Ecuador

www.expatsmags.com

 cuencaexpatsmag
 cuenca expats magazine

Cover Photo



RUFFOLO DESIGN
PHOTOGRAPHY

Printer



Staff:

Managing Partner: Ed Lindquist
ed@expatmarketinggroup.com
095 981 9747

Publisher:
Brian Gary
Copy Editor and Proofreading:
Janice Ruffolo

Interns:
Pablo León, Juan Valdez
Sales:
Juan Diego Durán - 098 661 3992
Gabby Patiño - 099 625 4406
Frank Pauta - 098 760 1771
Andrea Vásquez - 099 511 1773

Cuenca Expats Magazine is published by Expats Magazines Group. Any reproduction or duplication of any part thereof must be done with the written permission of the Publisher. All information included herein is correct to the best of our knowledge as of the publication date. Corrections should be forwarded to the Publisher at the address above.

Disclaimer: The paid advertisements contained within Cuenca Expats Magazine are not endorsed or recommended by the Publisher. Therefore, neither party may be held liable for the business practices of these companies.

© Expats Magazines Group, 2017

visit our
NEW WEBSITE

expatsmags.com

Download Past Issues
Watch videos
Subscribe to our Events & VIP Club
to receive the latest news

find us on

as Cuenca Expats Magazine



PUBLISHER'S LETTER

Hello my friends!



What an honor it is to be part of the Cuenca Expat Magazine! When I was approached about joining the CEM team, I was flattered... and I still am!

I have been blessed to have been a part of the Cuenca community for just over 6.5 years now, and it is a joy to have a quality magazine being published for the English speaking community. For those who have been around as long as I have, you know how little existed that previously addressed issues and provided information that we could read in English. CEM is a true service for the expats and business community alike, and I am looking forward to jumping in head first. I know I have big shoes to fill following the likes of George in the position of Publisher. He was an astounding asset to the magazine, and I pray I do half as well.

I have known Ed for quite a while now and am looking forward to getting to know Maite even better. Thanks to the rest of the CEM staff, Sofia, Philip, Janice, Andrea, Michelle, Gabby, and Frank! Everyone has been incredibly welcoming and professional. This should be fun!

Things change, is one of my favorite sayings! I look forward to 2017 being a year of change with a focus on the positive. Blessings to you all and I will see you around town...

Brian Gary / www.BrianGary.net

CONTRIBUTORS



Jane Brinton Co-Founder of TheWaterbearers.org. Jane started the first mobile discotheques in America; ran a boutique PR/Ad agency; and launched the careers of several celebrated DJs. She became an industry-insider after working with high-profile clients including Madonna. Since moving to Cuenca, she dedicates her time to providing clean water solutions for millions of people around the world.
Contact: brintonvisuals@gmail.com



Susan Herron has enjoyed meeting fellow expats while writing the Meet Your Neighbor column. She has always loved photography and since moving to Ecuador in 2015 has found Cuenca to be a photographer's paradise. She has used her visual skills to create book covers for her husband's books as well as those of other authors. Contact: susan@2herrons.com



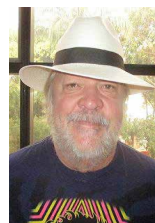
Cecilia Chabla Walters is a journalist, fashion designer, and an artist born and raised in Cuenca. A graduate of St. Andrews University in North Carolina and a Masters of Art student at University of Cuenca. She owns a fashion brand called AndeanChic www.andeanchic.com Contact her at andeanchic@gmail.com



John Keeble, is an international photo-journalist living in Cuenca. He 'retired' after 25 years with The Guardian in London and has spent the past 11 years giving media services to NGOs as well as writing about and illustrating social issues. He has had wide coverage for his articles and photographs since moving to Cuenca in February 2016. Contact: john.keeble2712@yahoo.co.uk



Susan Burke March, Registered Dietitian, specializes in weight management and diabetes prevention. Well known for her weekly nutrition and health columns in CuencaHighLife.com, she collaborates with clients to create personalized programs to achieve health and weight goals without sacrificing the joys of living! Contact: SusanTheDietitian@gmail.com



Tom Larsen, a graduate of Rutgers University, moved from Portland, OR to Cuenca with his wife Debby in June, 2104. He is the author of five novels in the crime fiction genre — all are available as e-books on Amazon.com. Two of his short mysteries set in Cuenca will appear this spring in "Alfred Hitchcock's Mystery Magazine." Contact: tomlarsen365@hotmail.com



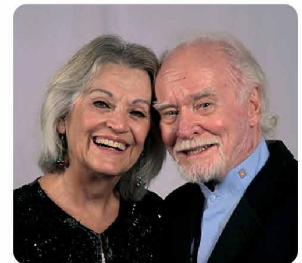
Bartley J. D'Alfonso is a 65-year old retired postal clerk from California, an avid photographer and writer, and Cuenca expat. Many of his photo-articles have been published in various magazines, newspapers, and internet travel websites. He invites all to his photo website at: www.bdalfonso.zenfolio.com. Contact: bdalfonso.ec@gmail.com

PHOTOGRAPHS MAKE GREAT MEMORIES AT ANY AGE

Let us help you preserve Your Memories



JACK HARDY PHOTOGRAPHER
Email: saipanjack@gmail.com
Phone: 099 7754 029 | Hours by appointment
Address: 4 Rivers Center for Arts, Sucre 13-12 & Juan Montalvo
...
www.photographypeople.com



EXPAT REALTY CUENCA

**2 ACRES & BEAUTIFUL, RUSTIC
MASTERPIECE OUTSIDE CUENCA**

Below Market Prices. House and Land Only \$150,000

Everyone is always asking about a nice country home outside Cuenca in a safe area. It's only 30 mins in a captivating small valley just outside Cuenca.



+ info

www.expatrialtycuenca.com/properties/beautiful-rustic-masterpiece-outside-cuenca/

Looking to Buy or Sell? Please Give me a Call



Isaac May

📞 099 973 0658

✉ Isaac.j.may@gmail.com

🌐 expatrialtycuenca.com



A message regarding Emergency Preparedness from the United States Embassy and Consulate General in Ecuador

In the last several years, thousands of U.S. citizens have moved to Ecuador, drawn by the country's natural beauty, friendly locals, and rich cultural traditions. Amid the pleasant surroundings, however, it is important to remember that – just like anywhere – emergencies can arise without warning. The U.S. Embassy and Consulate General would like to offer the following tips on preparing for emergencies:

Stay Informed, Stay Connected, Stay Safe

The first "step" to being prepared to face an emergency situation abroad is to enroll in the Department of State's Smart Traveler Enrollment Program (STEP). STEP is a free service that allows U.S. citizens who reside or travel abroad to receive important information about safety conditions. Enrolling in STEP helps the U.S. Embassy and Consulate General reach U.S. citizens in a crisis, and it can facilitate contact with family and friends in the event of an emergency. Signing up is free and easy. Enroll today at step.state.gov/step/ and start receiving up-to-date information regarding emergencies, natural disasters, and other announcements for U.S. citizens in Ecuador.

Plan Ahead for Emergencies & Natural Disasters

Being prepared and planning ahead are critical when dealing with unexpected emergencies. Ecuador's position on active fault lines and the presence of a number of active volcanoes make the country vulnerable to a range of natural hazards including earthquakes, forest fires, volcanic eruptions, flash floods, landslides, and tsunamis. The most recent example of a major natural disaster was the 7.8-magnitude earthquake on April 16, 2016, which resulted in over 600 fatalities, thousands of injured and displaced people, and a large number of damaged roads, bridges, and buildings. Visit the Ecuadorian Geophysical Institute at www.igepn.edu.ec for information and maps regarding recent earthquake and volcanic activity. Given that tsunamis can occur as a result of seismic activity, be sure to familiarize yourself with evacuation routes from a tsunami zone when visiting or residing in coastal areas.

Create an Emergency Communication Plan

Well before a crisis strikes, plan ahead and create an emergency communication plan with your family. Consider things such as what to do if your family is not together when a disaster arises, how each family member will get emergency alerts and warnings, how you will let one another know you are safe (especially if cell phones, landlines, and internet services are not available), and how you will get to a prearranged assembly point. Developing an emergency communication plan allows you and your family to be ready to face the challenges that come with an unexpected crisis. Visit ready.gov/make-a-plan for printable templates and step-by-step instructions for creating your own emergency communication plan.

