

Happy March 1st

Two months of the New Year have gone by. This means that 5,184,000 seconds of our lives are behind us.

Congratulations

ALP = Advanced Leadership Program

ELD = Enterprise Leadership Development - CommScope

EMP = Executive Management Program

IMP = In-house Management Programs

PSP = Professional Sales Program

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FETTER, Jeanette – (EMP-3) - is now teaching Healthcare Ethics and Law online for the University of Phoenix. Jeanette is Chief Quality Officer - Sky Ridge Medical Center, 2305 Chambliss Ave., Cleveland, TN 37311 – Bus – 423-559-6085 – Cell – 423-991-8326 - jeanette.fetter@chs.net. – Way to go Professor!

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Correction

WHITAKER, Kevin – (ELD-1) – the February Newsletter listed Kevin's business phone incorrectly. His correct number is 972-792-3446.

Seminars in 2010**Executive Management Programs****Class 32**

- **Week 1** – Jun. 21 – 25, 2010 ←
Week 2 – Sep. 27 – Oct. 01, 2010
Week 3 – Dec. 13 – 17, 2010
Week 4 – Mar. 07 – 11, 2011
Week 5 – Jun. 13 – 17, 2011

Class 33

- **Week 1** – Aug. 16 – 20, 2010 ←
Week 2 – Nov. 15 – 19, 2010
Week 3 – Feb. 21 – 25, 2011
Week 4 – May 16 – 20, 2011
Week 5 – Aug. 15 – 19, 2011

Class 34

- **Week 1** – Oct. 18 – 22, 2010 ←
Week 2 – Jan. 24 – 28, 2011
Week 3 – Apr. 11 – 15, 2011
Week 4 – Aug. 08 – 12, 2011
Week 5 – Nov. 07 – 11, 2011

To enroll participants in any EMP class or to obtain detailed information please contact Tom Stevens at 865-458-3429 or email him at – inmco@mindspring.com.

Professional Sales Program**Class Eleven**

- **WEEK 1** – Aug. 2 - 6, 2010 ←
WEEK 2 – Nov. 1 - 5, 2010
WEEK 3 – Mar. 21 – 25, 2011
WEEK 4 – Aug. 15 - 19, 2011

(Because this program draws on survey feedback from customers and/or distributors, participants must have established customer/distributor relationships.) To enroll participants please call John Barnes at 423-504-5641 or email him at john@jbarnesconsulting.com.

Consulting & Reorganization

A number of companies are looking at reorganization. For a look at how reorganization and consulting can work hand in hand please goggle to [Team Race Ppt](#).

A Reminder

DON'T FORGET – From March 31 until April 2, the internet will be slowed down twenty-four hours for cleaning. This is necessary to clear out the "electronic flotsam and jetsam" that has accumulated in the network. Dead email and inactive ftp, www, and gopher sites will be purged. The cleaning will be done by "five, very powerful, Japanese-built multi-lingual internet-crawling robots located around the world." According to the Global Interconnected Network Maintenance Staff – GINMS – "your computers might seem slower but other than this, you should not experience any other problems." During this same twenty-four hour period, all worldwide telephone systems will be cleaned of wrong numbers.

Of Course – It's Predictable!

Three men were hiking through a forest when they came upon a large, raging, violent river. Needing to get to the other side, the first man prayed – "God, please give me the strength to cross the river." Poof - God gave him powerful arms and strong legs and he was able to swim across the river in about 2 hours, almost drowning twice. After witnessing this, the second man prayed – "God, please give me strength and the tools to cross the river." Poof - God gave him a rowboat, powerful arms and strong legs and he was able to row across the river in about an hour after almost capsizing once. Seeing what happened to the first two men, the third man prayed – "God, please give me the strength, the tools and the intelligence to cross the river." Poof - he was turned into a woman. She checked the map, hiked one hundred yards up stream and walked across the bridge!

