



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

CLIENT / CONTACT BULLETIN 10-12

- “ONCE UPON A TIME, NATIONS TOOK PRIDE IN THEIR STRONG CURRENCIES... Today, American authorities, while parroting belief in a strong dollar, have done nothing to shore it up – neither raising interest rates nor cutting the fiscal deficit nor intervening in the markets... The answer seems to be that the interests of exporters are paramount, given the desperate scramble for growth that has followed the credit crunch and the global recession.” Traditionally, weaker currencies pay the price through higher inflation; with our present labor and production capacity, the Administration is clearly betting this to be a lesser risk. The problem, however, is that recent “sovereign-debt jitters may be a sign that creditors are starting to assert themselves again, and demanding higher yields... When countries depend on foreigners to fund deficits, the ‘easy’ option of depreciating currency may carry a much higher cost” and major inflation historically ensues. [THE ECONOMIST – Mar 6, 10]
- WHEN COMMUNICATING VERBALLY, WORDS CONVEY ONLY AROUND 7% OF THE MESSAGE the other person hears – “body language communicates 55% and tone of voice accounts for 38%. Therefore, when someone says one thing, but their non-verbal communication says another,” the message meaning seldom gets through. “Paying attention to your listener’s postures and movements can indicate how you’re perceived,” and thus provide the opportunity to ‘redirect efforts’ for optimal impression, even before your listener becomes consciously aware of his/her reaction. Watch first for signs of sighing, arm-folding, head-shaking or face-rubbing as signs of displeasure. “Cues indicating boredom include resting one’s head on a hand, fiddling with hands, losing eye contact, looking at a watch or shuffling papers... Clasp hands behind the head while smiling could signal condescension; touching the nose can show disapproval... Leaning back often means you’re being evaluated critically.” The adage *‘It’s not what gets said but how it’s said’* is usually true. [LAW.COM – Mar 8, 10]
- BUT BE AWARE: Less than 10% of the 16,000 words which Americans consume daily come from face-to-face or telephone conversations. A recent UC-San Diego study found that, on average, we get 56% from television or radio, 9% from print media, and 26% from computers – including those from our share of more than 300 million daily text messages.



- MUCH RESENTMENT AGAINST THE ‘BIG BUSINESS BAILOUT’ STEMS FROM the fact that officials (government and industry) responsible for the fiasco have not paid their pound of flesh. Even Warren Buffett has taken umbrage against the execs: “Shareholders have lost more than \$500 billion in just the four largest financial fiascoes of the last two years. The CEOs and Directors of the failed companies, however, have largely gone unscathed. Their fortunes may have been diminished by the disasters they oversaw, but they still live in grand style. It is their behavior that needs to be changed: If their institutions and the country are harmed by their recklessness, they should pay a heavy price – one not reimbursable by the companies they’ve damaged nor by insurance.” Don’t hold your breath Warren. [BERKSHIRE HATHAWAY 2009 ANNUAL REPORT]
- THOUSANDS OF CRUISE SHIP PASSENGERS ARE WISHING THEY’D MADE OTHER VACATION PLANS. Last year, thirteen ships reported cases of “miserably sick vacationers” and three outbreaks have already occurred in the first two months of 2010. “The steady turnover of passengers and close quarters with shared surfaces mean that once microbes get aboard, they tend to stay there and spread.” Stomach viruses are the most common, causing vomiting, diarrhea, gastroenteritis, and which further aggravate general sea-sickness. “Cruising can be bruising.” [THE WEEK – Mar 12, 10]
- THOUGHT FOR THE WEEK:  
***“The rate at which a person can mature is directly proportional to the embarrassment he or she can tolerate.”***