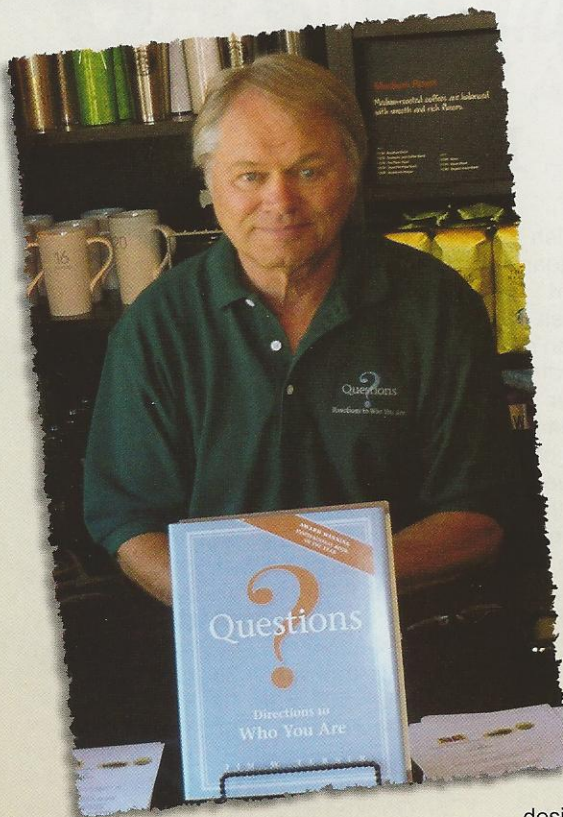


# QUESTIONS

And Local Author  
Tim W. Turner



By Heather Petrek



In today's society of social obligations, distractions and constant input from technology, making sure our values and priorities are in order is essential. "We have to carve out time for the things we want to accomplish," says Turner. *Questions - Directions to Who You Are* offers 52 one-word questions, and 52 answers, reminding us of snippets of wisdom we might already know. Eloquent, sometimes poetic, and altogether insightful, Turner's book was not designed to be read merely once. It is a treasure chest to be opened again and again, a place to uncover new and different perspectives each time. What makes the material so magical lies in what happens next. Absorbing and contemplating the book's ideas gives each reader an opportunity to discover his unique level of being-ness.

He also worked for Chrysalis, Arista, and London records. Lining the walls of his private office are records belonging to The Moody Blues, Stevie Wonder, Bobby Caldwell, the Commodores, Smoky Robinson, Diana Ross, Pat Benatar, and Blondie.

After a few years at KIRO in Seattle, a radio station with broadcast rights to the Mariners and the Seahawks, Turner took over managing sports sales. "I was used to promoting artists, so this was a piece of cake compared to the entertainment business. I had a pro football team and a pro baseball team," says Turner. During his seventeen years with KIRO he discovered cause marketing, tying companies into branding advertising that supports nonprofits. Because of its benefits with regard to a company's image and employee morale, cause marketing keeps a company in good community standing, and is something many companies take part in.

Tim Turner's impressive career in journalism, radio, and management and promotion in both the music and sports industries has allowed him to wear many hats - including lyricist and vice president of the San Diego Songwriter's Guild. His early years were comprised of working on the newspaper at Lincoln Air Force Base in Nebraska, writing and editing the 2-page sports section. Turner then learned technical writing, doing highly classified histories for the 98th bombing in the Strategic Air Command during the Vietnam years. "I reported directly to the base commander, and my office was actually in a vault," says Turner.

In the early 1990s Turner co-founded Pete Gross House. Pete Gross, whose life was ended by cancer, was the original play-by-play broadcaster for the Seattle Seahawks. Turner worked to develop sponsorship packages for the project and saw the fruition of his work at the groundbreaking ceremony for a 70-unit apartment complex in Seattle that houses families of patients undergoing bone marrow transplants at Fred Hutchinson Cancer Research Center. Turner also coordinated the development of the popular #12 Seattle Seahawks Fan Promotion.

When Turner relocated to San Diego, he became involved in the management of radio station XTRA Sports 690, and in 1997 he got San Diego State University involved with the station. "I was instrumental in designing parts of the contract that brought the Padres over to KOGO radio for three years back in the late nineties. I also worked with the Mighty Ducks and USC football and basketball. XTRA Sports was the flagship for that," says Turner.

An Escondido resident for the past 15 years, semi-retired Turner created TSM Advertising/Promotions, his own company that places media, radio and television ads for clients, and Turner Specialties, a branch of the com-

**Q**uestions - *Directions to Who You Are* by Escondido author Tim Turner is about you. You probably know yourself. Put simply, you're you, right? But who is that person? Do you bring who you are to your everyday moment-to-moment experience? That simple task is more complex than it sounds, but an undertaking well worth the effort.

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pany run by Tim's wife Vicki, that produces shirts, hats, mugs and other items customers want to brand for promotional use.

One of TSM Advertising's clients is Child Quest International, a non-profit organization dedicated to the prevention and recovery of missing, abused, and exploited children. Turner is currently developing an educational program for parents on how to keep their kids safe, the prevention portion of the program. The recovery component is a campaign funded by local merchants that broadcasts messages – video spots with images of missing children – for the purpose of helping to recover them. At the end of the commercial the merchant's business is mentioned. Turner is currently looking for businesses nationwide to help sponsor this important project. More information can be found at [www.tsmadvertising.com](http://www.tsmadvertising.com).

Tim Turner's obvious passion and vision for making the world a better place hasn't been limited to the printed word. Turner and composer/producer Mark Charles Hattersley are collaborating on the production of a three-volume audio CD of the book, complete with original background music, vocal narration



and additional original songs. "It is a dream come true for me because the CD brings the book to life," says Turner. "And this book is a lifelong dream of mine."

*Questions – Directions to Who You Are* was the winner of the National Indie Excellence Award for Inspirational Book of the Year in 2011, and a finalist for Motivational Book of the Year in 2012. The book is also award-winning finalist in the 2012 International Book Awards. Many books exist in the motivational/inspirational genre, but *Questions* is unique because of its simplicity without being simple. The message is as subtle or as sublime as the reader wishes it to be. An invitation to celebrate, appraise, or make changes to one's own life is creatively penned in *Questions*. Its passages create passages as deep as the reader chooses to take them.

For this reason alone, Tim Turner's book is intrinsically interactive while uniquely enjoyable. Put another way, the strings of words that dance over the pages of *Questions* light the mind, inspire the spirit and make the reader feel alive. But that was only my experience. Are you curious about yours?

Find your copy of *Questions – Directions to Who You Are* in the Hallmark section at Major Market in Escondido or also on Amazon.com. Autographed copies are available at [www.questionsthebook.com](http://www.questionsthebook.com). Visit Tim at his next book signing at Major Market on Saturday, August 25th from noon – 3 pm.

*Heather Petrek is the Arts and Education Editor for the Escondido Magazine, and also a freelance writer specializing in fiction for both children and adults. She has chaired poetry anthology committees and other Fine Arts community service projects in public schools throughout San Diego County. Heather is also the current executive director of the Spotlight on the Arts Foundation, a non-profit organization dedicated to fine art education.*

*Photo courtesy of Victoria Turner*