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March 2006

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Lexus Of Las Vegas and Rhodes Homes help the Kids to Kids program bring the magic of reading to local schools

NAME THAT BIZ

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WORKSHOP SAVVY

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ASK ARISTOTLE

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Letter from the publisher

March makes me think of luck. Good luck. I guess I think of luck because of St. Patrick's Day. . . I feel lucky. I feel like everything is lined up to go my way. I have it like that. I have felt lucky my whole life. I have always received everything that I have wanted to receive. My closest friends know that one thing I say frequently is “everything is always perfect and just the way it should be.” I like to give up trying to run things-although I do have a controlling nature-which I am sure most entrepreneurs have in common. It takes conscious effort to let go of control. I work on giving up control because I like the idea of living a life of least resistance. It is said that recognition is the first step towards change. First, I recognize when I feel controlling. Second, I get connected to a vision of the way I want my life to be. Third, I get out of my own way.

Praying also helps me let go of control. I also do aromatherapy. I am a woman and I like to wear perfume, so each time I sprinkle a little perfume I get connected to a vision of what is important to me in that moment. Silly? It works for me. How many different ways have you heard of to accomplish short and long term goals? We have all heard to create a note with a goal or vision on it. Then, put the note/vision in several spots that we see throughout the day-the bathroom mirror, the refrigerator, the backdoor, the wallet, the work desk. The point is to be connected frequently. Praying. Coaching. Are there any readers interested in submitting a column on obtaining short and long-term goals? If so, please send in your submission to columnist@freesanity.com. I would absolutely love to hear from you! Speaking of submission, we have included a submission from Gary Kaufman CPA for our quotes at the bottom of each page in this issue. In my opinion, every article in freeSanity is quite interesting although I choose to point out an article written by Michael Neil, author of The 7 Myths of Success. His article is titled Comfort Zones. Another reason that I feel so lucky all the time is that maybe I have mastered embracing uncomfortable situations with ease-which is what Michael writes about in his article. One of my favorite teachers-Michael Strasner-once asked our class of 50 students, “Who loves to be stuck in really bad traffic?” I was the only one in the class that raised a hand! There you go. A perfect example of embracing uncomfortable situations and letting go of control. I use traffic as a place to challenge myself and to find peace. It is March and I invite each reader to get lucky by embracing something uncomfortable. . . . Thank You-Gary Kaufman, Michael Neill, Michael Strasner, freeSanity readers, staff, columnists and advertisers.

Sincerely,
Linda L. Moncrief, Publisher

freeSanity is a monthly publication distributed free to businesses throughout Southern Nevada. freeSanity is published in Las Vegas, Nevada, and is dedicated to providing inspiration and information for business owners. Individual subscriptions are available for \$24.95 per year.

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The Winning Edge

There is a fine line between thriving and surviving in business. Many times the difference is a matter of perspective. A different way of looking at things can create a whole new way of doing business that opens doors to new success.



Jolene Jefferies has over 18 years of human resources experience, and is currently the director of employment for the nation's largest railroad company. Previously Jefferies was the director of global human resources and education for the world's largest international teleservicing company where she provided HR technical consulting services for new business ventures, mergers, and acquisitions. Jefferies has a degree in business administration from the University of Nebraska and is a certified Senior Professional in Human Resources (SPHR). jolene@ellipse.net

YOUTHS AT WORK

As a business owner, there are many opportunities to employ young people in part-time or seasonal jobs. Youths who work can acquire valuable hands-on experience and learn important life skills. While work is an educational experience for them, there is a need to balance a minor's work with school and family time. That's why there are federal and state laws regulating job types and hours for such workers.

TYPES OF JOBS YOUTHS CAN WORK:

Any child or teen under the age of 18 is prohibited from

working in manufacturing, mining and other hazardous occupations, such as meatpacking or processing, roofing, excavation operations, or jobs involving paper-product machines or power-driven bakery machines. Most driving is also prohibited.

Different rules apply to farming operations. The Federal Department of Labor has a great website with detailed information about child labor laws and a complete list of the prohibited hazardous occupations at www.youthrules.dol.gov/jobs.htm. Here are some general details . . .

- Those 13 or younger can deliver newspapers, baby-sit, perform in a movie or on radio, or work in a business or farm owned or operated by parents.
- Teens 14 to 15 years old can work in restaurants and retail stores, grocery stores, offices, movie theaters, baseball and amusement parks, and gas stations, for example.
- Teens 16 to 17 years old can work in any job not considered hazardous by the Department of Labor.
- Upon turning 18 years old, workers are no longer subject to the federal youth or child labor laws.

HOURS YOUTHS CAN WORK:

Young people 14 or 15 can work outside school hours, up to 3 hours on a school day, up to 18 hours in a school week. They can work between the hours of 7:00 a.m. and 7:00 p.m.

(hours are extended to 9:00 p.m. from June 1 through Labor Day). On a non-school day, teens this age can work up to eight hours a day, and up to 40 hours a week during a non-school week.

For teens age 16 and older, work hours are not restricted. However, wage and hour laws apply regarding minimum wage and payment for overtime.

