



## **Business**

Posted on Thu, Aug. 03, 2006

# **Airing the business of life**

ROBIN ROGER Herald Staff Writer



### **TED MASE/Special to The Herald**

Charles Bonasera of WWPR-1490-AM radio, interviews a special guest on the phone during a radio show on Tuesday at the station in Bradenton. Part business school and part "Frasier," the "Life Fusion" radio show offers business and life advice to listeners every Tuesday at 11 a.m.

Hosts Joe Dobzynski and Charles Bonasera meet every week at a small studio on Cortez Road to present their show on 1490 WWPR-AM. They focus on the intersection of the business and personal sides of their listeners' lives. "We believe in the fusion of business, innovation and life management," Dobzynski said. "Our philosophy is that in order to have business success, you need to have life success."

The show features a variety of guests, and the hosts take live call-in and e-mail questions. Listeners can download podcasts of previous shows on the Web site, [www.lifefusiononline.com](http://www.lifefusiononline.com). Past guests include Dan Regelski, director of the Small Business Development Center at Florida Gulf Coast University, and Realtor Gundula "Gwen"

Coleman. While the hosts try to schedule guests with business expertise, sometimes they come from further a field. On Tuesday, the show featured Barry Schrader, a composer who once based a composition on a tune played by a pig on a xylophone.

The hosts focused on the composer's innovation and risk-taking, which they claim are crucial to successful businesses. They said he was an entrepreneur because he created his own opportunities. Schrader specializes in electric acoustic music, which is computer-based. His organization, the Society for Electric Acoustic Music in the U.S.A., puts out CDs and he publishes his own music. He also created a concert series to showcase his art form. "You can't ignore the reality of technology because it's here and it's only going to grow," Schrader said. "Whatever field you're in you need to deal with the innovations as they come out."

The main audience of "Life Fusion" knows that all too well. The hosts said they hear from many Baby Boomers who retire to Florida and, after six months of playing golf, decide to start a business. Some struggle with turning a hobby into a business and others need help taking advantage of the Internet. The hosts also receive calls from leaders of larger businesses. No one called in to the show Tuesday, but the hosts said they get all kinds of questions, mostly from people whose jobs are in transition. Some call after losing their jobs, some after starting a new business. Others call when a change in their work affects their family life.

"We try to help small business owners and CEOs realize someone else may be going through what they're going through," Bonasera said. A former psychotherapist, he works as a business consultant, personal life management coach and sports consultant. His latest book, "The Mental Side of Golf," will come out in mid-August. Whether working with an athlete or an executive, Bonasera said he tries to get people to think about changing the negative patterns in their lives and deal with their stress. Stressors at home can affect a person's performance in the workplace, he said. "People are people at home or in the office," Bonasera said. "They need to know what's going on in their emotional lives to have a successful business."

While Bonasera addresses the difficult issues listeners face in their personal lives, Dobzynski provides advice about technology and business innovation. Dobzynski co-founded The Amanatee Group, a local business that specializes in business development and rehab. There he also works with businesses on their Internet and niche markets and teaches them how to broadcast from their Web sites. The two men take turns asking their guests questions and commenting on them at the end of the show. They offer advice to their listeners without telling them what to do, they said.

Robin Roger, *Herald* business reporter, can be reached at 708-7914, or at [rroger@HeraldToday.com](mailto:rroger@HeraldToday.com).

## **A Brief Biographical Sketch**

***After an over 40 year career as a professional psychotherapist and Director of The Sports Stress Clinic in Amherst, NY, Charles Bonasera came to Florida and decided to use the benefits of his previous professional experiences in his new roles of Consultant in Life Management and Business Coaching as well as his expertise as a Motivational Speaker. He once again became involved with athletes in different sports training them with his techniques to help them develop and maintain focus as well as staying in their zone. Much of his training methods are derived from the CD collection he developed under the heading of WIN-WIN SECRETS as the President of Personal Identity Controls. This collection consists of thirty-six programs dealing with vital issues in the management of stress.***

***Another role that he adopted to add to his professional career was that of Author. Early in the 1980's he wrote Guide to a Life Management Process which he has re-written as a workbook to successfully help people manage their stress which includes his own Working Model. As a result in his interest in golf and realizing that it was essentially a "mind game", he wrote The Mental Side of Golf which can benefit the beginner as well as professionals playing the game of golf.***

***He then compiled over five-hundred sayings that he had developed in the course of his professional career as stimuli to help people change patterns in their lives entitled How to Stay Well and Live Life to the Fullest. This was followed by a book documenting case studies around disruptive life patterns including ways to change them under the name of How in the Hell Did This Happen to Me? Both his personal involvement in sports as a participant, coach, manager and in his role in officiating, inspired him to write a primer for parents and coaches entitled The Legend of Little League.***

***Charles invites you to view his website at [www.charlesmbonasera.com](http://www.charlesmbonasera.com) as well as to write with your comments and questions to his e-mail address ([charles@charlesmbonasera.com](mailto:charles@charlesmbonasera.com)). He would also be very happy to communicate with his readers by telephone should they desire. His professional motto is "seeking alternative methods to happiness" and wishes those touched by his words to practice the three secrets to a happy life: "enjoy life and enjoy it thoroughly ... develop and maintain a sense of humor ... bring as much love into your life as possible.***