"I am not interested in equality of the sexes – I preferh to remain superior." What'shername

"Next to striking of fire and the discovery of the wheel, the greatest triumph of what we call civilization was the domestication of the human male – by females!" What'shername

Up Coming Seminar Weeks

PSP 10/1 • MAR 8 – 12

ELD 2/4 • MAR 22 – 26
(Singapore)

EMP 26/5 • APR 12 – 16

EMP 28/4 • APR 26 – 30

EMP 30/3 • MAY 17 – 21

EMP 31/2 • JUN 14 – 18

EMP 32/1 • JUN 21 – 25

PSP 10/2 • JUL 19 – 23

ELD 2/5 • JUL 26 – 30
(Hickory, NC)

PSP 11/1 • AUG 2 – 6

EMP 30/4 • AUG 9 – 13

EMP 33/1 • AUG 16 – 20

EMP 28/5 • AUG 23 – 27

EMP 31/3 • SEP 20 – 24

John's Jottings

While our economy continues to recover from what many call the worst recession since the Great Depression 80 years ago, let's take a minute to review some important lessons.

First - for some this may have been your first experience with a recession. Indeed, it has been a long time since the last one. However, these periods of adjustment do come, and will come again. Now you know that it is possible for sales to fall by half or more in a very short time, with surprisingly little warning. It will happen again. So, learn this - we should always manage our business as if we are on the verge of a severe recession - especially our inventory and staffing levels.

I hear all the time that inventories and workforce levels are down substantially. Upon inquiry, it usually turns out that many of the reductions should have been made much earlier, but management waited until a downsizing required them to make these changes. I always ask why? If management had done a better job of taking care of business when it was good, wouldn't it be better when things require change? Perhaps the changes would not have been as severe.

Lesson - take care today of the things that should be taken care of today. Don't wait until tomorrow to deal with the urgent and important priorities of today!

Sales may be slowly coming back. Perhaps your customers are starting to replace their inventory. In some sectors, the fundamentals may actually be improving. Question - are the customers of tomorrow the customers of yesterday? Not necessarily.

Lesson - make time today for regular new customer prospecting.

Recessions are funny. While they occur in sectors large enough to drive the statistics, they are rarely universal. To steal a quote from stockbrokers, "There is always a bull market somewhere!" Even in this recession, there are companies out there that do not need, nor use, debt. They are growing and generating real value. Wouldn't you like to have these companies as your customers? They can be - but only if you PROSPECT for these new customers!

Prospecting is the single most strategic sales skill your company can have. It is the only way to be sure your company's future does not get linked to the fate of some of your current customers. Prospect, prospect, prospect! Remember - it takes on average of nine calls to get that first order from a new customer.

However, what usually happens? We are so tied up with servicing our current customers that we forget markets can and will change. We focus so sharply on satisfying them that we "don't have time" to prospect. After all, our metrics focus on customer satisfaction, which is extremely important - but don't you now wish you had invested more time prospecting for new customers?

Develop a metric on prospecting - make it a part of your post recession sales culture.

Coming soon - the secret of smart prospecting!

Black Ice Survivors

(Following is the newspaper account of two incredible automobile accidents suffered by Darren Wight – (EMP-22) and his wife Kristin.)

The Register Mail – Galesburg, IL – Feb. 12, 2010
By John R. Pulliam

Williamsfield - A Knoxville couple is lucky to be alive after the wife was involved in a single-vehicle accident Feb. 5 and then, in a stroke of fate almost beyond belief, her husband hit a semitrailer nearly head-on just five days later on the same interstate.

It all started last Friday, Feb. 5, when Kristin Wight was headed toward her job at the St. Jude affiliate in Peoria from the family's home in Knoxville. Wight said Interstate 74 seemed to be in decent condition after the snowstorms earlier in the week.

Suddenly, her Trailblazer hit a patch of black ice and a nightmare to be played out over five days began.

"I just hit the ice and started swerving all over the road," she recalled, speaking by phone from her husband's hospital room in Bloomington. "I hit the ditch and the SUV rolled over."

Wight suffered a closed-head injury, along with significant bruising. She was not admitted to the hospital, however, after getting a clean bill of health from a CT-Scan.

"The officer just said the seat belt saved my life," Wight said.

