



### CEO Corner



**Chuck Trautman**

As a point of reference, I'm writing this before the November 8<sup>th</sup> election. Hopefully it's all sorted out and our country is back to some state of normalcy. I read in the USA Today that 51% of Americans think there will be violence on Election Day. What the hell is our great country coming to?

As you may know I'm an independent who is fiscally conservative and socially moderate. I always disagree with our presidents, regardless of party, on some issues and will always voice my opinion. But I would never resort to violence if my candidate didn't win. Isn't that why we have an election?

It's also amazing to me that so many people who have never served in the US Armed Forces have no respect for the flag, our country, or its history. I'll get booed for this, but I think everyone should be required to perform two years of government service (doesn't have to be military) upon completion of high school.

On a more pleasant note, we took a family trip to Flagstaff. Our oldest granddaughter was checking out NAU. The weather was perfect and fall colors abounded. We took a great hike at the Walnut Canyon National Monument. There's 273 stairs to traverse but the beauty and history are worth it.

We have my first Airbnb experience booked for late November in Las Vegas for a birthday celebration for daughter, Amy. The Northern Nevada family is coming down to join the celebration. Should be fun (or crazy)!

Recently I was asked how I'm doing since having stents installed in April. Doing great, thanks! I didn't slow down one bit. In fact I'm effortlessly jogging 45 minutes four or five days a week. Zazu walks with me for 15 minutes before the jog. She used to run with me when she was younger, but at 17 she's happy with a slow walk.

Until next month,

*Chuck Trautman*

CEO & Founder  
Arizona Marketing Association



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### Monthly Humor



### No Slackers

The new CEO wanted to prove that he wouldn't tolerate any slackers in his organization. On a tour of the plant on his first day, he noticed a man leaning against the wall while everyone else worked at a hectic pace.

"How much money do you make a week?" the CEO demanded.

Surprised, the man answered, "About \$500. How come?"

The CEO reached for his wallet and counted out \$2,000. "Here's four weeks' severance pay. Now get out and don't come back."

Startled, the man quickly left. The CEO turned and asked the plant foreman, "What did that guy do around here?"

The foreman answered, "He delivered the pizza."

# Member News

Welcome new members and new mastermind members! Thank you!

## New Mastermind Members

John Lamont – PriceMyAC.com - Tempe

## New Members

Charles Carlson – Benefit Intelligence – Mesa

Jeff Roberts – Quasar Limo – Scottsdale

Debbie Nelson – Melaleuca Distributor – Mesa

Jake Wehr – Non Profit Serving Veterans – Tempe

Fuzzy Manning – Wellness Coach – Phoenix

Rebecca Uhl – Give Pad – Tempe

Carolyn Andrews – Inspired Leaders Now – Phoenix

Michael Johnson – Give Pad - Tempe

**Thank you for joining!**

**The photos below were taken by Crystal Hollman of Crystal Clear Photography. Thanks, Crystal!**

## Zazu's Corner

Hello Fans!



ADOT sucks! Chuck didn't share the entire Flagstaff experience in his column. It took us EIGHT frickin' hours to return from Flagstaff.

We saw a computerized sign that said "Crash at MP 247, expect long delays".

Ten miles from MP 247 and five miles from the Sunset Rest Stop we came to a halt. It took 1hr 35mins to go those 5 miles. At the rest stop ADOT was turning traffic around with a sign that said Phoenix traffic proceed through Payson or Prescott.

Why didn't they use there computerized sign system to tell us that 40 miles and two hours earlier when we could have turned off to highway 169 or 69?

We got home at 9 PM by going through Prescott and Wickenburg. Those who pulled off the freeway to "wait it out" got home at 11:30 PM.

Come on, ADOT. Use some common sense!

There are lots of "feel good" events in November. We have the Marine Corps 241st birthday on 10 November, Veterans Day on 11 November and of course Thanksgiving Day on November 24<sup>th</sup>. You and I have lots to be grateful for. Enjoy those days!

