



## Just in case it matters to you:

- “AS WE BEGIN TO DIG OUR WAY OUT OF GLOBAL COLLAPSE OCCASIONED BY SEEMINGLY INFINITE GREED AND BOTTOMLESS STUPIDITY,” one ray of hope is research indicating that there may be ‘limits’ to such behavior – that is, “limits, biological or otherwise, to our appetite for ‘more’... The average American home receives 119 television channels yet watches, on average, only sixteen of them... The average Facebook user has 120 ‘friends’ in his or her network but men interact with only seven, on average, and women’s circles of genuine friends closes for serious business at around ten... These excess channels and casual friends on Facebook are available but not really where we want to invest our time. So, whether the emotional staple is entertainment or friendship, it seems there *are* limits.” Anything positive can’t hurt. [THE WEEK – Mar 20, 09]
- MEANWHILE, MOST BUSINESS OWNERS ARE PRUDENTLY IMPLEMENTING COST-SAVING PLANS AND SURVIVAL STRATEGIES these days. However, depending on *which* costs get cut and *which* deals get made, many will make hasty decisions, based on insufficient perspective which will ultimately “weaken their companies and damage their long-term prospects. This is because fear makes us shortsighted. With the economy falling apart around us, we forget that recessions always end. Yes, some businesses will go under, but some companies will emerge stronger... The winners will be those who have taken advantage of their most important resources – imagination and creativity.” *Strategic Direction & Planning are DCG’s principal consulting service* and have never been more critical to business stabilization, profitability and even survival. Of all times in your business career, don’t be penny-wise and dollar-foolish. We are here to help. [INC – Mar 09]
- “TIRED OF THE ENDLESS STREAM OF NEGATIVITY, STRESS AND CONFUSION created by chaos in today’s economy? ...Considerations that are vital to thriving in chaos include: Flexibility, at a moment’s notice, to shift thinking and stay open to change; ...Dumping the Entitlement attitude; ...Quick responsiveness to changes, using learned skills versus knee-jerk reactions and wasting energy complaining; ...Innovating different and better ways to solve problems; ...Taking responsibility for tough decisions and setting a role model for others; ....Clarifying strategic business & personal goals and objectives. Again, DCG can assist you, efficiently and effectively, with developing and implementing such actions. [LEGAL MANAGEMENT – Mar 09]
- THE AREAS IN CALIFORNIA WITH ABOVE-AVERAGE PROPORTION OF SENIOR CITIZENS OVER 65 are those proving most immune from this recession. Why? “California’s youngest regions are in the hot interior where hundreds of thousands of families moved in search of big, affordable houses. Unfortunately, many took on big, unaffordable mortgages to do it...and the housing crash has led such areas into an economic tailspin... Also, health care, the only private-sector industry in California that accounted for job growth in 2008, benefits places which have a fairly old population... In the past ten years, obedient to the findings of urban sociologists, American cities have tripped over themselves vying for young, creative people. They have built huge office parks (now largely vacant), revitalized downtowns and sponsored gay pride parades. They might have been better off building retirement homes.” [THE ECONOMIST – Feb 28, 09]
- STANDARD LIGHT BULBS WASTE AROUND 90% OF THEIR ELECTRICAL ENERGY in heating the filament, which is why bulbs are hot to touch. ‘Compact Fluorescent Bulbs (CFLs), the new curly-cue type, are one of the simplest and most effective energy saving tools available – lasting on average ten times longer and using substantially less energy (e.g., a 20-watt CFL can replace a 75-watt traditional bulb) which helps to reduce power plant emissions of greenhouse gases. Since their efficiency comes from absence of requiring heat in order to produce light, a CFL bulb can last 10,000 hours (versus standard 750 hours) and thus is also significantly less costly to purchase over the long run.
- THOUGHTS FOR THE WEEK: ***“When two people are under the influence of the most violent, the most insane, most delusive, and most transient of passions, they are required to swear that they will remain in that excited, abnormal, and exhausting condition continuously until death do them part.”*** – George Bernard Shaw

***“A liberal is someone who feels a great debt to his fellow man, which debt he proposes to pay off with your money.”***

G. Gordon Liddy