Prepare a Disaster Supply Kit

In order to be prepared before a natural disaster occurs, it is a good idea to have a basic emergency supply kit with items such as water, a three-day supply of non-perishable foods, a battery-powered radio, a flashlight with extra batteries, a first aid kit, and a cell phone with charger. To learn more about creating an emergency kit, go to www.ready.gov/kit.

Be Ready to Travel at a Moment's Notice

It is important to keep your U.S. passport valid in case it becomes necessary to leave the country on short notice. You may renew your passport at the U.S. Embassy in Quito or at the U.S. Consulate General in Guayaquil. Passport applications and renewal instructions are available at www.ec.usembassy.gov/u-s-citizen-services/passports/.

Important Resources

- Bookmark travel.state.gov for updates during a crisis or emergency. This is the primary tool the Department of State uses to share information during an emergency, alongside its Facebook (www.facebook.com/travelgov) and Twitter (www.twitter.com/travelgov) platforms.
- All available modes of communication, including radio, TV, social media, and the internet, will be used to keep U.S. citizens informed.
- Visit ec.usembassy.gov, like U.S. Embassy Quito on Facebook, and follow @USEmbassy_Quito on Twitter.
- To understand exactly what the State Department can and cannot do for you during a crisis, visit travel.state.gov/content/passports/en/emergencies/crisis-support.
- Additional country specific information on Ecuador is available at travel.state.gov/content/passports/en/country/ecuador.html

ECU911, Ecuador's Emergency Response Service

- To report an emergency or request police assistance, dial 911 from any telephone in Ecuador. English-speaking operators are on call around the clock within ECU911's nationwide network of command centers.
- If you are proficient in Spanish, visit the ECU911 website at www.ecu911.gob.ec/ for additional emergency preparedness information.
- Download the agency's smartphone app at www.ecu911.gob.ec/ecuaplicacion/. The free application allows users to report emergencies and request urgent assistance.

Contact Us

For questions about services for U.S. citizens, contact the U.S. Embassy in Quito at ACSQuito@state.gov or the U.S. Consulate General in Guayaquil at ACSGuayaquil@state.gov. For after-hours emergencies call the Embassy at (+593) 02-398-5000, or the Consulate General at (+593) 04-371-7000. Stay safe and enjoy Ecuador!

NEW CONCEPT of FOOD & ENTERTAINMENT

Give us a try. You'll like what you'll find.
Great food and live entertainment.



Gran Colombia 9-41 & Benigno Malo
284 3827 | 099 989 6935

HOURS

Mon & Tue: 12pm - 10pm | Wed: 12pm - 12am
Thu - Sat: 12pm - 2am | Sun: 9am - 3pm

www.lironliron.com



CLEANSYSTEM
sistema integral de limpieza

20% OFF
Any Cleaning Service

When Showing This Coupon

Av. 10 de Agosto 2-36 (between Paucarbamba & Francisco Estrella) | ☎ 099 503 4155 | ✉ info@cleansystem.com.ec
www.cleansystem.com.ec



» **FREE PICK UP AND DELIVERY** «
We Speak English
Door to Door Service

📍 Francisco Estrella between Av. 10 de Agosto y Av. 27 de Febrero
☎ Movistar: 099 577 6742 - Claro: 099 055 2419 📞 Mr. Wash



presents
Beer of the Month



“
Kiltlifter”

KILT LIFTER

Our Scottish export inspired beer has a peaty whiskey flavor and a bit of an alcohol punch to get your kilt up! It's a malt forward beer with a taste of caramel and a clear, dark-red look with medium body.

Aye laddy!

Stats: 30 IBU , 40 EBC, 6.5% ABV.

* Voted best Craft Beers in Cuenca *

- 📍 Miguel Cordero 1-104 y Francisco Moscoso
- 🕒 Mon - Fri: 5pm - 11:30pm / Sat: 12pm - 11:30pm
- ☎ 098 332 7839 📱 thepubcuenca 📧 thepubcuenca
- ✉ Ventas@culturacerveceria.com





Family, Faith & Ophthalmology

The Three Passions of Dr. René Cabrera

by Tom Larsen - Photographs by Ruffolo Design Photography

Cuenca is a wonderful place to live, with friendly people, colorful traditions and, perhaps best of all, a low cost of living. Three-dollar almuerzos, free museums, two-dollar cab rides, how can you beat that? Most expats, though, have a list of things that just aren't the same as they were "back home." Often we have to choose between low-priced / low quality goods and services and paying high prices to get the quality that we desire.

Fortunately for us, Dr. René Cabrera—voted best eye doctor three years in a row on Gringo Post—and his team are dedicated to providing state-of-the-art eye care at affordable prices.

The themes of family and faith run through any conversation with René and his wife, Patricia, so it's only fitting that two of their four children are involved in the business. Claudia is Patricia's assistant, and Daniel has just completed medical school and is serving a surgical internship with his father. Daniel, by the way, is well known in Cuenca as a magician, performing under the stage name Daniel Diamante, or Daniel Diamond.

Twenty years ago, through his affiliation with Iglesia Verbo in Cuenca, Dr. Cabrera became part of an organization that would become Fundación Hogar del Ecuador—Ecuador Health Foundation. Along with a variety of other types of medical treatment, the organization performs 800 to 900 eye surgeries per year, at reduced or no charge to poor families, primarily in the provinces of Azuay and Bolívar. About ten years ago he helped to start a committee within the organization dedicated to the prevention of blindness in Ecuador, and currently serves on the committee's board of directors.

Dr. Cabrera is a native Cuencano, having grown up a few

blocks from Parque Calderon. He spent a year in New Mexico as an exchange student, where he learned English. His mastery of the language is fantastic, which is a real plus for expats like me. It is one thing to smile and nod when a taxi driver says something I don't completely understand, but when it comes to health care, I want to know exactly what is happening.

After graduating from high school in New Mexico, a year ahead of his class, he returned to Cuenca and entered medical school at the Catholic University of Cuenca. It wasn't until he had nearly completed his studies that his soon-to-be wife, Patricia Sánchez, suggested that he focus on ophthalmology as his specialty. Patricia's father, Enrique, was a medical doctor with a specialty in optometry. In 1963 he started the business that would be the origin of SOI Ópticas.

Dr. Cabrera served a four-year residency at the hospital Vozandes in Quito and specialized in cataract and retina surgery for a year in San Juan, Puerto Rico, before returning to Cuenca to enter private practice in 1986.

It's impossible to truly do justice to Dr. Cabrera's 30 years of experience in an article of this length, but a few of his accomplishments include serving as president of the Society of Ophthalmology of Azuay and being the founding partner of OFTALMOLASER, with an office on Diez de Agosto y Fedrico Proaño. He personally performs over 1000 cataract and retina surgeries per year, and the company has become the most respected center for these procedures in Cuenca, and all of Azuay province.

Like any field of medicine, the practice of ophthalmology is changing very quickly, but Dr. Cabrera and his partners are



Main Location: Stadium zone

Florencia Astudillo 3-45 y Av. Solano, Edificio SOI Ópticas.

Second location: El Centro zone

Benigno Malo 7-19 y Presidente Cordova.



281-5914 ext. 14 or 281-5912 ext. 14

www.soiópticas.com



> cover story

well equipped to keep up with the changes in technology. In addition to the latest in computerized diagnostic equipment, OFTALMOLASER currently owns six different lasers, allowing them to tailor their treatment to each specific patient.

Patricia Sánchez and her four brothers grew up around the business that their father had begun. In 1986, her brother Juan began to move the company in the direction of fabricating lenses. In 2012, they renamed the company SOI (Sánchez Optical Industries) Ópticas to emphasize the industrial nature of the business. The company has 23 employees and today is the only optometry firm in Cuenca that produces its lenses on-site. All other companies must bring in their lenses from Guayaquil, or farther.

Patricia is now CEO of the company and Juan oversees the industrial process. Fifteen years ago, the company moved to its current location at Florencia Astudillo y Solano, next to the Zahir 360 Hotel.

It was only natural that these two businesses would work together. It is important to note that the two businesses are separate entities, under separate ownership, but it's also important to note that whatever your eye care needs, the place to start is SOI Ópticas. Dr. Cabrera, along with other skilled professionals, has office hours there. Any required surgery will then be performed at OFTALMOLASER. One-stop shopping at its finest; anything from a pair of sunglasses to the most complex surgical procedure.

For eye care that is equivalent to, or better than, any that you will find in the United States or Canada, at a greatly reduced cost, call for an appointment today.

