



LILLY ECHEVERRIA/MIAMI HERALD STAFF

HOME WORK: Todd Edwards, who's a teacher and president of Kre8tiveworkz, a company that produces verses for the masses, at his home office in Pembroke Pines. Below, a sample of his work.

Poet of the people

FOR A FEE, KRE8TIVEWORKZ FOUNDER TODD EDWARDS WILL MAKE YOU THE SUBJECT OF ONE OF HIS 'POETIC STORIES'

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A Pembroke Pines bachelor who used to write love poems has turned his passion for the pen into a poetic business.

Todd Edward Rubinstein, whose pen name is Todd Edwards, owns Kre8tiveworkz, a company of one run out of his suburban pad. He writes acronymic poems about people's lives, using the first letter of their names.

By day, Edwards teaches special-ed-ucation students how to write at Miami Lakes' Barbara Goleman High School.

By night, Edwards pours his heart and soul, literally, into writing poems for friends, businesses, bar mitzvahs, weddings, anniversaries, award shows



— anyone willing to pay for an ego stroke.

"I write the story of their life," said Edwards, 37, a tennis buff who toils over an Hewlett Packard computer in a guest bedroom of his Pembroke Pines ranch-style home.

Among the people he has written

his *Reality Rhyming* poetry for: Oprah Winfrey, Elton John, tennis pro Maria Sharapova and Trina Robinson of WTVJ NBC-6.

Recently, the Andy Roddick Foundation in Boca Raton gave Edwards' work to tennis players James Black and Sharapova at its charity tennis weekend. "What he does is so unique," said Hillary Wallace, foundation spokesperson.

"When you work with high-level celebrities like we do, the same bottle of champagne is so overdone."

Edwards got in touch after reading about the tennis foundation's charity event in a trade publication. They hired him and he whipped up some

*TURN TO EDWARDS, 28

PEMBROKE PINES

To this bard, every life's a poetic story

*EDWARDS, FROM 1B

poems.

Foundation members liked his work, but thought the poem for Sharapova needed tweaking.

For Edwards, the initial M in Maria was for a "Mystical, sultry deity whose inner beauty has extraordinarily deep meaning."

Says Wallace: "We needed something less intense."

So Edwards came back with M: "Multiple grand slam titles, this talented diva of inner beauty keeps achieving."

He aims to please.

"I write deeply and passionately," Edwards said.

His passion for writing came from love notes to old

girlfriends — some that weren't always appreciated.

"They were my way of venting," said Edwards, who admits to being engaged once, but left his heart and an ex-fiancée, in San Francisco. He still has a copy of her poem.

Kristen was her name and her poem started with "Keeping the faith is all that one ever needs."

Tennis fan Edwards used to study for tests in college by using acronyms, which helped him remember information.

Over time, he decided to use his skill to make money. About three years ago, he started Kre8tiveworkz.

While he has done some acting and modeling, he

hopes to do his rhyming full-time and give up his teaching job at Barbara Goleman High.

His pieces run from \$250 for a five-line name in a one-inch-wide frame to \$1,399 for 24 lines in a three-inch frame with suede matting.

The handcrafted wooden frames are imported from Italy.

"You can't run to Michaels and get this done," Edwards said.

Marcus Madison, 33, of Pembroke Pines, was Edwards' first customer three years ago after the birth of Madison's daughter Isabella.

"The way the story is written it captured my heart," Madison said.

Her poem:

Into my extended arms was a glorious treasure bequeathed to me

Singing a sweet tune of enchantment as for the first time you could see

An infinite amount of love and affection that will always follow

Beautiful life of my own, I will protect and shield you through any sorrow

Each magical moment that I stare into your glistening, illuminant eyes

Leaves a captivating feeling of awe that continually makes me realize

Living a fulfilled life knowing of the joy and bliss that you will always provide

Awakening my inner-most emotions up fervently from deep down inside