Until next month,

Zazu



Jake Wehr



Rebecca Uhl



Fuzzy Manning



Miles Beccia



Jerry Levinson



Bill Baer



Therese Skelly

**Join us for our next AZ Marketing Summit on  
Wednesday, November 9th at 6:30 for networking  
and 7 to 9PM for the program !**



# Take Back Your Mornings!

We live our lives in days. It's the natural unit of measure for our lives. Physically our bodies have a cycle to each day. It's one of the most important units of life. Those days turn into weeks, which turn into months, which turn into years, which add up to your life. Each day we live is like a mini life. Making each day the best it can be is the goal. How do you do that? How do successful people create a great day?



The day is broken up into a beginning, a middle and an end. It starts with the morning, then the afternoon and finally the evening. Out of those three which is the most important? Some night owls may disagree but it's the morning that is most important. The start of the day is key to making it a great day. Most successful people point to their morning routine as the major key to their success. The morning sets the tone. The morning can bring you the successful feelings to carry with you all day long. Let's talk about how you take back your mornings and guarantee your success with a great day!

## **It Starts the Night Before**

To have the most successful morning possible you need to start the night before. The ideal thing would be if you had an evening ritual. I call it the Evening Sacred 30. That's the 30 minutes right before you go to bed. The top item is to make the plan for the next day. Having a plan will allow you to live your day. Not the day of the distracting world that tries to pull you every direction. I like to plan my day on paper and write out my appointments, my schedule and the items I want to get done. This ensures I get the day started right – with a plan.

The more preparation for the morning you can do the night before the more successful you will be. Figure out what time you would like to get up, what clothes you are going to wear, even put out your sneakers and workout clothes for the morning. Plan out what food you will have for breakfast. Set out a glass of water right next to your bed so you are ready to hydrate first thing upon rising.

The morning will go better if you get a good night's rest. Having a consistent bed time and wake time helps the body. Turning off electronic devices and avoiding them right before bed is helpful for your production and release of melatonin. That effects your ability to sleep deeply and restfully. Having a dark room helps. A comfortable bed and surroundings also add to restorative sleep.

## **First Thing – Greet Your Great Day**

Welcome the day right. Get up immediately out of bed and drink some water. You've been without water for many hours and it's the perfect way to start the day. Next, smile and know you're here for a reason and you will make today the best it can be. Here are the top things successful people do as part of their meaningful mornings.

## **Top Morning Rituals of Successful People**

**Deep Breathing:** In through the nose out through the mouth forcefully. This wakes you up and gets the toxins out.

**Spiritual Time:** Prayer, Meditation, and Quiet time – connection to God.

**Gratitude:** Be thankful for something – I like to list 3 things I'm thankful on a gratitude list I have. Having an attitude of gratitude starts the day in the right direction. It's important to be filling your mind with positive thoughts and starting with gratitude for what you already have does that.

**Get Moving: Exercise, Stretching, and QiGong:** It's important to get the body moving and get the blood flowing. Even just 5 minutes of basic exercises is very helpful. You will increase your energy levels all day long and sleep better at night. One of my favorite exercises is QiGong because it blends movement, breathing and body energy work all in one.

**Morning Momentum the Nano Task:** Getting tasks done feels great. Done is the engine of more. Start your morning off by getting a little task done. Something that just takes a few minutes max. It can be cleaning up a junk drawer,

### **TAKE BACK YOUR MORNINGS!**

How to take control and make it a GREAT DAY!  
by Blaine Oelkers

- 1 STARTS THE NIGHT BEFORE
- 2 GREET THE DAY - WATER/SMILE
- 3 DEEP BREATHING
- 4 SPIRITUAL TIME
- 5 GRATITUDE
- 6 GET MOVING - EXERCISE
- 7 MORNING MOMENTUM - NANO TASK
- 8 IMPORTANT TASK FIRST

**Selfluence**  
Your Power to Influence Yourself

write a quick card to a friend, journaling for a few minutes or clearing your desktop. This gives you an early win and the rest of the day you have that sense of accomplishment with you.

