

Happy April 1st

Amazing – one quarter of 2010 has come and gone. Only 274 days to make our mark on 2010.

Congratulations

ALP = Advanced Leadership Program

ELD = Enterprise Leadership Development - CommScope

EMP = Executive Management Program

IMP = In-house Management Programs

PSP = Professional Sales Program

BACKSCHEIDER, John – (EMP-10) - is now Account Manager – Lighting Management Programs – Riverside Electric, 680 Redna Terrace, Cincinnati, OH 45215 - Bus – 866-548-3766 – Cell – 513-315-0216

jbackscheider@riverside-elec.com

CURRIE, Richard – (EMP-28) – is now Director Sales & Marketing – Paladin Custom Material Handling, 18135 SW Boones Ferry Road, Portland, OR 97224 - Bus - 262-707-5444 - Cell – 262-707-5444 –

rcurrie@paladinbrands.com

DOOLEY, John – (EMP-3) – is now Vice President Sales & Marketing - Coffin World Water Systems, 1732 McGaw Ave., Irvine, CA 92614 – Bus - 949-777-3726 - Cell - 951-760-0960 - dooley@worldwater.com

EVANS, Parrish – (PSP-6) – is now Regional Manager – Eastern United States – OPW-Fueling Components, P. O. Box 81973, Athens, GA 30608 - Bus – 706-757-0035 - Cell – 706-202-7812 - pevans@opw-fc.com.

PIETRA, Guy – (EMP-13) – has completed his Master of Science in Management from Indiana Wesleyan University, Marion IN. Guy is Vice President, Human Resources - Union Metal Corp., 1432 Maple Ave. NE, Canton, OH 44705 - Bus – 330-458-5231 - Cell – 330-284-6616 – pietra@unionmetal.com. He does look smarter!

SORIC, Neven – (IMP) – is now Internet Marketing Account Manager – PrimeVisibility, 1660 Walt Whitman Road, Suite 100, Melville, NY 11747 – Bus - 631-719-7415 – Cell - 631-374-5757 – nasiks@optonline.net.

TOLLIVER, Ronnie – (EMP-6) – running as an Independent has been elected to the Deer Park, OH City Council. So far he is answering “no comment” when queried about the gubernatorial race. When not politicking Ron is Consultant – Next Level Consultants, 4221 Matson Ave., Cincinnati, OH 45236 - Bus – 513-259-3900 - Cell – 513-259-3900 - tolliver001@cinci.rr.com

WILLIAMS, Jay – (ELD-1) is now Regional Vice President – Strategic Business Development – CommScope, Inc., 4102 Perry View Road, Nottingham, MD 21236 - Cell – 410-340-8918 - jayw@commscope.com.

“The way to secure success is to be more anxious about obtaining than about deserving it.” William Hazlitt

“For every person that climbs the ladder of success there are a dozen others waiting for the elevator.”

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. 02 – 06, 2010 ←

WEEK 2 – Nov. 01 – 05, 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.

Up Coming Weeks

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

EMP 32/2 • SEP 27 – OCT 1

EMP 34/1 • OCT 18 – 22

Change

According to recent studies, the rate of change in the United States and Canada is such that a new high technology is produced in the marketplace every 17 seconds. That's more than three a minute, more than 200 an hour and more than 5,000 a day. With each new high technology product comes at least 100 related services. In just a few years there will be 17 new high technological products produced every second!

Entrepreneurs and smart managers see change as the norm and as healthy. Usually they do not bring about the change. However, and this defines the entrepreneur and the smart manager, they always search for change, respond to change and exploit change as an opportunity.

Get in the habit of looking at every change and ask – "Is this an opportunity?" "Is this new thing a genuine change or simply a fad?" The difference between true change and fads is very simple – a change is something people do, and a fad is something people talk about. A lot of talking is usually a fad. You must also ask yourself if these transitions, these changes, are an opportunity or a threat. If you start out by looking at change as a threat, you will never innovate. Don't dismiss something because it is not what you had planned. The unexpected is often the best source of innovation. Take an hour at your next staff meeting and ask – "what are the changes sweeping our industry?" Then identify the biggest, genuine changes. Ignore the fads. Figure out how to capitalize on the genuine changes.