While Susan a medical practitioner from Texas was visiting Cuenca she heard about Dr. Cabrera. Having delayed cataract surgery for years, she decided to meet with Dr. Cabrera while on vacation. Cuenca Expats Magazine was there to document Susan's experience.



CHECKING IN at SOI Ópticas modern 4-story facility



Dr. Cabrera voted "BEST EYE DOCTOR" 3 years in a row



TOURING the lab, where SOI Ópticas is the only place in Cuenca where they make their patients' lenses on site

DID YOU KNOW?

The Mayo Clinic recommends an eye exam every 1-2 years after age 65.

THE DIFFERENCE BETWEEN OPTOMETRISTS AND OPHTHALMOLOGISTS?

Optometrists are healthcare professionals who provide primary vision care ranging from sight testing and correction to the diagnosis, treatment, and management of vision changes.

Ophthalmologists are licensed to practice medicine and surgery. An ophthalmologist diagnoses and treats all eye diseases, performs eye surgery and prescribes and fits eyeglasses and contact lenses to correct vision problems.





CONSULTATION with Dr. Cabrera



PRE-OP examination using latest state-of-the-art equipment



CATARACT OPERATION at the ultramodern Oftalmolaser surgical center



Happy POST-OP patient



After surgery, **READING** the smallest line of type



Susan shopping for her first pair of non-prescription sunglasses



The night after surgery, attending a fund raiser for Helping Kids in Ecuador (HKIE), and for the first time seeing perfectly without glasses

The Craft Lady of Cuenca

by Tom Larsen - Photography: Courtesy of Laurie Bowers



To walk through the Cuenca home that Laurie Stone Bowers shares with her husband Jim, is to be impressed by her eclectic tastes as well as her talent for re-purposing or creating new items from old. Three ceramic bowls from the Vega seconds store glued together create a plant stand / candy dish; a small side table featuring a map of Ecuador is made entirely of marbles, other tables topped with broken pieces of ceramic plates and bowls, brightly colored masks adorn the walls and ceramic lamps hang from the ceiling, a fish made by her eight year old grandson from a plastic soda bottle—these are just a few examples.

Laurie explained that she had always been “crafty” but how, I wondered, had she become the Cuenca Craft Lady?

“It started shortly after we moved here in 2013,” she told me, “I was looking for something to do and a way to meet new people.”

She happened onto a class at the studio of Eban Encalada (24-90 Mariscal Lamar). Encalada, a fourth generation potter, is widely known throughout Ecuador for his black pottery and his use of traditional materials and methods.

When the class turned out to be five nights a week for three weeks, only a few people hung in to the end. One of course was Laurie. She learned basic techniques and quickly advanced to more complex projects. Soon she was hosting classes at Encalada’s studio—cookie cutters and animal shapes for the children and ceramic masks for adults—and inviting the participants to her home to paint their masterpieces.

The Bowers’ home has been host to pottery classes for children as well as adults. Last Christmas, four home-schooled children made a small ceramic-topped table for their teacher,

dividing it into fourths with each child signing the leg of the part that they made.

Laurie and Jim needed light fixtures for the home they rented, so the next step was obvious. Hanging ceramic light fixtures.

“I’m an experimenter,” she told me, “I see something that I like and I try to figure out a way to make it myself.”

Next came the painted hats. The Ortega family, fourth generation makers of “Panama” hats in Cuenca, provided hats at a discount and Laurie and her friends painted them to sell as a benefit for a local orphanage.

Hearing of Laurie’s reputation as the “mask lady” an ex-pat contacted her for help repairing an African mask. This particular ex-pat happened to make bead jewelry. You guessed it. Laurie now hosts jewelry making classes as well.

Throughout the interview, Laurie insisted that the focus should not be on her, but on the ex-pats who take her classes. “There are so many people here who are at a stage in their life where they can indulge the creative side of themselves. The biggest satisfaction in hosting these classes comes from the sense of community that they build.”

Laurie currently hosts classes in her home on Wednesdays. “At first,” she said with a smile and a shake of her head, “I told people ‘if you come by and the front door is open, come on in, the coffee’s on.’ I had no idea how big it would grow.”

Cuenca Consignments is Laurie’s newest venture. Along with two other partners, the new store location is Isabela 4-75 y 12 de Abril, across from the Coliseum and the Cuenca Swimming Pool.

If you are interested in one of her classes or Cuenca Consignments, contact Laurie at: onedbead.jewelry@yahoo.com

Where Locals Find Their Home Improvement Supplies

by Bartley J. D'Alfonso - Photography by Bartley J. D'Alfonso



Remember how lost and alone you sometimes felt when aimlessly wandering the aisles of those gigantic home improvement stores back home? Well, you will never feel that way here in Cuenca, at the well-stocked and organized El Hierro hardware stores, a franchise under the well-known True Value™ brand. The sign over their front entrance says it all: "Start Here, Start Right." When you need to find the right tools for the right job in your home repair or remodel project, this fifty-four-year-old family owned warehouse stocks everything you will need. Founded in 1963 by family patriarch Rodrigo Matute Vázquez, this 82-year-old businessman still oversees daily operations in all four outlets in Cuenca. Construction is under development to open a fifth store on the Autopista under Turi Mirando. There are another eight stores located throughout Ecuador. Each retail outlet displays a vast inventory of various hand tools, construction equipment, household supplies, and building materials. Need to find a reliable contractor for your particular project or remodel? El Hierro works with referring customers to the right contractors for all of your installation and labor needs.

Is your Spanish limited and you still can't find what you need? No problem at all! On hand is Tom, their American-born

"Expat Customer Representative," who is always eager and accessible to direct you to the right shelf or aisle, and match their products with your needs. And, there are no guessing games here – the prices of all goods and items are visible and clearly marked, unlike many other retail establishments here in town. If like most of us, you do not own a car, no worry. They can easily arrange delivery of your purchased items.

But, if you still can't find it here at El Hierro, well then, you probably really didn't need it after all.



HOURS

Mon - Sat: 8:00 am to 6:30 pm
Sun: 10:00 am to 1:00 pm

1. Av. Huayna Cápac 1-76 & Calle Pio Bravo
2. Calle Vieja & Elia Liut (across from UPS University)

3. Av. De las Américas & Remigio Crespo
(across from Mercado Feria Libre El Arenal)
4. Victoria del Portete S-N & Tradado de Girón

(07) 4123150 / servicios@madis.com.ec
www.megahierro.com

STATUES OF CUENCA AV. SOLANO

Photographs by Ruffolo Design Photography



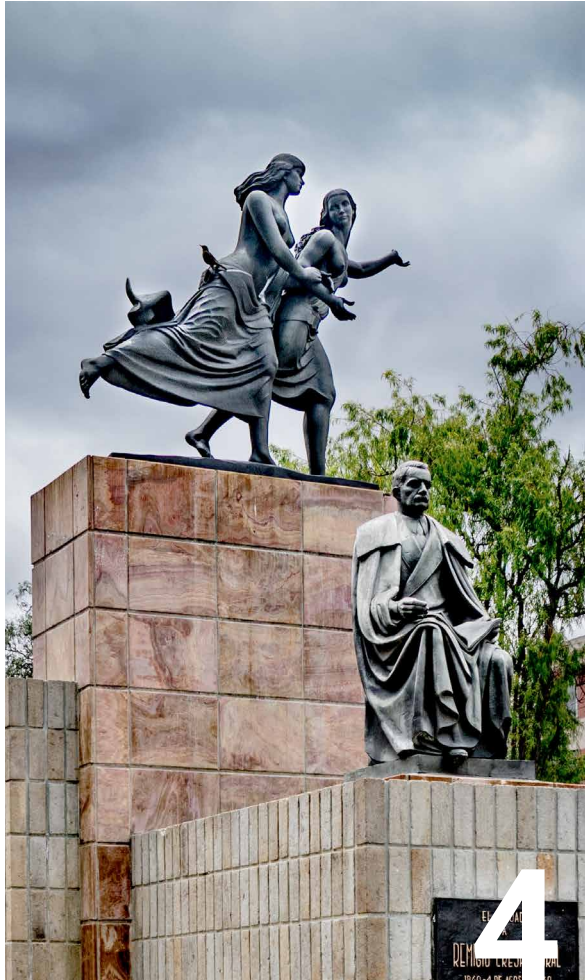
1. Fray Vicente Solano (1791-1865) was a theologian, orator, debater, and writer. Possessing great talent, and broad cultural awareness, he helped Cuenca accomplish its first newspaper printing, and due to his enthusiasm, journalism began in 1828 with the appearance of the first edition of the Echo of the Azuay. He also successively founded the newspapers The Telescope and The Saddlebag.