Employers who violate labor laws for minors can face criminal prosecution and financial penalties. For more information, call the Department of Labor's toll-free number at 1-866-4USWAGE or talk to an attorney who specializes in employment and labor law.

Also, be aware that many states have laws or limits more stringent than the federal requirements, and if this is the case, the state laws generally supersede the federal laws (e.g., if the state law is more favorable to the youth's best interests). For more details regarding specific child labor laws in Nevada, visit the Nevada Legislature's web site at www.leg.state.nv.us/NRS/NRS-609.html.

Ensure our youth workers have a positive working experience and maintain a balanced work/school/family life by supporting the laws and regulations for employing young folks. These early work experiences can be rewarding for our youth and can help prepare them to be the workforce of tomorrow.



E. Louis Overstreet graduated from Ohio University and during a 30 year career became a licensed professional engineer in ten states. He has authored three books, written hundreds of editorial columns, and presented numerous papers to technical groups and organizations. Presently, Louie is executive director of the Urban Chamber of Commerce, and motive force behind a multi-million dollar business service and training center here. He's on over fifty boards and has received many awards for his community service. **1048 W. Owens Avenue, 89106-2520 • 702.648.6222, fax.648.6223 • info@urbanchamberlv.org**

NAMING YOUR BUSINESS

For starters, note that there is a difference between a trademark and a trade name. Simply put, a trademark or a service mark is applied to goods and services while a trade name identifies a business. In practice, however, this distinction and the laws that govern these matters are not always clear.

As a basic rule for choosing a trade name for your business, make sure it describes your product or service so that customers instantly have a clear idea of what it is your



Stan Saito is president of the Asian Chamber of Commerce, has been employed by Sprint for 26 years, serving as External Communications Administrator with responsibilities for internal and external communications and graphics. Stan has received top awards from both his company and from notable local organizations, the latter a reflection of his extensive community service. He completed the Las Vegas Chamber of Commerce 2004 Focus Leadership Program and is currently enrolled in the Chamber's Leadership Class of 2006. **900 E. Karen, Suite C-201, 89109 • 702.737.4300 info@lvacc.com**

GOOD BENEFITS CAN ATTRACT GOOD EMPLOYEES

A savvy business owner knows that recruiting and retaining the best employees is crucial to your company's success. Accordingly, the benefits your company offers should be as attractive as possible, and as good as you can afford, including the following:

- Vacation, paid holidays and sick leave
- Flextime
- Pretax account for dependent expenses
- Pretax account for medical expenses
- Health insurance
- 401-k qualified retirement plan (e.g., the company may choose to provide an optional match)

business offers. However, many savvy business owners also know how to add a whimsical touch to the name to separate it from the crowd.

It's highly recommended that you protect your trade name and trademarks by registration under federal or state law, or both. This involves contacting the Secretary of State to find out if your business name is already being used in Nevada (and, similarly for any other states where you plan to do business).

Or, you might consider consulting a trademark attorney who will conduct that search for you, although you should know that this can be expensive. You can determine how wide you want this search to be—just here or in all 50 states, for example. Will you conduct your business only in Nevada, in a multi-state region, or nationwide? It's a good idea to consider this because you don't want to infringe upon another company's right to a business name or open yourself up to any lawsuits.

By registering your business name or trademark on a federal basis, you can gain the following benefits:

- **You will have an exclusive and unquestionable right to use the name (with certain exceptions in some states) on a nationwide basis**
- **If another business violates your rights with the use of your business name (under the Trademark Act of**

- **Short-term and/or long-term disability**
- **Life insurance**
- **Dental and vision care**
- **Stock options**
- **Pension plan**
- **Fringe benefits: company car, parking passes, club memberships, telecommuting, tickets to sporting events**

Smaller businesses generally cannot afford much more than the first four listed above. Finding affordable healthcare can be a challenge for small businesses, but wise entrepreneurs know the edge it can give the company in competing for top-notch talent.

As your business grows, you may begin to realize how difficult it can be to retain the best and brightest employees without offering, at minimum, good health insurance coverage. To receive a competitive rate on health plans, a company generally needs to have at least five employees.

Health Insurance Resources

Take the time to research "health insurance purchasing alliances," which can provide small businesses with negotiating power because they bargain collectively with health insurance companies. Two online health alliance sources include Atlanta-based Digital Insurance at <http://www.digitalinsurance.com/> or Costco Services at <http://www.costco.com/Service/FeaturePage.aspx?ProductNo=10166086>.

For a list of small business health insurance services in Nevada, visit a very helpful and informative website,

1946), you may be entitled to recover their profits and damages from its use

- **You can sue in federal court for trademark infringement, regardless of whether you or the opposing party operates in the same or different states**
- **Customs officials can halt the importation of counterfeit goods using your trademark**

Remember, the names of products, the actual designs on packages, logos, or phrases used in advertising may also be protected under trademark laws. If you are thinking about using your own personal name in your business name, think of all the consequences and risks that go with this.

While it is legal to use your own name (if it clears the search process), think about what could happen if the business fails or if you want to sell your business later on. In this case, consider how people in the community will associate your name with any future business activity.