Everything that is improved or new needs first to be tested on a small scale – that is – it needs to be piloted. The way to do this is to find somebody within your organization who really wants new things. Every new thing eventually gets into trouble - and then it needs a champion. It needs someone who says, "I am going to make this succeed," and then goes to work on it. This person needs to be someone the organization respects.

Often a good way to pilot a new product or a new service is to find a customer who really wants something new and who is willing to work with the producer to make the new product or the new service truly successful. If the pilot test is successful – it not only finds the problems nobody anticipated but also finds the opportunities that nobody anticipated, whether in terms of design, of market or of service. The risk of change is usually quite small.

Do the best ideas in your organization have fierce advocates to see them through a test in the marketplace?

A Mount Everest Adventure

SLAUGHTER, Steve – (EMP-16) begins his climb of Mt. Everest on April 4. You can follow his climb on the internet by going to www.exploradus.com. There will be a link at the right of this page that says, "Everest 2010 dispatches." Click on that and you can make the climb with Steve. Steve will also have his own blog at <http://steve-strait.blogspot.com/> wetu-2 Mt Everest via BKK. Steve is Vice President Operations – Heil Trailer International, Marriott Executive Apartments, Apt. 2003, 60 Soi Lang Suan, Lumpini, Pathumwan, Bangkok 10330, Thailand. sslaughter@heiltrailer.com. Good Luck Steve!

John's Jottings

PROSPECTING. A concept that makes some quiver with excitement, and most others just quiver. Let's explore what it is and how to go about it.

According to the American Heritage Dictionary, "prospect" as a noun means 1) something expected, possibility; 2) chances of success; 3a) a potential customer or purchaser; 3b) a candidate likely to succeed; 4) the direction in which the object faces; 5) something presented to the eye, scene. As a verb it means to search about or explore - (a region) - for mineral deposits or oil. Clearly, we are interested in meanings 3a and 5. We are also using "prospect" as a verb.

Who is responsible for prospecting? Sales people? For sure, but they are not the only ones.

Companies start by selling certain products to certain markets. Before long, they align themselves with a market; they soon begin to think of themselves as players in a particular market. While that may be predictable, notice what they tend not to think – they don't think in terms of problems their products can solve outside their market. In many instances, they tend to think primarily, if not solely, in terms of a narrowly defined set of customers.

Most of the time this may be ok, but what happens when things go badly for their chosen customers / industry? To put it another way, what happened to the suppliers to the big three auto manufacturers these last two years? How many of them went out of business? And largely because they were solely reliant on a narrow set of customers.

You wouldn't think of putting all your investment dollars in one stock, would you? Not likely. Then, why would you place the success of your company on one set of customers in one industry? Especially if your products might solve problems in another one?

In upcoming staff meetings, consider brainstorming these two questions: 1) in what other markets might our products be applicable? 2) What other types of problems can our existing set of products solve? Answering the first question is the job of senior management; the second is for the sales/customer service group.

For sales people, prospecting usually means looking for new customers - (usually in the same industry and in the same general vicinity of the ones you already have) - customers who have not yet realized they need to be buying your products. It involves cold calling, establishing relationships and maybe even taking them away from an existing supplier. It is long, hard work. However, it is absolutely a necessary activity and incredibly strategic.

Start by asking yourself and your colleagues what types of problems your products solve. Then follow that up with who needs those solutions. Begin calling on those customers. Remember, on average it takes about nine calls starting from scratch to get a new customer to place their first order; the average sales person gives up after five attempts. No wonder prospecting is one of the most neglected of sales arts.

More next month.

Investment Opportunity

“No business opportunity is ever lost. If you fumble it, your competitor will recover it.”

