

What's News

February 2009

Susan Van Vleet Consultants, Inc.

9220 KIMMER DR., SUITE 245, LONE TREE, COLORADO 80124

PHONE (303) 660-5206 FAX (303) 814-8217

WEBSITE: svanvleetconsult.com E-MAIL: svvconsult@svanvleetconsult.com

Bringing a close to 2008 The triumph of reality over fear.

I was sitting in a hotel room in Mexico City on November 12th as Susan was leading **Women Moving Forward®** and I was starting to freak out. I was doing very normal things like sending out emails and making phone calls. What was different was I had CNN on for background noise since I was by myself all day. This was of course as the news about the financial crises was whipping into a frenzy. The more I listened the more frightened I became. Bad news, bad news, bad news. I went from OK to anxious to terrified to immobilized. Why bother sending any emails were all going to be homeless soon anyway.

I had to turn the damn CNN off. Now it is good to remember a few things about media bombardment at this point. News used to be a public service of the networks. It was not a profit center. It lost money but that was OK it was the networks public duty to provide this service.

Then Ted Turner and others figured out that you could make money off of the news and the mischief began. So now we aren't simply offering information to people we are trying to *get* them to watch. We have this new product to sell: *The News*. Advertising time for the news is a great revenue source. I'm not the only one who is old enough to remember the nightly news half hour local at 6 PM and 10 and half hour national news at 6:30, that was it. Not local news starting at 5 AM Noon 4, 5, 6PM then national news. Let alone 24-hour news.

Then somebody figured out that fear REALLY sells. Death and dismemberment really sells. There was a time when you didn't see tsunami footage of people being swept into the ocean over and over and over. There were tsunamis way back when by the way, we just didn't have to see them 5,000 times till they were embedded in our psyches. That very basic nature of the human survival system 'identify threats so you can survive' is now activated constantly. The more we are scared the more we will watch so we can "survive". The latest is the BREAKING NEWS banner at the bottom of the screen. As soon as we saw BREAKING NEWS: Brittany Spears....I knew we had gone too far.

But here's the real **irony if you watch too much fear crap you will become immobilized and you *won't* survive**. You have to take back your emotional well being from CNN and Fox. There probably is an hour or so of news everyday and now 23 hours of "fear filler." This is not to minimize that we are in tough times because we are. However weathering these tough times will require THOUGHTFUL action not adrenalin soaked knee jerk reactions or worse yet paralysis. Witness handing gobs of our money to the banks with no restrictions, talk about "panic action."

So what does all this have to do with putting 2008 to rest? The pounding of the media has made the ONLY story of 2008 the economy. It has warped many of us into thinking 2008 *was* a bad year. It has overwhelmed everything else. Let me call for a little balance.

Here are the big stories for me in 2008:

Adam graduated from Columbia College after 4 great years and learning and development in Chicago.

Susan did brilliant life changing work in Chile, Mexico City, Brazil and Frankfurt altering lives for the better permanently.

The men attending the Advanced Men's Course demonstrated enormous courage in sharing themselves and moving their lives to new levels.

Clients on numerous occasions took moral stands and did the right thing in the face of pressures to look good, be politically correct and save the company money.

We were supported by good decent people committed to the well being of their people. Dedicated to their purpose in life more than their career enhancement or simply pleasing their boss.

We elected out first African American President.

To Adam I reiterate congratulations. To Susan I say you are my inspiration for living a good life. To the AMC guys I saw your courage it is awesome. And to all of you, who did the right thing, took the stand, supported your people in the face of pressures I salute you and thank you. To the American electorate I say congratulations for closing one chapter on our prejudice.

So I recommend that to complete 2008 acknowledge the achievements of yourself and others. Don't let the economic news blind you from all the people who need to be thanked. Take a minute with your family and team at work to write your headlines of 2008 that tells the whole story not just the frightening story. Don't let fear stop you from thanking all the people who deserve it.

Lets acknowledge ALL of 2008 not just the part that sells. Feel free to send in your headlines or thank yous that you think should get some ink.

Feedback from last Month's Newsletter

"I was a little behind on email form being out of the office...but I returned today and just read the newsletter. This (article) couldn't have come at a better time, as my husband just lost his job due to downsizing as a result of the economic conditions. I will definitely be pulling out my course (Managing Change) notebook.

It is interesting how we grieve the loss of things we don't even like very much. He had been unhappy with his job for the past year, yet is very depressed over the loss of it. So much so that it is preventing him from moving forward.

This (article) gives me ideas of how I may be able to help him a little. Thanks so much."

Anonymous

The 30th Anniversary of Women Moving Forward®
Here's an Update on Celebrations Worldwide

Caracas, Venezuela Contact: velasquez.ee@pg.com
for information. The celebration is planned for March.