2. Dr. Benigno Malo Valdivieso (1807-1870) was a noteworthy lawyer, politician, diplomat, and Ecuadorian educator. He studied in the Seminary of Cuenca he then moved on to philosophy and law in the Colegio de San Luis de Quito and graduated as a lawyer in 1829. Benigno Malo served as Deputy for the Province of Loja in the National Convention of 1834 and was Governor of the province of Azuay between 1863 and 1864 and twice Minister of the Interior and Foreign Affairs. He was also a professor and the first rector of the University of Cuenca between 1867 and 1868.



3. Dr. Andrés F. Córdova (1892-1983) was a distinguished lawyer, primarily known in criminal and constitutional law. He was also a shrewd politician and a lively lecturer as a university professor. He served as President of Ecuador in 1939 and his ideas birthed Social Democracy.



4. Remigio Crespo Toral (1860-1939) was an Ecuadorian writer from Cuenca. He entered the University of Cuenca in 1877 to study law, obtaining his law degree nine years later. In 1894 he was Director of Studies of Azuay Province. In 1905, President Leónidas Plaza Gutiérrez appointed him Lawyer of the Republic, to defend Ecuador in its diplomatic conflict with Peru. In 1913, he participated in founding the Banco del Azuay (first bank in Cuenca) led by the prominent businessman Federico Malo Andrade. In 1925, he was appointed Rector of the University of Cuenca (where he had studied five decades before), and held this post until his death in Cuenca, in 1939.

5. Dr. Rafael María Arízaga Machuca (1858-1933) was a distinguished lawyer, diplomat, writer, politician and respected citizen of Ecuador. He fought, with other young Cuacanos in the Battle of Galte in defense of President Antonio Borrero, only to be defeated. In 1887, Dr. Arízaga attended the Congress in the position of Deputy of the Province of Azuay, in which he defended the issue of abolition of the death penalty.

Aubrey Jean Sorteberg

Aubree Jeanne Sorteberg was born in Minneapolis, Minnesota. She has since lived all over the United States and abroad. Currently, she is teaching yoga in Cuenca where she has lived for the past three years.

Aubree is RYT 200, certified Hatha instructor with Yoga Alliance.

We are happy to announce, Aubree will be the host and Yoga instructor at the First Cuenca Expats Magazine Yoga Retreat scheduled for April 22-23th in the beautiful Yunguilla Valley. See page 17 for details, or go to events@expatsmags.com to reserve your place. Remember space is limited to the first 28 readers to respond.



Where was the last place you lived before moving to Cuenca?

Durango, Colorado

What do you like most about living in Cuenca?

I love being able to buy whole and organic foods at a reasonable price and have the time to cook them.

If you could star in a re-make of a classic film, who would you want to play?

I'd want to star as James Bond in Thunderball.

How do you maintain a good mental attitude?

I meditate, journal, practice yoga, eat healthy, and play with doggies.

What are you most passionate about?

Helping others find their potential for greatness.

What is your favorite daily wear attire?

Something blue and earrings.

What is your favorite "pig-out" food?

I make these vegetarian barbeque nachos with shredded carrots, black beans, and green peppers that are the bomb.

Which do you enjoy most: A night on the town or staying in with that someone special?

Staying in with wine and popcorn

What do you do for exercise?

I love being active, I enjoy mountain biking, running, yoga of course, and swimming. When I'm in the snowy places then snowboarding.

If you could go cross country trip with anyone (living or dead) who would it be and why?

My sisters and my mom, because we don't spend nearly enough time together.

What are you reading lately?

A Gentleman in Moscow by Amor Towles.

Who is your favorite author and why?

Sir Arthur Conan Doyle. The character of Sherlock Holmes is just spectacular.



The Waterbearers™

For the Love of Water A Movement For World Water Day

by Jane Brinton - Photography Submitted by Jane Brinton



The Waterbearers.org was started by two Cuenca expats, Spryte Loriano and Jane Brinton. Both share a passion for seeing everyone on the planet having access to clean water. It was birthed one evening during a conversation about their individual experience in Africa, when they both simultaneously said "Water Bearers," as if they had instantly been made stewards of women and water.

Spryte was reading "The Serpent of Light: The Rise of the Feminine: 2012 and Beyond," and discovered the Waitaha of New Zealand, a Matriarchal culture dating back 4,000 years, known as the original "Water Bearers." The message seemed like an omen, and there began a journey that would weave together the old, the new, and the magic of intentional service into this movement – #For the love of water!

Living in Cuenca, residents have access to one of the best water supplies in South America, direct from the pure and majestic Cajas Mountains. But, not everyone is that fortunate, even in the surrounding rural areas of Ecuador and across the planet, pure drinking water is a gift.

According to the WHO and UNICEF's Joint Monitoring Program 2015, there are still 663 million people around the world who do not have access to safe drinking water. Moreover, 6 million people die each year from water-borne diseases.

With this in mind, and with the clear message received by Jane & Spryte, the Waterbearer's mission soon became apparent - To inspire women who have access to clean water, to get it to those who do not.

They created an online marketing strategy inviting 100 women to lead a 30-day campaign to Get One Million People Access to Clean Water by World Water Day (March 22, 2016). Each woman was asked to raise \$5,000 for 100 filters. A \$50 donation provides a powerful Sawyer filter, serving 100 people for a decade, including distribution and sustainability training.

They aligned themselves with Waves For Water, who could identify the areas of highest and most immediate need, and implement the distribution, currently active in 40 countries. 100% of monies raised goes to www.wavesforwater.org a U.S. registered 501(c)(3).

In February, The Waterbearers launched their second 30-day fundraising campaign for World Water Day to Help One Million People Get Access to Clean Water.

Last year's donations affected the lives of 475,000 people with safe drinking water around the world. This was just the beginning:

Ecuador Earthquake Relief - Haiti Hurricane Matthew Relief Amazon Rainforest: The Achuar, Yasuni Kichwa, & Shuar tribes - India, Rishikesh with The Shift Network- Turkey, Syrian refugee camp - Ecuadorian Andes: The Cañari and Quechua peoples - Kenya, Nairobi with Give A Child Life The Galapagos, Santa Cruz - Mexico, Yucatán: Mayan villages & school with Life Source Retreats - Panama - El Salvador - Colombia - Chile - Liberia, West Africa.



And today, we celebrate reaching 500,000 people with access to clean water in 14 countries, since we founded The Waterbearers last year!

My personal goal is to raise \$2500 by World Water Day (Mar 22), and I am half way there. Another \$1200, is all it takes to get clean water to 5000 people for 10 years!

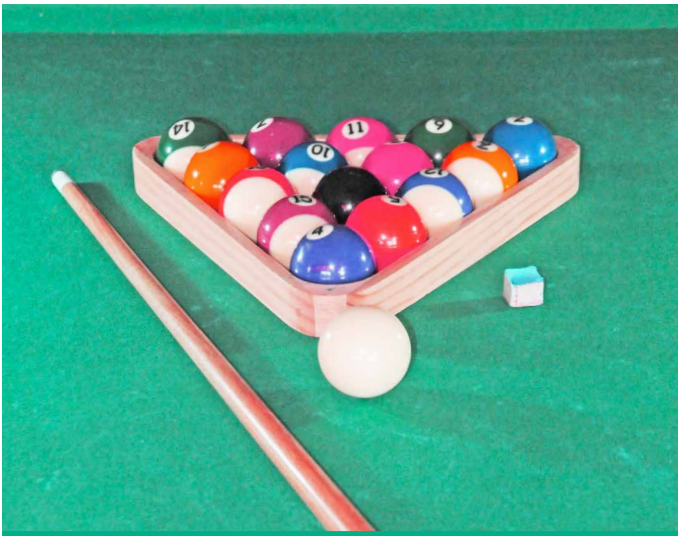
What if you couldn't access clean safe drinking water?