Whatever you decide, you'll want to be sure to protect the credibility and image of your personal name and your business name. After all, marketing your business is about image, and the image of your business starts with its name.

"Access to Health Insurance / Resources to Care," at http://www.actorsfund.org/ahirc/state_indx.cfm?st=NV. This site is a service of The Actors' Fund of America's Health Insurance Resource Center and provides health insurance resources for artists and people in the entertainment industry, as well as the self-employed, low-income workers, the underinsured, the uninsured who require medical care and many other groups.

On this site, scroll down and look in the sections entitled, "Self-Employed Persons and Small Business," "Insurance for Groups," Professional Associations, and "Chambers of Commerce." From each of these links, you'll find different health insurance alliances and options for different types of businesses. Your local Chamber of Commerce can also help you source affordable health insurance options for your employees.

Determining the pros and cons of the various health insurance purchasing alliances will depend on the specific level and type of coverage you may want to provide to your employees. So, before you offer a health plan to your employees, you'll want to take the time to research all the options, compare bids and levels of coverage, and get references.

Don't look at just one plan. Select the right plan that will meet the unique needs of your company and your employees. The cost of providing health insurance to your employees is often tax-deductible. Remember to involve your attorney and a certified public accountant as you decide how to proceed and what benefits to offer your employees.

Monday Morning Coach



Betty Mahalik has been coaching small business owners, independent professionals and leaders who want to achieve more but stress less, since 1996. Her background includes several years in the broadcasting and public relations fields prior to starting her own firm in 1987. She is an accomplished public speaker and corporate trainer specializing in communications, goal setting and leveraging your strengths. Since 2001, she has written a weekly motivational message, free to subscribers, titled Monday Morning Coach. To subscribe or learn more about Betty's coaching and training services, visit www.dynamic-coaching.com, or email her at betty@dynamic-coaching.com

TIME TO LET GO?

Is it time for you to let go of something? The new season seems to spark a deep desire to clean out the closets of my life...and everything from not-so-old clothing to subscriptions and organizational memberships is fair game.

A popular 60s song, taken from a well-known Bible passage, says, "To everything there is a season and a time for every purpose under heaven." We human beings have a hard time letting go, acknowledging when the season for some activity, relationship or chapter in life has

completed its cycle. And yet without that letting go, we stunt our opportunities for growth.

Feng Shui experts point out that when energy, the unseen substance behind all objects, stays the same or is focused in unproductive areas, it stagnates and blocks growth. So taking on change, for whatever reason, can be a very good thing.

Here is a list of potential areas to consider purging as you let go of anything that no longer fits you this spring:

- * **Clothing: Is it out of style, no longer your size, or simply no longer a match for who you are?**
- * **Organizational memberships: Does the organization still bring you value? Do you enjoy participating?**
- * **Subscriptions: Either print or electronic publications... do you really read them or are they just cluttering up your life?**
- * **Old goals: Are you making progress or is it just becoming an energy drain? Maybe it was never meant to be your goal. (If it was, it may reappear at the right time in your life.)**
- * **Old files: Do you really need your 1987 utility bills? No, not unless you face some legal liability or they serve some other purpose in your life or business.**
- * **Reading matter: Books-read and unread-everything**

from novels to cookbooks is fair game, along with that stack of unread magazines!

- * **Activities or hobbies that you no longer enjoy.**
- * **Gym memberships: Do you really use it or would it work just as well to start walking or riding your bike instead?**
- * **Home decor items: Pictures, knick-knacks, souvenirs, gifts you don't use, appliances taking up space (the pasta machine or that gigantic food processor you haven't used in years)!**
- * **Unforgiveness. This is the weightiest and most potentially damaging of all the things we hold onto. Why clutter up your present or pollute your future by dragging around the unforgiven past?**

The list is almost endless. I invite you to pick one area this week and ask yourself what it's time to let go of there. Then get busy clearing out whatever speaks to you. In the process you may find yourself feeling lighter, freer, more creative, and maybe a little scared at the empty space that's left behind.

But writer Joseph Campbell reminds us, "We must be willing to get rid of the life we've planned, so as to have the life that is waiting for us." You'll never know until you let go.

Leading The Way

Business owners and managers are leaders by trade. No other job is more important than developing and motivating your work group. Some experts offer ideas and inspiration for the over-worked commander.

The Lemonade Success Series



Paul Bodner is an executive search consultant, author of *The Lemonade Series* and professional speaker. He specializes in leadership development and the dynamics of achievement. He is based in Las Vegas. [See his Web site at TheLemonadeSeries.com](#)

“YOU ARE WHO YOU HANG WITH”

I walked down memory lane this past weekend, and realized why “we can never go back” except to learn from our mistakes. My childhood friends, Rich and Wendy, were visiting from New York. We have known each other since we were in junior high, and we laughed until it hurt, remembering everything from ducktails to pegged pants.

But . . . we also reflected on our friends like Glenn who had it all, but wasted it, and is now a shadow of a man, empty of his past potential. How does this happen? Where do the mistakes occur? How can we

learn from them and avoid them in our futures, and the futures of our children?

