

LIFE AND TIMES

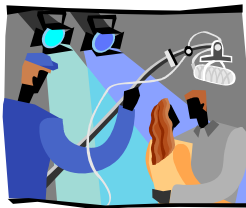
“The Business of Living... Work, Play, Style!”

Volume 3, Issue 1

January/February 2010

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Who Says?

“The ability to say ‘no’ is a tremendous advantage for a successful investor or individual.”

– **Warren Buffett**
on CNBC

“The financial crisis created a national reset to remind us that our economic system should not be built on debt.”

– **Joe Nocera**
NY Times Columnist

Commentary

What Black Insiders Meant To Dr. King’s Dream!

What Michael Jackson meant for showbiz. Dr. King meant to Civil Rights. Jackson got a proclamation. King got a holiday. What about Percy Sutton? Passing on Kwanzaa’s first day. He was known to some as a *Black Insider*. Maybe better as a giant with a people’s touch. What did Sutton mean to Dr. King’s dream?

If King spoke truth to power then Sutton put feet to power. His background starts as the son of a slave. Other highlights include: Tuskegee airman, first Black in NY State Assembly, served as Manhattan Boro President, ran for Mayor and US Senate, Attorney to Malcolm X. He was the Founder of the first Black-owned radio station. He also

resurrected the Apollo Theater from bankruptcy.

His friends describe him as grounded. Sutton knew his history and followed his destiny. He worked for the people. His life was about making the system more equal. Sutton understood the hot button issues. This explains why he supported certain causes, without making lots of noises. He wasn’t seen as a *hot shot*. He even chose to walk Harlem streets on a hot day.

Sutton was a legal guru by day. Black Uhuru (freedom fighter) by night. Many have stories to tell. How he groomed them back from hell. He would use his wit and grit. To produce a career or business lift. He gave back

to many. Sutton reached back to more. Like helping Jesse Jackson’s run for President. And Al Sharpton’s stand for residents.

Forerunner, he was a step ahead. He would sometimes



work behind the scenes instead. Sutton’s legacy is one of

seizing the day and paving the way. He turned a hot hand into a communications brand. He helped shape politicians, broadcasters, entrepreneurs and trailblazers. Sutton went from the worst of times, to being the best of the best. Simply put, he was *good people!*

Today’s Trends

Numbers in the ‘Hood.

“There’s only one winner in this week’s lottery!” That’s the word from uptown officials. But not the case in the ‘hood. The Tarot reader on the block has different results. These are for numbers that people hope to play every day. Does Miss Lucy know something that you don’t about good luck?

It seems like there’s a grow-

ing fascination with numbers in the ‘hood. Some remind us that Obama is the 44th President. This year CBS televises Superbowl 44. Then there are numbers that players wear for sentimental reasons. Is 2010 your year? Achieving your goals is about having resolutions that are real-life solutions. Not about the roll of the dice.

Even Fantasy Football depends on having the right count. Here are some of life’s important numbers. There’s your birthday, social security and address for starters. Then add your shirt, shoe and jeans size. Put them together in a fortune cookie and play them box or straight. Just be sure that they’re not put in too late.

Career Trac—Got Dreams? (Blog Series)

What Reality TV Says About Star Power (See JoetoCEO.com)



Reality TV could go global. For the world's fastest man Usain Bolt. He's the new Superman of Track & Field. Hold that thought. Now back to reality, where the biggest loser is the biggest winner.

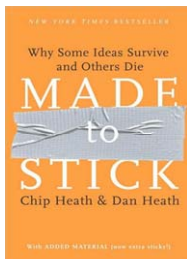
We see contestants from all walks of life. Most hope to see their kids grow-up. But some are more worried about keeping their job. They would need to pass the upcoming physical.

They're all gunning to lose the most pounds. Even win the ultimate prize. What's so fascinating about this show? Well, they get put on a diet. They exercise, count calories and manage food intake. These are important ingredients for regaining self-control and losing the fat rolls.

Then there's the "3D-factor." Drive, Determination and Discipline. But Biggest Loser isn't ashamed. It's about

knowing when to turn down the sweets. No pain, no gain. Progress takes every push-up on the mat or drop of sweat. This moves you closer to reaching the next goal.

Individual success is a matter of personal discovery. Push your limits. Find hidden talents and inner strengths. Start by changing your diet of food or friends or focus. Discipline and discovery don't kill. They just make you dream stronger.



"Editorial review of the book *"Made to Stick: Why Some Ideas Survive and Others Die"* by Chip Heath & Dan Heath,

www.madetostick.com

Notes & Quotes

A Message Made To Stick.

Why do some ideas survive and others die? That's the question posed by brothers and co-authors Chip Heath & Dan Heath. They provide six principles for SUCCESs on how to get your message across and make it stick.

1. **Simple.** Short, sweet and to the point. Use the inverted pyramid ap-

proach of most important to less important.

2. **Unexpected.** Use surprise to get attention, curiosity to keep it. Avoid being gimmicky.

3. **Concrete.** Help people understand and remember. Help them relate and coordinate.

4. **Credible.** Make it believ-

able and testable. Where helpful use statistics that are accessible.

5. **Emotional.** People don't care how much you know. Let them see how much they should care.

