



## Just in case it matters to you:

CLIENT / CONTACT BULLETIN 10-16

- HAPPY APRIL 15<sup>th</sup>. AMERICANS SPEND OVER 7.5 BILLION COLLECTIVE HOURS A YEAR – the equivalent of 3.8M full-time workers (six times greater than auto industry employees) – “grappling with an incomprehensible tangle of deductions, loopholes and arcane reporting requirements.” It’s all thanks to politicians who “use the tax code to encourage things they like, such as driving hybrid cars, and discourage things they don’t like, such as work. A typical loophole has passionate defenders but no opponents. Those who benefit from it, benefit a lot; those who would gain from its repeal (i.e. taxpayers in general), have never heard of it.” And the 70,000 page tax code just gets messier. [THE ECONOMIST – Apr 10, 10]
- ADDING INSULT TO INJURY, “AMERICANS’ FEAR THE IRS MORE THAN THE F.B.I. AND C.I.A. COMBINED,” according to a recent poll. The paradox is that “those who have no reason to be frightened are typically the most fearful, while those who are in the most precarious positions of delinquency seem to thumb their noses at IRS” – even despite government offers of ‘leniency’ (in 2009 and again last month) which theoretically evidence a “kinder, gentler and smarter” approach to tax collection by “reaching out to those who are hiding out, off their radar, and can prove they completely lack the ability to pay what they owe,” and genuinely relaxed settlement procedures for the first time in fifty years. However, to those good citizens who do file and pay their taxes (albeit minimized as much as possible), IRS still has a reputation for “tripping over millionaires and non-filers just to garnish 10% of Grandma’s Social Security check.” [TRANSITIONS MAGAZINE – Apr 10]
- “ALL BUSINESS OWNERS AND LEADERS KNOW THAT *DECISION-MAKING* IS WHAT MAKES AND BREAKS A BUSINESS. We’re often faced with what *not-to-do*, and that kind of effort takes up more brain power than worrying about what *to do*. Think about it. Things are running well and you come up with a hundred new ideas to expand; things go poorly, and you find yourself grinding through dozens of ideas of what will fix it.” Ultimately, the level of your business success will come from knowledgeable risk-taking in connection with those decisions, and with subsequently managing your expectations versus results. DCG has decades of experience in successfully helping our clients develop optimal decision-making skills – today, often the criterion for not only performance but survival. Let us help. [OPENFORUM.COM – Apr 5, 10]



- “JUNK FOOD IS LITERALLY ADDICTIVE, PRODUCING CHANGES IN BRAIN CHEMISTRY SIMILAR TO THOSE CAUSED BY COCAINE.” How and why? “Fast food meals and heavily processed foods are stripped of fiber and nutrition, while *designed to trigger* innate preferences for fat, sugar and salt.” Scientists at Scripps Research Institute found that build up of high-fat, high-sugar and high-salt (from a diet of cheesecake, frosting and bacon) caused rats to lose control – to the point that, “when junk food was removed and health food was offered, the rats were so upset that they basically starved themselves for two weeks... the hallmark of addiction.” [THE WEEK – Apr 16, 10]
- THE RECENT TOYOTA DEBACLE STEMMED FROM FAILURE OF MANAGEMENT IN SIMPLE DENIAL OF REALITY, a condition which can affect organizations of any size. To optimize profitability and stability, infrastructure should promote constant and honest reality-checking through strategies which deal with issues like: “What happens to the bearer of bad news? Do managers shoot the messenger rather than heed the message? Do the ‘real’ issues only come up in the hallways after meetings are finished? Are competitors’ products trash-talked? If so, how sure are you that yours are superior? Would you rather be conventionally wrong or unconventionally right?” Infrastructure assessment and strategy development is one of DCG’s principal strengths. Let us help. [BUSINESSWEEK – Apr 19, 10]
- THOUGHT FOR THE WEEK:  
“*Whether you think you can, or whether you think you can’t, you are right.*” - Henry Ford

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