The more we reflected on the Glens in our lives, the more it became clear to me that there is a pattern:

Parenting: There is no substitute for the caring and loving parent(s). But sometimes the deck does not get shuffled in the order we would like. So we have to rely on other people to give us the support we need to believe in ourselves.

Friends: This is the group of people that our parents expose us to by their decisions on where we live. But it is our ultimate responsibility to make some choices that include moving on from the naysayers and those who are holding us back from our dreams.

Teachers: They influence us so profoundly that the best we can do is hope that we get some good ones along the way. And then when we do, it is our job as adults to tell them how good they are so they know they are appreciated!

Glenn had a dad who was a widower, so his time with Glenn was limited to lots of “when are you coming home” moments. Glenn was really bright,

but the only reinforcement he got was extra money to buy fancy clothes and faster cars.

Glenn’s fancy cars led him to a group of friends who used him for his money, and did not value him for his mind, creating a lifestyle that, in turn, led to using and then selling drugs. Even though he attended an Ivy League School, the drugs became his downfall and Glenn wound up in prison, scarred forever.

Sometimes it takes more than “just saying no.” Sometimes it takes saying, “Yes I can! I can make it in this world, but I need to shed the skin of all those who do not believe in me, and surround myself with those who do.”

Those are the choices we make, but those distinctions are also the most important lessons learned from looking back on the “whatever happened to Glenn” questions. Make those good choices now and give yourself every opportunity to be successful, by letting go of the negative forces, and welcoming those that are positive!

With Love, Laughter, and Lemonade . . .



Eloiza B. Martinez is assistant vice president for Wells Fargo Bank. Her long list of community service activities includes president of Golden Rule, Inc., past president of Habitat for Humanity and land and transportation chair of Vision 2025 of the City of North Las Vegas. She is president of the Latin Chamber of Commerce. The most recent of her many honors and distinctions includes the 2003 Wells Fargo Citizen of Distinction Award. **702-385-7367**

NETWORKING . . . IN ALL THE RIGHT PLACES

You have most certainly heard that doing business is about who you know, not what you know. Even in this information age of technology, it is very true that people like to do business with people they know and trust. When you meet someone face to face, they get to know you much more quickly than by any other method. For many small business owners, networking is an affordable way to get your name out there and begin to

get business. Even for established businesses, this method of marketing could open doors to new opportunities you hadn’t previously considered.

There are so many wonderful “meet and greet” events taking place, many people wonder which ones are best for them to attend. Some people simply go to every event they can fit into their schedule. If you have the time to do this, any networking event can be worth your time. However, if you are very busy and want to optimize the time you spend networking there are a few things to consider in narrowing the choices.

First, you want to identify which events the people in your target market will be most likely to attend. If you are in a room full of people you know are in your target market, you will be more likely to be talking to potential clients. When you go to a more general event, you will probably end up talking to fewer people who fit your ideal client profile. However, I would not discourage anyone from attending general events if they like. It’s great practice and you really never know how someone might be able to help you in your business.

You also want to identify events and organizations that will

attract people who also serve your target market. Some of these may be the same events that draw your target market and some of these may be other events. In this case, you will be in a room full of people who can send you referrals. This can be even more productive because it will put you on track to creating strategic relationships with referral sources who can help provide you with a continuous stream of business.

The most successful business people have such a blur between their business life and the rest of their life that they actually network all the time. No matter where you are, you may meet someone who is either a potential client, a potential referral source or even a potential friend. Be open with people everywhere you go. It may take you out of your comfort zone at first, but you might be surprised how quickly it becomes natural for you.

I challenge you to find three to five organizations that would attract your target market or those who serve your target market. Find out when the next event is being held for each of these organizations and register to attend. Be sure to mark it on your calendar.

Community Connection

ON OUR COVER: Kids to Kids, the flagship program of Spread the Word Nevada, is a nonprofit effort designed to promote literacy and to make it possible for Nevada’s children to experience the magic of books. Here, the program’s executive director Lisa Habighorst (second from right) and its community outreach director Debbie Carroll (third from left) are joined by (from left to right) Rex Bell Elementary School counselor Christine Greathouse, Rex Bell ES assistant principal Ivette Sylvas, and Kids to Kids sponsors, Glenda Rhodes of Rhodes Homes and Paul Watkins of Lexus of Las Vegas.



LISA HABIGHORST is Executive Director of Spread the Word Nevada and Kids to Kids. She was a middle school mathematics teacher for 12 years. She earned her undergraduate degree in Education at Oregon State University and a

Masters Degree in Education Administration from UNLV. She made the decision to stay at home with her four children five years ago. A believer in literacy, and an avid reader, she took on her role as Executive Director in July 2001.

Kids to Kids: Promoting Literacy One Child at a Time

Many individuals feel inspired to volunteer their time to a worthy organization, but sometimes have difficulty finding a group that’s the right fit for their schedule or talents. Kids to Kids, a Southern Nevada literacy program, provides the perfect opportunity to volunteer with an organization that is having a substantial impact on the community.

This innovative program gives books to students in 11 elementary schools. To date it’s collected about 620,000 books, and has distributed nearly 530,000 to more than 47,000 children.