Learn more or donate at www.thewaterbearers.org on [Facebook.com/waterbearers](https://www.facebook.com/waterbearers)

Video <https://www.youtube.com/watch?v=3ssmxTm8Ppc>

Rack 'Em Up in **Style**

by Bartley J. D'Alfonso - Photography by Bartley J. D'Alfonso



Did you assume that by relocating to Cuenca, you would have to give up playing your favorite game of billiards? Well, have no fear. There are two small but well-established pool halls, one inside the landmark Common Grounds Sports Bar & Grill restaurant, with two tables and sixteen cue sticks. One table is housed in a separate and adjoining room, giving a sense of privacy. Another pool hall is at the Billares Bola "8" Pool Hall, with eight tables and twenty available cue sticks. In each spot, there is a club of friendly pool players known as the "Cuenca Pool League," where they play games two nights every week starting at 6:00 p.m. At Common Grounds, there is a three-hour long competition of 9-ball billiards held every Thursday, usually with twelve players. At the Billares Bola "8" game room the game of 8-ball billiards is played, with four teams of four players competing against each other. In either pool hall, you can play out your fantasy of being another "Minnesota Fats" pool shark, playing competitively with another "Hustler," or play just for sport and fun. But be aware—these players are good! Founded by Colorado-based expat Brian Brown in March 2016, the league has grown

from twelve players to thirty-one current members, including four women. The league is open for more new members, and Brian has posted online announcements inviting Cuencanos also to join. Substitute players are also encouraged to participate. "We are definitely interested in having substitutes. Some players prefer not to be obligated to a team, and enjoy the activity on occasion," said Brian.

And all levels are welcome, from timid beginners like me to seasoned pool sharks, and they offer free lessons. Brian explains that "To ensure a fair and level field of playing, we closely adhere to our league's rules under the guidelines of the CueSports International," and added that, "Our playing and scoring closely resembles that of the Billiard Congress of America Pool League policies. I also like the motto of the USA Pool League, which is 'Fair and Fun for Everyone!'" Both organizations emphasize the use of the "Fairplay"™ handicap system when rating a player's level of skill. Brian also stressed, "We do our best to level the field, by not only handicapping but also forming teams according to skill level. This eliminates a dominating team from being formed, which frustrates and discourages players on the other teams."

Fees cost five dollars per "table time," which is also used for the payout to the players at the end of the session. The payout is decided by the tournament, or where the team ended up in the standings.

Although both establishments border heavy traffic congestion, the street noise is barely noticeable inside. All the better to hear that familiar "crack!" when the first player breaks the rack, scattering all fifteen colorful balls into various positions. All of the tables were custom built in Ecuador, covered with green felt over granite or cement surfaces. At Common Grounds they are bathed in bright lighting from the restaurant's large side view window panes, with overhead lamps casting a warm glow at Billares Bola "8". Standing at attention on the walls are the free pool cues, each silently waiting their turn to be put to the test.

The owners of both establishments are very pleased to host the league, which has generated extra revenue from the additional meals and beverages served and also in receiving thirty-five dollars per week in rental fees. Cari Lucas, co-owner of Commons Grounds, said with a smile that, "Every Thursday night the pool players spend up to \$240 in food and beverages." The owner and manager at Billares Bola "8", señor Humberto Bueno, reports he earns \$120 in beer sales every Tuesday night.

So come on into either pool hall, chalk up the tip of a cue stick, and hone your coordination skills, while making new friends in a competitive, yet friendly atmosphere.

Email Brian Brown for more information at bb7213@yahoo.com

Introducing the First Cuenca Expats Magazine **Yoga Retreat**

April 22th and 23th at the beautiful Inti Kamari in Yunguilla Valley. Only \$99. Space Limited. Reserve Your Place Now.

Cuenca Expats Magazine is pleased to announce its sponsorship of a special Yoga Retreat with instructor Aubree Jeanne Sorteberg. Aubree is a certified RYT 200 Hatha Vinyasa Yoga instructor with Yoga Alliance. She is a Chopra Center certified instructor for primordial sound meditations. Aubree currently is the owner and operator of RumiSol Yoga studio here in Cuenca Ecuador. She is also a senior instructor at the Yoga Institute Samay based out of Guayaquil, and she works at Adhikara Cuenca as a yoga teacher. Aubree styles her classes to cater to her students and teaches fun upbeat Vinyasa Flow yoga, as well as restorative Hatha.

The Retreat is open to anyone, newbies to experienced practitioner. One night stay (double occupancy, so invite a friend), four meals, all transportation, and 2-days of teaching all for \$99 (plus IVA). Only 28 places available. First come, first served. Go to events@expatsmags.com to reserve your place.



Beautiful Inti Kamari in Valley Yunguilla

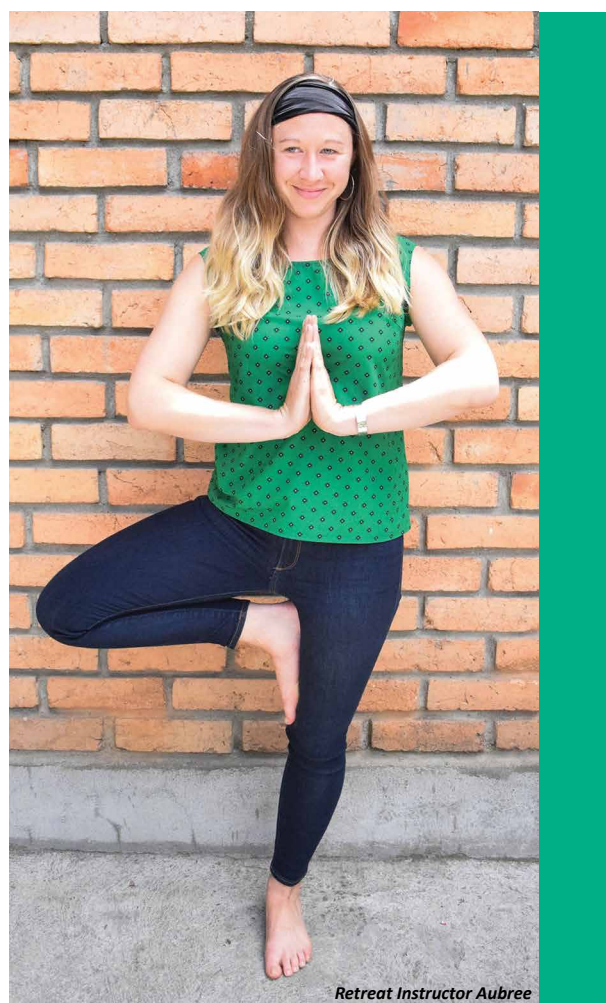
YOGA RETREAT SCHEDULE

Saturday April 22th

- 10am Departure from Parque de la Madre
- Arrival at Inti Kamari in the Yunguilla Valley. Time to rest, unpack, and tour the grounds.
- Lunch at 12pm
- 1 to 2pm Introduction to our weekend of Hatha Yoga. Opening ceremony.
- 2 to 4:30pm Pool time, rest, walk, free time activities.
- 5 to 6:45pm Introductory Hatha Yoga class with discussion and evening meditation.
- 7pm Dinner
- Music

Sunday April 23th

- 8 to 9:30am Morning Meditation and Hatha Yoga class
- Breakfast 9:45am
- Rest, pool time, free-time morning activities
- 12:30 or 1pm lunch hour
- Closing Ceremony
- 2 -3pm Return to Cuenca



Retreat Instructor Aubree

Henry Szczypiorkowski & Veronica Haley

by Susan Herron



Where did you live before moving to Cuenca?

H: Most recently in Victoria BC Canada, before that I lived throughout BC and Yukon.

V: I grew up on a farm in Quebec, went to school in Ottawa, and as an adult I lived in Vancouver and Victoria, British Columbia.

What did you do before moving to Cuenca?

H: Before retiring in early 2014 I worked in banking and while in Victoria provided financing to builders and developers.

V: I worked with various groups in Education: elementary and middle school students, adults and English as a Second Language students. I was also a stay-at-home mom for about 15 years.

What were your family's and friend's reaction when you told them you were moving to Ecuador?

H: Excited, accepting.

V: Thoughtful silence then bombarding us with questions. Why? Where? All were curious about our choice and concerned about our safety.

How long have you been here?

Moved here beginning of January 2016

When and why did you start thinking about living overseas?

H: Sometime in late 2010.

V: Henry and I married in July 2012 and started talking about retirement and our future. We both had a sense of adventure and wanted to travel.

H: At that time I subscribed to International Living, which pointed out cities that were affordable and had a nice climate.

V: During my Spring Break from school, we explored parts of Ecuador, Columbia and Panama and liked the "feeling" of Ecuador. At this point we were still exploring and having fun.

Why Ecuador and specifically Cuenca?

H: Ecuador was rated as one of the top retirement destinations.

V: Revisiting Ecuador we spent two months in Cuenca and a month in Salinas.

