



Just in case it matters to you:

- **ECONOMIC TURMOIL IS CREATING RELENTLESS CHALLENGES FOR LEADERS, BUT ALSO OPPORTUNITIES** for strengthening your team, as long as you don't overlook a few important factors: (1) "Given the fundamental changes we're seeing in the global economy, it's inevitable that people are going to have lower expectations about finding the perfect, meaningful and custom-fitted job. But they may develop a new appreciation for the 'old' notion of work – that to be gainfully employed, to labor with integrity for the good of customers, co-workers or family really can be it's own reward;... (2) Employees need to find meaning in what they do. The best talent work because they are eager to – not simply for a paycheck;... (3) It's important to pay attention to those who leave and those who stay. Remove work when you remove employees so that those left behind don't feel punished for staying;... (4) It's easy to let the 'urgent' crowd out what's 'important.' Focus on the short term, but manage for the long term... A recession is the time when competitive positions can switch quickly, and assets, people and even customers can be bought on the cheap from weak players" – don't be one. [BUSINESSWEEK – June 29, 09]
- **MORE THAN TWO-THIRDS OF WEALTHY INVESTORS ARE STAYING AWAY FROM THE EQUITY MARKETS** because they fear the markets will drop again. While 88% believe that opportunities exist, "the risk of further price decline is too high" according to a Barclays Bank survey, based on world-wide interviews with 2,100 high-wealth individuals (investable assets above \$750K; 40% having assets between \$1.5M and \$15M). Moreover, half stipulated they "plan to spend more time investigating before committing" in the future. [INVESTMENT NEWS – June 15, 09]
- **MEXICAN IMMIGRATION IS REALISTICALLY LEADING TO MEXICAN INTEGRATION** as the economics of our countries become more and more linked. Mexican and Mexican-American populations living in the U.S. are now estimated up to 28M (legal and illegal) while over one million Americans now reside in Mexico. Some 15M American vacationers provide \$11B annually to Mexico's economy, along with \$25B transferred by family and friends. Cross border trade has increased to the point where 80% of Mexican imports (around \$200B) are consumed here, and where the U.S. ships back roughly 11% of our exports – second only to Canada and "either the primary or secondary destination for exports from 25 states... Hundreds of thousands, if not millions, of American jobs depend on consumers and industries in Mexico." Additionally, the (albeit disorganized) U.S. "diplomatic presence (which includes an embassy, nine consulates, and 14 consular agencies) is one of the largest missions in the world, housing representatives from not only enforcement and investigative agencies such as the ATF, Drug Enforcement, Homeland Security, but also 37 additional agencies and departments, ranging from Agriculture to the Aid for Int'l Development." On the organized crime front, over 6,000 drug-cartel related murders happened last year, from attacks on police stations, government officials and journalists, as well as competing criminals. "The best America can hope for is that crime becomes a persistent but manageable law enforcement problem, similar to illegal businesses in the U.S." But all signs point toward further integration on all fronts, ultimately "requiring a difficult conceptual shift – recognizing Mexico as a permanent strategic partner rather than an often-forgotten neighbor." [FOREIGN AFFAIRS – July/Aug 09]
- **LIVING BACKWARD: A CONCEPT ATTRIBUTED TO WOODY ALLEN:** "In my next life, I want to live backward – start out dead and get that out of the way, then wake up in an old people's home feeling better every day until getting kicked out for being too healthy... You work for 40 years until you're young enough to enjoy retirement. You party, drink and are generally promiscuous, then you are ready for high school, followed by primary school – becoming a kid and you play. You have no responsibilities and become a baby until you are born. And *then* you spend your last nine months floating in luxurious spa-like conditions with central heating and room service on tap, larger quarters every day, and then voila! You finish off as an orgasm."
- **THOUGHTS FOR THE WEEK: "Victory goes to the player who makes the next-to-last mistake."**

A BRILLIANT VIDEO ON OUR SELF-SERVING CONGRESS AND THEIR SHAMEFUL PERFORMANCE is available at:
<http://www.youtube.com/watch?v=jeYscnFpEyA>. **Absolutely worth a few minutes of your time.**

"The obscure takes time to see, but the obvious takes longer." –Edward R Murrow

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