Ken Levine, owner of *Choice Massage*, specializes in chair massage for customer recognition, employee recognition, and special events, as well as in home full body table massage. **702-580-2993**

THE MASSAGE BENEFIT

Stress is the number-one killer of success. It damages

the relationships so vital to success. Stress knows no boundaries. It does not discriminate between color, gender, or type of business.

Kids to Kids puts books into the homes of youngsters and gives them the means to develop their own personal libraries. In far too many cases, the books given out by Kids to Kids are the first many of these at-risk children have ever owned.

And in its “Books From Badges” program, Kids to Kids works with local law enforcement agencies to distribute books to children in Southern Nevada neighborhoods with particularly high crime rates. “Books From Badges” has distributed more than 12,000 books.

In another program, “Breakfast with Books,” the organization distributes books to families in need at events consisting of a breakfast snack, story time, and the chance for children and parents to select books of their choice. The goal is to increase the awareness and importance of reading as a family activity. More than 15,000 books have been distributed through this program.

Kids to Kids was named “Outstanding Charity of the Year” for 2005 by The Nevada Community Foundation. This prestigious award recognizes nonprofits that demonstrated both exceptional stewardship of their donors’ resources and a high level of effectiveness in addressing community issues.

Kids to Kids has teamed up with a number of partner organizations, including Rhodes Homes, Lexus of Las Vegas, The Venetian Foundation, Focus Property

At work, there are few options for stress relief. A centered, balanced and stress-free office space creates endless possibilities. One of the most efficient methods of stress relief at the workplace is seated massage.

Seated massage started in 1983 when Dr. David Palmer developed the “massage chair.” Unlike traditional massage, in chair massage, the client remains clothed, no oil or other lubricants are used and the average duration is about 15 minutes. Privacy is not required and it’s affordable with the average cost at \$1 per minute. A good chair massage is administered by a licensed massage therapist in an office or even a cubicle.

Businesses that have made massages available to employees have reported decreased absenteeism, increased

Group, Barnes & Noble Booksellers, Goodwill Industries, The Summerlin Children’s Forum and The Howard Hughes Corporation, among others.

Volunteer Opportunities

The volunteer opportunities at Kids to Kids are virtually limitless. They include:

- Become a part of the group’s fund-raising efforts
- Help clean books before distribution
- Organize book drives
- Assist with publicity
- Pick up and drop off books
- Lend a hand in the organization’s programs for families
- Seek out new partnerships

Get Involved

Kids to Kids is making a difference in the community, and you’re welcome to become a part of this important effort. Donations of books are always welcome, but the organization also accepts in-kind donations and monetary contributions.

Tax deductible receipts are issued for all donations. Spread the Word Nevada, Inc., is a 501c3 nonprofit corporation.

productivity, less work-related injury, less employee turnover and worker compensation fees, reduced health care costs, less stress and a more energetic workplace overall.

The human resources manager’s dream doesn’t stop there. The benefits to the individual include increased circulation, higher metabolism, increased range of motion, less muscular pain and increased alertness throughout the day.

Companies currently using on-site massage therapy include Apple Computer, AT&T, General Mills, NBC-New York, PepsiCo, YM & YWCA.

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Personal Success

Fact of life: If you ignore your health and personal life long enough, it will eventually interfere with your business life. Busy business owners and managers need to take time to take care of themselves. freeSanity offers some ideas for pampering your personal side.



June L. Beland is the founder, president, and CEO of the Women's Chamber of Nevada, a state women's trade organization. She brings to the position a rich background in entertainment and modeling, plus 29 years in the publishing industry, producing *The Hollywood Report*, *Women's Business Magazine*, *Women In Power Magazine*, and

others. Beland's many past and present affiliations with entertainment, business and charitable organizations include the Academy of Country Music, Hollywood Women's Press Club, and Children's Charity of Southern Nevada. **3690 S. Eastern Ave., Suite 219, LV 89109 • 702.733.3955, fax 702.733.1172 • Email: info@womenschamberofnevada.org Web: www.womenschamberofnevada.org**

WHY WORKSHOPS?

Anyone who's considered joining a chamber of commerce has heard the roster of benefits that a chamber brings to the business. The value of some benefits like member discounts and networking opportunities are easy to recognize. The value of others, like workshops and executive training sessions or leadership programs, may not be so obvious.

Often business owners, especially small business owners, feel they don't have the time to go to a workshop or commit to a leadership program which might require

long hours and weeks or months of meetings to complete. When compared to the day-to-day demands of business, many owners and managers have trouble looking beyond the obvious questions of, "Who'll watch the store while I'm gone?" or "Can I afford to take time away from billable work?"

Executives in larger firms often have their own misgivings, feeling that they already know what they need to do so they won't benefit from attending such sessions. Both have what sound like legitimate arguments, but in today's quickly changing world, a successful businessperson has to stay informed about ever-changing market trends, governmental regulations and the economy.

Since time is money, the faster and easier a business owner can obtain this information, the better it is for the long-term health of the company. These various sessions can provide a quick, intensive look at various aspects of business.