H: Cuenca is very similar in size to the Victoria area, so provided lots of amenities that we wanted.

V: Cuenca won hands down because of the mild weather.

What do you like to do for fun?

H: Tour various communities in the surrounding area.

V: Some mornings I wake up and think: "Is this really ME living here?" I enjoy walking along the beautiful Yanuncay River and Pilates and Spanish classes.

H: Everything from taking in the various events in the city to hiking in the Cajas.

V: And then there is Feria Libre and the fun of trying new fruits and vegetables. I love meeting new people and sharing a meal with them.

What are your favorite things about Cuenca?

H: That's a hard one, I just enjoy living here.

V: I love my new friends and fantastic neighbor. The friendly people, saying "Buenos Dias", getting a smile and greeting in return. Surprisingly delicious foods and the Chola Cuencana.

H: I like the joyful celebrations!

V: I love the green rolling hills and local flowering plants.

What are your least favorite things about Cuenca?

H: The dust is an ongoing issue inside our condo. Having to be very cautious and alert to pickpockets.

V: Black exhaust from buses. Sometimes frustrated by the lack of schedules.

What, if anything, do you miss most from "back home"?

H: I spent most of my time where it is light well into the evening during spring and summer. I miss the evening daylight here.

V: I would love my kids to be here so we could show them our new home. But, with regular FaceTime conversations its almost like being together; seeing everyone and hearing their voices. We can watch our grandson's latest progress. At first I missed my favourite stores but now we have explored the city and have found most things we need.



Are you completely retired? Do you work from here? If so, what type of work?

H: Completely retired.

V: I am on call with 'Cambridge School of Languages Cuenca'.

Do you have any advice for people planning to move here?

H: Come with an open mind, remember this is a Spanish speaking country so don't expect people to speak English. The challenges you had "back home" you took in stride or knew how to deal with them. Learn new coping strategies for challenges you encounter here.

V: Familiarize yourself with the pros and cons of the culture and architecture of the city you are planning to relocate to. Visit and talk to a variety of expats, we all have a different experience and different expectations of our new country.

H: Determine what you really must have and what you can let go of. Don't come strictly for financial reasons as you most likely will find daily life a struggle, either physically or mentally.

V: Start to learn the language, especially phrases of welcome, politeness and directions. Show the locals we are kind and respectful people. Bring good quality copies of your passport and professional documents.

Do you have anything to share with newcomers to Cuenca?

V: Practice patience - use the time you are 'waiting' to observe the people, their culture, the sights, sounds and smells of your new life. This is a new adventure filled with fun and some degree of uncertainty, so roll with it. Get an experienced facilitator/translator to help. Ask people for recommendations. Get out and meet people, Print introduction cards and hand out to your new friends.

Your Anti-Inflammatory Diet

by Susan Burke March - Photograph by Ruffolo Design Photography

Although we live in an environment that may promote chronic inflammation, we can take steps to prevent it. Examine your everyday habits and decide which ones can keep you healthy, and which ones put you at risk.

Smoking: The single largest preventable cause of disease and premature death globally, smoking promotes inflammation. Quitting now can decrease your risk immediately and stay away from second-hand smoke too.

Excess Weight: Overeating increases the immune response, leading the body to generate excessive inflammation, which may further lead to a number of chronic diseases.

Diet: Foods we eat (and don't eat) have a major effect on inflammation, leading to weight gain, joint pain, fatigue and bloating.

Activity: A sedentary lifestyle may contribute directly to the development of low-grade inflammation. It may be because skeletal muscles act as an endocrine organ; as they work they release anti-inflammatory substances into the blood.

Stress: Chronic stress triggers an overproduction of certain immune factors called cytokines, linked to numerous diseases including heart disease and asthma. If you can't avoid stress, try altering it by increasing your resistance with a healthy diet, enough sleep, and regular activity.

Eat MED, Not SAD

The Standard American Diet (SAD) is full of inflammation-inducing foods. The first is sugar (in all forms) and processed foods (packaged and overly refined carbohydrates... full of artificial food additives, flavors, preservatives, artificial sweeteners); factory-farmed animals and commercially-produced processed meats (antibiotics, nitrosamines, excessive sodium.) The SAD diet is woefully low in anti-inflammatory fresh fruits and vegetables. Instead, eat a Mediterranean-type diet, which includes many foods that can help control inflammation and avoid disease.

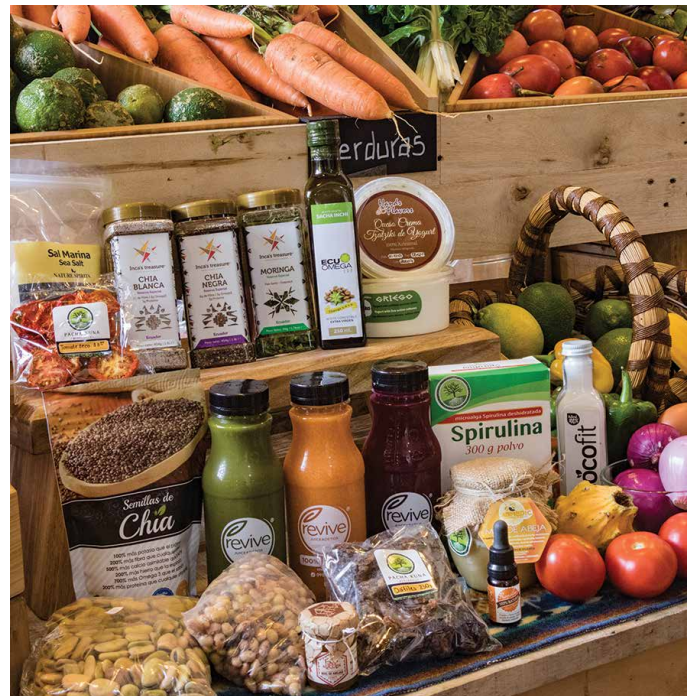
Fish: fatty, cold-water fish like salmon, tuna, sardines, anchovies — rich in anti-inflammatory omega-3 fatty acids, 3-4 oz. twice weekly or more.

Fruits and vegetables: contain anti-inflammatory antioxidants and micronutrients. Deeper colors mean richer nutrients; purple mora berries and blueberries (when available,) artichokes, carrots, beets, broccoli, spinach, sweet potatoes, kale, avocado (rich in heart-healthy fat,) cherries, mango, tomatoes, etc.. Fruit: eat 2 cups/servings daily; vegetables: at least 3 cups raw plus 2 cups cooked.

Beans and legumes: rich in fiber, antioxidants, and anti-inflammatory compounds, also rich in folic acid and minerals zinc, iron, magnesium, and potassium, ½-cup cooked daily.

Olive oil: rich in monounsaturated fat, antioxidants and oleocanthal, a compound linked to decreased inflammation. Use extra-virgin oil, in salads or low-heat cooking, 1-2 tablespoons daily.

Allium vegetables: onions, garlic, shallots, leeks, and chives: rich in antioxidants and sulfur compounds, eat them daily, raw, grilled, sautéed.



PachaKuna stocks many items that you may want to integrate as you begin the Anti-Inflammatory Diet

Whole grains: bulgur wheat, millet, oats, and barley. Quinoa, not a grain, but a seed, is exceptionally high in protein and antioxidants.

Nuts: full of fiber, protein, and healthy fats, eat roasted or raw - not salted and oiled. 1-1 ½ oz. daily.

Other: tea (green and black), red wine, herbs like cumin and turmeric, fresh ginger, and dark chocolate: in moderation may be helpful in maintaining anti-inflammatory status.

Naturally fermented foods such as yogurt with live cultures, sauerkraut, kimchi, and kefir are rich in beneficial probiotics; include foods high in prebiotic fiber like legumes, oats, bananas, and berries. Allium vegetables nurture your "good" gut flora.

For more information about how to adapt your menus and your kitchen to the world's healthiest foods log on to Oldways at: www.oldwayspt.org



PACHA KUNA
• MERCADILLO •

Pacha Kuna your source for natural living.

Juan Bautista and Timoleón (corner)

Hours: Mon - Fri: 10am - 1:30pm / 3:00pm - 7pm
099 384 9750 - 098 971 3231 - 099 300 9163

www.pachakuna.com

Directory of English-Speaking
Businesses and Services™

THE RED BOOK

2017 COMING SOON...

The next issue of the REDBOOK the only directory of English-speaking businesses and services in Cuenca will be printed soon. If you have a business or service that qualifies, please contact us today to be included in the 2017 edition.