Her husband, Darren Wight, expressed appreciation that John Beardsley of Knoxville stopped and helped Kristin.

"It was a while before the ambulance got there and he stayed with her," Darren Wight said gratefully.

Flash forward to last Wednesday, Feb. 10. Darren Wight, 37, who works out of a home office, was on the way to a business meeting in Albion, deep in southeastern Illinois.

"I was driving in the passing lane, because it was in better condition, and I was driving pretty careful," he said. "I was probably doing 64 (mph) but paying attention because there were a lot of people in the ditches.

Lee Wight, Darren's father and Kristin's father-in-law, said black ice, which both Kristin and Darren hit, can be very dangerous. Never use cruise control on ice, was his winter driving warning.

Black ice is actually transparent but so named because when it forms on asphalt, the black underneath is all that can be seen. Because it forms in a single sheet, it is much slicker than normal ice, according to numerous Web sites.

"The back end just slid toward the non-passing lane and I just shot across the median," Darren Wight said. "I was trying to steer the car, putting on the brakes and yelling and then hit a Peterbilt (semi) almost head-on. The car pretty much exploded apart. I'm lucky to be alive."

The car did not literally explode, but Wight said it flew into so many pieces; it felt like a bomb had gone off. He ended up with the steering wheel in his lap.

"That's probably what broke my leg," he said.

He also suffered a broken sternum and lung contusions. He was taken to Bromenn Regional Medical Center in Bloomington.

"What blew my mind yesterday (Wednesday) when we went under an overpass, my car shifted to the left or right," Lee Wight said, adding that Darren mentioned noticing the same phenomenon. Lee Wight said the shade of the overpass can cause black ice to form.

Darren Wight said the interstate was shut down for nearly an hour as rescue workers attempted to get him out of the car. He voiced awe at the feeling he had when all those people were working to help him. Jennifer Kincaid of Downs helped him with blankets and reassurance. The ice was so slick; Kincaid fell down when she got out of her car to help.

Darren and Kristin have three daughters, ages 6, 4 and 1.

In a voice filled with emotion, Darren Wight talked about what went through his mind.

"I was thinking about my daughters and my wife," he said. "It was pretty traumatic. Thank God for seat belts and air bags."

Like many people, Darren Wight admitted that, as a teenager, he never worried about wearing his seat belt.

"When you get older, you grow up a little bit," he said. "As you grow up, you've got a wife and children to think about."

Lee Wight was every bit as shook up as the young couple.

"I almost lost my family," he said, still haunted by how near his family came to having at least one funeral to attend.

As the family sat together Thursday in Darren's hospital room - physically bruised and battered but otherwise safe - it was a time to look deep into their souls and feel thankful.

"We never had an accident - ever," Kristin Wight said in wonderment. "We're not reckless people. It's pretty amazing this happened."

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"Drive carefully – the government needs every taxpayer it can get."

"If you think a seat belt is uncomfortable – try a stretcher."

It's Predictable

Always remember - the reward for doing a magnificent job is to be given a lousy job. If you are good at draining swamps you will always be given a bigger swamp to drain.

When you achieve the title of "Swamp Master" you will never be allowed to stay around and plant the grass and trees – anyone can do that.

Many people dream of accomplishing great things - others stay awake and do them!

Practicing Political Processes

A number of people have asked me why I haven't gone into politics. My answer has been –“*I'm not interested and I have no experience.*” Now that I am semi-retired, I have decided to look into this possibility. Those of you that have attended our seminars remember that we urge managers to practice-making decisions before they really have too. That is, when there is a problem what would you do if you were in charge? I am using this approach to gain political experience and I would like to use you as my focus group.

A politician has only two objectives. 1. Get elected and stay elected. 2. Do great things for people so they will reelect you. One way to do things for people is to reduce their expenses so they have more money to spend. My wife – (*what'shername*) - and I go out for lunch almost every day. We were at the Cracker Barrel restaurant and I began practicing my political processes. I suddenly came up with a fantastic idea that will solve a variety of our country's problems – such as –

- Reduce the cost of eating out by at least 50%.
- Provide millions of high paying and important jobs.
- Totally eliminate hunger.
- Do away with obesity.
- Insure everyone eats nutritional food.
- Reduce health care costs significantly.
- Save millions of gallons of gasoline.
- Provide the government with new tax revenue.
- Reduce stress.
- Eliminate the need for farm subsidies.
- Help our politicians remain humble.