**Important Item First:** Getting started on some item that is important to you. This could be a hobby, a project you have a lot of passion for, or a high revenue producing activity for your business. Start the day by going after this BEFORE the distractions of the day start coming at you. Hold off the distractions of the day as long as possible.

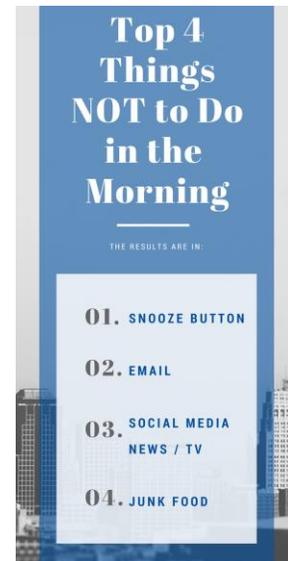
## Must Avoid – What NOT to Do

**No Snooze Button:** Do not use the snooze button. Studies now show that it confuses your sleep cycle.

**Avoid Email:** This can be difficult, but it pays the highest dividends. Do not check email first thing in the morning. It's a morning killer. You will get sucked into the day before you have a chance to get your day started. No matter how strong you think you are, you have to avoid email. The longer you can put this off the better a morning you will have. The emails will still be there later in the day. Take the first part of the day to work on YOU. You are the most important piece of the puzzle and you will sail through those emails once you get your day started on your terms.

**Avoid Social Media / News / TV & all Digital Distractions:** Sorry but Facebook first thing in the morning is not the way successful people do it. I know we all want to see what's going on there but it's not going to help you live a great day. You can check that stuff later – it will still be there. Starting your day away from news, TV and digital distractions will be a game changer. I use to be a Yahoo-aholic. I would jump on Yahoo first thing in the morning and read all the first news of the new day. What a waste of the most important time of the day! It is not only a waste of time, but when you start thinking about all that news, it leads you further from your day and your life. Don't do it. Keep pushing it back in your day – the further the better. If you have trouble then just push it back 15 minutes in your morning, then 15 more until you get all your important stuff done – then take a peek at. Over time you realize how much time you waste with digital distractions and they lose their power over you – what a great day that is.

**Avoid Junk Food:** Don't eat junk food in the morning. If you have to eat things that are not super healthy leave it for later in the day – don't ruin the first part of the day. Keep the healthy fuel going in the body first thing: water, fresh juice, fruits, vegetables, nuts, seeds, oatmeal or avocado toast.



## Yes YOU can Make it a Great Day!

Commit to taking back your mornings – your great day depends on it. Give it a try for the next few days – you will see an immediate difference. You need take time for yourself. You are the most important person not only to yourself but to all those around you. When you have a great day everyone that comes in contact with you is affected. Your family, your friends, your business, your customers and your community. You need time for yourself and the distraction free morning is the place to get that. Let's do this – start tonight - you are worth it.

Now you have the tools to take control and make it a great day!

Blaine

P.S. You may need to create some space to take back your mornings. You might have to wake up earlier. Don't be afraid to do this – it's worth it. Your body will adjust in a few days. You can get up earlier via a leap or little steps. The leap would be getting up 30 minutes or an hour earlier. The little steps would be getting up 5 to 10 minutes early and then over time add another 5 minutes till you get to the time that works best for you. I'm excited for you and the great days you are going to be producing by taking back your mornings!



Blaine Oelkers is a lifetime entrepreneur, a graduate of Purdue University and Stanford University's Entrepreneurship program. He's achieved over 100 Million dollars in sales and coached 1000's of people. He helps business owners with their Personal Implementation Plans (PIPs) to elevate themselves to a higher level called You 2.0. He's currently President of the Arizona Marketing Association. **Reach him at [Blaine@azmkt.org](mailto:Blaine@azmkt.org).**





## Executive Insight Corner

by Dr. Lisa Aldisert

### *Do You Hear What You Say?*

Last time I wrote about the impact of tone of voice. This week is about content.

Are you aware of what you say when you speak to your staff (co-workers, family, friends...you get the picture)? Most breakdowns in the workplace can trace back to ineffective – or just plain old BAD – communication.