After a lengthy negotiation, John Barnes and I have obtained the North American distribution rights for Italian spaghetti trees. We finally received approval from both the Italian Government’s Ministry of Food and the Italian Association of Spaghetti Growers – (IASG.) This agricultural breakthrough was possible only after they had solved the problem of the dreaded spaghetti weevil.

These spaghetti trees flourish in temperate climates but also can be grown quite successfully in greenhouses. With proper care, you can obtain three crops a year and in some cases four. One tree will provide approximately 1800 pounds of fresh spaghetti per crop. Italian restaurants are prime customers since they can now advertise *“fresh spaghetti.”* In fact, any restaurant serving spaghetti is a potential customer.

Before offering this opportunity to the general public, we felt it only right to give the loyal readers of our newsletter the first investment opportunity.

Below is a picture of the first harvest from our spaghetti grove here in Tennessee. The entire crop was sold before it was even harvested.



A number of you have expressed interest in having your own business. Here is that golden opportunity. The trees need only minimal care – water, fertilizer and occasional spraying. Give your children a tree and they can begin earning their own college tuition money.

Our trees come only from the PO Valley – home of the finest spaghetti orchards in all of Italy. With proper care, your trees will continue to be fruitful for over fifty years. Think of leaving a productive spaghetti orchard to your children and grandchildren.

While in Italy, we had an opportunity to visit the research and development farm of IASG outside Ravenna, Italy. We were amazed! They are working on a lasagna bush and a miniature tree that produces angel hair pasta. The miniature tree can be grown inside the house. These two innovations should be ready for distribution within the next two years. Think of growing your own angel hair pasta in your kitchen – how fresh can that be!

We intend to set up regional distributorships with protected territories. Under such an arrangement, you can establish your own SSF – Spaghetti Sales Force. There will be a monthly *Spaghetti Lovers Newsletter* that will provide your customers with new pasta recipes as well as breaking news from the IASG Research and Development farms.

We will have monthly contests – most spaghetti sold – most innovative use of pasta - pasta paintings – spaghetti handicraft, etc. Regional spaghetti eating contests will be sponsored with the regional winners competing for the worldwide title. Television commercials with the Chick-Fil-A cows showing *“eat mor spagetee”* signs. The marketing ideas are endless. The Regional Distributorships will be awarded on a first come, first served basis.

Financial implications – these trees produce only Semolina spaghetti – the most sought after variety, which wholesales at \$2.00 per pound. A single tree can easily produce 3600 pounds a crop or spaghetti worth \$7,200. With three crops per year, each tree is capable of \$21,600 gross revenue. A grove of only 10 trees will provide over \$215,000 additional revenue per year.

An average Italian restaurant will purchase approximately 200 pounds of spaghetti per week. You need only one restaurant per tree to cover the yearly production of one tree. How many restaurants in your area serve spaghetti? Our spaghetti crop was completely sold before it was harvested. We started with only 20 trees. Our gross revenue was slightly over \$500,000. This spring we intend to plant an additional 80 trees.

There are 10ST and 20ST trees. This refers to the length of the spaghetti - 10 is 10 inches and 20 is 20 inches. We find that the 10 ST trees are easier to harvest. One person can harvest one tree a week. We pay \$10 an hour for harvesting or \$400 per week. After looking at the cost of trees, insecticide, fertilizer, harvesting, etc. John has figured the ROSI – (return on spaghetti invested) – as 87% before taxes.

We anticipate that our regional distributorships will go quickly once the investment opportunity is made public. Please contact John or me if you need additional details on this once in a lifetime opportunity.

“There are no days in life so memorable as those which vibrate to some stroke of the imagination.” Emerson

“When we stop to think, we often miss the opportunity.”
Publius Syrus

“There is no security on this earth - there is only opportunity.” Douglas MacArthur

“Know thine opportunity.” Pittacus

“In the orchard of opportunity it is better to pick the Spaghetti than let it fall to the ground.” What’sername

HAPPY APRIL FOOLS DAY!

When we communicate only three things can happen – only one of which is good.

- *Misunderstand*
- *Don’t Understand*
- *Complete Understanding*

What happens when you communicate?