096 768 7937

www.redbookdirectories.com



RELOCATION SERVICES OF
ECUADOR

**WE HAVE MOVED MORE HOUSEHOLD GOODS CONTAINERS
TO CUENCA, OR ANYWHERE IN ECUADOR, THAN ANYONE**

USA number

305 647 3237
305 831 1060

Cuenca office:

4103991 - 4048218

Cellphones:

Nathaly 0987236479
Paul 0987213242

- Port fees in destination and origin.
- Inland transportation in origin and destiny. USA, Canada and Ecuador
- Customs handled in origin and destination
- Translation of all the documents required by customs
- Unloading the container into your home at your final destination city in Ecuador
- Bilingual Personnel
- **NO HIDDEN COSTS**

Jose Peralta y 12 de Abril, Edificio Acropolis, Office 103 | Cuenca
paulw@relocationservicesofecuador.net

www.relocationservicesofecuador.net

La Sorrentina

presents
Cheese of the Month

“ Fontina ”



Fontina cheese is a semisoft cow's cheese with a gentle buttery, nutty flavor. A hunk of Fontina is always a welcome member of any well-rounded cheese plate and is an excellent melting cheese, making it perfect for pizzas, sauces, toasted sandwiches, and frittatas. It's a cheese well worth exploring if you haven't already. Fontina is also the base for fondue, which is a creamy sauce. This cheese is matured at least 6 months. Fontina is best eaten with olives and white wine.

HOURS:

- 🕒 Tue to Sat: 11am - 11pm / Sun: 11am - 5pm
- 📍 Benigno Malo & Simón Bolívar ☎ 098 382 0645
(2nd floor inside courtyard San Luis Seminary)
- 📍 Filippo's La Sorrentina Artisan Italian
Cheese & Breads



Michael and Marlene

Expats enjoying live entertainment and good food at the new Broken Bridge Bistro on Tres de Noviembre

Photographs courtesy of The Broken Bridge Bistro

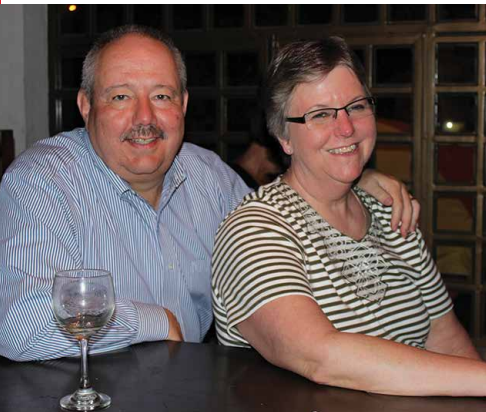
Expats in



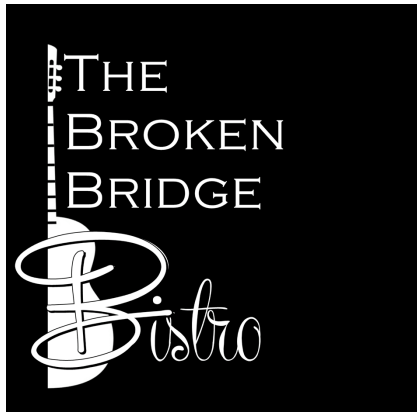
Customers



Great venue for live music



Enjoying an evening together



Cindy



Fun times with friends

*Expats at a successful Fund Raiser for
Helping Kids in Ecuador (HKIE)*

Photographs by Ruffolo Design Photography

the News



Susan & Tupac



HKIE-Board of Directors: Mary, Tod, Ashley, Wiliam & Debra



Auction- Linda placed the winning bid with her husband, and Tod with Linda the guest auctioneer.



Successful Bidders Ed and John along with guest auctioneer Linda and Tod



Tod and Mary with child and family



Richard, Bard & John



Tupac & his parents



Great company, great food



Debra and Penny



Owner and Chef Michael

celebrating



Expats Enjoying
Wok Night at the
new La Cilindrada
Restaurant



Yolanda, Maria Augusta, Maria Eugenia, and Magdalena



Edd and Cynthia



Patricio and Aurora



Cari, Miller Lite chica, and Ed



Roxy and Dr. Mark

life together



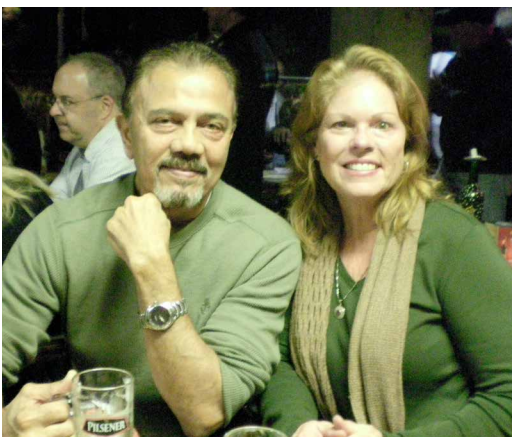
Spencer and Marcella



Expats Celebrating
Common Grounds' 3rd
Anniversary and Voted
Best Sports Bar
in Cuenca.



Paco's Blues Band with Special guest Matthew Hart



Enjoying the Celebration



Plenty of great food from Chef Will's grill

Ecuadorian-American Chamber of Commerce

by John Keeble - Photography by John Keeble

Cuenca is an exciting city of business for expats, but too few take advantage of the extensive help available from local experts.

Karina Villagómez, executive director of Cuenca's Ecuadorian-American Chamber of Commerce, said that her organization would "love to help" anyone who wants to build business between Ecuador and other countries.

The chamber is particularly eager to help those trading between Ecuador and America, a market that accounts for 26% of the country's non-oil exports.

"Cuenca is a small city, but it has a lot of industry," said Ms. Villagómez. "It has become a leader in various sectors." It has a very strong base for export-quality handicraft goods like Panama hats; the manufacture of furniture, domestic appliances including refrigerators, tires, ceramics, TVs, and cell phones; the production of computer components; and the assembly of motorcycles.

More than 40% of local people are in the workforce, and there is a very strong stream of innovation and optimism about growing the area's businesses.

The Cuenca chamber is part of Cámara de Comercio Ecuatoriano Americana, which works in close cooperation with Ecuadorian and American government agencies promoting trade between the two nations. The organization uses its expertise across its five offices – Quito, Cuenca, Manta, Guayaquil and Ambato, and its U.S. links to provide members with help, support and information ranging from where they can source advanced manufacturing tools to where

they can be represented at trade fairs. In addition, it helps untangle legal and finance regulations and offers educational briefings on trade issues including changes in laws applying to business. In Cuenca, there are monthly meetings for members, but they are conducted in Spanish.

"It has been a difficult year for business, but opportunities have been found as a result of the creativity of some people," said Ms. Villagómez, speaking at her office overlooking the city.

And businesses have been helped by a decade of Ecuadorian government efforts to create a positive environment for companies to produce and prosper, and the strong, stable dollar.

The importance of the chamber lies in its highly-respected network of links throughout Ecuadorian government departments and commerce, and US government agencies, institutions and companies. It regularly works with the US embassy.

A mark of Cuenca's enthusiasm for business is the chamber's 300 members. But very few members are business people from other countries.

"There are no figures for the number of expats in Cuenca or any indication of how many are engaged in business," said Ms. Villagómez. "We know that they come from various countries and have interests in different cities. If they are doing business in Cuenca, we would love to help and support them."

Contacts details: Cámara de Comercio Ecuatoriano Americana, Av. Florencia Astudillo, Edificio Cámara de Industrias Of. 607, telephone (593 7) 281 8984. www.amchamc.com

Karina Villagómez at Cuenca's Museo del Sombrero de Paja Toquilla. The toquilla straw hat is a 100% Ecuadorian product, known worldwide as Panama hat because many years ago the hats were used and marketed through Panama. A craftsman can produce 3 to 5 fine hats a month. Large firms can export between 2,000 and 6,000 hats monthly. There are many families of artisans working mainly in Azuay, from where 90% of the export hats that are produced.






La Couture

Unisex salon

SAVE 20%

on Your 1st Fruit Scrub & Massage Limited Time Only

Proprietary 15 Fruit Formula that Moisturizes &Caresses your Skin

Treat yourself to the only Fruit Scrub in Cuenca. Special low price \$35. First, a cleaning body scrub, followed by 45 minutes fruit soak, ending with a relaxing full body massage of special fragran-ced oils. US trained. English spoken. Please note: each batch of Fruit Formula is individually prepared, so please call at least one hour in advance for all massage appointments. Don't wait.