6. **Stories.** Warm the heart and get them to act. Use inspiration to provide the energy.

Soul Food

Talking Stuff!

A player gets in the face of another. Words are exchanged. Someone shoves followed by a push-back. After the play is over they're still talking stuff. This can happen when the game is on the line. Sometimes if a player feels roughed-up. Maybe it started days before. The defense was disrespected at the press confer-



ence. Could this be a sign of "bad blood?"

A good coach knows how to turn these feelings around. It's about channeling the players' emotions towards higher results. This is what prayer does when all else fails. It directs your emotions towards heavenly solutions. Takes you to higher places of power.

"Talking stuff" with God helps to unload the burdens. So you're not carrying them alone. It helps to re-load your blessings. You can be thankful for what you already have instead of complaining about what you don't. Effective, fervent prayer fine-tunes your spiritual reception. You hear, see, and feel better in spirit. **Cont'd on pg. 4.**

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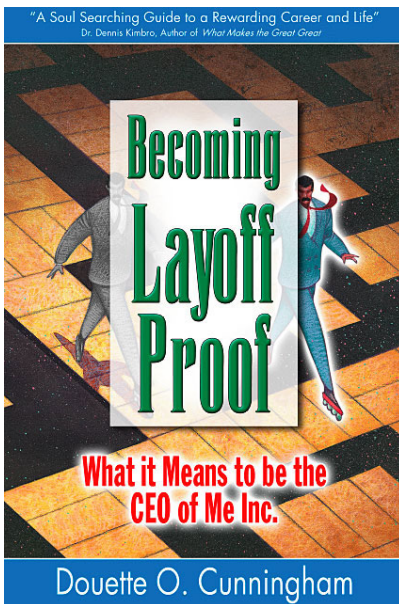
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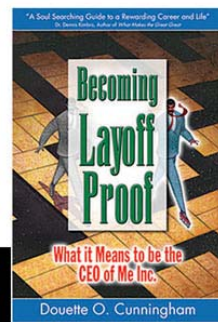
Here's what you get when you purchase 100 or more copies of *Becoming Layoff Proof*:

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ALL WORK AND ALL PLAY MAKE FOR FULFILLMENT ON PAYDAY.

Written in a friendly, conversational tone, it builds upon the premise that your career will rise to new heights once you begin to see yourself as the "CEO of Me Inc."



This will position you to:

1. Recognize the "Handwriting on the Wall."
2. Ready yourself for new opportunities.
3. "Raise the bar" on your skills and abilities.
4. Release a new sense of purpose and passion in your life.

"This book is a must read for all those who are serious about avoiding the pitfalls of corporate life or climbing one's own ladder of success." George C. Fraser, Author, Success Runs In Our Race



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LIFE AND TIMES

Publisher's Points

Every year has its seasons. Winter, Spring, Summer, Fall. Success on and off the field has its seasons too. A good start doesn't always mean a winning end. A winning end doesn't always mean there was a good start. It's all about how to play the game from start to finish, from scrimmage to championship.

In this issue we share how:

1. Goals give you the ability to say 'no'.
2. Roles provide a way to grow.
3. Dreams increase your fulfillment flow.

As always, we welcome your feedback and look forward to celebrating your victories!

Regards,

Douette 'Doc' Cunningham
Author/Speaker, Blogger, Dreampreneur.
www.PurposefulLivingVentures.com



Soul Food—Talking Stuff Cont'd from pg. 2.

You can talk to God when it feels like life is on the line. This is true especially after moments of disappointment and disrespect. Even if you think you could be in the wrong. He knows how to turn what others meant for evil into good. His track-record is one of turning things around.

Sports Page—Life Lessons from the Playing Fields!

Seasons of Success.

It's a new year with great expectations! This is true for any sports team at the start of the season. They look forward to another opportunity to win big. Sometimes the excitement is due to new players or coaches. Other times it's due to a new stadium or cheerleaders. Having supportive fans is always a plus.

In life's adventures the same applies. 2010 is a whole new ball game. Last year's disappointments should be this year's re-commitments. It's all about how you envision the year. The way you prepare. The things you do that are purposefully clear. A winning season has the following elements:

1. **Scrimmage** – Teams start off by stretching before practicing. This helps loosen-up the mus-

cles and minimize the potential for injury. Then there are pre-season games that help them get ready for the real thing. Career/business success also requires some goal stretching and skills building. This gets you ready for higher achievement.

2. **Regular Play** – During the regular season a win or loss matters. Teams strive to have a positive win/loss record. It's rare to have a perfect season. Even-though some have come close. The daily grind has its up and downs. But success comes by staying positive to the end. This way you might have glimpses of perfection.



3. **Playoffs** – The playoffs separate the duds from the studs. The weaker teams head off to early vacation. The stronger teams get a season extension. It's almost like a new beginning. You have to rise to the occasion if you want to keep the celebration. How bad you want it helps determine how much you prove it. Time to get busy, not get busted!

4. **Championship** – This is what it's all about. Making it to the Superbowl or NCAA College Bowl. Lasting up until the season finale. Bringing your best to the table. Showing that you come from good stables. A champion knows how to better their best. Giving all they've got and never letting it rest.