A well-run workshop or seminar will deliver a concentrated, targeted presentation that provides the chamber member with information that would otherwise take days, weeks or even months to learn. Subjects can run the gamut from the latest business and industry trends to updates on governmental regulations or information on new marketing trends and the changing face of media and advertising. These gatherings also provide an opportunity to meet cutting-edge business,

community, or governmental leaders.

Training sessions and leadership programs offer similar advantages. Training sessions are often crafted to meet the needs of a particular segment of chamber members. They can be fine-tuned to provide expert direction and hands-on participation. Like workshops and seminars, training sessions offer an opportunity to become acquainted with experts who can be an ongoing resource for your business.

Leadership programs provide direct development for those who want to move into upper management or just learn to deal with people on all levels. It provides a platform on which to grow and expand skills. Often these programs call for a serious community participation commitment, which helps expand the individual member's awareness of the business community as a whole and generally introduces the member to the individuals responsible for shaping the local business climate.

The types of workshops, seminars, training sessions and leadership training that a chamber offers are determined by the needs of the chamber's members. By getting involved in a chamber, members can help shape the business community in which they live. In today's world, more than ever before, knowledge is power, and the chamber is one of your greatest power points. Participate in it and let it support you.



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ECONOMICS OF OUTSOURCING – CONCLUSION

My previous column covered outsourcing as a "logical extension of the free trade argument that has traditionally divided economists and the public," then cited some economic sources that added historical context and addressed some of the concerns. The following tells the rest of the story . . .

Mixed Forecasts

Forrester Research, Inc., stands by its projection that about 3.3 million U.S. jobs will be outsourced overseas by 2015. This is minuscule compared to the figure reported by the U.S. Bureau of Labor Statistics on quarterly job churning in the U.S.

According to the BLS, "The first installment of the series, which provided private-sector data through the fourth

quarter of 2002, showed 7.746 million jobs were gained in the final three months of last year, while 7.816 million were lost -- for a net loss of 70,000 jobs." These figures are in consonance with the position of many economists that internal job loss is more of a concern than job loss due to outsourcing.

However, not everyone is this optimistic. George J. Bryjak in *Outsourcing The American Dream* argues that "when people change jobs as a result of global competition, their wages typically decline, at least initially." In a dynamic economy such as ours, skill requirements are continually changing and it will be silly to pretend that free trade is good for everyone at all times. Public policy should focus on providing safety nets, albeit temporarily, for those who have been hurt by the new phenomenon as they retrain for the emerging jobs.

One of the fundamental requirements of the globalized economy is the ability to combine technical and analytical skills with cultural competence and people skills. As *BusinessWeek* (03/01/04) notes, "To thrive in that wacky world, programmers . . . must undergo the career equivalent of an extreme makeover. Traditionally, the profession has attracted brainy introverts who are content to code away in isolation. With so much of that work going overseas, though, the most successful

American programmers will be those who master people skills."

The Overlooked Factor in Outsourcing

It is not uncommon to blame businesses and policy makers for many economic disruptions. I recall a fellow who blamed the Mount St. Helens eruption on the then-president. It is easier to blame others than take responsibility.

I once asked students in an economics course how many would purchase a slightly more expensive U.S.-made product to save a neighbor's job. In a full class, not one agreed to do this. One student said that the neighbor should retrain for another job. Another said that he would not use his hard-earned money to "subsidize inefficiency."

In conclusion, we can say that the consumer desire to get the biggest bang for the dollar and the business desire to minimize cost and maximize profit in the presence of the new and emerging technologies are fueling the outsourcing arrangement. Public policy should aim at minimizing the disruption and pains that accompany this ever-present historical process by providing opportunities for retraining and restructuring by the affected workers and businesses.



Don Miguel Ruiz is the international bestselling author of *The Voice of Knowledge*, *The Mastery of Love*, and *The Four Agreements* (a *New York Times* bestseller for over 5 years). Born into a family of healers in rural Mexico, Ruiz was chosen to carry forward his family's centuries-old legacy of Toltec wisdom and healing. Instead, distracted by modern life, Ruiz chose to

attend medical school and become a surgeon.

Late in the 1970s, a near-death experience changed his life and Ruiz decided to devote himself to mastering the wisdom of the ancient Toltec. To this day, he continues to share these teachings in lectures and journeys to sacred sites around the world.

Ruiz is widely known for transforming complex human issues into simple common sense — a talent which has earned him millions of fans, international acclaim, and a vote of approval from Oprah Winfrey. Sales of his *Toltec Wisdom* books have soared to more than 5 million copies in the United States alone, and have been translated into 30 languages worldwide. [migueldmigueld.com](http://migueldmigueldmigueld.com)

TRUTH

Every human is an artist, and our greatest art is life. Humans perceive life and try to make sense of life by expressing what we perceive with words, music, and other expressions of art. We perceive life and then create a story to justify, describe, and explain our perception and emotional reaction. All humans are storytellers, and that is what makes us artists.

Everything we believe about ourselves is a story we create that is based in reality, but is just our point of view. Our point of view is based on our experience, on what we know, on what we believe. And what we know and believe is just a program; it is nothing but words, opinions, and ideas we learn from others and from our own life experience.



