



Just in case it matters to you:

CLIENT / CONTACT BULLETIN 10-07

- “THERE IS NOTHING SO USELESS AS DOING EFFICIENTLY THAT WHICH SHOULD NOT BE DONE AT ALL,” notes global management guru Peter Drucker. **More than ‘efficiency,’ optimal business performance is based on ‘effectiveness’** – doing the things that are consistent with a program for achieving specified objectives, in order to accomplish clear goals and long-term vision. DCG specializes in strategic, financial, tax and operations *planning*, so that resources (human and capital) have the greatest chance for optimal results. Remember the business adage: *failing to plan is essentially planning to fail*. Courtesy consultations are now scheduling through March 15.
- AFTER TARDY AND INEFFECTUAL FEDERAL DISTRIBUTION OF THE H1N1 SWINE FLU VACCINE, “millions of doses” remain unused in the inventories of pharmaceutical developer Merck, prompting the recent publicity campaigns by U.S. Centers for Disease Control (CDC) “encouraging the public to participate in the program, saying that it is not too late.” Many people – including “particularly hesitant health workers” – lost interest in getting the shot “after learning the facts and potential dangers of the vaccine, and that the swine flu was no more dangerous than regular seasonal flu virus.” Not coincidentally, the CDC has also “been pushing” Gardasil, the controversial cervical cancer vaccine also developed by Merck. So, of special interest to those concerned about inherent conflicts due to ‘revolving door’ employment between government agency and industry execs, is the recent transition of the CDC’s Director for seven years, Dr. Julie Gerberding, to her new industry position as President of Merck’s \$5 Billion Vaccine Division. [ALTERNATIVES – Feb 10]
- HACKING INTO SMALL BUSINESS’ BANK ACCOUNTS IS A STEADILY INCREASING CYBERCRIME. Last year “losses climbed into the hundreds of millions of dollars as more organized crime groups moved online,” taking advantage of generally less sophisticated technical and financial resources in small companies “where computers are easier to infiltrate... One common mode of attack is to send a ‘spear phishing’ email containing an infected file or link to a malicious web site to employees with access to the firm’s financial accounts.” Once open or connected, malware is installed which bypasses antivirus software and allows criminals access to banking logins and passwords. Some protective tips: (1) Utilizing “high zone security” and “protected mode” on Microsoft Explorer, which restricts file installation without user consent; (2) Accessing online banking only through a dedicated computer without email or web access and not connected to the local network; (3) setting up “dual controls” which require second approval for account transfers; (4) checking balances at end of each day, in time to issue stop orders before next-day clearing-house transfers. Adding insult to injury, banks argue that they are not responsible since their systems weren’t breached. DCG can help. [WALL ST. JOURNAL – Feb 8, 10]
- “IS SEXUAL REPRESSION AT THE ROOT OF ISLAMIC TERRORISM? ...Islam is founded on a deep seated misogyny holding that women are worthless and that contact with them is dirty and shameful. Thus, love is reduced to violent domination, which becomes directly intertwined with terrorism against societies that allow women freedom – especially sexual freedom... and sexual repression breeds terror.” Examples include the 9/11 bombers whose next-to-last act was visiting a strip club, and the Xmas Day Underpants-bomber who “posted his emotional anguish on websites for years – not complaining about the plight of Palestinians or decadence of Western life but, rather, of feeling lonely and of struggling with forbidden sexual desires... When his devout religious beliefs conflicted with his corporeal desires, blowing himself up along with a whole lot of infidels was preferable to being sexually frustrated.” [THE WEEK – Feb 12, 10]
- “EATING LESS IS JUST AS IMPORTANT AS EATING RIGHT.” Japanese, who eat around 500 fewer daily calories than Americans, have the longest lifespan; and Canadians, who heavily eat fish and vegetables, live to age 100 twice as often. Western lifestyle makes this tough, but here are some tips: (1) Use smaller plates and never take a portion bigger than your palm; (2) Hydrate continually since “thirst is often misinterpreted as hunger”; (3) Sip liquid between bites since it takes around 15 minutes for stomach signals to reach your brain; (4) Pass on second servings; (5) Snack during the day on foods in their raw state, like nuts, which provide “a sense of fullness and longer-lasting energy.” [MENS’ JOURNAL – Feb 10]
- THOUGHT FOR THE WEEK: **California boasts 4 of the top 12 ‘DRUNKEST’ cities in the country. Based on “death rates from alcoholic liver diseases and booze-fueled car crashes, number of DUI arrests, and severity of DUI penalties,” Fresno is number one – with Riverside, Bakersfield and Modesto close behind. Whoopee.**

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