--- Offer expires 4/30/17. Call Maggy today ---

- 🕒 Mon - Sat: 9am to 7pm
- 📍 Av Ricardo Muñoz 3-100 y Juan Bautista Vásquez
- ☎ 288 4746 | Whatsapp: 098 345 8433
- ✉ lena_0404@hotmail.com
- 👤 Maggy Ruiz



CUENCA CONSIGNMENTS

Quality Goods at Discount Prices

Hottest store in Cuenca. Wide range of quality merchandise at discounted prices. Accent piece to furnishing complete home. Come visit today!

- HOURS -

Tuesday, Thursday & Friday: 11am - 5pm
 Other times by appointment.
 Merchandise drop off Thursday's 12pm - 5pm

- CONTACT INFO -

Laurie:
 oneredbead.jewelry@yahoo.com - 096 798 2182

Isabela 4-75 y 12 de Abril, between Unidad National and Las Américas (2 blocks west of the Coliseum)

cuencaconsignments.strikingly.com



MEET YOUR DOCTOR

Santiago Romo, MD




Any Age, Any pain/injury. I'm Here to Help
Primary Care, Orthopaedic Sports and Rehabilitation

US trained doctor at New York University-NYU Medical Center-Hospital for Joint Diseases, NY. Ex-Peace Corps Medical Officer.

THERAPIES INCLUDE:

- Evaluation and Consultation
- Musculoskeletal and Joint Injection
- Ozone Therapy (Zero Side Effects)
- Intra-Articular Ozone & Steroid Injections
- Acute Pain Management
- Viscosupplementation Injections
- Platelet Rich Protein (PRP)
- Arthritic Rehabilitation
- Personalized, intense Physical Rehabilitation Programs
- Non-invasive Laser Therapy

CLINICAL EXPERTISE

- Osteoarthritis
- Joint Pain: Shoulder, Hip, Knee, or Ankle Pain
- Back and Neck Pain
- Chronic Joint Disorders
- Carpal Tunnel Syndrome
- Tendonitis and Bursitis
- Ligament Sprains/Muscle Strain
- Foot and Ankle Disorders or Injuries
- Runner's Knee, Tennis and Golfer's Elbow
- Fractures · Lumbar Herniated Disc
- Fibromyalgia · Medical Emergencies

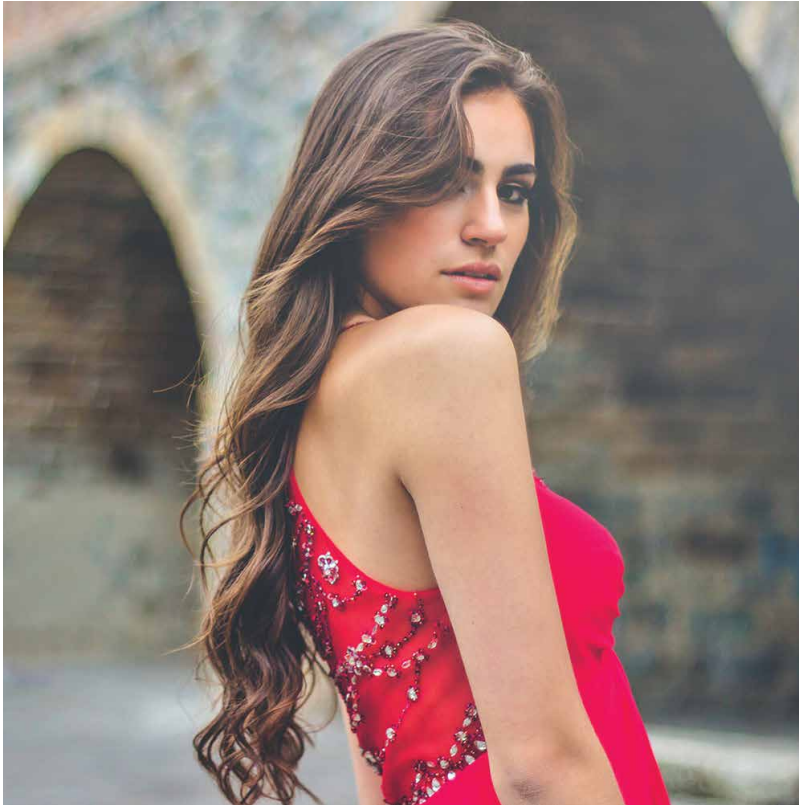
CONSULTATION:
 Call or text 24/7: 098 027 2399
 Email: santiagoromo@gmail.com

ENGLISH SPOKEN
HOME VISIT CONSULTATIONS

Miss Cuenca Doménica Cobo

"Social service is the most important part of this job."

by Cecilia Chabla Walters - Photography Courtesy of Fundación Reinas de Cuenca



In Cuenca every year since 1924 a new "Reina de Cuenca" is chosen to help preside over the festivities for the city's Independence's Day on November 3rd.

This year's title holder Doménica Cobo, 19, has kept busy since being elected last October from among eight candidates. "My goal was never to become Miss Cuenca because of the beauty pageant aspect, but because from this platform I could help people in need," said the new head of the Fundación Reinas de Cuenca (Miss Cuenca Foundation).

Traditionally the Queen of Cuenca was selected to represent the beauty and social grace of the Cuencana. Today every young woman who is elected is also expected to work hard on the many social projects of the organization. So this is exactly what Doménica has been doing since last November. "This is a 24/7 kind of job," said the new queen of Cuenca with a smile on her face.

Every young woman who seeks this title knows that this position offers great opportunities but also requires sacrifices. Like many others before her, the first year University of Azuay law student had to put her studies on hold for a year. "As Reina de Cuenca you not only represent the city at every major social event but you are also expected to continue the work at the Fundación Reinas de Cuenca."

The organization, which depends on funding from the local government and private fundraising, helps many vulnerable groups from the urban and rural areas near Cuenca. "Right now our main foci are young pregnant women, newborn babies, malnourished children, and young people with eating disorders. We are currently working on a nutrition campaign and providing ear and eye exams."

As somebody who is currently working on different social projects, Doménica understands the impact that expats have in the city. "The impact the expat community has had in this city is very positive. Not only because they help move the local economy, but because many are active in the community and are willing to give back. I have seen many of them work tirelessly rescuing animals, for example."

"We want them to know that they are always welcome in Cuenca and feel the city as their own. We also want them to integrate and be part of the community."

Trained as a runner since childhood, Doménica Cobo's physique as well as her beauty helped launch her career as a professional model five years ago. She has also appeared in various fashion magazines.



RANCHOS
Cafe

Enjoy your best moments with the most delicious coffee in town.

Tus mejores momentos en el café más delicioso de la ciudad

AV. REMIGIO CRESPO Y RICARDO MUÑOZ CORNER / RESERVATIONS: 2 810 921.

RANCHOSCAFE

CLEAN RESTROOMS & MORE



AREA DE RUTA 59 DESCANSO

When traveling Route 59 through the Yunguilla Valley look for our new, modern, US style rest stop. Clean restrooms. Free internet. Your favorite travel snacks and drinks. Be sure and stop by on your next trip. See you soon!

Vía Girón - Pasaje, sector el Portón before the entrance to San Antonio.
098 653 5400 - 098 915 3622
HOURS: 6H30 - 22H00



Santa Isabel, Lentag, Girón

f



ARTE Y
ARQUITECTURA

CONTACTS:

Eliana Rodas - Owner
099 576 9895 | elirodas44@gmail.com

Andrés Espinel - Manager
0995559086 | espinelgjoval@gmail.com



NEW LUXURIOUS GATED COMMUNITY NEAR CUENCA
THREE MODELS TO CHOOSE FROM

In prestigious Chaullabamba, near shopping with easy access to autopista. All homes with AAA finishes. Even a private bridge for crossing into your neighborhood.

Call for an appointment today!



LIVING ROOM

Season

IF IT'S ABOUT
LIVING
ROOMS
NOTHING
BETTER THAN
COLINEAL

* Restrictions apply



LIVING ROOMS
starting at \$ **999**

12 months without interest

40 YEARS



PARA TODA LA VIDA

MEGATIENDAS@: Quito • Guayaquil • Cuenca • Ambato • Riobamba • Manta • Portoviejo • Loja • Machala • Babahoyo

FOLLOW US ON   

SHOP ONLINE: WWW.COLINEAL.COM