Jen Kunkel became a business owner in the beauty industry at age 19, then a college student, and then a successful chemical engineer in corporate America. But recognizing her passion was unfulfilled, she decided to pursue her true purpose in life and for six years was key in operating her family's Las Vegas communications company. In June, 2005, Jen founded *Connect For Success*, a company focused on supporting business owners and professionals in achieving success with

their dreams. 702.279.9719 • www.jenkunkel.com

CREATE CUSTOMERS WHO LOVE TO REFER YOU

Building your business is all about building relationships, and the most important relationships are those you have with your customers. They are the lifeblood of your business. Cultivating the relationships you have with your current customers is key to being excellent versus being average.

Think of times when you play the role of the consumer. You most likely recall the negative experiences and the very positive experiences. The average experiences do not tend to stand out in our minds. Imagine yourself back in that very positive experience and review all the things that

Humans perceive truth, but the way we justify and explain what we perceive is not truth; it is a story. I call this story a dream. The human mind mixes perception, imagination, and emotion to create a whole dream. But the story doesn't end there, because every mind of every human mixes together and creates the mind of the planet Earth — the dream of the planet.

The dream of the planet is the dream of all humans together. We can call it society, we can call it a nation, but the result of the creation of the mind, individual and collective, is a dream. The dream can be a pleasant dream that we call heaven, or it can be a nightmare that we call hell. But heaven and hell only exist at the level of the mind.

In human society, the dream of the planet is ruled by lies, and fear is the result. It is a dream where humans judge one another, find one another guilty, and punish one another. Humans use the power of the word to gossip and to hurt one another. Misuse of the word creates emotional poison, and all that emotional poison is in the dream. It goes around the world, and that is what most humans eat: emotional poison. The dream of the planet prepares newborn humans to believe what it wants them to believe. In that dream, there is no justice; there is only injustice. Nothing is perfect; there is only imperfection. That is why humans eternally search for justice, for happiness, and for love.

For thousands of years people have believed there is a conflict between good and evil in the universe. But this is not true. The real conflict is between truth and what is not truth. The conflict exists in the human mind, not in the rest of nature. Good and evil are the result of that conflict. Believing in truth results in goodness; believing in and defending what is not truth results in evil. Evil is just the result of believing in lies.

made it so great. Those are the things that you want to incorporate into serving your own customers so they also remember your company for a very positive experience.

All of the benefits of providing the best customer service possible are truly too numerous to mention. There are some key reasons that are very compelling however.

- Your company will be known for its excellent reputation in the community it serves.
- Existing customers will continue to buy from you.
- Your customers will tell their friends and associates about you.
- By fully understanding the needs, issues and concerns of your customers, you may find additional opportunities for new products and services you can provide.

The value of your company's reputation in the community is not to be underestimated. It can be very expensive to get a new customer, so when you have them coming to you simply because of your reputation, that is incredibly valuable. When existing customers want to purchase from you again or send their friends to purchase from you, or someone comes to you as a result of hearing of your reputation in the community, you know you have learned to make gold.

All human suffering is the result of believing in lies. To become aware of this is the first thing we must do. Why? Because this awareness will guide us to truth, and the truth will lead us to God, to love, to happiness. The truth will set us free from all the lies we believe in. But we have to experience the truth to know the truth; we cannot put the truth into words. As soon as we start to talk about the truth, as soon as we put it into words, it is no longer the truth. We can experience truth, and we can feel truth, but when we make the story, that story is only true for us. For everyone else, it is not truth. Everyone creates his or her own story; everyone lives in his or her own dream.

To recover awareness is to see life the way it is, not the way we want it to be. To be aware is to see what is truth, not what we want to see in order to justify the lies we believe. If we practice awareness, then the time comes when we master awareness. When we master awareness as a habit, we always see life the way it is, not the way we want to see it. Then we no longer try to put things into words and explain what we perceive to ourselves. Instead we use words to communicate with someone else, knowing that what we are communicating is just our point of view.

Excerpted from don Miguel Ruiz's book, Prayers: A Communion with our Creator



If you are not getting these kinds of results at the level you would like, there are some things you can do to make the shift.

- Be sure your motivation is to serve the customer and provide the most value possible, instead of focusing on the sale and the revenue it will generate.
- Educate your customers and freely share information with them.
- Provide solutions to your customers, either directly or by referring them to others within your network.
- Make sure everyone in your company treats your customers like gold by creating a culture of "What can I do for you?"
- Create systems within your company that support creating this culture, and ensure your customers have the same experience whether they deal directly with you or with any one of your employees.

Sometimes we tend to take our current customers for granted and that can be a very dangerous thing to do. It is much less expensive to keep a current customer than it is to acquire a new one. Always focus on creating value for your customers and you will cultivate a reputation of a company that really cares.



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Money Matters

It takes money to make money and a good manager is always looking for ways to stretch investment dollars and increase the bottom line. Leading advisors offer tips for making every dollar count.