THE PLAN – the government simply has to nationalize all the purveyors of food, take control of them and put them under a new Department of Food – (a cabinet position.) Before you begin laughing, please read me out! You have a choice of many different restaurants when you go out to eat. This requires restaurants to spend money on advertising to entice you to select them. McDonald's spends \$2 billion a year on advertising. This is a waste of money and does not add to the taste or nutrition of the food. With the government in charge, the restaurants will not have to advertise, as all the eating-places will be identical. Restaurants all have different interior designs or décor to entice us to select them. Again, a waste of money that adds nothing to the food. These government restaurants will be called “Cuisine Corners” hereafter referred to as CC's.

Restaurant menus offer a wide variety of food. Having a large number of items on the menu is again a total waste. The food places must keep in stock everything offered on the menu. The new CC's will have a daily menu with only one choice each for breakfast, lunch and dinner. Therefore, no need to print menus. No need to have a hostess seat you and hand you the menu. Again, we are saving money. Since each meal will be specified, the food will be served cafeteria style from a counter. No need for servers – saving money in salaries and tips.

Since the type of food and portions will be predetermined by the Department of Food no need for dishes. You will pick up your tray, walk down the line and get your food. After finishing your meal, you will clear the table yourself.

Since we are interested in stopping waste, there will be a Supervisor of Food Usage whose job will be to make sure you have cleaned your tray. If you have not eaten everything, you will pay a waste tax. Since you clean up after yourself, the Clean-up Inspector would check your eating area making sure it was ready for the next person. If it did not meet standards, there will be a clean-up tax.

As I began this process, I discovered many positive unintended consequences. The government is telling us that many people are obese and not eating the proper food, which raises our health care costs. This problem is solved. When you enter the CC's you will be weighed and the correct amount of healthy food calculated by the Weight Inspector. This alone will save millions in health care costs.

We are told that people are going hungry. Anyone not working will be given a food card that will allow them to eat three meals a day without charge - insuring no one will ever go hungry. Since all meals will be government controlled, they will be identical and cost the same. No advertising would be required. No expensive chefs needed, as there will be no need to create exotic, fattening dishes. While it is true that some jobs will disappear, servers, chefs, etc. millions of new, dignified and important Inspector jobs will be created at much higher salaries.

I suddenly realized the government has hundreds of years running such food programs. While in the Army, I ate in a simple mess hall. The food was predetermined and there were no menus. We ate off trays and bused our own tables. There were no fat soldiers. The mess halls did not advertise. The mess Sargent was not a highly paid chef.

As you read this, I know you are seeing the vast savings that will reduce the cost of eating out. Since the meals are pre-planned farmers will know what food to grow and in what quantity. This will eliminate the farm subsidy programs. Under this plan, restaurants will be built in the middle of housing areas so that people will be able to walk to their neighborhood CC's. This will provide exercise for everyone thereby creating a healthier population and saving millions of gallons of gasoline. For those living more than three miles from their CC buses will be provided by the Department of Food Transportation – a cabinet position. More high paying jobs created.

In this finely crafted plan, there will be one exemption – members of Congress and certain government officials would be forced to eat in their old Congressional restaurant. Reason – our elected officials have lost the ability to be humble. By being forced to eat in old style restaurants, it will remind them of the horrible waste and food decisions from which they have now protected their constituents. (Before you die laughing and discard this plan – how closely does it resemble plans and logic put forth by our current politicians – of both parties? TS)

“There is but one step from the sublime to the ridiculous.”
Napoleon

“Some of our politicians that act foolish aren't acting.”

“Politicians do more funny things naturally than most of us can do purposefully.”

“Old politicians never die – they just run once too often.”