**Cincinnati, Ohio Thursday Evening, April 16 Westin
Hotel Contact us for information and to RSVP**

**Princeton, N.J. Thursday Evening, June 18 Hyatt Hotel
Contact us for information and to RSVP**

**Lone Tree, Colorado January 23 California Cafe, Park
Meadows Mall**

**Bhopal, India Contact Dr. Preeti Mishra
drpreetimishra@gmail.com**

**Milwaukee, WI March 12 Dinner Contact Patty Doyle Kramer
pkramer@brandblazers.com**

If you would like to organize your own celebration
where you are let us know so we can support you and
let our graduates know.

Women Moving Forward Workshops Filling UP

Because we are offering our special \$2500 discount for women attending in
2009 space is becoming limited.

There are only 4 workshops remaining in 2009:

April 14-16 Westin Hotel [Cincinnati, Ohio](#)

June 16-18 Hyatt Hotel [Princeton, NJ](#)

October 21-23 SVVCI Offices [Lone Tree, CO](#)

December 2-4 SVVCI Offices [Lone Tree, CO](#)

To reserve a space in one of the remaining workshops call or E-mail us so we can complete your registration.

To bring this workshop to your company contact us for information.

Check out our Public Workshop Schedule for all of our scheduled workshops

Congratulations are in Order.....

To Andy Jones on the publishing of his latest novel: *Southern Frost*. Andy is with Centocor, J&J

To Ann Poko on her promotion to Systems Analyst for Portfolio and Project Management supporting the Americas at Centocor

To Jim Clemmensen on his promotion to Senior Vice President, Insurance Operations for MiniCo Inc.

To Cary Manderfield on his promotion to Section Manager in Corporate New Products Group at SC Johnson

To Barbara Capozzolo and her family on the birth of their baby girl Sophia. Barbara is with P&G R&D Venezuela

To Shannon Aughe on her new position with Wells Fargo Banks in Phoenix, Arizona

Note: If you would like your accomplishment in this section of our newsletter please send us an E-mail with the details

PUBLIC WORKSHOP SCHEDULE (1/14/09)

All prices are in US Dollars

2009 Courses			
PRODUCTIVE RELATIONSHIPS©	February 24-26	Lone Tree, CO	\$3,500
SMART PEOPLE: MANAGING & RETAINING GIFTED EMPLOYEES©	March 10-12	Lone Tree, CO	\$4,000
MANAGING CORPORATE CHANGE©	March 24-26	New Jersey	\$3,500
WOMEN MOVING FORWARD®	April 14-16	Cincinnati, OH	\$3,500
WMF® 30 th ANNIVERSARY CELEBRATION DINNER	April 16	Cincinnati, OH	N/C for grac
WOMEN'S LEADERSHIP RETREAT -Make-Up Day <i>Course Filled Wait List Available</i>	May 5-7 May 4	Beaver Creek, CO	\$4,500
WOMEN MOVING FORWARD®	June 16-18	Princeton, NJ	\$3,500
WMF® 30 th ANNIVERSARY CELEBRATION DINNER	June 18	Princeton, NJ	N/C for grac
PRODUCTIVE RELATIONSHIPS©	June 23-25	Lone Tree, CO	\$3,500
LEADING PROJECTS THROUGH RELATIONSHIP, COMMITMENT & PURPOSE©	July 20-24*	Lone Tree, CO	\$5,000
LEADING PROJECTS THROUGH RELATIONSHIP, COMMITMENT & PURPOSE©	July 22-24**	Lone Tree, CO	\$3,500
ADVANCED MEN'S COURSE	October 13-15	Vail, CO	\$4,500
WOMEN MOVING FORWARD®	October 21-23	Lone Tree, CO	\$3,500
TRAINING FOR CHANGE AGENTS	November 3-6	Lone Tree, CO	\$5,000
PRODUCTION RELATIONSHIPS©	November 17-19	Lone Tree, CO	\$3,500
WOMEN MOVING FORWARD®	Dec. 2-4	Lone Tree CO	\$3,500

*TO INCLUDE A REQUIRED 2-DAY PRODUCTIVE RELATIONSHIP WORKSHOP

**FOR THOSE THAT HAVE MET THE PREREQUISITE ATTENDANCE OF PRODUCTIVE RELATIONSHIPS

Spouses and Partners of Course Graduates can attend the Course for half price

(this offer does not include the Advanced Men's Course or WLR).

To register for any course, retreat, or conference, contact our office.

We accept MasterCard, Visa & American Express

*There is a \$500 discount when two or more people attend the same \$3,500+ workshop
from the same company and location.*

You must register together and attend together

All prices are subject to change. No refunds are given.

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