David Poulsen is the president of DP Mortgage Group, a company he founded one year after moving to Las Vegas. David is a leader in the mortgage lending industry. Poulsen was also previously responsible for managing a team of loan officers, and now has attained broker status. His company crafts customized loans drawn from the over 100 programs available. He also offers "a chance to win a dream vacation". 702-221-1970

ARISTOTLE IN THE BOARDROOM

Ancient yes, but far from antiquated, Aristotle's principles of public speaking live on in the boardrooms of our time. Whether you are pitching your business to a prospective client or presenting to your investors, the key to success lies in how well you manage to convey credibility to your audience. It's not about faking or concealing, but about being perceived as trustworthy and knowledgeable.

"Nice theory, Aristotle! But how do I become a master of public speaking?" Well, practice does make the master. To

make a successful, persuasive speech, you need to start with an unambiguous proposition. It is needs to be crystal clear what you want the audience to do or believe. A good proposition should state the goal in a single sentence. It meets an audience need and asks for something reasonable. In all simplicity, it could be something like "All Las Vegas homeowners should install solar panels."

Now comes the tricky part; you have to prove your proposition. Aristotle did quite a bit of thinking in this matter and left us with three areas of proofs called ethos, logos and pathos. Ethos refers to how credible you are as a speaker and consists of your competence, goodwill and character.

By showing your audience your expertise in an area, you may get its acceptance. An impressive title may help, but it is crucial to master your topic. However, even if you are an expert, but come across as an unengaged speaker, your audience may stop listening. Instead, show them your goodwill; be an enthusiastic, warm and friendly speaker! Vary your tone of voice, smile, be personable and use humor when appropriate.

Neither your competence nor goodwill will be accepted if the audience does not buy your character - that is, perceive you as honest and trustworthy. To support that image of yourself,

first, dress appropriately. Second, be truthful. You just can't be credible if you are stretching the truth. Don't exaggerate your points, but do present your ideas fairly. The key is to tell listeners why you hold a certain belief - share your reasons!

Now that you have established your character with the audience, it comes down to argumentation. When the topic allows, make your points and prove them with logical reasoning and factual evidence (logos). Refer to reputable sources. Match up your issue with comparable situations and show their actions and outcomes. Numerous are the ways of proving your point. Sometimes providing factual evidence is a challenge, in which case you may appeal to the audience's emotions, needs and desires (pathos) - talk to their hearts!

Of course ethos, logos and pathos cannot always account for equal parts of your speech. Research your audience's expertise, beliefs and values, and select areas to emphasize. Whatever strategy you choose, remember that both logic and emotional appeal are likely to fall short if you fail to establish your speaker credibility. After all, "character is that which reveals moral purpose, exposing the class of things a man chooses or avoids." (Aristotle, 384-322 BC).



Michael Neill is the author of *The 7 Myths of Success* audio program, a life coach and speaker. His client list ranges from prominent entertainers to the Saudi Royal Family. He writes a weekly coaching column available on the internet at GeniusCatalyst.com, currently read in 80 countries around the world. mikeneill@sbcglobal.net

SOME THOUGHTS ON COMFORT ZONES

I am convinced that one of the most debilitating beliefs in the pursuit of success is that there is something noble about going through much pain and discomfort in the process of going for a goal, and something shameful or wrong with taking it easy and feeling good along the way. An example of this is the notion of "comfort zones."

The idea is that our nervous systems behave like thermostats, which turn on heating when the temperature

drops below a certain point, let's call it point "A," and turn on air conditioning when the temperature rises above a certain point (point "B"). The "comfort zone," also known as the "dead zone," is the range of temperatures between point "A" and point "B." So far, so good. But why is the comfort zone the enemy of success?

Because, our personal development gurus tell us, nothing happens there. The solution we are offered is to "turn up the heat" on our problems until we feel sufficient pain that we are "forced" outside our comfort zones and things begin to happen. The argument is that every time we step outside our comfort zone, it expands. But if it's such a horrible and limiting place to be, why do we want to make it bigger?

Personally, I think the comfort zone gets a bad rap. I like being comfortable. I have big, comfortable sofas where I love to sit while I listen to music, watch TV, play video games or snuggle with my wife and kids. I also like going for what I want. I love the challenge of putting myself on the line and finding out that, more often than not, I do have what it takes. The problem may not be that we are too comfortable - it may just be that we inaccurately equate comfort with complacency.

What might happen if instead of either avoiding or "pushing through" discomfort, we embraced it as part of the rich tapestry of a fulfilling life? What if we could become comfortable with discomfort and easy with ease?

Spend some time today hanging out with your "negative" emotions. You could do this by enjoying your anger, or wallowing in some self-pity, but here's my suggestion....

Put yourself (safely) in an uncomfortable situation, and instead of "adjusting the temperature" by taking action, just be there. Don't try and make it better, don't try and "adjust your mind," just be there, feeling uncomfortable. You might want to remember to breathe while you're there.

If you're willing to do this for a couple of minutes, you'll begin to notice something wonderful - when it's really OK to be uncomfortable, comfort happens. And while I know that may be an uncomfortable thought for some of you, a little bit of comfort may be just what you need...

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