

CLIENT / CONTACT BULLETIN 8-22

**Just in case it matters to you:**

- "THE U.S. ECONOMY, DESPITE ITS CURRENT CRISIS, REMAINS FUNDAMENTALLY VIGOROUS when compared with others... America's unrivaled economic status has lasted more than 120 years and accounted for roughly a quarter of world output for over a century... and most estimates suggest that in 2025, the U.S. economy will still be twice the size of China's... But being on top for so long has its downsides. The U.S. market has been so large that Americans have assumed the rest of the world would take the trouble to understand it and us, without our reciprocating by learning foreign languages, cultures or markets... Our problem is the U.S. *political system* – dysfunctional and unable to make the relatively simple reforms that would place the country on extremely solid footing for the future. Washington seems largely unaware of the new world rising around it, and shows few signs of being able to reorient policy for this new age... U.S. legislators rarely think about the rest of the world when writing laws, regulations and policies, rarely refer to global standards... (e.g., we are the only country other than Liberia and Myanmar that is not on the metric system), ...and seems to have lost its ability to fix its ailments. The economic problems are real, but by and large are neither the product of deep inefficiencies within the economy nor reflections of cultural decay. They are rather the consequences of specific government policies... Our political system has been captured by money, special interests, a sensationalist media and ideological attack groups. The result is ceaseless, virulent debate about trivia – politics as theater – and very little substance, compromise, or action. A can-do country is now saddled with a do-nothing political process, designed for partisan battle rather than problem solving."  
[FOREIGN AFFAIRS – May/June 08]
- "AS SPECULATION ABOUT BUSINESS RECESSION GROWS, ...performing a financial diagnostic during this volatile economic climate is a sensible preventative measure – not unlike a basic health screening that enables you to take action before a situation becomes dire – ...and one of the most critical management tools is a 'forecasting model' which allows prudent management to constantly update business forecasts for changing conditions." Typically, such strategies are not a priority for smaller businesses which lack systems to analyze metrics or assemble a predictive model (instead basing business decisions on gut instinct about sales trends and operating ratios). However, "when the economy changes drastically, the techniques that have worked before may not be effective" and, in times of turmoil, "an experienced outsider can help assess issues and recommend actions to make a course-correction to a more profitable future." DCG has counseled our clients in these areas for decades, and are currently accepting new engagements.  
[TATUM EXECUTIVE PERSPECTIVE – Apr 08]
- THE 'BIG-BANG-MACHINE' – THE WORLD'S BIGGEST PARTICLE ACCELERATOR – goes online this month, after \$8 billion and 10 years of construction under the French & Swiss Alps. Some 1,600 "super-powerful, cylinder-shaped electromagnets, some weighing over 30 tons...will propel two beams of protons in opposite directions around a 17-mile circular tunnel" to reach the speed of light before colliding. "More than 100M sensors will track and measure...bursts of rare forces and particles that haven't been seen since the Big Bang 13.7 billion years ago...measuring only the 100 most 'interesting' from 600M crashes per second... producing enough data to fill a 12-mile-high stack of CDs per year... to be then analyzed by 100,000 processors and thousands of scientists around the world. Physicists will be hunting for the elusive Higgs boson, or 'god particle,' which is believed to imbue matter with mass... They also want to prove that science fiction is actually reality by finding evidence of extra dimensions beyond our 3-D world."  
[FAST COMPANY – May 08]
- SNORING IS CAUSED – IN BOTH MEN AND WOMEN – primarily by either vibrating throat tissue or inflamed membranes. Soft throat tissue increases in vibration when relaxed by alcohol or sleeping pills. Mucous membranes inflame from smoking, dry air or allergies which irritate the esophagus, or from sprays which irritate nasal passages. But the "single greatest predictor for the onset of habitual snoring," according to Australian research, is *weight gain*.  
[BEST LIFE – May 08]
- THOUGHTS FOR THE WEEK: ***"It's not the strongest of the species that survive nor the smartest, but the ones that are most responsive to change."*** - Charles Darwin

***"Around 1900, the U.S. Gov't briefly grew marijuana along a stretch of the Potomac River to study the plant's medicinal value. Today, a more potent plant has risen on that site: the Pentagon."***

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