I've recalled several examples shared by clients during the past few weeks.

- A manager berated some employees' recent performance to another manager. No feedback was given to the employees in question.
- A firm leader reprimanded a senior-level employee in front of other staff.
- A manager told one of his direct reports that he had more important things to do than help her in that moment.

Contrast those examples to these:

- A firm leader engaged key staff members in evaluating a potential new hire.
- A manager showcased the work of one of her people to her bosses.
- A manager verbally announced the upcoming departure of an employee at the end of a staff meeting. He wished him well, and this preempted gossip about why he was leaving.

Unfortunately, for every bad or negative comment you utter, people will remember it as worse than when you said it.

When you're frustrated, you need to figure out how to hold your emotions in check. Otherwise, the damage that occurs can take an enormously long time to reverse.

Saying what comes to mind without editing first is an aspect of self-regulation, a key component of emotional intelligence. If you see your behavior in any of the negative examples above, you will be well-served to work on this.

Pay attention to what you say in the week ahead. Catch yourself in the moment, and you will have taken the first big step to improvement.

Dr. Lisa Aldisert is the president of Pharos Alliance, Inc., a management consulting firm that works with entrepreneurial executives to align people and processes to result in stronger, more profitable organizations. Feel free to visit her website at [www.pharosalliance.com](http://www.pharosalliance.com) to receive this newsletter weekly. Lisa can be reached at [lisa@pharosalliance.com](mailto:lisa@pharosalliance.com) or 212-332-3242.

## Management Tips

### Take the Management Approach that Fits

You can't use the same leadership style with every employee. Take a look at these basic approaches and pick the one that works best—depending on your situation:

• **Directive.** This style calls for lots of hands-on training, instruction, and follow-up. Use it with employees who lack skills, maturity, and/or confidence—frequently your newest workers. You'll have to spend more time with them than with your more experienced employees, but it will pay off later in terms of employee productivity and morale.

• **Coaching.** This approach works best for employees who have the required technical skills but need more confidence. Your primary task is to provide feedback on the employee's performance. You may need to prod them into taking on more work and responsibility.

• **Facilitative.** Your role in this model is to ask employees what resources and support they need in order to do their jobs. You still need to monitor performance and offer feedback, as well as to help workers fine-tune the skills they need in order to perform their work with minimal supervision.

• **Empowering.** Experienced, dependable employees allow you to take an empowering approach. You can delegate projects with the confidence that they will be able to perform satisfactorily without your direct involvement. Your goal should be to reach a level where you can use this approach with all your employees.



### Mark Your Calendar

Nov 1 – Tuesday CEO Mastermind

Nov 3 – Thursday CEO Mastermind

Nov 6 – National Nachos Day

**Nov 9 – 4:30 to 6:15 Partners Mastermind (Private)  
6:30 to 9 PM Arizona Marketing Summit &  
Dinner Rio Salado College (Public)**

Nov 10 – Happy 241<sup>st</sup> Birthday US Marines

Nov 11 – Veteran’s Day

Nov 15 – National Entrepreneurship Day

Nov 19 – Women’s Entrepreneurship Day

Nov 20 – National Peanut Butter Fudge Day

Nov 24 – Thanksgiving Day

Nov 25 – Black Friday

Nov 28 – Cyber Monday



### Monthly Quotes

“Demonstrate to the world there is ‘No Better Friend, No Worse Enemy’ than a U.S. Marine.”

—Gen James “Mad Dog” Mattis

“Courage is contagious. When a brave man takes a stand, the spines of others are often stiffened.”

– Billy Graham

“Regard your soldiers as your children, and they will follow you into the deepest valleys. Look on them as your own beloved sons, and they will stand by you even unto death!”

– Sun Tzu

“There’s no traffic on the extra mile” – Anonymous

“The supreme quality for leadership is unquestionably integrity. Without it, no real success is possible, no matter whether it is on a section gang, a football field, in an army, or in an office.”

– President Dwight Eisenhower

“If it doesn’t challenge you it doesn’t change you”

– Fred Divito